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蒙古現代游牧民餐廳服務因素與消費者滿意度關係之研究

A Study on the Relationship Between Service Factors and

Consumer Satisfaction of Modern Nomads Restaurant

in Mongolia

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中文摘要

餐廳是最大的行業之一而向任何人開放。由於全球化，餐廳周圍存在許多主題和問題。

本研究旨在調查影響蒙古餐廳--現代游牧民族餐廳 (Modern Nomads) 顧客滿意度的服務因素為何。這項研究使用了問卷調查的研究工具，內容包括關於服務因素和消費者滿意度兩個變相之相關性。這項研究的進行於 2019 年 7 月至 9 月之間已非隨機抽樣收集了 299 個樣本，沒有無效的問卷，因此問卷回收率為 100%。本研究採定量統計的方法包括描述性分析，可靠性檢驗，回歸分析和皮爾遜積差相關係數。

對於研究結果，問卷調查統計資料顯示服務因素與消費者滿意度之間呈正相關，服務因素與消費者滿意度之間呈正調節作用。總而言之，這項研究將對未來對餐廳主題感興趣的研究人員有所幫助。

關鍵詞：服務因素、消費者滿意度、蒙古餐廳

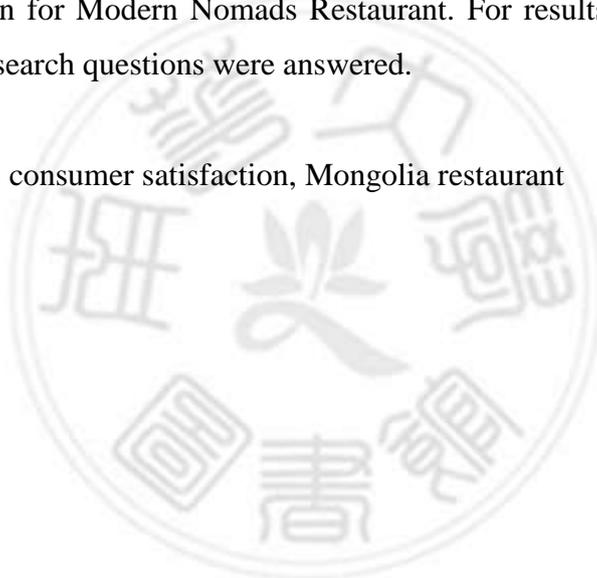
ABSTRACT

The restaurant is one of the largest industries and it is open to everybody. There are many restaurant-related topics and issues nowadays with the development of globalization.

This research aims to investigate the relationship between Service Factors and Consumer Satisfaction. Service Factors included three secondary variables: Food Factor (FF), Ambience Factor (AF) and the Price Factor (PF). The Modern Nomads restaurant, one of the biggest restaurant in Mongolia, is selected for the case study in this research. A questionnaire was used to collect data, and 299 completed questionnaires were put into the descriptive, factor, correlation and regression analysis on SPSS software 23. Data was collected through the questionnaire survey from July to September in 2019. A total of 299 survey questionnaires were collected and all of them were valid.

The findings of the research showed that there is positive relationship between Service Factors and Consumer Satisfaction for Modern Nomads Restaurant. For results, the proposed hypotheses were supported and the research questions were answered.

Keywords: service factor, consumer satisfaction, Mongolia restaurant



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CHAPTER 1. INTRODUCTION

This chapter provides an overview of the research background and motivation in this study. The area of focus is to examine the relationship between Service Factor and Consumer Satisfaction in Restaurant section of Mongolia.

1.1 Research Background

The restaurant sector is one of the fastest growing and continuously growing sectors in Mongolia. This level of growth has also increased restaurant competition for customers, and the importance of improving the quality of service has been recognized in the literature as critical to customer acquisition (Robledo, 2001). Therefore, this thesis aims to examine the importance of factors affecting customer satisfaction in Mongolia's Modern Nomads Restaurant. The focus of this research is the quality of service in restaurants. Generally, perceived quality is considered to be one of the most important factors determining customer satisfaction in the service industry (Namkung and Jang, 2008). For a specific restaurant environment, the perceived quality can be further broken down into sub-factors, such as food quality, atmosphere quality, price, etc. In this research, we examine the relationship between these factors that influence customer satisfaction. More specifically, the goals of this study areas follows: (1) to identify important attributes that affect restaurant customer satisfaction based on previous research; (2) to evaluate customers' views on the effectiveness of these attributes; (3) to check whether these attributes can be divided into important factors; (4) Priority is determined based on the impact of these factors on improving customer satisfaction; (5) The deterrent effect of various customer characteristics on the impact of customer service factors on satisfaction is determined.

Customer satisfaction is seen as a factor that encourages customers to use the service again; yet, there is no guarantee that satisfied customers will purchase the product again. During the 1980s and 1990s, marketers and researchers focused on customer satisfaction and methods to increase customer satisfaction. For the restaurant industry, it is important to understand the attributes that influence customers' decisions to eat another meal (Soriano, 2002). Understanding these factors has the potential to meet customers' expectations and prevent them from leaving, which will bring huge profits to the restaurant. To date, various studies have been conducted on factors affecting customer loyalty is considered an important factor for the success, sustainable development and profitability of the catering industry. As competition between restaurants intensifies, attracting new customers can no longer guarantee profit and success, but retaining existing customers is becoming increasingly important. In fact, the competitive environment offers customers more choices. So they can choose their favorite option from several options. Therefore, customer loyalty is considered an important

factor for the success, sustainable development and profitability of the catering industry. The purpose of this study is to identify factors that contribute to customer satisfaction in the catering industry and restaurant. To date, various studies have been conducted on factors affecting customer loyalty in the catering industry.

As competition between restaurants intensifies, attracting new customers can no longer guarantee profit and success, but retaining existing customers is becoming increasingly important. In fact, the competitive environment offers customers more choices. So they can choose their favorite option from several options. Therefore, provide some suggestions to improve customer satisfaction and build sustainable and loyal customer relationships.

1.2 Research Objectives

Based upon the study background and motivation above, the primary objectives of this research are:

- (1) To investigate and verify the relationship between the Service Factors and Consumer Satisfaction.
- (2) To examine and test the moderating effect of demographic (age) on the relationship between Service Factors and Consumer Satisfaction to Modern Nomads restaurants in Mongolia .

1.3 Research Questions

Based on the main issues and research objectives, the following two questions were directed to the study. There are:

- (1) Does Service Factors relate to Consumer Satisfaction?
- (2) Is moderator (age) related to Service Factors and Consumer Satisfaction to Modern Nomads restaurants in Mongolia?

1.4 Introduction of Modern Nomads restaurant

The first Modern Nomads restaurant opened its doors in 2003 and has since expand to Nomads Chain of Restaurants. Nomads Chain of Restaurants belongs to the Nomads Hospitality LLC. Since first opening it has caught the hearts and attention of locals and foreigners for its use of modern food technology and the ability to prepare authentic Mongolian traditional food. A year later, Nomads Legends Mongolian Club, City Nomads buffet restaurants opened its doors. In 2005 ‘BD’s Mongolian Barbeque’, the first Mongolian franchisee restaurant as well Detroit American bar were established. The Modern Nomads restaurant reached great success and popularity and to reach and serve its customers better, opened second branches in Ulaanbaatar. Apart from serving traditional Mongolian cuisine, the chain of restaurants offers a wide range of international cuisine; Russian, Slavyanski

Bazaar, Classic European Zing, Armenian, Azerbaijan, and Georgian cuisine at Caucasia restaurant, Mediterranean felicity restaurant. Nomads Chain of restaurants has also ventured internationally by opening branches such as Moderns Nomads Mongolian cuisine restaurant, Happy Land fast food, Silk Road coffee shop, Irish pub in Ulan-Ude, and Kochevnik Mongolian cuisine restaurant in Irkutsk. These International branches have become well-known among the people of Russia and Buriat. Nomads Hospitality LLC launched a catering service in 2009 as well as successfully establishing Hotel Nine, the first chain of hotels in the province of Selenge, Umnugobi and Ulaanbaatar city. The latest addition to the Nomads family has been the opening of Double Shot Coffee and Cocktail Lounge, growing very popular as it serves as an upscale coffee shop and lounge. Including Mongolia and Russia, Nomads chain of restaurants has a total of 10 n cuisine branches of Nomads, 11 branches of international cuisine restaurant and 3 hotel branches.

NOMADS HISTORY TIMELINE

Our first all-Mongolian menu restaurant “**Modern Nomads**” was opened in Ulaanbaatar back in 2003 and it immediately became a culinary sensation, quickly growing into a distinctive brand well known as the Nomads Chain of Restaurants or simply the Nomads.

Since our founding, we have grown into a group companies which are serving diverse and quality Mongolian & International Cuisines to our honorable customers in Ulaanbaatar, Darkhan and Erdenet cities, Selenge and South Gobi provinces of Mongolia as well as in Russian cities Ulan-Ude and Irkutsk.

