The Marketing Factors That Have an Influence on Momo-paradise's Customer Loyalty in Bangkok Metropolitan Area

Miss Apiporn Buachart

ปัจจัยทางการตลาดที่มีอิทธิพลต่อความภักดีของลูกค้าโมโม่พาราไดซ์ในเขตกรุงเทพมหานครและปริมณฑล

น.ส.อภิพร บัวชาติ

สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต
สาขาวิชาเศรษฐศาสตร์ธุรกิจและการจัดการ สาขาวิชาเศรษฐศาสตร์ธุรกิจและการจัดการ
คณะเศรษฐศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
ปีการศึกษา 2564

Independent Study Title	The Marketing Factors That Have an Influence on Momo-paradise's Customer Loyalty in Bangkok Metropolitan Area
By	Miss Apiporn Buachart
Field of Study	Business and Managerial Economics
Thesis Advisor	Assistant Professor SAN SAMPATTAVANIJA, Ph.D.

Accepted by the FACULTY OF ECONOMICS, Chulalongkorn University in Partial Fulfillment of the Requirement for the Master of Arts

INDEPENDENT STUDY COMMITTEE

.... Chairman
(Assistant Professor NIPIT WONGPUNYA, Ph.D.)
.... Advisor
(Assistant Professor SAN SAMPATTAVANIJA, Ph.D.)
.... Examiner
(KATIKAR TIPAYALAI, Ph.D.)

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

อภิพร บัวชาติ : ปัจจัยทางการตลาดที่มีอิทธิพลต่อความภักดีของลูกค้าโมโม่พาราไดซ์ในเขตกรุงเทพมหานครและปริมณฑล. (The Marketing Factors That Have an Influence on Momo-paradise's Customer Loyalty in Bangkok Metropolitan Area) อ.ที่ปรึกษาหลัก : ผศ. ดร.สันต์ สัมปัตตะวนิช

โมโมพาราไดซ์เป็นหนึ่งในร้านอาหารบุฟเฟต์ประเภทชาบูชาบูที่ทำกำไรได้มากมายมหาศาล และยังได้สร้างปรากฏการณ์ความรักในแบรนด์แม้ว่าราคาบุฟเฟต์จะปรับเพิ่มขึ้นมาตั้งแต่ปี พ.ศ.2564 ดังนั้นบทความนี้จึงมีวัตถุประสงค์เพื่อศึกษาผลกระทบของปัจจัยทางการตลาดที่ส่งผลกระทบต่อการเป็นลูกค้าประจำของร้านโมโม่พาราไดซ์ในเขตกรุงเทพฯ ตัวแปรอิสระได้ถูกแบ่งออกเป็นสองกลุ่ม ได้แก่ ปัจจัยด้านการตลาดและด้านประชากร ปัจจัยทางการตลาด ได้แก่ คุณภาพของผลิตภัณฑ์ การรับรู้ด้านราคา การส่งเสริมการขาย คุณภาพการบริการ ภาพลักษณ์ของแบรนด์ และสภาพแวดล้อมทางกายภาพ ปัจจัยด้านประชากรศาสตร์ ได้แก่ อายุ เพศ สถานะ ระดับการศึกษา ระดับรายได้ และอาชีพ ตัวแปรตามคือความตั้งใจที่จะเป็นลูกค้าที่ภักดี การทดสอบทางสถิติที่ใช้ในงานศึกษาค้นคว้าอิสระนี้ได้แก่ การทดสอบค่าเฉลี่ยกับเกณฑ์สำหรับกลุ่มประชากรสองกลุ่ม การวิเคราะห์ความแปรปรวนทางเดียวสำหรับกลุ่มประชากรมากกว่าสองกลุ่ม และการวิเคราะห์การถดถอยพหุคูณ ผู้ที่ชื่นชอบในการรับประทานอาหารที่ร้านโมโม่พาราไดซ์จำนวน 185 ราย และอาศัยอยู่ในเขตกรุงเทพฯ ได้ถูกสุ่มให้เข้าร่วมการสำรวจ โดยมีระยะเวลารวบรวมข้อมูลระหว่างวันที่ 20 พฤษภาคม ถึง 5 มิถุนายน พ.ศ 2565 ผู้วิจัยได้ทำการแจกแบบสอบถามโดยส่งแบบสอบถามไปยังกลุ่มเป้าหมายในกลุ่ม Facebook สำหรับผู้ที่ชื่นชอบรับประทานอาหารประเภทชาบูชาบู จากผลการศึกษา ผู้ที่มีช่วงรายได้ที่ต่างกันมีความตั้งใจในการเป็นลูกค้าประจำของโมโม่พาราไดซ์ ที่แตกต่างกัน อย่างไรก็ตาม ผู้ที่มีอายุ เพศ สถานะ ระดับการศึกษา และอาชีพที่แตกต่างกัน ไม่ได้มีความตั้งใจในการเป็นลูกค้าประจำของโมโม่พาราไดซ์ที่แตกต่างกัน ปัจจัยทางการตลาดที่ส่งผลต่อความภักดีในการเป็นลูกค้าประจำของร้านโมโมพาราไดซ์ คือคุณภาพของผลิตภัณฑ์ ภาพลักษณ์ของแบรนด์ และคุณภาพในการบริการ ในขณะที่การรับรู้ราคา การส่งเสริมการขาย และสภาพแวดล้อมทางกายภาพ ไม่สามารถส่งผลต่อความภักดีในการเป็นลูกค้าประจำของร้านโมโม่พาราไดซ์

จุฬาลงกรณ์มหาวิทยาลัย

CHULALONGKORN UNIVERSITY

สาขาวิชา	เศรษฐศาสตร์ธุรกิจและการจัดการ	ลายมือชื่อนิสิต ....
ปีการศึกษา	2564	ลายมือชื่อ อ.ที่ปรึกษาหลัก ....

Apiporn Buachart : The Marketing Factors That Have an Influence on Momo-paradise's Customer Loyalty in Bangkok Metropolitan Area. Advisor: Asst. Prof. SAN SAMPATTAVANIJA, Ph.D.

Momo-paradise, one of the most profitable shabu-shabu buffet types of restaurants in Thailand has gained brand love phenomenon even when the buffet prices have adjusted to increase since 2021. Therefore, this paper aims to study the effects of marketing factors that affect the retention of Momo-paradise's loyal customers in the Bangkok area. The independent variables are categorized into two groups: namely marketing and demographic factors. The marketing factors include product quality, price perception, promotion, service quality, brand image, and physical environment. The demographic factors include age, gender, status, education level, income level, and occupation. The dependent variable is loyalty intention. A one-sample t-test for two population groups, the analysis of the variance or one-way ANOVA for more than two population groups, and multiple regression analysis were selected as the statistical approach.

185 random Momo customers living in Bangkok have participated in the survey with the collection period of May 20th - June 5th, 2022. The questionnaire distribution method was done by sending questionnaires to target groups in Bangkok through the Facebook community for people who love shabu-shabu.

According to empirical study results, people that have different income ranges have different intentions to become loyal customers of Momo-paradise. However, those who have different ages, gender, status, education level, and occupation do not have different intentions to become loyal customers of Momo-paradise. The marketing factors affecting the loyalty intention of Momo-Paradise are product quality, brand image, and service quality while price perception, promotion, and physical environment can not affect the loyalty intention of Momo-Paradise.

Field of Study:	Business and Managerial Economics	Student's Signature ....
Academic Year:	2021	Advisor's Signature ....

ACKNOWLEDGEMENTS

TABLE OF CONTENTS

Page

1. Introduction

1.1 Background

The development of technology in the present has led to a change in the eating behavior of Thai people. Due to media contact and openness to the perception of information, this also led to changes in cultural factors. Eating is one of the many ways in which service users in Thailand have changed and adapted in recent years. At present, users have several different options for learning the different cultures, especially buffet food. For this reason, buffet-style dining is therefore widely popular in many countries around the world.[1]

The restaurant industry is one of the main industries in Thailand. The restaurant business in Thailand has a turnover value of at least 400 billion baht, which accounts for 4.7 percent of the total service sector of gross domestic product of the service sector. The restaurant business has expanded since 2015 from the investment of both existing and new operators who entered the market. The trend is faced with challenges all around, such as the shrinking of same-store sales that have continued to decline, including expected higher business costs. At the same time, the behavior and needs of consumers are changing rapidly. Kasikorn Research Center also predicted that the restaurant business will face more intense challenges from broader factors in 2020, despite expansion from entrepreneur investment, this could lead to a shorter life cycle for the restaurant business and an increased number of restaurant closures for both the new players with the original players.[2]

---

[1] อุตสาหกรรมอาหาร - Food Wiki | Food Network Solution. www.foodnetworksolution.com.

https://www.foodnetworksolution.com/wiki/word/2561

[2] *Kasikorn Research Center*, ปี 2563 ธุรกิจร้านอาหารเผชิญกับโจทย์ท้าทายสูง และรูปแบบการแข่งขันที่เปลี่ยนไป คาดมีมูลค่า 4.37 – 4.41 แสนล้านบาท (กระแสทรรศนะ). ศูนย์วิจัยกสิกรไทย. https://www.kasikornresearch.com/th/analysis/k-econ/business/Pages/z3067.aspx
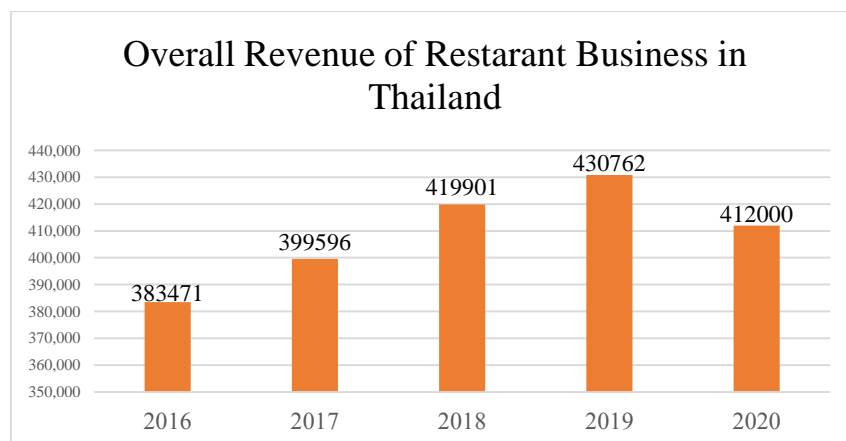
Figure 1: The overview of restaurants' revenue in Thailand from 2016 to 2020.
Source: Kasikorn Research, 2020

