

Factors Affecting Decision Making Come Back to Use the Service Again Shabushi Shop, Sukhaphiban 3

Pornthip Piwnual¹ and Tosaporn Mahamud²

^{1,2}Graduate School of business Administration, Kasembundit University, Bangkok, Thailand

Abstract: *The study of factors affecting the decision to return to use the service at Shabushi Sukhaphiban 3 has the objective of studying the marketing mix factors in using the services of Shabushi Sukhaphiban 3. Quality of service at Shabushi shop, Sukhaphiban 3 The decision to return to use the service again at Shabushi Sukhaphiban 3 shop. Compare the decision to return to use the service again at Shabushi Sukhaphiban 3 shop. Classified according to personal information Marketing mix factors that affect the decision to return to use the service at Shabushi Sukhaphiban 3 restaurant.*

The results of the study found that the majority of respondents were female, under 21 years of age, employed/company employees. Education level lower than bachelor's degree Average monthly income is less than 20,001 baht. Service days are Saturday - Sunday and service hours are 12.00 - 14.00 hrs. Suggestions from a study of Shabushi restaurant operators, Sukhaphiban 3, should give importance to sourcing quality raw materials. The food is fresh and there is a wide variety of dishes on the menu. Set the price to be suitable for the quality of service received. Organize a service system or queue according to a first-come, first-served system by providing equal service and providing accurate and accurate service. Prepare employees to be able to provide services that meet standards and professionalism in order to build confidence for all types of customers.

Keywords: *Marketing Mix Factors, Service Quality Decided to Come Back to use the Service Again*

1. Introduction

At present, shabu-type restaurants are a food that is increasingly popular among Thai people. There is rapid expansion and growth to accommodate the increasing demand of consumers. There are many shabu-shabu restaurants being opened in various places. Various communities both located in shopping centers, department stores. (Toyoshima, N. 2008) The Shabushi buffet restaurant is a mix of popular Japanese dishes. Ready to serve deliciousness perfectly. The Japanese-style hot pot shabu restaurant by Oishi Company has considered hygiene as a top priority and the company maintains its leadership in the food and beverage business. Donald, S. (2013) Japanese-style hot pot shabu and sushi with various toppings They select only the highest quality ingredients and serve them fresh on a conveyor belt. For example, there will be soft beef, sliced beef, tender pork, pork marinated in black pepper, bacon, neck, sirloin, shrimp, Salmon head, clam, jellyfish, dolly fish, squid It circulates throughout the store area on a conveyor belt. Along with the sushi counter, there are rice balls with salmon, rice balls with shrimp, rice balls with sweet egg, shrimp egg rolls, salmon egg rolls, etc. Prepared food counter Shrimp tempura, gyoza, grilled mackerel, nuggets and fruit

drinks counter (Ishige, 2014) With various flavors of ice cream There are more than 80 food items to choose from. The company is continuously developing and releasing new products, focusing on buffet customers to meet the needs of modern consumers. Featured in quality, you can experience the deliciousness of the ingredients in full flavor according to the authentic Japanese shabu-shabu recipe. With perfectly selected ingredients, we serve a complete set menu at an accessible price. Current price for adults is 399. baht and price 499 baht. Children's price pays half the adult price. Ready to emphasize deliciousness, freshness, cleanliness. There is a personal shabu pot or a single pot. Ready to make an exciting difference and deliver deliciousness through Innovation and modern technology inserted into the service by providing food.

There is a contactless conveyor belt delivering food directly to your table, as well as a self-ordering system via QR code scanning with your personal mobile phone and a contactless payment system. From the above information, the researcher is interested in studying the factors that affect the decision to return to use the service at Shabushi Sukhapiban 3 shop. The results from this study are used as guidelines for development and improvement. Improve the quality of the company's services to create maximum satisfaction for target customers and repeat use of services. To be able to increase more income for the company Objectives of the study To study the marketing mix factors in using the services of Shabushi Sukhapiban 3 restaurant. To study the quality of service at Shabushi shop,

2. Literature Review

A study of factors affecting the decision to return to use the service at Shabushi Sukhapiban 3. The researcher studied theoretical documents and related research to use in determining the conceptual framework and guidelines for the study as follows. (Doyle,2012)

Marketing Mix Theory

Kotler (2012, stated that Marketing Mix (Marketing Mix) refers to variables or marketing tools that can be controlled and companies often use together to meet the satisfaction and needs of target customers. Originally, the marketing mix had only 4 variables (4Ps), namely product (Product), price (Price), place or product distribution channel (Place), and marketing promotion (Promotion). Later, there was thinking Three additional variables were added: People, Physical Evidence, and Process to be consistent with important concepts in modern marketing. Especially with service businesses. Therefore, it can be called the 7Ps marketing mix.

