

Development Guideline for Food Vender in Suan Sunandha Rajabhat University, Salaya Campus

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Abstract

The main objective of this research was to provide guidelines to develop food vendors of Suan Sunandha Rajabhat University at Salaya Campus in order to align and consistent with the lifestyle of students, teacher and officer whose work in university. This survey research employed with quantitative research, which survey about the service quality expectation and perception of food vendor's customer in Suan Sunandha Rajabhat University at Salaya Campus. From 100 samples of Food vendors and Customers. The data were collected by questioners. The statistics applied for data analysis were frequency, percentage, mean, and standard deviation. The research found that that the perception of service quality in overall and each aspect, all 5 aspect of service quality is above the expectation of the customer. It means that the customer can received service more than they expected, so customer's satisfaction level are high.

Keywords: Service quality, Expectation, Perception

Introduction

The origin and importance of the problem

The main physical requirement for humans to survive consists of Food, Water and Rested. According to Maslow's Hierarchy of Needs, it also included in the physiology needs too. As food is necessary for everyone, the consumption of food will be increasing along with the number of the population in the area.

A business that is directly related to food is a food vendor or restaurant. At Suan Sunandha Rajabhat University, Salaya Campus, food vendor has a very significant role as it is providing the source of energy for students, teacher, and officers. It also is the most popular location for many students to meet and socialize. The extension of the university area makes the number of students and people who work around the area rises, which cause an increase in food demand.

The majority of the food vendor's customers in the university are the young-adult who don't have high-income, so they are more likely to focus on the convenience and trends. Because of the food vendors in university couldn't satisfy the needs of the customer, so most of the customers are likely to buy the food from modern trade styles stores like a seven-eleven retail store or buy the food outside the university instead of university's food vendors. The vendors feel accustomed to a certain way of selling food which makes them aren't enthusiastic enough to improve or promote their shop.

Therefore, this research understood that it is essential to study the style of food vendor, marketing and food quality that suitable for the target market, in term to find the solution to developing and provide the new platform of marketing to the sellers that will meet the needs of the target market.

The purpose of this research

1. To study the behaviour of the customer of food vendor in Suan Sunandha Rajaphat University, Salaya Campus.
2. To study the participation of vendors and customers on developing the Food court in Suan Sunandha Rajaphat University, Salaya Campus.
3. To study the guideline of developing capability of selling food in Suan Sunandha Rajaphat University, Salaya Campus.

Assumption of research

1. Personal factor: such as gender, major of study, year of study, and career.
2. The different types of marketing materials that affect the decision of target market who ate food at Suan Sunandha Rajaphat University, Salaya Campus.
3. The factor that affect target market not to eat at Suan Sunandha Rajaphat

University, Salaya Campus.