In 2019, Kasikorn Research Center predicted that the restaurant business revenue in 2020 will shrink by around ten percent from the previous year. And this is the first contraction in 8 years, resulting in many players having to leave the competition. This illustrates the high turnover of the restaurant business. [3] Therefore, it pushes pressure on the survival of restaurants, especially the ones with front stores. [4] Due to the economic slowdown affected by Covid-19. This leads to changes in people's consumption behavior and adjustments to catering services hence putting pressure on restaurant business operators. In addition, the growing role of technology trends presents a challenge that requires entrepreneurs to adapt in order to support increasingly complex business chains. The attractiveness of Thais using restaurant services is positively dependent on marketing factors.[5] Thais usually choose restaurant services and emphasize the cost-effectiveness of emphasizing various restaurant promotions. Therefore, we can see that restaurant operators provide a unique experience that attracts customers in different unique ways. For instance, it can be a promotion, discount, exchange, or giveaway.[6]

---

[3] *Kasikorn Research Center*, ปี 2563 ธุรกิจร้านอาหารเผชิญกับโจทย์ท้าทายสูง และรูปแบบการแข่งขันที่เปลี่ยนไป คาดมีมูลค่า 4.37 – 4.41 แสน ล้านบาท (กระแสทรรศน). ศูนย์วิจัยกสิกรไทย. https://www.kasikornresearch.com/th/analysis/k-econ/business/Pages/z3067.aspx

[4] LadyBee, [วิเคราะห์] อุตสาหกรรมอาหารปี 64 มีความเสี่ยงและท้าทายสูง การลงทุนใหม่ยังต้องระมัดระวัง

. Thumbsup. https://www.thumbsup.in.th/stategy-food-business

[5] E. I. C. S. C. Restaurant business in Thailand…is it still worth investing ? - Thai News. Www.thailand-Business-News.com.

https://www.thailand-business-news.com/business/75128-restaurant-business-in-thailandis-it-still-worth-investing

[6] HKTDC Research. Research hktdc. https://research.hktdc.com/en/article/NjU1MDg0MDQ3

From a number of restaurants that are available throughout the country. One of the popular types of restaurants is the shabu-shabu restaurant. It is a popular type of food, as evidenced by the growing number of restaurant chains and shabu restaurants owned by many small and medium-sized businesses today. This can be supported by the survey conducted by Wongnai, the popular food reviewing platform in Thailand, there are 205,709 restaurants in Thailand. The province with the most restaurants in Bangkok at 61,488. Popular Districts in Bangkok with the highest number of stores include Wattana 3,926 stores, Pathum Wan 3,348 stores, Chatuchak 3,108 stores, Bang Rak 2,683 stores, and Huai Khwang 2,431 stores, respectively. One of the most popular types of restaurants is buffet restaurants which counted for 11,791 stores.[7] Moreover, the search data in Wongnai also revealed that more than 7,500,000 times throughout 2017, the most popular search terms including food menu that Wongnai's foodies are popular to search for, can be summarized that the most searched dishes including shabu-shabu typed of a meal. (Wongnai, 2018).

THOT Social Company performed market research on retail foods in 2018. They collected the different opinions from people using different social media platforms and share the results that the Shabu type of meal gain the most popularity followed by other types of restaurants.[8]

Marketeer, the popular marketing blog mentioned that the buffet business in Thailand is another growing industry and the most popular one is the shabu type. Since Thai people have a health-conscious culture and view boiled food as healthier than grilled food, it makes sense that they would prefer this type of food. Moreover, it can be enjoyed every day, and its odor is less persistent than that of grilled food.[9]

---

[7] Wongnai Media. [ปี 2561] สรุปข้อมูลเทรนด์ธุรกิจร้านอาหาร ที่เจ้าของร้านห้ามพลาด @Wongnai. https://www.wongnai.com/business-owners/thailand-restaurant-trend-2018

[8] Positioningmag. ถอดรหัส "รีเทล ฟูด" ล้วงลึกพฤติกรรมลูกค้าบนโซเชียลมีเดีย. Positioning Magazine. https://positioningmag.com/1138741

[9] Marketeer. ธุรกิจบุฟเฟต์ แต่ละแบรนด์ขายดีแค่ไหน ? เปิดกลยุทธ์ทำอย่างไรให้ขายดี มีกำไรในธุรกิจนี้. (2020, September 10). Marketeer Online. https://marketeeronline.co/archives/186816
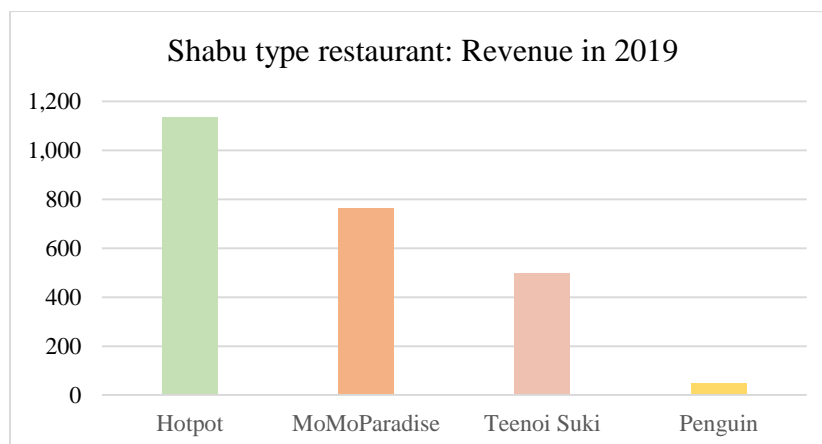
Figure 2: The revenue of Shabu-Shabu restaurants in 2019.
Source: Marketeeronline, 2020

Momo-Paradise is categorized as a mass-premium shabu-shabu buffet restaurant. The selling point is the shabu which has a Japanese flavor. It manages ingredients by having only a few menus to choose from, but what remains attractive is the product differentiation and service quality. Momo-Paradise firstly located the first branch in the Central world in 2008 and currently has only 19 branches in 2020. However, it gains a large profit each year. The restaurant is owned by the Noble Group. The income for the past 3 years was 398.01 million baht with a profit of 10.34 million baht in 2017, 526.46 million baht with a profit of 26.24 million baht in 2018, and 760.54 million baht with a profit of 49.98 million baht in 2019. [10] Revenues grew 38% annually while profits increased even more than that. If the revenue of $764 million is selected and is divided by the number of 19 branches, it will be found that it can generate revenues of approximately $40 million per branch per year.

Furthermore, in the marketing study, the restaurant is taken as an example to study the marketing strategies that emphasized why Momo-Paradise has got so much "brand love" and brand loyalty from its customers. All of the menu items, especially meat dishes, are very popular. Mo-Mo-Paradise is known for its high-quality products. Besides that, the four broths - Shabu Shabu, Sukiyaki, Karamiso, and Tonkotsu - have always been unique and delicious. That is probably why it gains so much love from the

---

[10] Marketeer.ธุรกิจบุฟเฟต์ แต่ละแบรนด์ขายดีแค่ไหน ? เปิดกลยุทธ์ทำอย่างไรให้ขายดี มีกำไรในธุรกิจนี้. Marketeer Online. https://marketeeronline.co/archives/186816

consumers. Brand identity is very clear and consistent, with a consistent viewpoint. It decided to stick to the original menus.[11]

"I never thought that other stores could be competitors because restaurants have to compete with each other. It must have a substantial base. For example, my shop focuses on authentic Japanese Shabu. We are more concerned with the quality of the foods we serve, rather than the variety. We stick to this approach and never get sidetracked, no matter what other restaurants offer their customers, we never follow the trend because, in the end, the customer is the one who decides whether this restaurant is good or bad" Suravej's opinion from interview[12] This may be the reason why it gained so much popularity with only 19 stores located in Bangkok.

What is interesting, however, is that Momo-Paradise can also attract customers with its high-end brand image focused on high-quality ingredients. In 2022, the consequences of SASS price increases in pig disease appear to have no impact on customer demand. This is witnessed by the researcher as there are still lots of customers at the restaurant and still, Momo-Paradise is also constantly positively being mentioned on social media. As a result, investigators were interested in research to see how Momo-Paradise has remained attractive to its customers.

This study investigates the effects of marketing factors that affect the retention of Momo-Paradise's loyal customers in the Bangkok area. The selected factors are mainly divided into two categories which are demographics and other marketing factors. These include product quality, price perception, promotions, service quality, brand image, and physical environment for marketing factors. The demographic factors include age, gender, status, education level, income level, and occupation. To the best of the researcher's knowledge, accidental sampling, which is a type of non-stochastic sampling, was used for the sampling method because it is easily accessible and convenient. Due to the time constraint, nearly 200 random Momo-Paradise customers living in Bangkok were determined with the collection period of May 20th - June 5th,

---

[11] Srirarom, ถอดรหัส Mo-Mo-Paradise ทำไมถึงเป็นศูนย์รวมจิตใจคนรักชาบูชาบู. WorkpointTODAY. https://workpointtoday.com/mo-mo-paradise-brand-love-02/

[12] Amarin Academy.Mo-Mo-Paradise การจัดการบุฟเฟต์ขั้นเทพ!.Amarin Academy Onlne. https://amarinacademy.com/1449/highlight/mo-mo-paradise/

2022. The questionnaire distribution method was done by sending questionnaires to target groups in Bangkok through the Facebook community for people who love shabu-shabu. This target group of the survey participants should be able to answer the research objective nicely as they are the ones who should be familiar with the restaurant.

As a customer of Momo-Paradise, the researcher is well-versed in the service. Transitioning from a customer role to doing a marketing analysis is challenging, which is to provide insightful analyses and feedback for the restaurant. Moreover, the researcher is interested in getting a future job as a marketing researcher. These are the main reasons why it is fascinating to contribute to this paper. As a consequence, Momo-Paradise, including restaurant operators both small and medium including big enterprises and Shabu-type restaurants, can know the factors affecting loyalty to retain old customers. While retaining the old customers, it is possible that it can unexpectedly gain new ones. The research results can be obtained to analyze and apply as important information in product development planning and continue to provide services to better meet customers' satisfaction.

1.2 Research Question

This study will focus on the question of which marketing factors can affect Momo-Paradise's customer loyalty by focusing on the area of Bangkok metropolitan.