2003

- Our first all-Mongolian Menu Restaurant **MODERN NOMADS** opened in Ulaanbaatar, Mongolia

2004

- **NOMAD LEGENDS** Mongol Club restaurant opened in Ulaanbaatar, Mongolia

- **CITY NOMADS** Buffet Restaurant opened in Ulaanbaatar, Mongolia

2005

- **BD's MONGOLIAN BARBEQUE** restaurant opened in Ulaanbaatar, as the first American Franchised Restaurant in Mongolia

- **DETROIT AMERICAN BAR** opened in Ulaanbaatar, Mongolia

- The first branch of **MODERN NOMADS** Mongolian Restaurant opened in Ulan-Ude, Russia

- **HAPPY LAND** Fast Food Restaurant opened in Ulan-Ude, Russia

2006

- **MODERN NOMADS** Mongolian Restaurant opened in Beijing, China

- **MODERN NOMADS** Mongolian Restaurant opened in Irkutsk, Russia, named

as **KOCHEVNIK**

- **CITY NOMADS** Grill & Bar opened in Ulaanbaatar, Mongolia

2007

- **SILK ROAD** Coffee Shop opened in Ulan-Ude, Russia
- The 2nd branch of **MODERN NOMADS** Mongolian Restaurant opened in Ulaanbaatar, Mongolia

2008

- **SLAVYANSKI BAZAAR** Russian & Slavic Restaurant opened in Ulaanbaatar, Mongolia
- **ZING** Western & Mongolian Restaurant opened in Ulaanbaatar, Mongolia
- **IRISH PUB** opened in Ulan-Ude, Russia
- **MODERN NOMADS** Mongolian Restaurant opened in Darkhan City, Mongolia
- **MODERN NOMADS** Mongolian Restaurant opened in Zunkhaara City of Selenge Province, Mongolia

2009

- **COZY NOMADS** Home Decoration & Restaurant opened in Ulaanbaatar, Mongolia
- **COZY NOMADS BAKERY** opened in Ulaanbaatar, Mongolia

2010

- Became the Exclusive Distributor of **ALTHAUS Fine Tea of** Germany in Mongolia
- **GRAB & GO** Fast Food Mobile Cafe chain opened in Ulaanbaatar, Mongolia
- **School & Inflight Catering Services** started in cooperation with Airline companies & Secondary Schools in Ulaanbaatar, Mongolia
- **MODERN NOMADS** Mongolian Restaurant opened in Erdenet City, Mongolia
- **AURORA** Bar & Restaurant opened in Erdenet City, Mongolia
- **TEXAS** Restaurant & Bar opened in Darkhan City, Mongolia

2011

- Provided a full range of **CATERING & LOGISTIC SERVICES** at long & short term camps on remote mining & construction sites in Mongolia, & following 3 projects contracted by Oyu Tolgoi:
 - **SOUTH CAMP** in Khanbogd sum, South Gobi Province
 - **KHANBOGD CAMP** in Khanbogd sum, South Gobi Province
 - **MCPL Temporary Camp** in Khanbogd sum, South Gobi Province
- **BUDDHA** Tea & Coffee Shop opened in Ulaanbaatar, Mongolia

2012

- Provided **Catering & Camp service** at TSOGTSETSII CAMP in Tsogtsetsii sum, South Gobi Province
- **MODERN NOMADS** Mongolian Restaurant opened in Sukhbaatar sum, Selenge Province, Mongolia
- The first chain of **HOTEL NINE** opened in Sukhbaatar sum, Selenge Province, Mongolia
- **FELICITA** Italian Restaurant opened in Ulaanbaatar, Mongolia
- **MODERN NOMADS** Mongolian Restaurant opened in Dalanzadgad sum, South Gobi Province, Mongolia
- **MODERN NOMADS** Mongolian Restaurant opened its 2nd branch in Ulan-Ude, Russia Federation
- **CAUCASIA** Restaurant ,which offers Armenian, Georgian and Azerbaijan Cuisine, opened in Ulaanbaatar, Mongolia
- The 2nd chain of **HOTEL NINE** opened in Tsogtsetsii sum, South Gobi Province

2013

- International Cuisine of **KHAAN GER** Grill Restaurant opened in Ulaanbaatar, Mongolia
- **SALM Brau** Pub & Bar opened in Ulaanbaatar, Mongolia
- Official Licensee of **Austrian Salm Brau Brewery** opened in Ulaanbaatar, Mongolia
- The first GREEN HOUSE opened in Mongolia, in cooperation with Japanese Company
- **MODERN NOMADS** Mongolian Restaurant opened its 6th branch in Ulaanbaatar
- **DOUBLE SHOT** Coffee & Cocktail restaurant opened in Ulaanbaatar, Mongolia

2014

- A premium quality of bakery **BAKE & CAKE Factory** opened in Ulaanbaatar, Mongolia
- The 2nd branch of **DOUBLE SHOT** Coffee & Cocktail restaurant opened in Ulaanbaatar, Mongolia

2015

- A four star **HOTEL NINE** opened in Ulaanbaatar, Mongolia
- The restaurant **bd`s Mongolian barbeque** moved into a new location and re-opened in Ulaanbaatar, Mongolia

2016

- The 3rd branch of **Double shot** Coffee & Cocktail opened in the Chinggis Khaan International Airport, Ulaanbaatar
- **Nomads Bistro Cafe** opened in Ulaanbaatar

CHAPTER 2. LITERATURE REVIEW

The literature review focuses on the relationships among service factors and consumer satisfaction. Relevant studies are discussed to provide theoretical support for the research hypotheses.

2.1 Service Factors Definition and Historical Development

This point of view was confirmed in subsequent studies (e.g., Robledo, 2001), and this study also uses a similar approach, dividing the overall quality of restaurant service into food, service, atmosphere and price. The literature also requires special attention to the special attributes of special circumstances when assessing overall service quality, and this research has contributed to the literature, focusing on the special attributes of Modern Nomads restaurants. The quality of the food, can be defined as corresponding to consumption, and in terms of food (Peoria, 2006). Berry et al. (2002) also suggested that service experience can be described in three categories: technical quality of service, employee behavior, and elements of the service environment. Separately referring to the context of restaurants, Clark and Wood (1999) argued that the “food experience” is a holistic abstraction of many factors (food, price, and atmosphere) in the minds of consumers. Service quality refers to the customer's judgment of product excellence, similar to the attitude. Parasuraman et al.(1988) developed a multi-element scale called SERVQUAL to measure service quality, and pointed out that the perceived service quality of customers comes from comparing customer expectations and their views on delivery performance.

The degree and direction of the difference between expectations (Jamal et al., 2009). From a consumer's perspective, price is the price that a buyer pays or gives to receive a product or service. Fair price is a psychological factor that plays an important role in the customer's response to the price paid (Kim, et al., 2006).

Johns and Pine (2002) argue that low-cost, high-quality food, as measured by the use of temperature, appearance, freshness and variety of dishes, may be an important factor in restaurant success. Numerous studies have agreed on the importance of environmental attributes and even hinted that they are one of the most important motivations for customers to evaluate restaurant performance. For example, Rust and Oliver (1994) argue that customers assess the overall quality of restaurant services based on an assessment of their physical characteristics. Mattila (2001) concludes that the atmosphere is a decisive factor affecting the quality of customer service. In addition to the attributes of food, service, and atmosphere, price is also defined as another attribute that significantly affects customers' perceptions of restaurant operations. Scientists believe that price can replace quality (Olson, 1977).

Consumer willingness to buy often depends on their previous shopping experience (Colgate and Lang, 2001; Iglesias and Guillen, 2004). Hansen et al. (2004) suggested that, rather than praising their company, satisfied consumers are better off sharing a satisfying experience with others. In the context of restaurants, customer satisfaction can be interpreted as inspiring ordinary customers to visit a particular restaurant and recommend it to their family, friends, and others in the future. Therefore, in this study, customer satisfaction was measured by customers' willingness to return to the restaurant and their willingness to recommend the restaurant to friends (Colgate and Lang, 2001; Hansen et al., 2004; Iglesias and Guillen, 2004).

Service quality is an issue that has engaged academics and practitioners, leading to substantial debate over its conceptualization. The concept is often defined as the overall difference between a customer's expectations and perceptions of the service experience (Parasuraman et al. 1988; Grönroos, 1990). Individuals' dining expectations have evolved over the years due to changing social environment, better education, the development of culinary culture, healthy dieting awareness and cultural influences. Wishna (2000) predicted that, in the future, customers will be more sophisticated in their dining decisions mainly because of their willingness to expand their dining horizons and try new things. Customers will seek new dining experiences that will satisfy their ever-changing expectations. Thus, it is important to know, understand and meet customers' expectations. Expectations are defined as beliefs about service process and form the standards against which actual performance will be assessed (Zeithaml and Bitner, 2003).

According to these authors, there are five levels (types) of customer's expectations, ranging from minimum tolerable expectations, through acceptable expectations, experience-based norms, normative "should" expectations to ideal expectations or desires. In this study the term expectations used to describe what customers believe about the capability of the service provider. Specifically, expectations represent what customers feel a restaurant should offer. Mohsin et al. (2005) revealed that value for money, variety and quality of the products available, staff-related skills, staff presentation and manners, and well-timed service were ranked as the five most important expectations of customers in New Zealand restaurants and cafes. According to Zeithaml et al. (1990), perceived service quality is the extent to which a firm successfully serves the purpose of customers. The restaurant customers' perception of service quality results from their evaluation of dining experience and expected service. There are many factors that may influence customers' assessments of restaurant quality. Previous researches suggested that food quality, physical environment and service are the major components of overall restaurant service quality (Dulen 1999; Susskind & Chan, 2000).