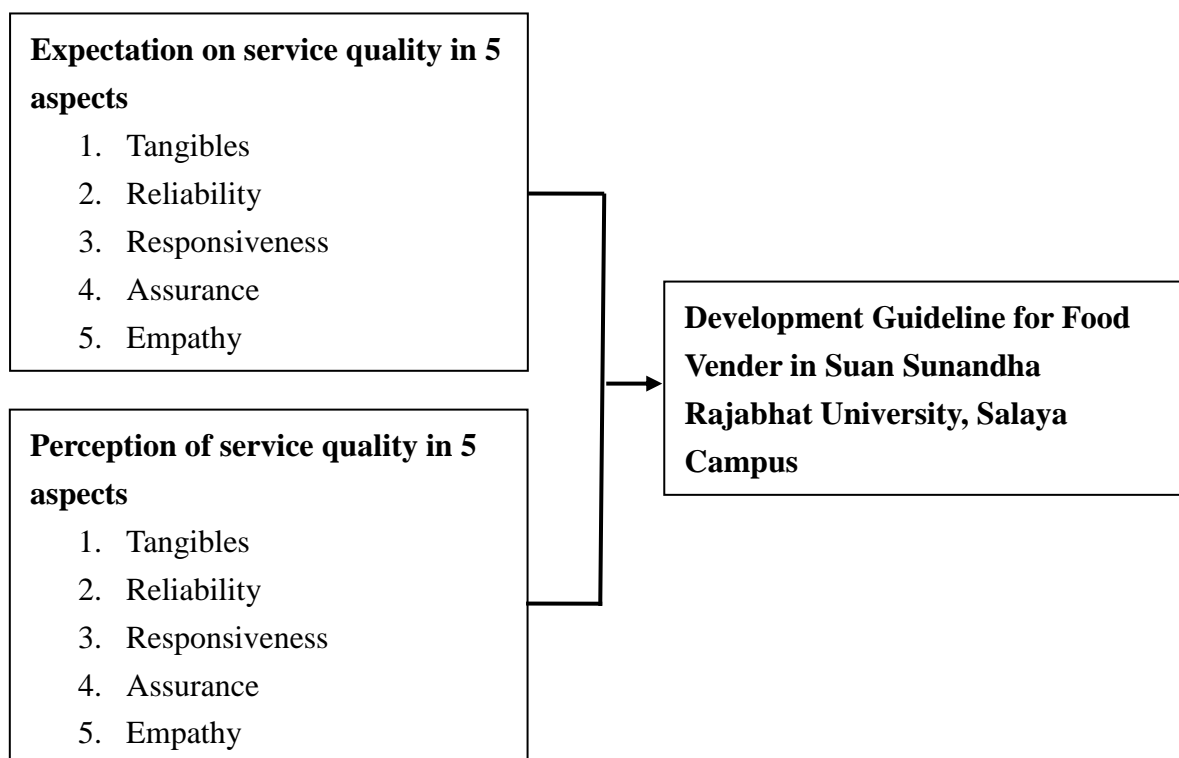
Scope of this research

The study of this research, it is a study that has a purpose to determine the way to develop the food vendor that located in Suan Sunandha Rajaphat University, Salaya Campus. Demographic groups of the study in this research are the people whose working and learning in the area of Suan Sunandha Rajaphat University, Salaya Campus for a period of 1 semester. Researcher collect information from various sources, which included with questionnaires through online sources and paper questionnaire, and in-depth interview with vendors and some officer whose working inside university area.

The expected benefits

1. To know the way and how to develop the capability of food vendors in Suan Sunandha Rajaphat University, Salaya Campus.
2. To use this research as a guide to develop the food vender in Suan Sunandha Rajaphat University, Salaya Campus in term to improve the university image.
3. Able to help and attract new vendor to invest on selling food inside university area.

Conceptual framework



Literature Review and Theory

Guideline and Theory of service quality

Quality of Service occurs from similar experience that happens with the person who used service, which can be bad or good. The quality of service will have high or low score is depended on how come the customer has the perception of that service as it meets their expectation or not. So, the word "Quality of Service" means service quality that according to the perception and expectation of the person who uses service. The way to evaluate the quality of service or SERVQUAL consists of 5 aspects as follow.

1. **Tangibility:** means the physical appearance that can see and touch. Also show the convenience such as Location, Equipment, and Environment that make the customer feel that they have been taking care and show the will of the vendor can be shown in a material object. it will make the customer feel the service even clearer.
2. **Reliability:** Means the ability to provide the service that meets the requirement as service provider promise to customers. Every time that provides service should be suitably correct and have the same result in every way. This suitable will make the customer feel that the service is reliable and can be trusted.
3. **Responsiveness:** mean readiness and willingness to provide services that can meet the need of the customer immediately. The customer can get service easy and convenient for the service provider.
4. **Assurance:** means the ability to building confidence in the customer. The service provider has to demonstrate their knowledge and skill in providing service and meeting the need of the customer with polite and manner. Use communication skill effectively and gives assurance to the customer that they will get the best service.
5. **Empathy:** means the ability to take care of customer according to their need and differences of people.

(Parasuraman, Zeithaml, and Berry, 1990)

Methodology

In statistical analysis, the data were statistically analysed using the finished program to analyse demographic statistics. Which the statistics that used are descriptive statistics, as follow.

1. Percentage used for demographic data analysis of the respondents
2. Average used for analysing the level of expectation, the average of expectation minus with the average of perception by implication of 5 levels standard

Level 5 means the level of expectation / highest of the perception

Level 4 means the level of expectation / high of perception

Level 3 means the level of expectation / moderate of perception

Level 2 means the level of expectation / low of perception

Level 1 means the level of expectation / lowest of perception

Using the expectation level / the perception to distribute the frequency, analysed average and the standard deviation in each topics and aspect according to each factors by calculate the class interval to determine each level by using the following class interval formula to calculate.