1.3 Related Economic Concept

This paper can emphasize mainly microeconomics which is the study of household decision makings and interactions in everyday life. For the buffet business, there is an opportunity for a buffet restaurant as the rising price of a la carte restaurants has made them more expensive for consumers. When dining out at the mall, it is usually customary to pay at least 250 baht per person. [13] When considering the cost of eating 250 baht, in general restaurants, it may be difficult to get anything more than a dish. This may add up if the customer orders multiple items. As a result, when compared to buffet restaurants in the range, the minimum price at these restaurants may now vary between 199 and up to 2,000 baht per head. This can be supported by the price elasticity concept. For price-sensitive customers, the choice of a la carte should be easily cut down. If they are looking for a buffet restaurant in the 199 to 399 price range, they are likely to get more food by eating several dishes, rather than paying 300 baht for a single dish. In the segment of luxury dining customers, there is little difference in their behaviors. Because nowadays, buffet restaurants have adjusted their premiums to allow customers to choose all price intervals. No matter what position the customer is in, a buffet can set the price range into various packages according to the quality, which makes it easy for customers to find what they are looking for.

The utility maximization can also explain why each time people decided to dine in a buffet restaurant. Generally, the concept of utility maximization is to seek the highest satisfaction of what is being paid for. In this case, the customer paid certain premiums to consume 'all-you-can-eat' in the restaurant. That means each bite taken is accounted for the price that has been paid. Therefore, people tend to eat as much as they can to fulfill the feeling that all the costs paid are sufficiently offset by the food. However, it comes with its downsides, such as the stomach pains that come with

---

[13] The MATTER. กรุงเทพฯ "แพง" แค่ไหน จะอยู่ให้ได้ ต้องมีเงินเท่าไร.The MATTER. https://thematter.co/brief/brief-1548496801/69540

additional medicines. This introduces the new concept called sunk cost fallacy. (Arkes and Blumer,1985) Sunk cost fallacy, literally meaning sunk cost bias. It is when we make decisions based on past events rather than rational decisions. Game theory normally explains the rationality of the decision-making, but there is a subset of the subject called 'behavioral economics. This is the study of irrational decisions making. Sunk cost fallacy behavior is one of behavioral economics and is another example that explains sometimes people can do things illogically. Together, the application of the related economic theories and marketing regression analysis can benefit the buffet restaurant entrepreneurs in setting the business strategies. For instance, setting the price in a way to benefit themselves.

2. Literature Review

2.1 Concept and Theory

Aaker (1996) describes brand loyalty as one component of brand equity. He states that brand equity is like the firm's assets but how to increase these assets is the main question that reflects the firm's performance. The change in a firm's assets reveals how the public feels about the firm's brand. This is saying that positive feelings toward the brand should establish positive value to a firm. There are many ways to create brand equity, including gaining brand awareness, retaining customer loyalty, and having favorable perceptions of the product. Additionally, companies can build up their proprietary brand assets, such as name recognition and a strong reputation. The firm's brand loyalty is another important asset that helps to strengthen the company's brand equity. He points out that if a brand doesn't have loyal customers, it is generally not very successful in the market - because it costs less to keep hold of old customers than to attract new ones, the occurs from all the associated costs of marketing activities. Oliver (1999) has studied customer loyalty and found that personal acceptance and social connections in the institution have a significant impact on customer loyalty. "The level of customer loyalty can be measured in three levels (1) The level of confidence means that the customer is satisfied with all the elements of the brand. (2) The level of approach means the feeling that the customer is satisfied with the product or service. (3) The level of behavior is that the customer purchases or uses the service based on the customer's feelings, commitments, and purchase intentions." Stone, Woodcock, and Machtynger (2000) described customer loyalty as "In some situations that the state of mind, a set of attitudes, beliefs, and desires of a loyal customer is feasible" meaning that it is the act of customers that can benefit the company. Moreover, they classified customer loyalty into two types: "(1) Emotional loyalty refers to the trust, confidence, and goodwill of users towards the products or services of the business under a certain state of mind, which is pleasing when using the service. (2) Rational loyalty means that the user is satisfied and willing to use the service to receive the service, to meet the individual needs, and to meet what is needed."

According to McCarthy, Shapiro, and Perreault (1979), "There are many marketing mix decisions since there are varieties of product features and the adjusted

level of customer satisfaction due to the change in related variables. Thus, to simplify there are four basic marketing mixed strategies which are (1) Product includes the physical goods, the features, packaging instructions, and warranty (2) Price includes the product life cycle, discounts, and allowance (3) Place includes the channel type, locations, and logistic system (4) Promotion includes the advertising, discount/offerings promotion and publicity." Beane and Ennis (1987) describe bases for market segmentation by the demographic components. "Demographic segmentation is by far the most common form of market segmentation. There are several demographic factors that can affect a person's experience in life. These include age, gender, size and type of family, income, educational level, race, and nationality. Different combinations of these factors are sometimes used depending on the level of specificity needed in the segment construction." This is also supported by McCarthy, Shapiro, and Perreault (1979) findings as they explained the demographic dimension of consumer market inequality using income as evidence of a per capita GNP level that can reflect the level of products offered. For example, a country with a higher share of GNP can offer more products targeted at high-income people.

2.2 The applications to concept and theory

Habib and Aslam (2014) studied the classic case of Coca-Cola, which was first introduced to the world as a soft drink provider and has since become the dominant type of carbonated beverage. The highlight is its strategy to keep customers loyal to the brand which is a result of the leadership by preventing them from having to incur costs in switching to another provider. This leads to the research question of the impacts of the customer's repurchase intention on Coca-Cola. The methodology used in this paper is the correlation analysis and the major findings indicate that brand loyalty positively affects future repurchase intentions. Customer satisfaction and brand image are two resilient factors that influence brand loyalty.

Eliwa (2006) adopted ANOVA(variance analysis), regression analysis, and canonical correlation analysis to investigate whether customer satisfaction and the image of fine dining have effects on customer loyalty by using cross-sectional data

collected from the survey distributed in Stillwater, Oklahoma. The finding reveals that "the quality, the diversity of food and beverage menu, and the recognition of friendly/careful service contributed most to the overall impression of customers include satisfaction, the intention of return, and the recommendation to other customers." The analysis results are directly beneficial to the upscale restaurants as they should maintain the luxury image, good quality of food, well-trained employees, and other intangible factors (the physiological attributes) to increase their loyal customers. Likewise, Han and Ryu (2009) observe the relationship between the restaurant's physical environment, customer satisfaction, and price perception on customers' degree of loyalty in the Northeastern and Southeastern sides of the United States. They adopted confirmatory factor analysis (CFA), structural equation modeling (SEM), and hypothesis testing and found that price perception is the major factor that is impacted by the physical environment including the decoration, the restaurant layout, and ambient condition, followed by customer satisfaction. Both physical environment and customer satisfaction can increase customer loyalty. Aldaihani and Ali (2018) conducted research on the influences on customer loyalty in the Kuwait restaurant industry. The data obtained under Pearson's correlation methodology shows that customer value, brand image, and the quality of service can increase loyalty in the restaurant industry.

Sukrit (2014) analyzed the effects of the marketing mix on customers of Japanese restaurants in department stores in Bangkok. Chi-square and Somer's D methodologies were used. They yielded the following results - people perceived the product, promotion, and physical environment at a high level. Additionally, the monthly income can play a significant role in how people can afford the more popular and higher-priced menu items. Finally, there is some variability in the frequency of having a meal at the Japanese restaurant in the mall based on a variety of factors, including age, monthly income, occupation, price, process, and physical environment.

Boontang (2020) studied the relationship of the marketing mix factors with customer's satisfaction and the brand equity perception of Momo-paradise in the Bangkok Metropolitan area. It was found that promotion, people, physical evidence, and process influenced the perceived brand equity of Momo-paradise.

3. Methodology

3.1 Conceptual Framework

The researcher has defined a conceptual framework based on the study of the relevant theories and the literature review of the relevant papers as follows. The variables for this paper are selected as supported by the previous studies and theoretical methodologies. The most important variable is the loyalty intention and other independent variables are the marketing factors and demographic factors.
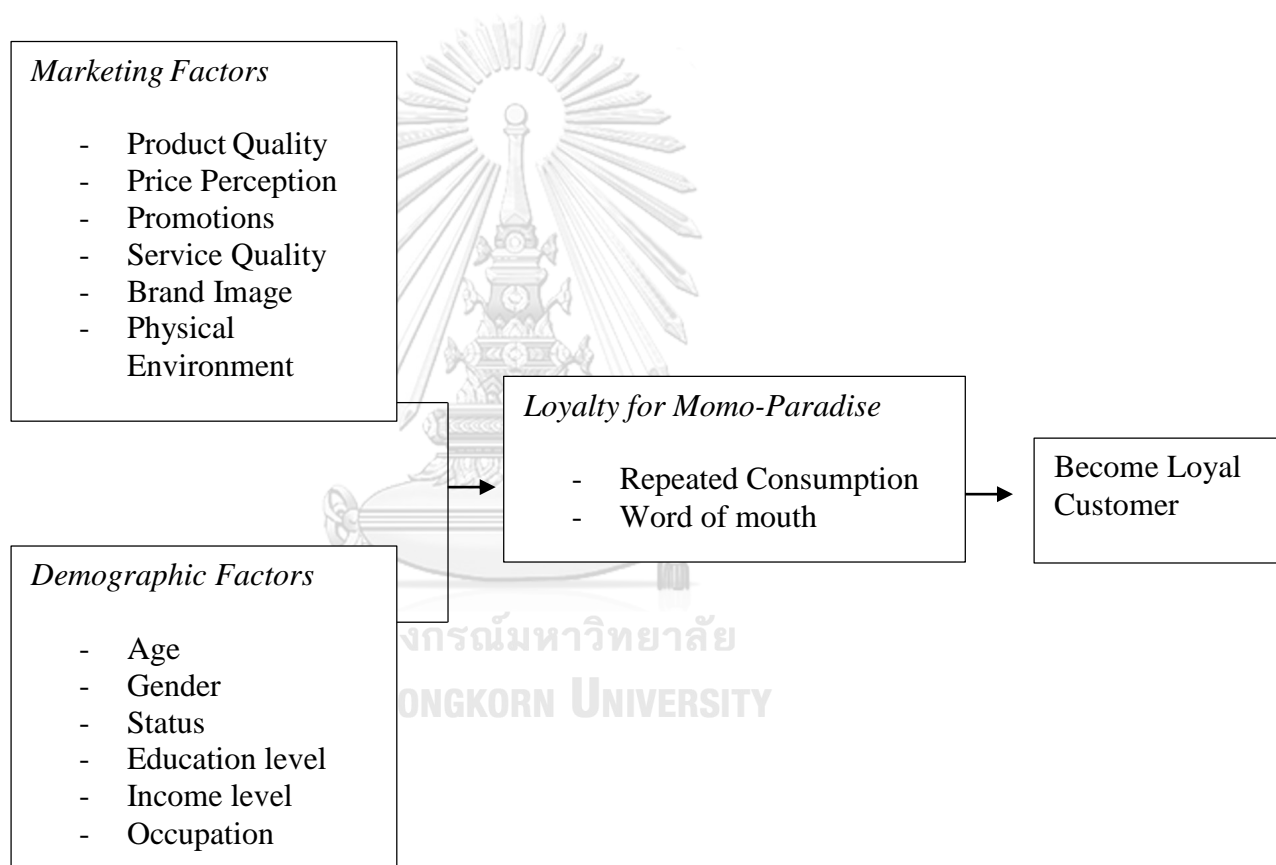
Figure 3: The conceptual framework of the marketing factors that have an influence on Momo-Paradise's Customer Loyalty in the Bangkok metropolitan area.