Among these attributes, food quality is the most important dimension of the restaurant experience (Sulek & Hensley, 2004). What is more, it is an essential requirement to satisfy the needs

and expectations of restaurant customers (Peri 2006). Although there is no consensus on the individual attributes that constitute food quality, the researchers focus on presentation, healthy options, taste, freshness and temperature (Namkung & Jang, 2008). Several studies have cited the importance of service quality for customer satisfaction with a service encounter (Stevens et al. 1995; Qu, 1997). Additionally, in restaurants settings, service quality is an important determinant of customer satisfaction (Kim et al. 2009) and return intention (Kivela et al. 2000).

Quality of service is an issue that attracts scientists and practitioners, which has led to a serious debate on its conceptualization. This concept is often defined as the general difference between customer expectations and perceptions of the service experience (Parasuraman et al., 1988; Grönroos, 1990). Over the years, people's expectations of nutrition have changed due to changes in the social environment, the improvement of education, the development of culinary culture, the awareness of healthy eating and the influence of culture. Wishna (2000) predicts that in the future, customers' nutrition decisions will become more complex, mainly because they are willing to broaden their horizons and try new things. Customers will look for new dishes that meet their changing expectations. Therefore, it is important to understand, understand and meet customer expectations. Expectations are defined as beliefs in the service process and form a measure of actual performance (Zeithaml and Bitner, 2003). These authors believe that there are five levels (types) of customer expectations, ranging from the minimum acceptable expectations to acceptable expectations based on normative experience, and "should" normative expectations to ideal or expectations.

In this study, the term expectation is used to describe customer perceptions of service provider capabilities. In particular, it is expected to represent what the customer thinks the restaurant must provide. Mohsin et al. (2005) showed that the value for money, the quality and quality of affordable products, the skills of staff, the introduction and etiquette of staff and timely service were rated as the five most important customer expectations for New Zealand restaurants and cafes. According to Zeithaml et al. (1990), the perception of service quality is the degree to which a company successfully achieves customer goals. Hotel customers' perception of service quality is the result of their evaluation of dining experience and expected service. There are many factors that influence a customer's assessment of restaurant quality. Previous research has shown that food quality, the natural environment and services are key components of the overall quality of restaurant services (Dulen 1999; Susskind & Chan, 2000). Among these attributes, food quality is the most important aspect of the restaurant (Sulek & Hensley, 2004).

In addition, this is a basic requirement to meet the needs and expectations of restaurant visitors (Peri, 2006). Although there is no consensus on the individual attributes that make up food quality, researchers focus on appearance, healthy choices, flavors, freshness, and temperature (Namkung &

Jang, 2008).cSome studies have emphasized the importance of service quality in meeting customer service needs (Stevens et al., 1995; Qu 1997). In addition, in restaurants, service quality is an important factor in determining customer satisfaction (Kim et al., 2009) and willingness to turn around (Kivela et al., 2000).

2.2 Consumer Satisfaction Definition and Historical Development

Customer satisfaction is customer response. Customers can judge the function of a product or the product itself with satisfaction (Oliver, 1997). There are two concepts of customer satisfaction: satisfaction from a particular transaction and overall satisfaction. From a transaction-specific perspective, satisfaction is immediate. This means customer satisfaction at a specific point in time (Namkung and Jang, 2007). Transaction-specific metrics make it easy to capture customers' complex psychological responses to products. By using it, the company will see that improving product quality will lead to changes in product performance. If a manufacturer changes the characteristics of a product based on customer feedback, it means that the change is effective and may affect the customer's perception of the product manufacturer's recent experience or experience (Olsen and Johnson, 2003). In terms of overall satisfaction, customer satisfaction is a general consequence of the experience consumers have consumed so far (Namkung and Jang, 2007). The overall satisfaction of all customer experiences affects their willingness to buy or purchase decision. Companies can use, comprehensive assessments to predict customer intent or behavior (Olsen and Johnson, 2003). In addition, overall satisfaction can directly affect customer attitudes, repeat purchases, and brand loyalty during subsequent purchases (Namkung and Jang, 2007). The basic concept of customer satisfaction depends on Levin's non-confirmation theory. Customers evaluate their satisfaction with the product by comparing the expected value before purchase with the expected performance after purchase. Anticipatory discrimination models suggest that if perceived performance exceeds customer expectations, customers will be satisfied with their consumption, which can be considered a positive confirmation. Conversely, if the perceived performance is lower than the customer's expectations, then the customer will be dissatisfied with their consumption, which can be considered a negative confirmation. Subjective assessment of unconfirmed confirmations leads to emotionally related satisfaction. The level of customer satisfaction with a particular product characterizes the customer's negative or positive emotional response. This will affect overall satisfaction (Namkung and Jang, 2007).

The customer's response to the differences between previous expectations and the actual characteristics of the product, and how they perceive after use (Caruana, 2002). Satisfaction is the most popular topic in marketing. This is a measure of how a company's products and services exceed

customer needs or expectations. In other words, this is the difference between the performance of a product or service and customer expectations. Consumer loyalty is the result of positive emotional experience, satisfaction based on physical attributes, and perceived value of the experience, including the product or service (Ruben, 2015). According to Pappu and Questioner (2006), high levels of satisfaction and dissatisfaction can cause strong associations in consumers' minds, just like HFCs.

Very satisfied consumers can easily remember the name of the restaurant, but they can use it if they are not satisfied. Therefore, when consumers are very satisfied with their experience, they are more likely to establish a good and good connections with the restaurant than the low satisfaction with negative views on HFCs. The image of the restaurant may affect attributes such as satisfaction or dissatisfaction. Ibrahim and Jill (2005) found that measuring images by evaluating a range of attributes is largely related to satisfaction with the services provided. Quality and customer satisfaction are closely related to the evolution of the concept of quality.

Otherwise, they will turn to competitors. In addition, Shanka (2012) mentions many organizations, and customer satisfaction helps develop strategic strategies and conduct marketing campaigns. However, satisfaction is not the ultimate goal of a company. It is essential to improve the efficiency of a company (Fornell, 2010). Customer satisfaction is an important topic for both researchers and managers, because high levels of customer satisfaction will lead to an increase in repeat customers for current customers and attract customers by increasing the organization's market reputation. The ability to successfully measure customer satisfaction and apply this knowledge is a key starting point for building and maintaining long-term customer retention and long-term competitiveness. A customer satisfaction survey (CSR) is a prerequisite, not only because it provides key management information, but also provides communication with customers. The right CSR may provide information about the attributes of the service that the customer considers important, the relative importance of the attribute when the customer makes a decision, and the organization currently meets their customer needs. It will also demonstrate the organization's interest in communicating with customers, which will give people a sense of importance and recognition.

Considering the crucial role of customer satisfaction, it shouldn't be surprising that a large number of studies are devoted to studying the process of customer service judgment. As a result, measuring customer satisfaction has become one of the most frequent applications of market research in the 1990s. Although significant progress has been made in applying customer satisfaction information in the service sector, the research area is still full of many conceptual and practical difficulties and insufficient research. Corporate social responsibility is often oversimplified or overly complex and often lacks management focus. In most cases, he did not provide effective information to identify the comparative advantages and disadvantages of the organization.

Researchers seem to be shocked by the conceptual predecessors of customer satisfaction. In contrast, little attention has been paid to developing an informative and simple model that helps managers understand what customers consider to be part of a satisfactory service. How to better manage these elements to increase satisfaction and replicate businesses that receive little attention. There is still no consensus on how to best define customer satisfaction. Satisfaction is still an elusive, vague, and ambiguous structure. Another ongoing discussion is how and how customer satisfaction should be measured. Since there is no consensus on the structure best suited to measure customer satisfaction, the existence of some systems for measuring satisfaction confuses practitioners.

When determining customer satisfaction, there are uncertainties in the reliability and effectiveness of these proposed satisfaction measurement systems, especially the expectation deviation paradigm. It is difficult to discuss the reliability and importance of the measurement system, because the success of a procedure to increase satisfaction depends largely on reliable and reliable information. Most satisfaction theories agree that satisfaction is a relative concept and is always evaluated against this criterion. However, for researchers and managers, choosing the right comparison criteria is a challenge. This is partly due to insufficient scientific data to accurately answer the question of which comparative standard consumers use in different situations. Although various forms of standards have been proposed in the literature on marketing and consumer behavior, with the exception of forward-looking expectations, these standards have achieved other standards, but little research has been done on the literature on tourism and hospitality. Little is known about whether different comparison criteria will lead to different results in terms of satisfaction. Some market research shows that the tourism market is heterogeneous. Surprisingly, however, segmentation-based satisfaction studies have attracted only limited attention from researchers.

Most previous satisfaction studies have studied tourist satisfaction at the overall market level. Items are considered in a single collective market. The structure of the predictors is considered universal. These studies have contributed significantly to understanding the concept of customer satisfaction. However, the important question remains-will the services be assessed differently by each market segment? If so, what are the consequences? Satisfaction drivers for different market segments may not match. In addition, different customer groups can make judgments about behavioral intentions based on different attributes of the service. Segment-based satisfaction analysis can bring many benefits to managers. This will help with more targeted and successful marketing efforts. This will enable managers to explore the different effects of specific service variables across departments. For example, although measurements of healthy foods may not be important in determining satisfaction with the entire sample, such measurements may be important.