Product refers to what the company offers. Sold to generate interest by Consumption or use of services can make customers satisfied. Satisfaction may come from things that can be touched or cannot be touched, such as packaging style, scent, color, price, brand, quality of the product, and the reputation of the manufacturer. or distributor

Price refers to the amount of money that must be paid to receive the business's products, goods, or services, or it may be the total value that customers perceive in order to receive benefits from using the product. The product or service is worth the amount paid. It also refers to the value of a product in terms of money, which customers use to compare the price (Price) that they have to pay and the value that customers will receive in return from that product. which if the value is higher than the price Customers will make purchasing decisions (Buying Decision). Businesses should consider various factors. The pricing strategy is as follows: situation, conditions and forms of competition in the market, direct costs and indirect costs.

Distribution channel (Place/Channel Distribution) refers to the channels for distributing products or services, including the methods to bring those products or services to consumers in order to keep up with demand. There are criteria that must be considered who the target group is and what should be done. Distributing products or services to consumers through which channel is most appropriate?

Marketing promotion (Promotion) refers to marketing communication tools for Create motivation (Motivation), thoughts (Thinking), feelings (Feeling), needs (Need) and satisfaction. (Satisfaction) in the product or service. This is used to induce the target customer to desire or to remind the product (Remind) of the product. It is expected that the marketing promotion will influence the feeling (Feeling)) Belief (Belief) and behavior (Behavior) buying products or services or possibly communication. (Communication) to exchange information between sellers and buyers is possible. This requires using a combination of marketing communication tools in various forms.

People or personnel refers to employees who work to create benefits for various organizations, including business owners and senior executives. middle management lower level executives General employees housekeeper etc. Personnel are considered an important marketing ingredient. Because he is the one who plans and performs work to drive the organization in the strategic direction. In addition, another important role of personnel is to interact and build friendships. To customers is important to make customers satisfied.

Process aspect (Process) refers to activities related to methods and work. Practice in the services offered to users In order to provide services accurately and quickly, each process can have many activities according to the format and methods of operation of the organization. If various activities within the process are connected and coordinated, the overall process will be efficient, resulting in customer satisfaction.

Physical characteristics (Physical Evidence) refers to things that customers can experience from Choosing to use the organization's products or services creates outstanding difference and quality, such as store decoration. The way employees dress in the store and speak to customers. Fast service etc. These things are necessary for running a business, especially a service business that should create quality (Baker, & Hart,2003)

Research Methodology

The study of factors affecting the decision to return to use the service at Shabushi restaurant, Sukhaphiban 3, aims to study the marketing mix factors in using the service at Shabushi restaurant. Sukhaphiban 3 quality of service at Shabushi shop Sukhaphiban 3

Population and Sample used in the study

The population used in the study were people who had previously used Shabushi restaurants. A sample of 400 persons was selected. This study used W.G.Cochran's calculation of sample size without knowing the exact population at a confidence level of 95% as follows.

$$\begin{aligned}
 n &= P(1-P)Z^2/(e^2) \\
 n &= (.50)(1-.50)(1.962)^2/ (.05)^2 \\
 n &= (.5)(.5)(3.8416)/.0025 \\
 n &= .9604/.0025 \\
 n &= 384.16
 \end{aligned}$$

In the calculation, there will be a sample size of 385 people, but this is to prevent errors that may occur in answering the questionnaire. The information is incomplete. The study therefore used a sample size of 400 cases.

3. Study Results

A study of factors affecting the decision to return to use the service at Shabushi Sukhapiban 3 using 400 questionnaires as a data collection tool. Data were received and returned in the amount of 400 sets, representing 100 percent of the questionnaire. The results of the study were divided into 7 parts as follows: Marketing mix factors influence the decision to return to use the service again at Shabushi Sukhapiban 3 shop.

Marketing mix factors	B	Std. Error	Beta	t	sig	TEST
(Constant)	4.821	0.057	0.000	84.367	.000**	
Product	-0.014	0.018	-0.033	-0.781	0.435	no
Price	-0.083	0.036	-0.237	-2.294	0.022**	yes
Distribution	0.2	0.038	0.533	5.232	.000**	yes
Promotion	0.661	0.035	1.662	19.034	.000**	YES
Personal	-0.27	0.075	-0.671	-3.575	.000**	YES
Process	0.11	0.047	0.283	2.329	0.02**	YES
physical	-0.658	0.041	-1.608	-15.909	.000**	YES

**Statistically significant at the 0.1 level (2-tailed)

Marketing mix factors influence the decision to come back and use the service again at Shabushi Sukhapiban 3 shop. It was found that The product aspect had no influence on the decision to come back and use the service again at Shabushi Sukhapiban 3 shop and it was found that Price side, distribution channel side Marketing promotion, personnel, process Physical characteristics influence decision making. Return to use the service again at Shabushi Sukhapiban 3 shop with statistical significance at the .05 level.

Summary of Results

A study of factors affecting the decision to return to use the service at Shabushi Sukhapiban 3 restaurant. And the statistics used in data analysis are percentage (Percentage) and mean (Mean). The statistics used to test the hypothesis are t-test. ANOVA analysis uses F-test, (One-way ANOVA) and Multiple Regression Analysis. From the results of data analysis, it can be summarized as follows.