3.2 Data and Data Collection

The data contributing to this paper is the primary data. Accidental sampling was used for the sampling method because it is easily accessible and convenient. By non-probability sampling method, nearly 200 random Momo-Paradise customers living in Bangkok were determined with the collection period of May 20th - June 5th, 2022. The questionnaire distribution method was done by sending questionnaires to target groups in Bangkok through the Facebook community for people who love consuming shabu-shabu. The target population in the study is people living in Bangkok who have had an experience with Momo-Paradise at least 2 times. By the end of June 5th, the survey form was closed. There was a total of 185 responses.

3.3 Sampling Technique

There are three main sampling techniques which are nominal and ordinal.

Nominal - describe general characteristics of the respondent's personal information.

Ordinal - allow respondents to rank satisfaction/opinion score towards their opinion on Momo-Paradise.

3.4 Variables

Both dependent variables and independent variables are collected through the survey by five-point Likert scales. The dependent variable and the marketing factors are all measured by the average scores collected by the average opinion scores from sub-related questions. The demographic factors are designed by giving multiple choices.

Variable	Sampling Technique	Measurement Scale
Dependent Variable		
1. Loyalty for Momo Paradise	Ordinal Scale	Five-point Likert Scale
Independent Variable: Marketing Factors		
1. Product quality	Ordinal Scale	Five-point Likert Scale
2. Price perception	Ordinal Scale	Five-point Likert Scale
3. Promotions	Ordinal Scale	Five-point Likert Scale
4. Service quality	Ordinal Scale	Five-point Likert Scale
5. Brand Image	Ordinal Scale	Five-point Likert Scale
6. Physical environment	Ordinal Scale	Five-point Likert Scale
Independent Variable: Marketing Factors		
1. Age	Nominal	Multiple choice
2. Gender	Nominal	Multiple choice
3. Status	Nominal	Multiple choice
4. Education Level	Nominal	Multiple choice
5. Income level	Nominal	Multiple choice
6. Occupation	Nominal	Multiple choice

Table 1: The details about selected variables.

According to the five-point Likert scale that was used to interpret the results of the survey, the criteria for interpreting the scores are as followings.

- 5 points = Strongly agree / Definitely Yes
- 4 points = Agree / Yes
- 3 points = Unable to judge / Neutral
- 2 points = Disagree / No
- 1 point = Strongly disagree / Definitely No

To determine the class interval width, the interpretation can be used with the approximate width of the classes by the formula below (Keller, 2018)

$$Calss\ width = \frac{Largest - Smallest}{number\ of\ classes}$$

$$= \frac{5-1}{5} = 0.8$$

The range calculated is the interval scores used to interpret the average scores for each variable factor. In this case, the range is 0.8, then the translation criteria for interpreting the marketing factors that have an influence on customer loyalty of Momo-paradise customers in the Bangkok Metropolitan area can be illustrated in the table below.

Opinion Level	Interpretation
4.01 to 5.00	Strongly agree / Definitely Yes
3.41 to 4.00	Agree / Yes
2.61 to 3.40	Unable to judge / Neutral
1.81 to 2.6	Disagree / No
1.00 to 1.80	Strongly disagree / Definitely No

Table 2: The interpretation of the opinion level from interval width calculation.

3.5 Survey questions

The questionnaire used in this research was designed to explore factors that may affect the loyalty of consumers in using the restaurant services at Momo-Paradise restaurants in the Bangkok metropolitan area. In collecting data, the details collecting qualitative research data, the questionnaire can be divided into four parts as follows.

Firstly, there are the screening questions to make sure the sample from the non-stochastic sampling aligns with the characteristics of people living in Bangkok and experienced with Momo-Paradise restaurant. There are two screening questions. They are both multiple choices with the closed-ended question type.

Part 1: A questionnaire is about the demographic characteristics of the respondents. The questions are associated with gender, age, status, income range, education level, and occupation. By the nature of the questionnaire, there are multiple choices with closed-ended questions to know the overall respondent's overall information. The details are shown in the table.

Demographics	Characteristics
Gender	• Female • Male • Others
Age	• < 20 • 20-30 • 30-40 • >40
Status	• In a relationship • Single
Income Range	• < 15,000 • 15,001-25,000 • 25,001-35,000 • 35,001-45,000 • > 45,000
Education Level	• Bachelor's Degree • Master's Degree • Lower than or equivalent secondary school • Ph.D.
Occupation	• Private employee • Students including college and after grads students • Government and state enterprises employee • Self-employed/freelance, etc.

Table 3: The demographic questions and choices given in the questionnaire.

Part 2: There are two parts, in the first half the participants were asked about their experience with the restaurant, for example how often and why did they choose to dine in there. There are multiple choices with closed-ended mixed with open-ended questions. For the choices that are not in the multiple questions, the question asked the respondents to specify the reasons.

The second half investigates the overall opinion level for using the service at Momo-Paradise. The questions cover all the marketing factors using a rating scale, which has a set of sub-questions. The weight of the assessment was categorized into 5 levels from ascending to the point according to the five-point Likert scale.

The details of the key marketing variables are shown in the table. There are the main key marketing variables and the variables related to the key marketing variables that help the respondents to better explain their feelings toward Momo-Paradise.

Key Marketing Factors	Other related variables (sub-questions in the survey)
1. Product quality	1.1 High-quality, fresh, and clean foods. 1.2 Pleasing Taste 1.3 Variety of Menus 1.4 High Quality compared to other shabu restaurants. 1.5 Sufficient food to serve.
2. Price perception	2.1 Reasonable price for given food quality 2.2 Reasonable price for given time limitation 2.3 Reasonable price compared to other shabu restaurants.
3. Promotions	3.1 Diverse and effective public relations. 3.2 Easy and understandable PR news. 3.3 Interest promotions and privileges are offered.
4. Service quality	4.1 Good services are offered by well-trained employees. 4.2 Employees are accurately provided the service. 4.3 Employees can assist when needed. 4.4 Sufficient employees.
5. Brand image	5.1 Momo-Paradise is selected on many occasions. 5.2 Momo-Paradise is recognizable, even from a far. 5.3 Unique identity compared to other shabu restaurants.
6. Physical environment	6.1 Cleanliness. 6.2 Beautiful decorations. 6.3 Sufficient seats.

Table 4: The details of marketing variables.

Part 3: This part investigates the loyalty of Momo-Paradise. The questions mainly cover two objectives of being a loyal customer which are repeated consumption and word-of-mouth with sub-questions. The questions cover all the loyalty factors using a rating scale of five-point Likert scale, which has a set of sub-questions. The average score is calculated from both repeated consumption and word-of-mouth decisions. The weight of the assessment was categorized into 5 levels from ascending to the point according to the five-point Likert scale, the same as the question in part two, the second half.

Key Loyalty factors	Other related variables (sub-questions in the survey)
1. Repeated consumption	1.1 Respondents regard Momo-Paradise as a priority when deciding to dine at a Japanese shabu restaurant. 1.2 The tendency to always dine in at Momo-Paradise. 1.3 Level of confidence, compared to other restaurants but always want to dine in at Momo-Paradise.
2. Word-of-mouth	2.1 Tendency to recommend Momo-Paradise to friends or family. 2.2 Level of confidence in the importance of reviews or referrals.

Table 5: The details of loyalty intention to Momo-Paradise variables.

Part4: This part allows comments and suggestions about the service and food provided at Momo-Paradise.

3.6 Empirical Approach

After receiving information from the survey responses of a sample of 185 people, the data will be analyzed and processed by statistical programs. The quantitative analysis can be done by 2 approaches.

3.6.1 Descriptive Statistic

The descriptive statistics will be used as a tool to summarize the characteristics of the sample from the survey, by describing in terms the demographics from part one of the surveys, namely age, gender, status, education level, income level, and occupation. The analysis will be obtained by frequency and percentage. Part 2 is studying the experience of the consumers with the restaurant. Same as the first half, the data will be using the same approaches by the calculation of frequency and percentage for analysis.

3.6.2 Inferential Statistics

Inferential statistics will perform to test the hypothesis to prove the relationship between the independent and dependent variables. There are three approaches which are one-sample t-test, One-way ANOVA, and multiple regression.

Firstly, the researcher is interested to prove whether the different groups of the customers (by demographics) of Momo-Paradise have a different opinion to become loyal customers or not. This analysis can be obtained by a one-sample t-test for two population groups, and the analysis of the variance, or one-way ANOVA for more than two population groups. This method is appropriate because it allows many groups to test at once. If the null hypothesis is rejected (p-value is less than 0.05 at a 95% significant level) means that at least one group of the customer is different from becoming the loyal customer of Momo-Paradise. Therefore, Momo-Paradise should use a different method that matches one particular group of customers to maintain loyalty.

Secondly, this paper will examine how the marketing factors can support the loyalty of customers for Momo-Paradise. The relationship between the marketing

factors and demographics as the independent variables and the loyalty opinion as the dependent variable will be investigated whether one has an effect to attract the loyal customer. This process will be analyzed by using the OLS method through the first-order multiple regression to avoid the causes of endogeneity. The regression model represents the following, as they are all expected to have positive effects on attracting loyal behavior.

$$\widehat{Loyalty} = b_0 + b_1(\text{product quality}) + b_2(\text{price perception}) + b_3 \text{ (promotion)}$$
$$+ b_4 \text{ (service quality)} + b_5 \text{ (brand image)} + b_6 \text{ (physical environment)} + \varepsilon$$

จุฬาลงกรณ์มหาวิทยาลัย

CHULALONGKORN UNIVERSITY

3.7 Hypotheses

There are two inferential statistical methods, hypotheses 1 to 6 are designed for the variance analysis while hypotheses 7 to 11 are for the multiple regression model.