For some unused people. A limited research report on segment-based satisfaction shows that the structure of segments does differ. Differences require attractive marketing strategies that are different in feasible market segments. Marketing campaigns designed to persuade new visitors to their destination may not be suitable at all to encourage previous visitors to return. Understanding which different segments to consider when deciding on a choice, and how to meet the judgment of each evolutionary segment in a given experience. Development is the ultimate key to entering new or growing markets and maintaining repeat business. Oh and Jeong segmented fast-food customers based on their expectations, and they pointed out that the satisfaction analysis for the audience segment provided clearer market understanding and reliable customer satisfaction predictions. They encourage future research to use different measurement methods under different conditions in order to compare their results. According to his suggestions, this study aims to explore, visitors to independent restaurants can be divided into different sub-segments-the structure of forecast indicators varies by segment-market segmentation strategies can provide a more economic model for predicting satisfaction. In the next section, we will be a prior research study canteen consumer experience and related market segments in order to provide a conceptual framework paper.

The following section describes the data collection and analysis methods used during use. It provides research results and their significance and management recommendations for future research. It is generally assumed that restaurants only sell food. However, restaurants are mainly "restaurant" retailers. Food plays a key role, but it is by no means unique. Previous research has shown that hotel services are a mixture of tangible and intangible components.

These are subjective processes, in which production and consumption occur simultaneously. There are many important moments between customers-time and place, time and place, and service providers have the opportunity to prove to their customers the quality of their service. And service providers. As a result, what happens in these interactions clearly has a significant impact on consumers' assessments of service providers. Not only what the consumer gets (the technical result of the process) is also important for assessing the quality of the service, but also the way in which the technical result is provided functionally. Studies have shown that expressive characteristics (functional quality) may be a more necessary condition for satisfaction, as long as the technical quality of the product meets acceptable standards. The comfort of the restaurant is clear, but when the waiter suddenly finds that he is physically unbalanced or slow to serve, the joy brought by this event will be tested.

The service environment plays a central role in shaping the nature of customer behavior, customer response to locations, and social interaction. Customers may spend time and money on service, which can lead to a sense of pleasure, while they avoid unpleasant situations. It has been

determined that conditions in the service environment (eg, seating arrangements, size, and flexibility) affect the nature of the social environment. In terms of the duration of the interaction and the actual development of the event, interaction. In addition to attracting and inhibiting entry, the service environment can affect consumers' cognitive, emotional, and physiological responses, which in turn affect their assessments and behaviors. The service environment may trigger a cognitive response that affects potential customers' perceptions of the people and products found in the location, which may be considered a method of nonverbal communication. It may also cause emotional reactions. Waiting time is another important factor when consumers evaluate restaurant service.

As wait times increase, customer satisfaction tends to decline. Waiting time and experience are at the core of the customer experience because they are an identifiable and memorable part of the overall experience. Waiting brings economic and psychological costs. Consumers can be under tremendous pressure because they are not sure how long he / she should wait. Depending on the situation, customers want faster or slower service. Therefore, service time will be a major factor in determining the perceived service quality, just like the cost of cash. If the customer's service is slow, he / she will be upset, but the same is true if the customer makes a fuss in the food. Most customers tend to patronize restaurants not only because of the good food, excellent service and pleasant service environment, but also because they think the price paid is worth the money. For different people, the meaning may have different meanings. It can be thought of as a low price, or a consumer demand for a product, or the quality that consumers get for price and / or value-that's what consumers get.

Previous studies helped to understand customer satisfaction. Restaurant service and its metrics. They show that consumer evaluation of food and beverage services is a complex process that involves many factors. By identifying aspects that contribute to restaurant customer satisfaction and the attributes that make up these specific satisfaction parameters, these studies provide management with practical knowledge to take effective measures to improve service quality and customer satisfaction. However, most previous satisfaction studies have looked at the subject as a single overall market.

The variables defined in the study (for example, food quality, cleanliness, cost, price, convenience, speed of service, courtesy, menu type and atmosphere) will have the same effect on all customer satisfaction as the hypothesis is worth quoting. No two people are the same. Different customers may have different perspectives on the reasons for a satisfying experience (for example, business travel).

2.3. Moderating effect on the Relationship between Service Factors and Satisfaction

Because of the unique characteristics of the service sector, measuring service quality is often considered more complex because it has many psychological functions (Fitzsimmons and Fitzsimmons, 2008). Therefore, determining the determinants of service quality and customer satisfaction, communication is a complex research topic. In this study, we are conducting research to address this issue. In particular, we examined the importance of factors that affect customer satisfaction in the context of Mongolia's Modern Nomads Restaurant. The measure of perceived quality is based on consumer opinions and perceptions. Continually focusing on perceived quality and then consumer opinion is a topic that has sparked interest in customer satisfaction research. It turns out that there is a relationship between customer satisfaction and service quality (Kouthouris and Alexandris, 2005). Customers who have a positive attitude towards the quality of service may get high satisfaction (Cronin and Taylor, 1994; Kouthouris and Alexandris, 2005; Pappu and Questioner, 2006). All of these authors believe that satisfied consumers are more likely to have a satisfactory impression of quality than unsatisfied consumers.

In general, it should be noted that the relationship between service quality attributes and overall satisfaction may depend on certain customer characteristics. Consumer behavior theory (Holbrook, 1995) predicts that different personal characteristics of customers will affect consumer behavior in any shopping environment. Experience has also confirmed this.

For example, factors such as gender, education, and income have been shown to influence purchase behavior of buyers (Slama and Tashchian, 1985). In terms of restaurants, Chow et al. (2007) found that the gender, age and income level of consumers affected their willingness to buy again. In contrast, other researchers have studied this type of emollient but have not found satisfactory evidence. For example, Soriano (2002) studied customer satisfaction in Spanish restaurants and concluded that there is not much difference in satisfaction between men and women. Namkung and Jang (2008) observed four restaurants (two are American restaurants, the other is a Korean restaurant and a Japanese restaurant), and concluded that satisfied and dissatisfied customers did not differ significantly in age and annual household income. Therefore, the constraint of customer characteristics on service quality is not final. In this study, we propose another customer performance test by presenting the latest hypotheses.

2.4 Development of Research Hypotheses

For the restaurant industry, it is important to understand the attributes that influence customers' decisions to eat another meal (Soriano, 2002). Understanding these factors has the potential to meet

customers' expectations and prevent them from leaving, which will bring huge profits to the restaurant. To date, various studies have been conducted on factors affecting customer loyalty in the catering industry. Service quality is usually based on the customer's evaluation of the overall excellence or excellence of the service provided (Parasuraman et al., 1988). This is often considered a multidimensional construct. Although there are new methods for measuring service quality, such as the use of AHP and Topsis methods (eg Ramanathan and Karpuzcu, 2011; Yildiz and Yildiz, 2015), most service quality studies are based on the SERVQUAL tool developed by Parasuraman et al. (1988) because it provides an interesting way to measure multiple aspects of service quality. SERVQUAL is based on measuring expected service quality, measuring perceived service quality and determining the differences between them. The tool has been used for various services (hotels, restaurants, airlines, etc.). However, later literature used variations of this tool. For example, the perceptual part is believed to be more important in SERVQUAL tools (Roses et al., 2009). Although the causal relationship between restaurant quality and customer satisfaction is theoretically accepted, in practice, few studies have confirmed this relationship in the restaurant industry (Lin et al., 2010; Cao and Kim, 2015). To fill this gap, this study aims to examine the relationship between restaurant quality and customer satisfaction. Although it is generally agreed that the relationship between service factors and satisfaction may vary based on specific customer characteristics, related research rarely.

CHAPTER 3. RESEARCH METHODOLOGY

First of all, the conceptual model of the research has been developed. Next, based on the background, literature and the model, hypotheses are proposed. Then described the research method, the measurement and the definition of variables.

3.1 The Conceptual Framework

This is the conceptual model of the relationship between Service factors and Consumer Satisfaction, and moderating effects of demographic variables. We develop the conceptual model frame based the literature review, as shown in Figure 3.1:

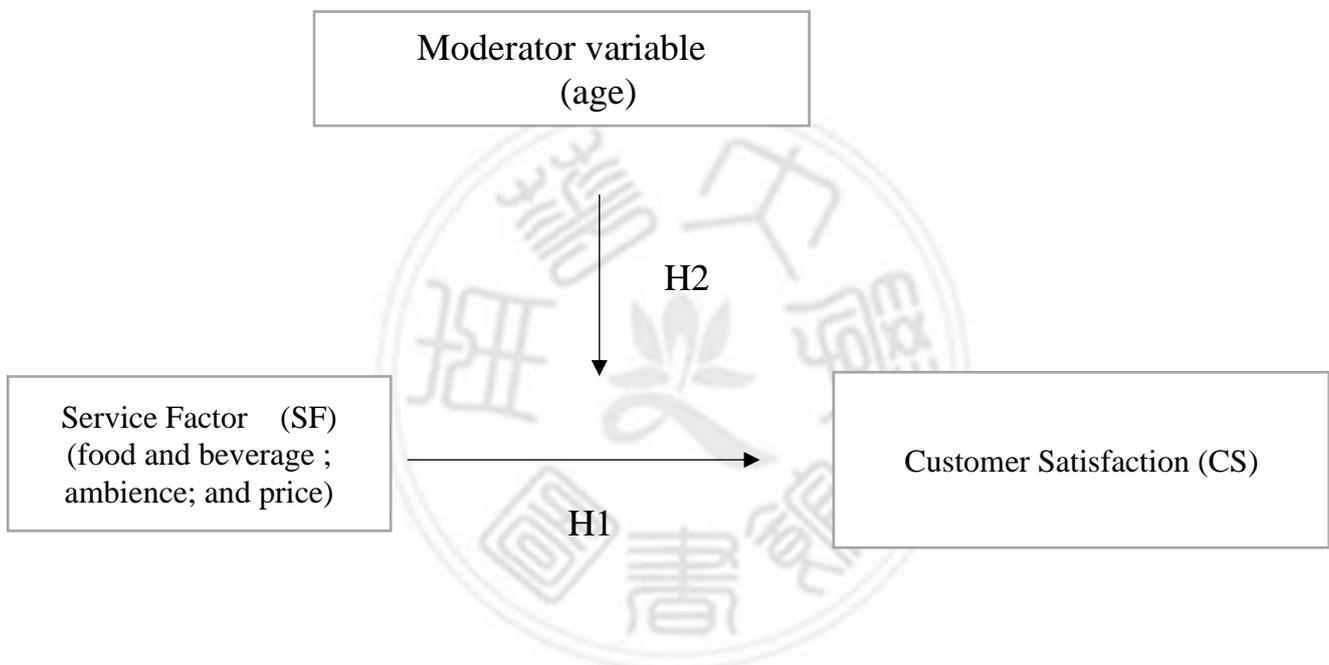


Figure 3.1: The Conceptual Framework of Research

3.2 Research Hypotheses

Based on the research objectives and literature review, research hypotheses are defined as follows:

H1: Service Factors (food and beverage, ambience and price) are positively related to Consumer Satisfaction.