Information on Marketing Mix Factors

From the study it was found that Overview of marketing mix factors in using the services of Shabushi Sukhapiban 3 shop, with average values included in the level of importance and When considering each aspect Every item consists of a physical aspect. Marketing promotion Distribution channel Product side process aspect, price aspect, and personnel aspect, respectively.

Product side The average value is included in the level of importance and When considering each aspect, the level of importance is very high. Every item consists of fresh food. The containers are clean such as shabu pots, plates, cups, chopsticks, spoons. Many menus are diverse. Shabushi shops have a reliable reputation. Use good ingredients in order.

Price, with the average included in the very important level and When considering each aspect, the level of importance is very high. Every item includes a price appropriate to the service received. The price is worth it because it is a buffet style shabu with a variety of menus. The price is suitable for the quality of the food. The price is attractive to use the service. The price is worth it to the consumer accordingly.

Distribution channel The average value is included at the very important level and when considering each aspect at the most important level. Consisting of appropriate opening and closing times (10:00 a.m. - 8:00 p.m.), the level of importance is very high. Consisting of the area of the shabu shop, divided into proportions, placing tables and chairs that are appropriate enough for customers. The location of the Shabu shop is suitable for your needs, such as being located in a shopping area. The location of the Shabu restaurant is convenient for traveling to eat. There are convenient parking places, respectively.

Marketing promotion The average value is included at a very important level. And when considering the most important aspects. Consisting of a 15% discount for customers who are oishi employees. There is advertising through a variety of media. Publicizing various activities is interesting. Payments such as cash, debit and credit cards are very important. Consists of those who have been exposed to advertising through media from various channels of Shabushi restaurants. There are regular promotions such as discounts for customers who come in groups, respectively.

Personal aspect, with the average included at a very important level And when considering the most important aspects. It consists of employees regularly greeting customers. very important level Consisting of employees who take care of customers thoroughly. For example, there is a promotion Recommend various menus Employees are ready to provide information to customers. Employees have knowledge and understanding about food and service. Employees show sincerity in providing service, such as smiles, tone of voice, and manners, respectively.

Process side The average value is included at a very important level. And when considering each aspect Most important level Consisting of shabushi shops that are clean and tidy. very important level It consists of a fast and efficient operating process. Shabushi shop has a process that takes into account cleanliness in every step of service. Able to solve problems for customers quickly and correctly. Providing all services quickly and in order.

Physical characteristics The average value is included at a very important level. And when considering the most important aspects. Consisting of shabushi shops that are ready to serve you. There are new menu signs to recommend and additional menus posted in zones in the store. very important level contains light The atmosphere and interior decoration of the store is appropriate. The interior decoration of the store is appropriate. Clothing or uniforms for service personnel are appropriate, respectively.

4. Discussion of Results and Recommendations obtained from the Study

A study of factors affecting the decision to return to use the service at Shabushi Sukhaphiban 3 shop. The researcher has suggestions from the study as guidelines for improvement. Improve the quality of the company's services. Creating maximum satisfaction for the target customer group and using the service again can increase the company's income as follows. Factors in the marketing mix in using the services of Shabushi Sukhapiban 3 restaurant

Product side Operators of Shabushi Sukhapiban 3 shops should focus on sourcing quality ingredients. The food is fresh. And there is a variety of food items on the menu. In terms of price, the operators of Shabushi Sukhapiban 3 shops should give importance to setting prices that are appropriate to the quality of service received in a worthwhile manner

Process side The operators of Shabushi Sukhaphiban 3 shops should give importance to organizing the service system or arranging queues according to the first-come, first-serve system by providing equal service and providing accurate and accurate service.

Quality of Service at Shabushi Shop, Sukhaphiban 3

In terms of providing confidence to customers Operators of Shabushi Sukhaphiban 3 shops should give importance to the preparation of employees in order to build confidence among customers, for example, employees should dress cleanly, politely and appropriately for their work.

Knowing and understanding customers The operators of Shabushi Sukhaphiban 3 shops should pay attention to the needs of customers and the unique characteristics of service users who use different services. This must take into account the problems of service users as the main concern, such as customers needing special assistance.

Reliability and trustworthiness The operators of Shabushi Sukhapiban 3 shops should give importance to employees who should follow the customer service guidelines of the operators, such as employees being able to provide services that meet standards and be professional in providing services.

Response to customers The operators of Shabushi Sukhapiban 3 shops should give importance to providing service to customers, including greetings to show friendliness to customers and have contact channels that facilitate customers as much as possible.

Suggestions for next study

1. This study is a study of marketing mix factors that affect repeat use behavior at Shabushi Sukhapiban 3 only. The researcher will use the information as a guideline in preparing the tea shop's marketing plan. Bushi Sukhapiban 3
2. This study is a study of marketing mix factors. The next study should Study consumer satisfaction in various aspects in order to be able to use the information obtained from the study to be most effective.

5. References

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