H1: The age differences can affect the loyalty to Momo-Paradise.

H2: The gender differences can affect the loyalty to Momo-Paradise.

H3: The status differences can affect the loyalty to Momo-Paradise.

H4: The educational level differences can affect the loyalty to Momo-Paradise.

H5: The income differences can affect the loyalty to Momo-Paradise.

H6: The occupational differences can affect the loyalty to Momo-Paradise.

H7: Product quality can affect the decision to become a loyal customer of Momo-Paradise in the Bangkok metropolitan area.

H8: Price perception can affect the decision to become a loyal customer of Momo-Paradise in the Bangkok metropolitan area.

H9: Promotion can affect the decision to become a loyal customer of Momo-Paradise in the Bangkok metropolitan area.

H10: Service quality can affect the decision to become a loyal customer of Momo-Paradise in the Bangkok metropolitan area.

H11: Brand image can affect the decision to become a loyal customer of Momo-Paradise in the Bangkok metropolitan area.

H12: Physical environment can affect the decision to become a loyal customer of Momo-Paradise in the Bangkok metropolitan area.

4. Empirical Findings

4.1 Summary Statistics

The summary statistics show the descriptive statistics for the demographic information which is in part one of the surveys. Also, part two collects the data on the experiences of customers with Momo-Paradise. They are described by using frequency and percentage. Following this, the second half of part two uses the mean score and the standard deviation of the rating scale of the regressors that affect loyalty decisions for Momo-Paradise. Lastly, part three uses the mean score and the standard deviation of the rating scale of loyalty decision for Momo-Paradise.

Demographic	Characteristics	Frequency	Percentage
Gender	Female	135	72.97 %
	Male	32	17.30 %
	Others	18	9.73 %
Age	20-30	122	65.95 %
	30-40	37	20.00 %
	< 20	17	9.19 %
	>40	9	4.86 %
Status	In a relationship	42	22.70 %
	Single	143	77.30 %
Income Range	< 15,000	32	17.30 %
	> 45,000	34	18.38 %
	15,001-25,000	51	27.57 %
	25,001-35,000	39	21.08 %
	35,001-45,000	29	15.68 %
Education Level	Bachelor's Degree	124	67.03 %
	Master's Degree	44	23.78 %
	Lower than or equivalent secondary school	15	8.11 %
	Ph.D.	2	1.08 %
Occupation	Private employee	80	43.24 %
	Students including college and after grads students	45	24.32 %
	Government and state enterprises employee	30	16.22 %
	Self-employed/freelance, etc.	30	16.22 %

Table 6: The summary statistics of overall participants' characteristics by demographics.

Based on the table above, there are more female than male participants in the survey which accounted for 72 percent, 135 people. Most of the participants are between the age of 20 to 30 accounting for 65 percent. Moreover, the respondents are mostly single 77 percent. However, the income range is quite dispersed, two main groups are receiving monthly income at 15,001-to-25,000-baht 28 percent and 25,001 to 35,000 bath 21 percent. Furthermore, most of the sample has finished bachelor's degrees accounting for 67 percent. Most of the respondents accounted for 43 percent working for a private company.

Question	Choice	Frequency	Percentage
Frequency to dine in	Less than 1 time/month	89	48.11%
	Once/month	56	30.27%
	More than 1 time/month	19	10.27%
	Once/week	18	9.73%
	More than 1 time/week	3	1.62%
Reason for choosing to dine in	Quality	153	35.42%
	Location	63	14.58%
	Taste	62	14.35%
	Cleanliness	90	20.83%
	Reputation	58	13.43%
	others	6	1.39%
Marketing Channel	Food related applications	59	15.65%
	Reviews on social media	112	29.71%
	Ads on social media	59	15.65%
	Friends/ Family	144	38.20%
	others	3	0.80%

Table 7: The summary statistics of overall participants' characteristics by questions related to the consumption behavior.

The table illustrates the frequency distribution showing the consumption behavior of Momo-Paradise customers who are living in the Bangkok area. It consists of the frequency to have a meal at the restaurant in one-month length, reasons for choosing the restaurant, and the marketing that made the restaurant known to the customers. According to the sample, it can be concluded that most participants 48 percent have less than one meal at Momo-Paradise. However, 30 percent show that they go to the restaurant at least once a month. Quality is the main reason why the sample

choose to dine in at Momo-Paradise which accounted for 35 percent. The following factor is that the buffet provided at Momo-Paradise is clean and accounted for 20 percent. The least factor specified as 'others' in the survey counted for 1 percent, the sample specified that it is because their friends/partners asked them to go along, and some said that they just wanted to make content on the social media that they have visited here. Next, the majority of the sample 38 percent heard about Momo-Paradise from their close ones, while 0.8 percent choose 'others' and specified that they heard about the restaurant from websites.

	Variable	Mean	Std
	Product quality	4.1686	0.3139
	Price perception	4.1081	0.0983
	Promotions	3.8234	0.1177
Independent Variables	Service quality	4.0595	0.1316
	Brand image	4.1658	0.0676
	Physical environment	4.0757	0.3263
Dependent Variable	Loyalty opinion	4.0973	0.1600

Table 8: The summary statistics of overall participants' characteristics by the marketing factors.

The scores rated by the sample of 185 people were obtained to find the mean and standard deviation of the opinion level on the marketing and loyalty intention factors. The marketing variables that can affect loyalty are as follows; product quality has a mean score of 4.16 and standard deviation of 0.31, price perception has a mean score of 4.11 and standard deviation of 0.09, the promotion has a mean score of 3.82 and standard deviation of 0.12, service quality has a mean score of 4.05 and standard deviation of 0.13, brand quality has a mean score of 4.16 and standard deviation of 0.07, and physical environment has a mean score of 4.08 and standard deviation of 0.33. The loyalty intention factor has a mean of 4.09 and a standard deviation of 0.16. According to Table 1 which is the interpretation of the opinion level from interval width calculation, it can be concluded that the sample has positive feelings towards Momo-Paradise promotion (including marketing channel), it can be interpreted as agreeing. Furthermore, they also have positive feelings towards Momo-Paradise in the product quality, price perception, service quality, brand image, and physical environment. These can be interpreted as strongly agreeing. Other than that, they also have a positive

intention to become loyal customers, and from the mean score, it can be interpreted as definitely agree.

4.2 Inferential Statistics (Hypothesis Testing)

One objective of this research is to study the differences in demographics and the effect of loyalty intention for Momo-Paradise in the Bangkok metropolitan area. The different groups formed by demographic perspective can be either different or indifferent. The results can be obtained by the hypothesis using one-way ANOVA. The demographic characteristics include gender, age, status, education level, income level, and occupation. The hypotheses are as follows.

H1: The age differences can affect the loyalty to Momo-Paradise.

H2: The gender differences can affect the loyalty to Momo-Paradise.

H3: The status differences can affect the loyalty to Momo-Paradise.

H4: The educational level differences can affect the loyalty to Momo-Paradise.

H5: The income differences can affect the loyalty to Momo-Paradise.

H6: The occupational differences can affect the loyalty to Momo-Paradise.

In this section, we analyzed food loyalty at Momo-Paradise differed according to different demographic factors using a statistical t-test and F-test. A level of significance is set at 0.05.

Hypothesis 7: The age differences can affect the loyalty to Momo-Paradise.

Source of Variation	df	SS	MS	F.	Sig.
Between groups	0.88	3	0.293	0.808	0.491
Within group	65.768	181	0.363		
Total	66.649	184			

Table 9: The results of ANOVA to compare the differences in age that may affect loyalty to Momo Paradise restaurant.

From Table 9, the results of ANOVA to compare the differences in the age that may affect food loyalty at Momo-Paradise, it was found that Sig. = 0.491, indicating that consumers of different ages showed no difference in loyalty intention to Momo-Paradise.

Hypothesis 8: The gender differences can affect the loyalty to Momo-Paradise.

Source of Variation	df	SS	MS	F.	Sig.
Between groups	0.134	2	0.067	0.184	0.832
Within group	66.514	182	0.365		
Total	66.649	184			

Table 10: The results of ANOVA to compare the differences in age that may affect loyalty to Momo Paradise restaurant.

From Table 10, the results of ANOVA to compare the differences in gender that may affect food loyalty at Momo-Paradise, it was found that Sig. = 0.832, indicating that consumers of gender differences showed no difference in loyalty intention to Momo-Paradise.

Hypothesis 9: The status differences can affect the loyalty to Momo-Paradise.

Status	N	Mean	S.D.	t	Sig.
Single	143	4.11	0.611	0.549	0.584
In a relationship	42	4.05	0.573		

Table 11: The results of ANOVA to compare the differences in education level that may affect loyalty to Momo Paradise restaurant.

From Table 11, the results of a one-sample t-test to compare the differences in status that may affect food loyalty at Momo-Paradise, it was found that Sig. = 0.584, indicating that consumers of status difference showed no difference in loyalty intention to Momo-Paradise.

Hypothesis 10: The education level differences can affect the loyalty to Momo-Paradise.

Source of Variation	df	SS	MS	F.	Sig.
Between groups	1.097	3	0.366	1.01	0.39
Within group	65.551	181	0.362		
Total	66.649	184			

Table 12: The results of ANOVA to compare the differences in education level that may affect loyalty to Momo Paradise restaurant.

From Table 12, the results of ANOVA to compare the differences in education may affect food loyalty at Momo-Paradise, it was found that Sig. = 0.39, indicating that consumers of education background difference showed no difference in loyalty intention to Momo-Paradise.

Hypothesis 11: The income level differences can affect the loyalty to Momo-Paradise.

Source of Variation	df	SS	MS	F.	Sig.
Between groups	3.709	4	0.927	2.652	0.035*
Within group	62.939	180	0.35		
Total	66.649	184			

Table 13: The results of ANOVA to compare the differences in income level may affect loyalty to Momo Paradise restaurant.

From Table 13, the results of ANOVA to compare the differences in income may affect food loyalty at Momo-Paradise, it was found that Sig. = 0.035 less than the p-value at 0.05, indicating that consumers of income differences showed differences in loyalty intention to Momo-Paradise. As Sukrit (2014) found that the monthly income can play a significant role in how people can afford the more popular and higher-priced menu items with customers of Japanese restaurants in department stores in Bangkok. This can explain the findings in this research because Momo-Paradise is perceived as a high-end brand and offer high price buffet. Therefore, different income levels of people

are different in brand loyalty intention for Momo-Paradise. People with higher income levels may have more intention to become loyal customers.