H2: Demographic (age) is positively related between Service Factors and Consumer Satisfaction.

3.3 Research Methods

This study, quantitative research methods was used to investigate the relationship between service factor and consumer satisfaction.

3.4 Measures and Definition of Variables

All the variables that have been developed and described in the chapter two.

Table 3.1 Measurement Items in the Service Factors

Items
1. Do you think food presentation is important when choosing a restaurant?
2. Do you think food safety is important when choosing a restaurant?
3. Do you think vegetarian dish is important when choosing a restaurant?
4. Do you think authenticity and localization are important when choosing a restaurant?
5. Do you think a plates withdrawal is important when choosing a restaurant?
6. Do you think a language communication is important when choosing a restaurant?
7. Do you think a dishes information is important when choosing a restaurant?
8. Do you think an operating time is important when choosing a restaurant?
9. Do you think location is important when choosing a restaurant?
10. Do you think website information is important when choosing a restaurant?
11. Do you think website reservation is important when choosing a restaurant?
12. Do you think cleanliness is important when choosing a restaurant?
13. Do you think queue near meals is important when choosing a restaurant?
14. Do you think waiting room availability is important when choosing restaurant?
15. Do you think seating arrangement is important when choosing a restaurant?
16. Do you think worthy price is important when choosing a restaurant?
17. Do you think discount price for different time is important when choosing a restaurant?

Note. Adapted from Revision-1; Benchmarking: An International Journal, July, 2015

This measurement is included – Service Factors of composed 17 items (Table3.1) and Consumer Satisfaction of composed 3 items (Table 3.2).

Table 3.2 Measurement Items of Consumer Satisfaction

Items
1. Do you serve the restaurant again based on your satisfaction?
2. Do you think will you return again to this restaurant?
3. Will you recommend the restaurant to friends?

Note. Adapted from Colgate and Lang, 2001; Iglesias and Guillen, 2004; Hansen *et al.*, 2005

3.5 Samples and Data Collection.

The research data questionnaire survey approach to collect the respondents who are Mongolians. The target populations are those of all genders, ages, education, occupation, monthly income levels.

The questionnaire consists of two parts: (1) service factors, and (2) consumer satisfaction. The service factor scale responded in 7-point Likert-style Scale, and the consumer satisfaction scale responded in 7-point Likert-style scale. Respondents will be asked to indicate their degree of agreement on Roberts' scale original scoring method comprising to ranging from “strongly disagree” to “strongly agree”.

This research necessary to be translated the questionnaire from English to Mongolia, reason for respondents is understood in Mongolia more, avoid the misunderstanding in answer data.

3.6 Data Analysis Method

In this study use the SPSS statistics 23 software, that primary tool for analyzing collected data. The following data analysis methods were used to test hypotheses: the data coding and input, the descriptive statistical analysis, correlation analysis, validity and reliability of the measurement constructs and regression analysis.

3.6.1 Data coding and input.

The results of the questionnaire are coded and turned into statistical data by using the SPSS Statistics 23.0.

3.6.2 Descriptive statistical analysis.

In order to have a better understanding of the characteristics of each variable, descriptive statistical analysis is used to illustrate the sample means, the standard deviation of each research variable, the frequency and the percentage of each category of detailed information about the respondents, and the correlation.

3.6.3 Validity and reliability of the measurement constructs.

Validity and reliability of measurement scales are very significant. Reliability is defined as the degree of consistency among measurements of a variable. Validity is an indication of the degree of inferences based on the test scores.

3.6.3.1 Factor analysis.

The purpose of factor analysis is to explore the underlying variance structure of a set of correlation coefficients. Measurement items with factor loadings lower than 0.5 would be deleted.

3.6.3.2 Internal consistency analysis.

Cronbach alpha (α) is the most used to test the internal consistency of each factor. According to Robinson and Shaver (1973), a coefficient alpha greater than 0.7 means that it has high reliability.

3.6.4 Correlation analysis.

The most widely used type of correlation coefficient is the Pearson's coefficient correlation; thus, the method will be used to investigate the degree of association between at least two continuous variables. The value for Pearson's can fall from 0.00 (no correlation) to 1.00 (perfect correlation).

3.6.5 Regression analysis.

Regression analysis is used to test the relationships and the significance level service factors, consumer satisfaction, and Modern Nomads Restaurant in Mongolia.

This study used service factor as the independent variable, consumer satisfaction as the dependent variable. Besides, according to the moderating effect of the variable (Modern Nomads Restaurant) is also tested by using this type of analysis.

CHAPTER 4. DATA ANALYSIS AND RESULTS

This chapter presents the empirical results of the research. The first section is the descriptive statistics. Statistical analysis of the respondents includes characteristics of respondents and results of the measurement items. The second section provides the measurement results for relevant research variables. The third section is reliability tests for the measurement scales which consist of principal component factor analysis and Cronbach's α . The final part presents the results of data analysis associated with each research hypothesis.

4.1 Samples Descriptive Statistical Analysis

Preliminary analyses are conducted in this section to provide information about the characteristics of respondents and results of relevant research variables.

4.1.1 Data collection.

The whole data were collected through paper-based questionnaire survey from July to September, 2019. A total of 299 survey questionnaires was collected, all of the samples were valid.

4.1.2 Characteristics of respondents.

Table 4.1 displays the characteristics of respondents, including five major items considered by this study: (1) gender, (2) age, (3) education, (4) occupation, and (5) monthly income. As shown in Table 4.1, most of the respondents were male were 57.9% and female, 42.1%, more than of the respondents were age "30-39" is 32.8%. Also, most of the respondent's education was college 51.8%. Besides, occupation were students, 12.0%, housewife 15.7%, soldier, official employee, 27.8%, service sector 19.1%, and business sector 12.0%. Finally, about 5.0% of the respondents' monthly income are less than 6,250NT\$" and 34.4% of the respondent monthly income were 10,000-12,500NT\$.

Table 4.1 Characteristics of Respondents (N=299)

Item Description	Frequency	Percentage (%)	Cumulative Percentage (%)
Gender			
Male	173	57.9	57.9
Female	126	42.1	100.0
Age			
Less than 20	61	20.4	20.4
20-29	96	32.1	52.5
30-39	98	32.8	85.3
40-49	36	12.0	97.3
More than 50	8	2.7	100.0
Education			
Under/or senior high school	24	8.0	8.0
College	155	51.8	59.9
Graduate	120	40.1	100.0
Occupation			
Student	36	12.0	12.0
Housewife	47	15.7	27.8
Solider, Official employee, Teacher	83	27.8	55.5
Service Sector	57	19.1	74.6
Business	36	12.0	86.6
Technology	21	7.0	93.6
Financial Industry	12	4.0	97.7
Manufacturing	6	2.0	99.7
Others	1	.3	100.0
Monthly Income			
Less than 6,250 NT\$	15	5.0	5.0
6,250-10,000 NT\$	54	18.1	23.1
10,000-12,500 NT\$	103	34.4	57.5
12,500-20,000 NT\$	95	31.8	89.3
More than 20,000 NT\$	32	10.7	100.0

Table 4.2 Descriptive Analysis for Questionnaire Items of Service Factor (N=299)

Factor	Research Item	M	SD
SF1	Do you think food presentation is important when choosing a restaurant?	3.83	1.104
SF2	Do you think food safety is important when choosing a restaurant?	3.58	1.085
SF3	Do you think vegetarian dish is important when choosing a restaurant?	4.04	1.069
SF4	Do you think authenticity and localization is important when choosing a restaurant?	3.87	1.150
SF5	Do you think plates withdrawal is important when choosing a restaurant?	3.73	1.309
SF6	Do you think language communication is important when choosing a restaurant?	3.38	1.283
SF7	Do you think dishes information is important when choosing a restaurant?	3.53	1.185
SF8	Do you think operating time is important when choosing a restaurant?	3.56	1.261
SF	SF9 Do you think location is important when choosing a restaurant?	3.54	1.218
	SF10 Do you think website information is important when choosing a restaurant?	3.91	1.077
	SF11 Do you think website reservation is important when choosing a restaurant?	3.80	1.070
	SF12 Do you think cleanliness is important when choosing a restaurant?	3.68	1.113
	SF13 Do you think queue near meals is important when choosing a restaurant?	3.60	1.261
	SF14 Do you think waiting room availability is important when choosing a restaurant?	3.71	1.117
	SF15 Do you think seating arrangement is important when choosing a restaurant?	3.65	1.248
	SF16 Do you think worthy price is important when choosing a restaurant?	3.56	1.226
	SF17 Do you think discount price for different time is important when choosing a restaurant?	3.75	1.193

The Grand mean of SF=3.68

Note. SF=Service Factor; M=mean; SD=standard deviation.