$$\begin{aligned}\text{Class interval} &= \frac{\text{the highest} - \text{the lowest}}{\text{the number of class}} \\ &= \frac{5-1}{5} \\ &= 0.8\end{aligned}$$

| Each level of class | The meaning of each level |
|----------------------------|--|
| 1.0 – 1.80 | the level of expectation / highest of the perception |
| 1.81 – 2.60 | the level of expectation / high of perception |
| 2.61 – 3.40 | the level of expectation / moderate of perception |
| 3.41 – 4.20 | the level of expectation / low of perception |
| 4.21 – 5.00 | the level of expectation / lowest of perception |

Service quality analysis

Using the average of perception minuses by the average of expectation, which will get the gap between the expectation and the reality of perception. If the gap of score is negative, it means that the perception of the quality of service is not meet the expectation of the customer.

Duration of information collecting

The duration of information is about 1 month, which have the on-site simple survey in the area of food vendors in Suan Sunandha Rajaphat University, Salaya Campus. In the survey have purpose to asking about the expectation and the perception on service quality of the food vender in the eyes of customer.

Final data analysed

The final data analysed on Development Guideline for Food Vender in Suan Sunandha Rajabhat University, Salaya Campus for the convenience of demonstrate resulte information the symbolic had using in this research as follow.

\bar{X} substitute of the average of samples

S.D. substitute of the Standard Deviation

Result

Analysed result of the expectation of food vendor's customer that have on service quality of food vendor in Suan Sunandha Rajabhat University, Salaya Campus. The sample have been collect from 100 customer as following tables 1.

Table 1

The average and the standard deviation of food vendor's customer that have on service quality in Suan Sunandha Rajabhat University, Salaya Campus.

| Expectation | Level of expectation | | |
|------------------|----------------------|-------------|-----------------|
| | \bar{X} | S.D. | Level |
| 1.Tangibles | 3.41 | 0.49 | High |
| 2.Reliability | 3.32 | 0.53 | Moderate |
| 3.Responsiveness | 3.27 | 0.60 | Moderate |
| 4.Assurance | 2.68 | 0.52 | Moderate |
| 5.Emphathy | 3.06 | 0.45 | Moderate |
| Total | 3.15 | 0.33 | Moderate |

From the Table 1 found that the expectation of the customer that have on service quality of food vendor in Suan Sunandha Rajabhat University, Salaya Campus are over-all in moderate level ($\bar{X} = 3.15$) when cogitate it relatively in the average from Highest to Lowest had found that the customer have expectation on Tangibles ($\bar{X}=3.41$) secondly is Reliability ($\bar{X} = 3.32$) third is Responsiveness ($\bar{X} = 3.27$) fourth is Emphathy ($\bar{X} = 3.06$) last is Assurance ($\bar{X} = 2.68$)

Analysed result of the perception of food vendor's customer that have on service quality of food vendor in Suan Sunandha Rajabhat University, Salaya Campus. The sample have been collect from 100 customer as following tables 2.

Table 2

The average and the standard deviation of food vendor's customer that have on service quality in Suan Sunandha Rajabhat University, Salaya Campus.

| Perception | Level of perception | | |
|------------------|---------------------|-------------|-------|
| | \bar{X} | S.D. | Level |
| 1.Tangibles | 4.09 | 0.43 | High |
| 2.Reliability | 3.92 | 0.54 | High |
| 3.Responsiveness | 3.93 | 0.51 | High |
| 4.Assurance | 3.91 | 0.52 | High |
| 5.Emathy | 4.12 | 0.42 | High |
| Total | 3.99 | 0.38 | High |

From the Table 2 found that the perception of the customer that have on service quality of food vendor in Suan Sunandha Rajabhat University, Salaya Campus are over-all in high level ($\bar{X} = 3.99$) when cogitate it relatively in the average from Highest to Lowest had found that the customer have expectation on Emathy ($\bar{X}=4.12$) secondly is Tangibles ($\bar{X} = 4.09$) third is Responsiveness ($\bar{X} = 3.27$) fourth is Reliability ($\bar{X} = 3.06$) last is Assurance ($\bar{X} = 3.91$)

The result of comparison of expectation and perception of food vendor's customer that have on the food vendor in Suan Sunandha Rajabhat University, Salaya Campus which collected from 100 samples in Table 3