Hypothesis 12: The occupational differences can affect the loyalty to Momo-Paradise.

Source of Variation	df	SS	MS	F.	Sig.
Between groups	1.146	3	0.382	1.056	0.369
Within group	65.503	181	0.362		
Total	66.649	184			

Table 14: The results of ANOVA to compare the differences in occupation may affect loyalty to Momo Paradise restaurant.

From Table 14, the results of ANOVA to compare the differences in occupation may affect food loyalty at Momo-Paradise, it was found that Sig. = 0.369, indicating that consumers of occupational difference showed no difference in loyalty intention to Momo-Paradise.

Another objective of this research is to study the marketing factors that can potentially affect the loyalty intention for Momo-Paradise for people living in the Bangkok Metropolitan area. After finishing reviewing the related literature, the marketing factors include product quality, price perception, promotions, service quality, brand image, and physical environment. The results can be obtained by the hypothesis using multiple regression with a significance level of 0.05. The hypothesis is as follows.

H7: Product quality can affect the decision to become a loyal customer of Momo-Paradise in the Bangkok metropolitan area.

H8: Price perception can affect the decision to become a loyal customer of Momo-Paradise in the Bangkok metropolitan area.

H9: Promotion can affect the decision to become a loyal customer of Momo-Paradise in the Bangkok metropolitan area.

H10: Service quality can affect the decision to become a loyal customer of Momo-Paradise in the Bangkok metropolitan area.

H11: Brand image can affect the decision to become a loyal customer of Momo-Paradise in the Bangkok metropolitan area.

H12: Physical environment can affect the decision to become a loyal customer of Momo-Paradise in the Bangkok metropolitan area.

In this section, the researcher analyzed the multiple regression, selecting variables by entering the multiple regression method in the main regression model. To test the model, the researcher wants to contribute another model to evaluate and compare the assumption in model 1 by creating another regression model. Model two is obtained by adding more variables that might affect the loyalty to Momo-Paradise, using dummy variables selected from demographic independent variables as appropriate. The result is as follows.

Multiple Regression Analysis									
Model 1					**Model2**				
Variables	**B**	**Std. Error**	**t**	**Sig**	**Variables**	**B**	**Std. Error**	**t**	**Sig**
Constant	0.138	0.382	0.362	0.717	Constant	-0.532	1.215	-0.437	0.664
Product quality	0.542	0.103	5.238	0.000*	Product quality	0.672	0.227	5.238	0.005*
Price perception	0.014	0.068	0.206	0.837	Price perception	0.162	0.234	0.206	0.491
Promotions	0.083	0.058	1.412	0.16	Promotions	0.314	0.157	1.412	0.401
Service quality	0.152	0.076	1.99	0.048*	Service quality	0.134	0.214	1.99	0.536
Brand image	0.182	0.075	2.434	0.016*	Brand image	0.043	0.218	2.434	0.853
Physical environment	-0.011	0.075	-0.145	0.884	Physical environment	0.515	0.231	-0.145	0.032*
Gender	-	-	-	-	Gender	0.271	0.252	1.072	0.291
Age	-	-	-	-	Age	0.111	0.286	0.391	0.692
Status	-	-	-	-	Status	0.128	0.251	0.509	0.613
Income	-	-	-	-	Income	0.94	0.257	0.365	0.716
Education	-	-	-	-	Education	0.233	0.291	0.798	0.425
Occupation	-	-	-	-	Occupation	0.08	0.205	0.042	0.69

*** $R^2 = 0.406$, Adjusted $R^2 = 0.386$, F = 20.319, *p < 0.05 ***   *** $R^2 = 0.45$, Adjusted $R^2 = 0.28$, F = 22.13, *p < 0.05 ***

Table 15: A comparison of the multiple regression models of factors affecting the decision to become a customer at Momo Paradise.

The results of the study in Table 15 show the results of the independent variable analysis. Overall, product quality, service quality, and brand image show an influence on customers' decision to become Momo-Paradise loyal customers. With statistically significant at 0.05

When considering the impact of independent variables in model 1, it was found that the product quality (coefficient = 0.542) had the most effect on the decision to become a customer of Momo-Paradise, followed by the brand image with the

coefficient = 0.182, and the last one which is service quality (coefficient = 0.152) They all affect the decision to become a loyal customer of Momo-Paradise, respectively.

When analyzing the coefficient of determination (R Square = 0.406), it was found that the independent variables were related to the dependent variable, namely the decision to become a customer of Momo-Paradise, 40.6 percent, and the remaining 59.4% came from other factors. The analysis of the test statistic values revealed that the F-value equals 20.319, which had a Sig. value of 0.000. It is less than 0.05, indicating that at least one independent variable had an influence on the dependent variable.

Compared to model 2, overall, product quality and physical environment show an influence on customers' decision to become Momo-Paradise loyal customers. With statistically significant at 0.05

When considering the impact of independent variables, it was found that the product quality (coefficient = 0.672) had the most effect on the decision to become a customer of Momo-Paradise, followed by the physical environment with a coefficient of 0.515. They all affect the decision to become a loyal customer of Momo-Paradise, respectively.

When analyzing the coefficient of determination (R Square = 0.45), it was found that the independent variables were related to the dependent variable, namely the decision to become a customer of Momo Paradise by 45 percent, and the remaining 55% came from other factors. The analysis of the test statistic values revealed that the F-value equals 22.13, which had a Sig. value of 0.000. It is less than 0.05, indicating that at least one independent variable had an influence on the dependent variable.

The further investigation of the models includes multicollinearity and heteroskedasticity detection.

Multicollinearity Testing		
	Model 1	*Model2*
IDP Variable	VIF	VIF
Product quality	1.6	1.946
Price perception	1.57	1.864
Promotions	1.65	1.892
Service quality	1.72	2.147
Brand image	1.91	2.169
Physical environment	1.527	2.02
Gender	-	1.242
Age	-	1.479
Status	-	1.56
Income	-	1.819
Education	-	1.531
Occupation	-	1.292

Table 16: The test for the multicollinearity problem in comparisons of model 1 and 2.

All VIF value is less than 10 in model 1 and 2. There are no signs of multicollinearity problems which means the independent variables are not related to others.

Heteroskedasticity Testing					
Model 1			*Model2*		
Tests	t-stat	p-value	Tests	t-stat	p-value
White's Test	28.82	0.36	White's Test	17.33	0.5
Breush-Pagan	10.46	0.1	Breush-Pagan	30.13	0.21

Table 17: The test for the heteroscedasticity problem in comparisons of model 1 and 2.

Both model tests' result shows a p-value greater than 0.05. There's not enough evidence to infer that heteroskedasticity does not present. The variance of the error terms might or might not expand.

In terms of the model selection, the model diagnostics of the two models yield the same results that the multicollinearity problem might not present, but it cannot be concluded that there is no heteroskedasticity problem. Despite the model diagnostics, therefore, model 1 fits better in terms of the good fit tests as the independent variable can explain better to the loyalty intentions factor. Hence, it can be concluded that the product quality, quality of service, and the brand image affect the intention to become a loyal customer of Momo-Paradise with a significant level of 0.05. These findings can be supported by the studies from Habib & Salam (2009), Eliwa (2006), Sukrit (2014) that brand image product quality, and the brand image can affect loyalty intentions for Momo-Paradise in Bangkok.

5. Discussions & Recommendations

This paper investigated the effects of marketing factors that affect the retention of Momo-Paradise's loyal customers in the Bangkok area. To achieve the aims, the researcher selected a one-sample t-test for two population groups, the analysis of the variance or one-way ANOVA for more than two population groups, and multiple regression analysis as the statistical approach. The independent variables are categorized into two groups after studying the literature review. The marketing factors include product quality, price perception, promotion, service quality, brand image, and physical environment. The demographic factors include age, gender, status, education level, income level, and occupation. The dependent variable is loyalty intention

According to the summary statistics, the characteristics of the sample can be reflects as follows. Most of the participants are between the ages of 20 to 30 and are single. The income range of the sample is varied between 15,001 to 35,000 baht and they are working in a private company. Moreover, it can be concluded that the sample has positive feelings towards Momo-Paradise's promotion and product quality, price perception, service quality, brand image, and physical environment. Other than that, they also have a positive intention to become loyal customers.

From the results of the empirical study, people that have different income ranges have different intentions to become loyal customers of Momo-Paradise. However, people that have different ages, gender, status, education level, and occupation do not have different intentions to become loyal customers of Momo-Paradise. The marketing factors affecting the loyalty intention of Momo-Paradise are product quality, brand image, and service quality while price perception, promotion, and physical environment can not affect the loyalty intention of Momo-Paradise.

Since the study had an influence on the brand's perceived value to the consumer, hence, the researcher would like to summarize the findings so that those who are involved can use the results of the research study as a guideline in shabu-shabu type restaurant operations.

From Anova's approach, it was found that different income levels can affect loyalty intention for Momo-Paradise. This means that Momo-Paradise performs quite all well in terms to retain loyal customers as almost all the independent variables are insignificant. This may be due to income constraints that make it worthwhile to consider the cost of food and the benefits that the customers will get. That leads to the loyalty intention to decide to repeat the consumption or recommend it to friends or not. It is recommended that the researcher could study more after finding that the different income levels can affect loyalty intention for Momo-Paradise by looking at which characteristics in income variable have the most impact on loyal intention to the restaurant. Momo-Paradise may try to offer the various price ranges of its shabu buffet with the various packages to make them more suitable for many groups of customers. The researcher would like Momo-Paradise to offer the different prices in its online delivery first. Despite all the insignificant variables, price discrimination is what Momo-Paradise can do to increase its addressable market customers and loyalty intentions

The restaurant has a buffet with only one price plus any service charge, it falls to 659 baht per head. This price includes refillable water and dessert. The customer can choose 2 soups per 1 pot from a total of 4 flavors, the most popular flavors are black soup and clear soup shabu, raw food, and chicken eggs are ordered by the staff. Vegetables and sauces are scooped out at the station. The outstanding point is that Momo-Paradise emphasizes the authenticity of shabu restaurants from Japan. It focuses on the quality and taste of the food; the menu of the restaurant does not focus on variety like other shabu restaurants that will add various menus into the restaurant. Momo-Paradise's menu offers a few types of beef and pork to choose from. However, each food is selected with fresh, and good-quality ingredients. The beef is imported from Australia. It must be of the same grade from one farm and the same species only. To get the same quality and delicious taste of pork, Kurobuta is only a Japanese breed that is suitable for shabu-shabu and is displayed in Momo-Paradise. In terms of appearance and presentation, Momo-Paradise portrays its brand image in the way of authentic Japanese buffet style, even the dishware also has its unique Japanese style. They are served altogether with many sauces separately at the table. This is the strong point that

it can differentiate itself from other similar players. For service quality, Momo-Paradise has good staff training. The customers will find that the staff are attentive to customers and always smiling. These cause a positive feeling of dining at the restaurant. Plus, another strong point is that the staff are exceptionally attentive. This is because the customers will get advice on how to eat the most delicious food in a traditional Japanese style when the staff recommends the menu every time. Therefore, these are the reasons why product quality, service quality, and brand image are the factors that can affect the loyalty intention of people in the Bangkok Metropolitan area.