4.2 Measurement Results for Relevant Research Variables

Table 4.2, 4.3, provides descriptive statistics by questionnaire items for each research variable, including mean values and standard deviations. These research variables involved 17 items of Service

Factor (7-point Likert-style Scale) and 3 items of Consumer Satisfaction (7-point Likert-style Scale). The grand mean of the total items of Service Factor is 3.68, and Consumer Satisfaction is 3.75. It shows that Consumer satisfaction grand mean score higher than Service Factors.

Table 4.3 Descriptive Analysis for Questionnaire Items of Consumer Satisfaction (N=299)

Factor	Research Item	M	SD
CS1	Do you serve the restaurant again based on your satisfaction?	3.85	1.239
CS	CS2 Do you think will you return again to this restaurant?	3.68	1.177
	CS3 Will you recommend the restaurant to friends?	3.72	1.167

Grand mean of CS=3.75

Note. CS=Consumer Satisfaction; M= mean; SD= standard deviation.

4.3 Factor Analysis and Reliability Tests

To verify the dimensionality and reliability of constructs of this study, factor analysis, Cronbach's α analysis, and correlation analysis was conducted in this study.

Here, Bartlett's test of sphericity and KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) are used to assess the adequacy of their correlation matrices for factor analysis. The Bartlett test forms something of a bottom line test for large samples, but is less reliable for small samples. Very small values of significance (below 0.05) indicate a high probability that there are significant relationships between the variables, whereas higher values (0.1 or above) indicate the data is inappropriate for factor analysis.

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy provides an index (between 0 and 1) of the proportion of variance among the variables. KMO near 1.0 supports a factor analysis and that anything less than 0.5 is probably not amenable to useful factor analysis.

Cronbach's α was then assessed to identify the internal consistency and reliability of the construct. The results for each variable, including Service Factor (SF) and Consumer Satisfaction (CS) are shown from Table 4.4 to Table 4.5

Table 4.4 Results of Factor Analysis and Reliability of Service Factor

Factor	Research Item	Cronbach's α If item deleted
--------	---------------	--

SF1	Do you think food presentation is important when choosing a restaurant?	.813
SF2	Do you think food safety is important when choosing a restaurant?	.817
SF3	Do you think vegetarian dish is important when choosing a restaurant?	.824
SF4	Do you think authenticity and localization are important when choosing a restaurant?	.827
SF5	Do you think plates withdrawal is important when choosing a restaurant?	.820
SF6	Do you think language communication is important when choosing a restaurant?	.812
SF7	Do you think dishes information is important when choosing a restaurant?	.812
SF8	Do you think operating time is important when choosing a restaurant?	.804
SF9	Do you think location is important when choosing a restaurant?	.805
SF10	Do you think website information is important when choosing a restaurant?	.814
SF11	Do you think website reservation is important when choosing a restaurant?	.819
SF12	Do you think cleanliness is important when choosing a restaurant?	.807
SF13	Do you think queue near meals is important when choosing a restaurant?	.810
SF14	Do you think waiting room availability is important when choosing a restaurant?	.811
SF15	Do you think seating arrangement is important when choosing a restaurant?	.814
SF16	Do you think worthy price is important when choosing a restaurant?	.806
SF17	Do you think discount price for different time is important when choosing a restaurant?	.810

Cronbach's α = .821

4.3.1 Results of Factor Analysis and Reliability of Service Factor

Seventeen items are selected to measure Service Factor. As shown in Table 4.5 presents the results of factor analysis and reliability tests. The Cronbach's α on this factor indicates a high degree of internal consistency and further confirms the reliability of the measurement items. Cronbach's α of .821, have been taken into account for further analysis.

4.3.2 Results of Factor Analysis and Reliability of Consumer Satisfaction

Three items are selected to measure Consumer Satisfaction. As shown in Table 4.5 presents the results of factor analysis and reliability tests. The Cronbach's α on this factor indicates a high degree of internal consistency and further confirms the reliability of the measurement items. Cronbach's α of .651, have been taken into account for further analysis.

Table 4.5 Results of Factor Analysis and Reliability of Consumer Satisfaction

Factor	Research Item	Cronbach's α If item deleted
CS1	Do you serve the restaurant again based on your satisfaction?	.666
CS2	Do you think will you return again to this restaurant?	.429
CS3	Will you recommend the restaurant to friends?	.549
		Cronbach's α = .651

In summary, the overall results of factor analysis and reliability tests are shown in Table 4.6. These results indicate that the convergent validity and reliability for each factor are adequate. Therefore, this study used the summated score (the average score of the measurement items within a specific factor) for all research factors to conduct further hypothesis testing.

Table 4.6 Overall Results of Factor Analysis and Reliability Tests

Factor	Number of Items	KMO	Sig.	CEV (%)	Cronbach's α
SF	17	.840	.000	27.973	.821
CS	3	.615	.000	58.842	.651

Note. KMO=Kaiser-Meyer-Olkin Measure of Sampling Adequacy; Sig= Significance; CEV=Cumulative explained variance.

4.4 Correlation Analysis

The results by means, standard deviations, and correlation coefficients for all measures are reported in Table Variables 4.7.

The most widely used type of correlation coefficient is the Pearson's coefficient correlation that represents the relationship between two variables that are measured on the same interval or ratio scale. Thus, the method will be used in this study. The value for Pearson's can fall from 0.00 (no correlation) to 1.00 (perfect correlation).

Table 4.7 displayed result of Pearson correlation analysis included control variable (gender, age and income), independent variable (service factor) and dependent variable (consumer satisfaction). SF and CS are proposed hypothesis. SF has significantly positive correlation with only CS ($r = .425^{**}$, $p < .01$).

For the correlations of the control variables (gender, age and income), have a not significant correlation with the independent variable and the dependent variable.

Also, for the correlations of the moderator variable age has a significant positive correlation with the only the CS ($r = .155^{**}$, $p < .05$), gender has not a significant correlation with dependent variable and independent variable ($r = -.055$, $p < .05$). Last, income has a significantly negative correlation with ($r = -.093$, $p < .05$).

Table 4.7 Means, Standard Deviations, and Correlations among All Variables (N=299)

Variable	M	SD	1	2	3	4	5	6	7
1. Gender	1.42	.494							
2. Age	2.44	1.029	-.073						
3. Edu.	2.32	.616	-.060	-.025					
4. Occu.	3.52	1.715	-.048	-.055	.015				
5. Income	3.25	1.040	-.013	-.009	.024	.094			
6. SF	3.72	.757	-.160 ^{**}	.073	-.137 [*]	-.074	-.061	(.821)	
7. CS	3.74	1.039	-.055	.155 ^{**}	-.151 ^{**}	-.012	-.093	.425 ^{**}	(.651)

Note. Numbers in parentheses indicate coefficient Cronbach's α . SF= service factor; CS= consumer satisfaction; M= mean; SD= standard deviation. ^{*} $p < .05$; ^{**} $p < .01$; ^{***} $p < .001$.

4.5 Regression Analysis

Regression analysis is used to test the relationships and the significance level between service factor (SF), and consumer satisfaction (CS). Besides, the moderating effect of the variables (gender, age and income) is tested by using this type of analysis.

4.5.1 Relationship between Service Factor and Consumer Satisfaction

Model 1 in Table 4.8, the results show that service factor has a significance related to consumer satisfaction. The results show that service factor has a significant influence on consumer satisfaction ($\beta = .425$, $p < .001$). The F-value in Model 1 is 65.326 (higher than Model 1) and p-value is .001 ($p < .001$). The R^2 statistics for Model 1 is .180 and $\text{Adj}R^2 = .178$. In summary, service factor has significantly positive influence on consumer satisfaction which means Hypothesis 1 was supported.

Table 4.8 Results of Regression Analysis

Model 1								
Model 1	R	R Square	Adjusted R Square	Std. Error of the Estimate	F-Value	P-Value	Durbin-Watson	VIF
1	.425	.180	.178	.94298	65.326	.001	1.598	1.000
a. Predictors: (Constant), 1. Service Factor								
b. Dependent Variable: Consumer Satisfaction								

Coefficients							95.0% Confidence Interval for B	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Lower Bound	Upper Bound
		B	Std. Error	Beta				
1	(Constant)	1.576	.274	.425	5.745	.000	1.036	2.116
	1.Service Factor	.583	.072		8.082	.000	.441	.725
a. Dependent Variable: Consumer Satisfaction								

Note. DV= Consumer satisfaction; IV= Service factor

* $p < .05$; ** $p < .01$; *** $p < .001$.