Table 3

Result of comparison of expectation and perception of food vendor's customer that have on the food vendor in Suan Sunandha Rajabhat University, Salaya Campus

| | Expectation | | Perception | | t | Sig. |
|------------------|-------------|-------------|-------------|-------------|---------------|-------------|
| | \bar{X} | S.D. | \bar{X} | S.D. | | |
| 1.Tangibles | 3.41 | 0.49 | 4.09 | 0.43 | -0.837 | 0.00 |
| 2.Reliability | 3.32 | 0.53 | 3.92 | 0.54 | -1.033 | 0.00 |
| 3.Responsiveness | 3.27 | 0.60 | 3.93 | 0.51 | -0.76 | 0.00 |
| 4.Assurance | 2.68 | 0.52 | 3.91 | 0.52 | -1 | 0.00 |
| 5.Emathy | 3.06 | 0.45 | 4.12 | 0.42 | -0.944 | 0.00 |
| Total | 3.15 | 0.33 | 3.99 | 0.38 | -1.126 | 0.00 |

*Statistical significance at 0.05

From table 3, result of comparison of expectation and perception of food

vendor's customer that have on the food vendor in Suan Sunandha Rajabhat University, Salaya Campus found out that expectation and perception of food vendor's customer that have on food vendor in Suan Sunandha Rajabhat University, Salaya Campus are different in overall picture and aspect, which has Statistical significance at 0.05

Data Analysis

Demographic information of food vendor's customer has concluded that the majority of customer are women at the number of 83 people or 83 percent of the total samples and men are 17 person or 17 percent of total samples. All of sample that collected are from students. The majority are 1st year students at the number of 60 people or 60 percent of all samples. The others are 2nd year at 24 people and 3rd year at 16 person. There are 53 customers who's willing to spend 50-70 baht per meal. 29 percent are willing to pay 20-40 baht per meal. 13 percent are willing to pay more than 100 baht per meal and 7 percent are willing to pay 70-80 baht per meal.

The expectation of the customer that have on service quality of food vendor in Suan Sunandha Rajabhat University, Salaya Campus are over-all in moderate level ($\bar{X} = 3.15$) when cogitate it relatively in the average from Highest to Lowest had found that the customer have expectation on Tangibles ($\bar{X}=3.41$) secondly is Reliability ($\bar{X} = 3.32$) third is Responsiveness ($\bar{X} = 3.27$) fourth is Empathy ($\bar{X} = 3.06$) last is Assurance ($\bar{X} = 2.68$).

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The result of comparison of expectation and perception of food vendor's customer that have on the food vendor in Suan Sunandha Rajabhat University, Salaya Campus found out that expectation and perception of food vendor's customer that have on food vendor in Suan Sunandha Rajabhat University, Salaya Campus are different in overall picture and aspect, which has Statistical significance at 0.05

Conclusion

Service quality's expectation from food vendor's customer in Suan Sunandha Rajabhat University, Salaya Campus is at moderate, which can see that SERVQUAL can reflex the characteristic of service. It can be used as a tool to measure the expectation of customer toward the food vendors in Suan Sunandha Rajabhat University, Salaya Campus. It is good along with the method of Parasuram, Zeithaml,

and Berry (1990) that said the quality of service is come from the expectation of customers. It isn't unusual, if the expectation's average is stay at moderate level and high level. In the aspect of expectation on service quality from customer, which have first 3 highest are tangible, reliability and responsiveness. Therefore, having the location and equipment is the best way that can make the service meet the need of the customer. Food vendors should consider this factor as the primary.

For the perception of service quality from the food vendor's customer in in Suan Sunandha Rajabhat University, Salaya Campus having over-all in high level and had found that the customer acknowledge about service quality in the aspect of empathy as the highest. Secondary is tangible and last is responsiveness, which mean the thing that customer is the most satisfy is the way of food vendor treat the customer, same as the location and equipment that provide convenience to customers.

Therefore, the analysed the service quality's expectation and perception of food vendor's customers in Suan Sunandha Rajabhat University, Salaya Campus had found that the perception of service quality in overall and each aspect, all 5 aspect of service quality is above the expectation of the customer. It means that the customer can received service more than they expected, so customer's satisfaction level are high.

Discussion and Recommendation

This research is suitable for being the guideline to develop food vendor in Suan Sunandha Rajabhat University, Salaya Campus. Food vendor can use the result of this research to adapt and improving their shops for the further best service quality shop. By using SERVQUAL as the equipment to measure the service quality

References

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