6. Limitations

This study was a study on the factor affecting the loyalty intention of Momo-Paradise by asking the consumers in Bangkok is only a partial questionnaire. It may not cover the real problem. Indeed, additional studies of factors that are expected to affect the perception of the brand's value should be studied, such as consumer behavior, and customer satisfaction, together with brand loyalty.

The method of collecting data from online questionnaires alone may make the results incorrect. However, it only can be an online questionnaire due to the Covid-19 situation with limited access control, and the time constraint. In the future, after the situation has improved, it is recommended that other collecting data methods can be used, such as an interview, and doing a real survey at the restaurant to get the most accurate information.

The sample size should be changed then the survey should be distributed to a group of people from all over Thailand, not only in Bangkok to know the factors affecting the loyalty to be used for further strategic planning.

Lastly, this individual study can be more effective if the researcher has more time to do the various statistical models to see and compare whether those insignificant variables are truly affecting the loyalty intention or not. The recommended method can be done by omitted variables and multiple regression with dummy variables for demographic variables and should try many more models.

REFERENCES

Arkes, H. R., & Blumer, C. (1985). The psychology of sunk cost. Organizational
Behavior and Human Decision Processes, 35(1), 124–140.
https://doi.org/10.1016/0749-5978(85)90049-4

Aaker, D. A. (2012). Building strong brands. Simon and Schuster.

Aldaihani, F. M. F., & Ali, N. A. (2018). Factors affecting customer loyalty in the
restaurant service industry in Kuwait City, Kuwait. Journal of International
Business and Management, 1(2), 1-14.

Beane, T. P., & Ennis, D. M. (1987). Market segmentation: a review. European journal
of marketing.

Boontang, A. (2020). Factors affecting perceived brand equity Momo Paradise for
consumers in Bangkok. Graduate School, Ramkhamhaeng University

Eliwa, R. A. (2006). A study of customer loyalty and the image of the fine dining
restaurant. Oklahoma State University.

Habib, S., & Aslam, S. (2014). Influence of brand loyalty on consumer repurchase
intentions of Coca-Cola. European Journal of Business and Management, 6(14),
168-174.

Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception,
and customer satisfaction in determining customer loyalty in the restaurant
industry. Journal of hospitality & tourism research, 33(4), 487-510

Kanokpan Sukrith. (2014). Service Marketing Mix and Behavior toward Japanese
Restaurants in Community Mall of Customers in Bangkok Metropolis. Graduate
School, Srinakharinwirot University

Keller, G. (2018). Statistics for management and economics. Cengage Learning.

Lazer, W. (1994). Handbook of demographics for marketing & advertising: new trends in the American marketplace. Lexington Books.

McCarthy, E. J., Shapiro, S. J., & Perreault, W. D. (1979). Basic marketing (pp. 29-33). Ontario, CA, USA: Irwin-Dorsey.

Oliver, R. L. (1999). Whence consumer loyalty?. Journal of Marketing, 63(4_suppl1), 33-44.

Stone, M., Woodcock, N., & Machtynger, L. (2000). Customer relationship marketing: get to know your customers and win their loyalty. Kogan Page Publishers.

APPENDIX

A survey of marketing factors that influence Momo-paradise's customer loyalty in Bangkok metropolitan area

เรียน ผู้ตอบแบบสอบถามทุกท่าน

        ขอขอบคุณที่สละเวลาเข้าร่วมการสำรวจความคิดเห็นเกี่ยวกับปัจจัยทางการตลาดที่ส่งผลต่อความภักดี ของลูกค้าสำหรับร้านอาหาร Momo-paradise การศึกษานี้เป็นส่วนหนึ่งของการศึกษาระดับปริญญาโท คณะ เศรษฐศาสตร์, จุฬาลงกรณ์มหาวิทยาลัย วัตถุประสงค์ของการศึกษาคือเพื่อระบุแหล่งที่มาทางการตลาดที่มีต่อ ลูกค้าประจำของร้านอาหาร Momo-Paradise เพื่อเรียนรู้เพิ่มเติมเกี่ยวกับผู้บริโภค ให้ข้อเสนอแนะ และวางแผน เชิงกลยุทธ์ให้แก่ร้านอาหาร เพื่อที่จะหาวิธีตอบสนองความต้องการของผู้บริโภคได้อย่างแม่นยำยิ่งขึ้น

        แบบสอบถามนี้จะถามเกี่ยวกับประสบการณ์ในการบริโภคอาหารประเภทชาบูชาบูที่ Momo-Paradise โดยคำถามถูกแบ่งออกเป็นสามส่วน ส่วนแรกเกี่ยวกับข้อมูลส่วนบุคคล ส่วนที่สองจะขอให้คุณแบ่งปัน ประสบการณ์ที่ Momo-paradise และส่วนที่สามจะถามเกี่ยวกับความภักดีต่อร้านอาหาร โดยคาดว่าจะใช้เวลาใน การตอบแบบสอบถามไม่เกิน5นาที

ข้อมูลทั้งหมดถูกใช้เพื่อการศึกษาเท่านั้น และข้อมูลส่วนบุคคลของคุณจะถูกเก็บเป็นความลับและไม่ถูกเปิดเผย หากคุณมีคำถามเพิ่มเติม โปรดติดต่อดิฉันได้ตลอดเวลาที่อีเมล

6484090029@student.chula.ac.th

ขอแสดงความนับถือ,

อภิพร บ.

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

Dear respondents,

Thank you for taking the time to participate in my research survey on customer loyalty for Momo-paradise in Bangkok metropolitan area. This study is part of my master's degree in economics at Chulalongkorn University. The study aims to examine the impact of marketing attributions on the loyal customer of Shaba-Shabu's Momo-Paradise restaurant. The information you provide is obtained through quantitative statistical methods to learn more about you as a consumer, provide the restaurant with insightful feedback and strategic planning, and find a way to meet consumer needs more accurately.

This questionnaire will ask you about your experiences on Momo-Paradise. The questions are divided into three parts. The first will ask you about personal information. Part two will ask you to share your feelings about Momo-paradise, and part three will ask you to share your opinions about loyalty to the restaurant. It is expected that it will take no more than 5 minutes to complete the questionnaire.

All information is used for educational purposes only. Your personal information will be kept confidential and remained anonymous. If you have any further questions, please feel free to contact me anytime by my e-mail: 6484090029@student.chula.ac.th

Sincerely,

Apiporn B.

Screening Questions

1. ท่านอาศัยอยู่ในเขตกรุงเทพมหานครและปริมณฑลหรือไม่ [Do you live in Bangkok Metropolitan area?]

    ☐ ใช่ [yes]   ☐ ไม่ (จบแบบสอบถาม) [No (end the questionnaire)]

2. ท่านเคยใช้บริการที่ร้าน Momo-Paradise มากกว่าหนึ่งครั้งหรือไม่ [Have you ever had the meal at Momo-Paradise more than once?]

    ☐ ใช่ [yes]   ☐ ไม่ (จบแบบสอบถาม) [No (end the questionnaire)]

Part1: Personal Information (ส่วนที่1: ข้อมูลส่วนตัว)

1. โปรดระบุเพศของท่าน [Please specify your gender]

    ☐ ชาย [M]   ☐ หญิง[F]   ☐ อื่นๆ [others]

2. โปรดระบุอายุของท่าน [Please specify your age]

    ☐ < 20   ☐ 20-30   ☐ 30-40   ☐ >40

3. สถานภาพ [Please specify your status]

    ☐ โสด [Single]   ☐ อยู่ในความสัมพันธ์ [In a relationship]

4. โปรดระบุช่วงเงินเดือนของท่าน [Please specify your income range]

    ☐ < 15,000
    ☐ 15,001-25,000
    ☐ 25,001-35,000
    ☐ 35,001-45,000
    ☐ > 45,000

5. โปรดระบุระดับการศึกษาของท่าน [Please indicate your level of education]

    ☐ ต่ำกว่าหรือเทียบเท่ามัธยมศึกษา [Lower than or equivalent secondary school]

    ☐ ปริญญาตรี [Bachelor's degree]

    ☐ ปริญญาโท [Master's Degree]

    ☐ ปริญญาเอก [Ph.D.]

6. โปรดระบุอาชีพของท่าน [Please specify your career]

    ☐ นักเรียนและนักศึกษา [Students including college and after grads students]

    ☐ งานราชการและรัฐวิสาหกิจ [Government and state enterprises employee]

    ☐ งานเอกชน [Private employee]

    ☐ ธุรกิจส่วนตัว/รับจ้างอิสระ และอื่นๆ [Self-employed/freelance, etc.]

**Part2 Experience and Marketing factors on Momo-Paradise (ส่วนที่2: ประสบการณ์การ
รับประทานอาหารที่ร้านโมโม่พาราไดซ์และปัจจัยการตลาดที่ส่งผลต่อการทานอาหารที่นี่)**

*2.1 โปรดเลือกทำเครื่องหมายถูกหน้าคำตอบที่ตรงกับท่าน [Please put a check mark in front of the
answer that matches yours.]*

1. ท่านรับประทานบุฟเฟต์ที่ร้านอาหารโมโม่พาราไดซ์บ่อยแค่ไหน [How often do you eat buffet at Momo
Paradise restaurant?]

☐ มากกว่า1ครั้ง/สัปดาห์ ☐ 1ครั้ง/สัปดาห์ ☐ มากกว่า1ครั้ง/เดือน
  [More than 1 time/week] [Once/week] [More than 1 time/month]
☐ 1ครั้ง/เดือน ☐ น้อยกว่า1ครั้ง/เดือน
  [Once/month] [Less than 1 time/month]

2 เหตุผลที่เลือกรับประทานที่ร้านอาหารโมโม่พาราไดซ์ (เลือกได้มากกว่า1ข้อ) [Reasons for choosing Momo
Paradise restaurant (Can choose more than 1 item)]

☐ มั่นใจว่าวัตถุดิบมีคุณภาพที่ดี [Ensuring that raw materials are of good quality]
☐ ความสะอาด [Cleanliness]
☐ รสชาติของอาหาร [Taste of food]
☐ สถานที่ตั้งของร้านอยู่ใกล้กับที่พักอาศัย [The location of the shop is close to the residence]
☐ ชื่อเสียงของร้าน [Restaurant reputation]
☐ อื่นๆ (โปรดระบุ) _____ [Other (please specify) _____]

3. ท่านรู้จักร้านโมโม่พาราไดซ์จากที่ไหน [Where did you find out about Momo Paradise?]