4.5.2 The Moderating Effect of Service Factor and Consumer Satisfaction

At last, Model 2 in Table 4.9 shows the regression results of the moderating effect of SF (Service factor) on CS (consumer satisfaction) has statistically not significantly influence on the relationship between SF (Service factor) on CS (consumer satisfaction) Age*CS ($\beta = .124, p < .001$). The F-value in Model 2 is 36.002 and p-value is .001 ($p < .001$). Statistics of R^2 for Model 2 is .196 and Adj. $R^2 = .190$. This means that age has positive relationship between service factor and consumer satisfaction. Therefore, hypothesis 2 is non supported.(see table 4.10)

Table 4.9 Results of Regression analysis

Model 2								
Model 2	R	R Square	Adjusted R Square	Std. Error of	F-Value	P-Value	Durbin-Watson	VIF

				the Estimate				
1	.442	.196	.190	1.49120	36.002	.001	1.612	1.000
b. Predictors: (Constant), 2. Age								
c. Dependent Variable: Consumer Satisfaction								
Coefficients								
		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.579	.284	.124	5.552	.000	1.019	2.139
	1.Service Factor	.596	.074		8.019	.018	.450	.743
1 Dependent Variable: Consumer Satisfaction								

Note. * $p < .05$; ** $p < .01$; *** $p < .001$

Table 4.10 Overall Hypotheses Results

	Hypotheses	Results
H 1	Service Factor has significantly positively influence to consumer satisfaction	Supported
H 2	Moderators (age) have significant positive influence the relationship between service factor and consumer satisfaction.	Non Supported

4.5.3 Service Factors (Food, Ambience and Price) has a significant positive influence on Consumer Satisfaction of Results Research Framework.

Service factors (food factor, ambience factor and price factor) are selected to measure consumer satisfaction. As shown in figure 4.1. service factor is reaction linear regression $.425^{***}$. Food and beverage factor's is reaction linear regression is $.104^*$, ambience factor is reaction linear regression $.097$, and price factor is reaction linear regression is $.215^{***}$. Therefore, it indicates a high probability that there have significant relationship between the variables and the acceptance of regression linear results is met. In accord to the linear equation, food and beverage factor increase by 1, then consumer satisfaction is increased by $.104^*$ points and it is positive effects. There are effecting to the consumer satisfaction. Service factor is reaction linear regression $.425^{***}$. Therefore, it indicates a high probability that there have significant relationship between the variables and the acceptance of regression linear results is met. In according to the linear equation, service factor is increased by 1, then consumer satisfaction is increased by $.425^{***}$, and it is positive effects.

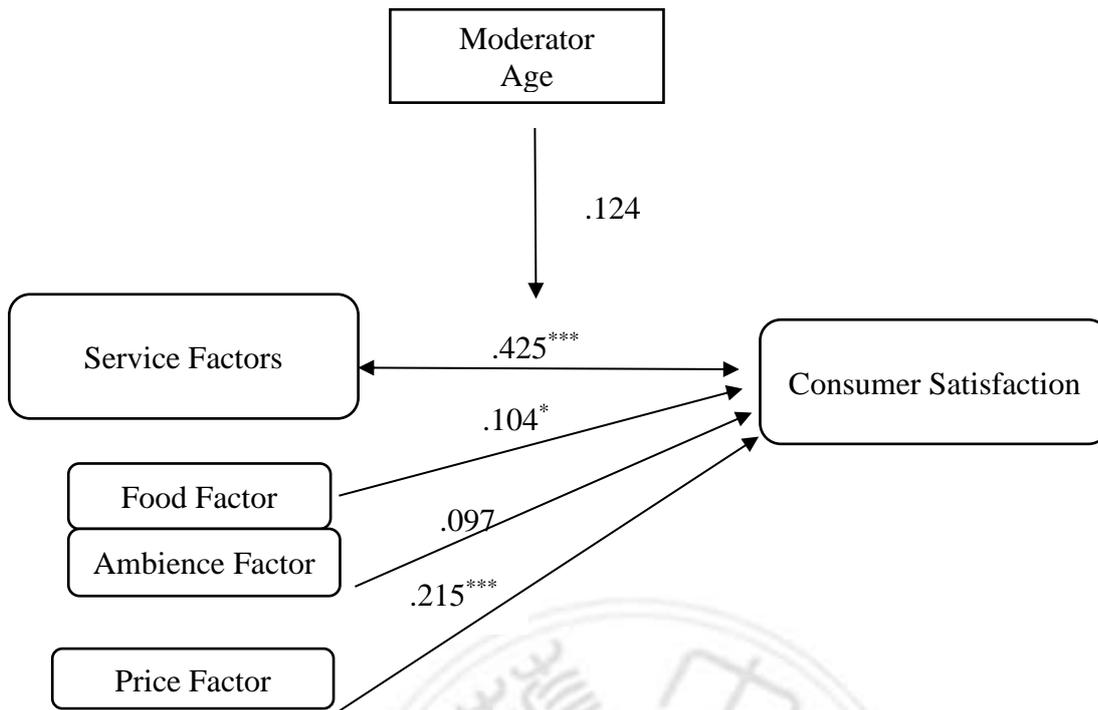


Figure 4.1: Research Framework Results

Resource: The Research

There are effects on the consumer satisfaction. Ambience factor in reaction linear regression is .097. Therefore, it indicates a high probability that there is significant relationship between the variables and the acceptance of regression linear results is met. In according to the linear equation, service factor is increased by 1, then consumer satisfaction is increased by .097 ,and it is negative effects. And price factor in reaction linear regression is .215***. There are effects on the consumer satisfaction. Therefore, it indicates a high probability that there is significant relationship between the variables and the acceptance of regression linear results is met. In according to the linear equation, service factor is increased by 1, then consumer satisfaction is increased by .215*** ,and it is positive effects.

Moderator effect (age) in reaction linear regression is .124. There are effects on the consumer satisfaction. Therefore, it indicates a high probability that there have not significant relationship between the variables and the acceptance of regression linear results is met. In according to the linear equation, service factor is increased by 2, then consumer satisfaction is increased by .124 ,and it is positive effects.

CHAPTER 5. CONCLUSION AND DISCUSSION

This chapter includes research (1) research conclusion based on theory and data analysis, (2) research limitation and future suggestion and (3), as well as contributions this research has made.

5.1 Research Conclusion

Main objectives, research background and motivation proposed (1) to investigate and verify the relationship between service factor and consumer satisfaction (2) to investigate test moderating effect between service factor and consumer satisfaction. Rust and Oliver (1994) argue that customers assess the overall quality of restaurant services based on an assessment of their physical characteristics. Mattila (2001) concludes that the atmosphere is a decisive factor affecting the quality of customer service. In addition to the attributes of food, service, and atmosphere, price is also defined as another attribute that significantly affects customers' perceptions of restaurant operations as shown in Table 4.8 and 4.9.

5.1.1 Relationship between Service factor and Consumer Satisfaction

Model 1 in Table 4.8, the results show that service factor has a significantly positive influence on consumer satisfaction, which means that all of the factors of service factors have a positive influence on consumer satisfaction.

5.1.2 Moderating Effect of Demographic Variables

At last, from the above we can get some evidence to confirm and support that demographic variable (age) can moderate the relationship between service factors and consumer satisfaction.

As shown in Table 4.9, the results show that moderating effect of age has non significantly positive influence on service factors and consumer satisfaction.

5.2 Research Limitations and Suggestions

There were some methodological and researchers limitations in this thesis absolutely. The quality and effectiveness of the research on this subject will be improved if the following limitation could be worked out.

- (1) Sample size: This study collected 299 samples. If sample size is small, result would not be able to analyze significant relationships within the data set.
- (2) Language fluency: Questionnaire had to be translated from English to Mongolian bas the targeted respondents were Mongolian people.
- (3) Data collecting: It took time to collect data, especially, source to find respondents.

According to research, few suggestions for future research and investigators are proposed.

(1). To study and consider with more variables, moderator. It would be more effective and wider. For example, how does the service culture of Mongolian restaurants influence on intention to customer choice behavior?

(2). To solve language difficulties when study covers other countries. Words and sentences sometimes can not be fully translated or understood by people from different language backgrounds.

5.3 Research Contributions

Through the findings of this research, the contributions are concluded:

(1) This study investigated the findings provide empirical results for the researchers and scholars that the relationships among service factor and consumer satisfaction is positively related to consumer satisfaction. Finally, it's also the empirical result of the moderating effect of (Modern Nomads) restaurant's consumer.

(2) This study will be helpful for any restaurant which attempts to improve service for Mongolia invaluable marketing strategies and focus on improving the business expectations from customers.

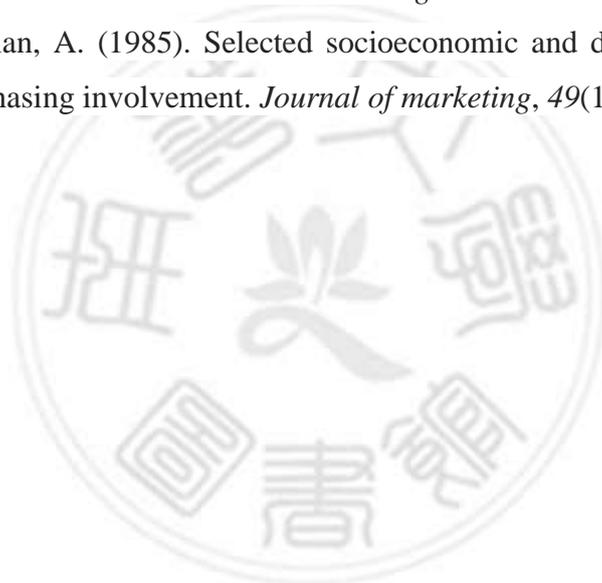


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APPENDIX I.

Questionnaire (English Version)

Dear Respondent:

This academic research questionnaire seeks to investigate the service factors and consumer satisfaction. We sincerely invite you to complete the questionnaire. No personal information will be public and keep it with confidence. Please fill out the questionnaire as precisely as possible. Your support is crucial to this research. We do appreciate your kindness, support!

Sincerely yours,

Nanhua University
Graduate Institute of International Affairs and
Business
Advisor: Ph.D An-Li Peng
Graduate Student: Enkhtuya Ooyo

This questionnaire starts from here

	<u>※ According to answer the following questions for Service Factors (SF):</u> The scale is form 1=strongly disagree to 7=strongly agree. Please reach statement below and make a circle on the column which best fits your answer.	Strongly	Disagree	More or less	Neutral	More or less	Agree	Strongly
1	Do you think food presentation is important when choosing a restaurant?	1	2	3	4	5	6	7
2	Do you think food safety is important when choosing a restaurant?	1	2	3	4	5	6	7
3	Do you think vegetarian dish is important when choosing a restaurant?	1	2	3	4	5	6	7
4	Do you think authenticity and localization are important when choosing a restaurant?	1	2	3	4	5	6	7
5	Do you think plates withdrawal is important when choosing a restaurant?	1	2	3	4	5	6	7
6	Do you think language communication is important when choosing a restaurant?	1	2	3	4	5	6	7

7	Do you think dishes information is important when choosing a restaurant?	1	2	3	4	5	6	7
8	Do you think operating time is important when choosing a restaurant?	1	2	3	4	5	6	7
9	Do you think location is important when choosing a restaurant?	1	2	3	4	5	6	7
10	Do you think website information is important when choosing a restaurant?	1	2	3	4	5	6	7
11	Do you think website reservation is important when choosing a restaurant?	1	2	3	4	5	6	7
12	Do you think cleanliness is important when choosing a restaurant?	1	2	3	4	5	6	7
13	Do you think queue near meals is important when choosing a restaurant?	1	2	3	4	5	6	7
14	Do you think waiting room availability is important when choosing a restaurant?	1	2	3	4	5	6	7
15	Do you think seating arrangement is important when choosing a restaurant?	1	2	3	4	5	6	7
16	Do you think worthy price to choosing a restaurant?	1	2	3	4	5	6	7
17	Do you think discount price for different time is important when choosing a restaurant?	1	2	3	4	5	6	7
	<u>※ According to answer the following questions to Consumer satisfaction (CS):</u> The scale is from 1=strongly disagree to 7=strongly agree. Please reach statement below and make a circle on the column which best fits your answer.	Strongly	Disagree	More or less	Neutral	More or less	Agree	Strongly
19	Do you serve the restaurant again based on your satisfaction?	1	2	3	4	5	6	7
20	Do you think will you return again to this restaurant?	1	2	3	4	5	6	7
21	Will you recommend the restaurant to friends?	1	2	3	4	5	6	7

Information: please choose a best answer.

1. Gender: 1. Male 2. Female
2. Age: 1. Less than 20, 2. 20-29, 3. 30-39, 4. 40-49, 5. More than 50
3. Education: 1. Under Senior, High School 2. College, 3. Graduate
4. Occupation: 1. Student 2. Housewife 3. Soldier, official employee
4. Service Sector 5. Business Sector 6. Technology 7. Financial sector
8. Manufacture Sector 9. Others
5. Monthly income: 1. Less than-6,250NT\$ 2. 6,250-10,000NT\$
3. 10,000-12,500NT\$ 4. 12,500-20,000NT\$ 5. More than-20,000NT\$

Thanks for your help



APPENDIX II.

Questionnaire (Mongolian Version)

Эрхэм хүндэт Харилцагч:

Энэхүү эрдэм шинжилгээний судалгааны асуулга нь Монголын Модерн номадс ресторан болон калифорния рестораниудын хэрэглэгчдийн сэтгэл ханамжид байгууллагын үйлчилгээний хүчин зүйлүүд нөлөөлж байгаа эсэхийг судлах зорилготой юм. Бид танд санал асуулга бөглөхийг чин сэтгэлээсээ хүсч байна. Таны хариултыг чандлан нууцлаж зөвхөн эрдэм шинжилгээний зорилгоор ашиглах юм. Санал асуулгын хуудсыг аль болох нарийвчлан бөглөнө үү. Таны дэмжлэг маш чухал юм. Танд баярлалаа!

Хүндэтгэсэн ;

Нанхуа Их сургууль

Олон улсын харилцаа, бизнесийн удирдлагын
төгсөгч

Зөвлөх багш: Ph.d An-Li Peng

Төгсөх Оюутан: Энхтуяа Ооёо

This questionnaire starts from here

	※Та үйлчилгээний хүчин зүйлүүдийн талаархи дараахи асуултнуудад хариулна уу! (SF): <i>Хариултын хэлбэр нь 1 = бүрэн санал нийлэхгүй байна гэдгээс 7 = бүрэн санал нийлж байна. Хариултаас өөрт тохируулах хэмжүүрийг сонгоно уу.</i>	Бүрэн санал нийлэхгүй байна	Ихэвчлэн Санал нийлэхгүй байна	Бага зэрэг санал нийлэхгүй байна	Төвийг сахисан	Бага зэрэг санал нийлж байна	Ихэвчлэн санал нийлж байна	Бүрэн санал нийлж байна
1	Та ресторанаа сонгоход хоолны цэс чухал байдаг уу?	1	2	3	4	5	6	7
2	Та ресторанаа сонгоход хоолны аюулгүй байдал чухал байдаг уу?	1	2	3	4	5	6	7
3	Та ресторанаа сонгоход цагаан хоол чухал байдаг уу?	1	2	3	4	5	6	7

4	Та ресторанаа сонгоход жинхэнэ байдал болон нутагшуулалт чухал байдаг уу?.	1	2	3	4	5	6	7
5	Та ресторанаа сонгоход тавгандах орц чухал байдаг уу?	1	2	3	4	5	6	7
6	Та ресторанаа сонгоход хэлний харилцаа чухал байдаг уу?	1	2	3	4	5	6	7
7	Та ресторанаа сонгоход тавагны шошго мэдээлэл чухал байдаг уу?	1	2	3	4	5	6	7
8	Та ресторанаа сонгоход үйл ажиллагааны цагийн хуваарь чухал байдаг уу?	1	2	3	4	5	6	7
9	Та ресторанаа сонгоход рестораны байршил чухал байдаг уу?	1	2	3	4	5	6	7
10	Та ресторанаа сонгоход вэбсайтны мэдээлэл чухал байдаг уу?	1	2	3	4	5	6	7
11	Та ресторанаа сонгоход онлайн захиалга чухал байдаг уу?	1	2	3	4	5	6	7
12	Та ресторанаа сонгоход цэвэр цэмцгэр орчин чухал байдаг уу?	1	2	3	4	5	6	7
13	Та ресторанаа сонгоход хоолоо авахад оочир дараалал хүндрэлтэй биш байхад чухал байдаг уу?	1	2	3	4	5	6	7
14	Та ресторанаа сонгоход хүлээлгийн танхимтай байх нь чухал байдаг уу?	1	2	3	4	5	6	7
15	Та ресторанаа сонгоход суудлыг зохицуулалт хийдэг байх нь чухал байдаг уу?	1	2	3	4	5	6	7
16	Та ресторанаа сонгоход зохих үнэтэй байх нь чухал байдаг уу?	1	2	3	4	5	6	7

17	Та ресторанаа сонгоход өөр өөр цаг хугацаанд үнийн хөнгөлөлттэй байх нь чухал байдаг уу?	1	2	3	4	5	6	7
	<u>※Та хэрэглэгчдийн сэтгэл ханамжийн талаархи дараахи асуултнуудад хариулна уу! (CS):</u> Хариултын хэлбэр нь 1 = бүрэн санал нийлэхгүй байна гэдгээс 7 = бүрэн санал нийлж байна. Хариултаас өөрт тохируулах хэмжүүрийг сонгоно уу.	Бүрэн санал	Ихэвчлэн Санал нийлэхгүй байна	Бага зэрэг санал нийлэхгүй байна	Төвийг сахисан	Бага зэрэг санал	Ихэвчлэн санал	Бүрэн санал нийлж байна
19	Та сэтгэл ханамжиндаа үндэслэн сонгон үйлчлүүлдэг үү?	1	2	3	4	5	6	7
20	Та дахин энэ ресторанаараа үйлчлүүлэх үү?	1	2	3	4	5	6	7
21	Та найзууддаа болон бусдад энэ ресторан аа санал болгох уу?	1	2	3	4	5	6	7

Мэдээлэл: Зөв хариултыг сонгоно уу. Хувийн мэдээллийг нийтэд мэдээлэхгүй.

- Хүйс: 1. Эр 2. Эм
- Нас: 1. 20-оос доош 2. 20-29 3. 30-39 4. 40-49 5. 50-аас дээш
- Боловсрол: 1. Бүрэн дунд 2. Коллеж 3. Дээд
- Ажил эрхлэлтийн байдал: 1. Оюутан 2. Гэрийн эзэгтэй, 3. Төрийн албан хаагч, 4. Үйлчилгээний ажилтан, 5. Бизнесийг ажилтан, 6. Технологич, 7. Санхүүгийн салбар, 8. Үйлдвэрлэлийн ажилтан, 9. Бусад
- Сарын орлого: 1. 500,000₮-аас бага 2. 500,000₮-850,000₮
3. 850,000₮-1,200,000₮ 4. 1,200,000₮-2,000,000₮ 5. 2,000,000₮-аас дээш

Санал асуулганд оролцсон танд баярлалаа!