☐ สื่อโฆษณาบนแอพพลิเคชั่น [Advertising on applications]
☐ รีวิวร้านอาหารจากทางโซเชียลมีเดีย [Reviews on social media]
☐ โฆษณาบนสื่อโซเชียลมีเดีย [Advertise on social media]
☐ เพื่อน/คนในครอบครัวแนะนำ [Recommended by friends/family]
☐ อื่นๆ (โปรดระบุ) _____ [Other (please specify) _____]

2.2 โปรดเลือกทำเครื่องหมายถูกตรงช่องที่ตรงกับความคิดเห็นของท่านตามนี้ โดย 5 = เห็นด้วยอย่างยิ่ง, 4=เห็นด้วย, 3=ไม่สามารถตัดสินได้, 2=ไม่เห็นด้วย, 1= ไม่เห็นด้วยอย่างยิ่ง [Please check the box that corresponds to your opinion as follows: 5 = Strongly agree, 4=Agree, 3=Unable to judge, 2=Disagree, 1= Strongly disagree.]

ปัจจัยทางด้านการตลาด [Marketing factors]	ระดับความคิดเห็น [Opinion level]				
1. คุณภาพของสินค้า [Product quality]	5	4	3	2	1
1.1 อาหารมีคุณภาพสูง สด ใหม่ สะอาด อยู่เสมอ [High-quality food, always fresh, and clean]					
1.2 รสชาติของอาหารถูกปาก [The taste is pleasing]					
1.3 เมนูมีความหลากหลาย [There're variety of menu]					
1.4 คุณภาพของอาหารที่ร้านโมโม่พาราไดซ์ดีมากเมื่อเทียบกับร้านอื่นๆในประเภทเดียวกัน [The quality of food at Momo Paradise is high compared to other shabu restaurants in the same category]					
1.5 มีอาหารเพียงพอต่อความต้องการของท่านเสมอ (รวมถึงของหวานด้วย) [Always have enough food to meet your needs. (Including desserts)]					

ปัจจัยทางด้านการตลาด [Marketing factors]	ระดับความคิดเห็น [Opinion level]				
2. คุณค่าที่รับรู้ด้านราคา [Price perception]	5	4	3	2	1
2.1 ราคาเมนูมีความสมเหตุสมผลสำหรับคุณภาพของอาหารและบริการที่จัดไว้ให้ [Menu prices are reasonable for the food quality and service provided]					
2.2 ราคาเมนูมีความสมเหตุสมผลสำหรับปริมาณที่สามารถทานได้ในเวลาจำกัด [Menu prices are reasonable for the food quantity consumed in the given time constraint]					
2.3 ราคาเมนูมีความสมเหตุสมผลเมื่อเทียบกับร้านอาหารประเภทเดียวกัน [Menu prices are reasonable compared to similar restaurants]					

ปัจจัยทางด้านการตลาด [Marketing factors]	ระดับความคิดเห็น [Opinion level]				
3. ปัจจัยด้านการส่งเสริมการตลาด [Promotions]	5	4	3	2	1
3.1 ช่องทางการประชาสัมพันธ์มีความหลากหลายและเข้าถึงง่าย [The public relations channels are diverse and easy to receive the information]					
3.2 มีการประชาสัมพันธ์ข่าวสารเพื่อการโปรโมทเมนูอาหารใหม่ ๆ ที่มีความน่าสนใจและเข้าใจง่ายอย่างสม่ำเสมอ [There is news to promote the menus which are interesting and easy to understand regularly]					
3.3 โปรโมชั่นและสิทธิพิเศษที่ได้รับมีความน่าสนใจ เช่น มีส่วนลดจากการสั่งอาหารผ่านแอพพลิเคชั่นส่งอาหาร, มีการสะสมแต้มบัตรเครดิท [Promotions and privileges are interesting, such as discounts from food orders through food delivery applications, credit card points collections]					

ปัจจัยทางด้านการตลาด [Marketing factors]	ระดับความคิดเห็น [Opinion level]				
4. คุณภาพในการบริการ [Service quality]	5	4	3	2	1
4.1 บุคลากรมีอัธยาศัยที่ดี ยิ้มแย้มแจ่มใส สุภาพเรียบร้อย มีใจรักการบริการลูกค้า [Employees are good-mannered, always smile, polite, and showing a passion for customer service]					
4.2 บุคลากรสามารถบริการได้อย่างแม่นยำและรวดเร็ว [Employees accurately provide the service, and it is fast]					
4.3 บุคลากรสามารถให้คำแนะนำที่ดี สามารถแก้ไขปัญหาและช่วยเหลือลูกค้าที่มารับประทานอาหารได้ [Employees can give good advice, able to resolve problems and assist customers when needed]					
4.4 จำนวนพนักงานเพียงพอต่อความต้องการของลูกค้า [The number of employees is sufficient to meet the needs of customers]					

ปัจจัยทางด้านการตลาด [Marketing factors]	ระดับความคิดเห็น [Opinion level]				
5. ภาพลักษณ์ของแบรนด์ [Brand Image]	5	4	3	2	1
5.1 เมื่อนึกถึงโมโม่พาราไดซ์ ท่านยกให้เป็นหนึ่งในร้านอาหารประเภทชาบูชาบูที่มีคุณภาพที่ดีที่สุดและชอบที่จะเลือกรับประทานที่นี่ในหลายๆโอกาส [When thinking of Momo Paradise, it is regarded as one of the best quality Shabu-Shabu restaurants, and is selected on many occasions]					
5.2 เมื่อท่านอยู่ในศูนย์การค้า ท่านสามารถจำร้านอาหารโมโม่พาราไดซ์ได้ทันทีแม้จะเห็นจากที่ไกลๆ [At the shopping center, it is immediately recognized even from afar]					
5.3 ท่านมองว่าร้านอาหารโมโม่พาราไดซ์มีเอกลักษณ์เฉพาะที่ไม่เหมือนใครเมื่อเทียบกับร้านอาหารญี่ปุ่นประเภทชาบูชาบูร้านอื่นๆ [Momo Paradise has a unique identity compared to other Japanese Shabu-shabu restaurants]					

ปัจจัยทางด้านการตลาด [Marketing factors]	ระดับความคิดเห็น [Opinion level]				
6. ลักษณะทางกายภาพ [Physical environment]	5	4	3	2	1
6.1 ร้านอาหารรวมถึงภาชนะใส่อาหาร สะอาด ถูกสุขลักษณะ และเป็นระเบียบเรียบร้อย [The restaurant, including food containers, is clean, hygienic, and tidy]					
6.2 การตกแต่งร้านอาหารมีความสวยงาม เหมาะกับการรับประทานชาบูชาบูในแบบญี่ปุ่น [The decoration of the restaurant is beautiful, suitable to dine at Shabu-Shabu in Japanese style]					
6.3 จำนวนที่นั่งเพียงพอต่อความต้องการของลูกค้า[The number of seats is enough to meet the needs of customers]					

Part3: Loyalty on Momo-Paradise (ส่วนที่ **3**: ความภักดีต่อร้านอาหารโมโม่พาราไดซ์)

โปรดเลือกทำเครื่องหมายถูกตรงช่องที่ตรงกับความคิดเห็นของท่านตามนี้ โดย 5 = สูงมาก, 4=สูง, 3=ปานกลาง, 2=ต่ำ, 1= ต่ำมาก [Please check the box that corresponds to your opinion as follows: 5 = Definitely Yes, 4= Yes, 3= Neutral, 2=No, 1= Definitely No.]

ปัจจัยด้านความภักดี [Loyalty factors]	ระดับความคิดเห็น [Opinion level]				
	5	4	3	2	1
1. ทุกครั้งที่มีโอกาสเลือกรับประทานอาหารญี่ปุ่นประเภทชาบูชาบู โอกาสที่ท่านจะเลือกร้านโมโม่พาราไดซ์เป็นอันดับแรกอยู่ในระดับใด? [Every time there is a chance to choose Japanese Shabu-Shabu.restaurant, how likely you will choose Momo Paradise as your first priority?]					
2. แนวโน้มในอนาคตที่ท่านจะยังคงรับประทานทานอาหารที่ร้านโมโม่พาราไดซ์อยู่ในระดับใด? [In the future, how likely you will always tend to eat at Momo Paradise?]					
3.ความเชื่อมั่นของท่านต่อร้านอาหารโมโม่พาราไดซ์อยู่ในระดับใด? (เช่น ไม่ว่าร้านอาหารจะเสนอเมนูใหม่ๆแบบไหนออกมา ท่านก็อยากจะไปลองและใช้บริการที่ร้านเสมอ) [To what level is your confidence in Momo Paradise? (for example, no matter what kind of new menu the restaurant offers, You always want to try out and eat at Momo Paradise.)?]					
4. แนวโน้มที่ท่านจะแนะนำให้คนในครอบครัว เพื่อน หรือคนรู้จักมารับประทานอาหารที่ร้านโมโม่พาราไดซ์อยู่ในระดับใด? [How likely you will recommend family members, friends, or acquaintances to dine at Momo Paradise?]					
5. ท่านมองว่าข้อมูลในการรีวิวหรือบอกต่อ จำเป็นกับการตัดสินใจว่าจะเลือกรับประทานอาหารที่โมโม่พาราไดซ์ในระดับใด? [How likely you think the information in reviews or referrals is important for the decision whether to dine at Momo Paradise?]					

Part 4: Suggestions and Opinions (ส่วนที่ **4**: ข้อเสนอแนะและความเห็นที่มีต่อร้านโมโม่พาราไดซ์)

ข้อเสนอแนะหรือความเห็นเพิ่มเติมอื่น ๆ เกี่ยวกับร้าน [Other suggestions or comments for Momo paradise]

_____

VITA

NAME	Apiporn Buachart
DATE OF BIRTH	4 May 1997
PLACE OF BIRTH	Bangkok
INSTITUTIONS ATTENDED	School of economics, Kasetsart University
HOME ADDRESS	49/137 Nawamin 26 Klongkhum Beungkhum, Bangkok, 10240