



MINISTRY OF EDUCATION, YOUTH, AND SPORT
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**THE IMPACT OF MARKETING MIX 4PS ON CUSTOMER
SATISFACTION FOR HOMEY YUMMY RESTAURANT**

SEAT MOLY

Thesis Submitted in Partial Fulfillment of the Requirement for
The Degree of Master

Supervised by:

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DECLARATION

This study is dedicated to my parents, whose encourage, truth and support behind my academic pursuits.

Also, I would like to dedicate this work to my supervisor, Association Professor Dr. TAN Saroeun, whose expertise, and guidance which help to sharpening my research skill and knowledge. His mentorship has been an invaluable asset to my academic and professional growth.

Finally, I would like to dedicate this research to all those who have been inspired and provided me with moral support throughout this process.

I am really thanks to all your support and encouragement throughout this dissertation.

Phnom Penh, 17 July 2024

Set Moly

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The completion of this research study is quite difficult with many obstacles such as language, survey process, available time, and procedure of writing the dissertation.

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ABSTRACT

This research thesis purposefully to better understanding and analyze the effects of **The Impact of Marketing Mix 4Ps on Customer Satisfaction for Homey Yummy**. The research focus on effect of marketing mix 4p's such as product price place and promotion on customers satisfaction.

The survey questionnaires on 400 respondents were conducted to collect the primary data for analysis. Then SPSS were using in the process of analysis the data. There are many obstacles to compile this thesis as the researcher is survey customer at Phnom Panh and Homey Yummy restaurant it takes time and process during conduct survey, lacking knowledge on SPSS skill while time frame and I have spent more time in conduct survey with their customer at province. Throughout the support and advise from supervisor of dissertation, the results are determined.

According to the result from the questionnaire customer's satisfaction, such as product, price, place and promotion have really affected to the customers. In the case, product is important for maintained consumer to purchasing and satisfy the product through price, place and promotion. For the least, the study has shown that there are 4 variable that important factors effect on customer's satisfaction at the research area.

Key word: Marketing mix, customer satisfaction, product, price, place, promotion

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CHAPTER I

INTRODUCTION

1.1. Background of Study

Topic Sentence understanding of consumer satisfaction is playing an important role in business strategy development in context of the competitive market, particularly in retail business overview.

Marketing is a social and managerial process by which individuals and groups obtain what they want and need through creating and exchanging products and value with others. (Kotler et al., 1999) Marketing is the management process responsible for identifying, anticipating and satisfying customers' requirements profitably. (Chartered Institute of Marketing – CIM) Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. (American Marketing Association)

In the last decades consumer demands in the field of food production has changed considerably. Consumers more and more believe that foods contribute directly to their health (Mollet & Rowland, 2002; Young, 2000). Today foods are not intended to only satisfy hunger and to provide necessary nutrients for humans but also to prevent nutrition-related diseases and improve physical and mental well-being of the consumers (Menrad, 2003, Roberfroid, 2000b). In this regard, functional foods play an outstanding role. The increasing demand on such foods can be explained by the increasing cost of healthcare, the steady increase in life expectancy, and the desire of older people for improved quality of their later years (Kotilainen, Rajalahti, Ragasa, & Pehu, 2006; Roberfroid, 2000a, Roberfroid, 2000b).

Marketing mix is the combination of different marketing decision variables being used by the firm to market its goods and services. After identifying the market and gathering the basic information about it, the next step is the direction of market programming, is to decide upon the instruments and the strategy to meet the needs of the customers and the challenge of the competitors. It offers an optimum

combination of all marketing ingredients so that companies can realize goals for example profit, sales volume, market share, return on investment etc. The marketing mix is grouped under four elements i.e., product, price, place, promotion

Significance of problem the understanding of customer satisfaction is significantly important for a business to develop the right and effective strategies aim to attract more customers to gain more company's profit.

The growing of fast-food in Phnom Penh is moving fast with divers' stores and shops such as Nigh Market Road 60m, N5 Night Market Russey Keo, Night Market at Bangkok, Nigh Market Peng Hurt, etc. The competition of fast-food recently is capture a lot of customers that make the restaurant or store owner have to develop the menu, store, test in order to attract more customers.

1.2. Statement of Problem

To the growth and development of all sectors of society in Cambodia in the technological age. The food shop is an important eye that has played a role and is meeting the demand and has a remarkable market in Cambodia to diversify, the market continues to grow from year to year.

The development of society and potential and society, Hommy Yummy Restaurant is more of a food service place in Cambodia than any other restaurant that is truly a work created by Cambodian children. Certainly, through the study of the food market and the needs of Cambodia, established in the year 2021, while the problem of the spread of Covid-19 is starting from small business and has developed into a store. Recognize and continue to make significant progress to date

Although many fast foods growing in Phnom Penh in a few years after Covid Pandemic. However, there are remarkable stores that also close their business operation because no customer support or cannot earn the profit from that business. Homey Yummy is a new business that just open in Phnom Penh and the sale power is not growing higher enough. Additionally, the business brand awareness is not reach to most targeted customers. The number of Homey Yummy customer growing

is not reach to targeted and we want to know what are the reasons behind this. So that the study of impact of Marketing Mix 4ps on customer satisfaction is essential.

Responding to these challenges require a study of key factor influencing consumer satisfaction at Homey Yummy in Phnom Penh, Cambodia to support the business owner or marketing manager who has a potential decision making to develop a right marketing strategy and sustainability.

There are some solutions rise up to support the Homey Yummy to improve their business operation in order to attract more customer and high profits. First, the business should improve the packing area so that customer can easy for packing their vehicle when they go there. Second, the restaurant should develop their business operation area because there are lots of customer during weekend and holiday because some of customer cannot find a table for sit. Third, the business owner should consider more on digital promotion such as Facebook, Tik Tok and other social media aim to make the customer more brand awareness of the store. \

1.3. Research Question

1. What is the effectiveness of the factor on customer satisfaction at Homey Yummy?
2. What are the factors influence customer satisfaction at Homey Yummy?
3. What are the most influence factors on customer satisfaction at Homey Yummy?

1.4. Research Objective

- To examine the effectiveness of the factor on customer satisfaction at Homey Yummy
- To analyze the impact of Marketing Mix 4Ps on customer satisfaction at Homey Yummy
- To identify the most influence factor on customer satisfaction at Homey Yummy
- To provide suggestions and recommendation to decision makers of the company on how to develop Homey Yummy business to attract more customer

1.5. Research Hypotheses

- H₁: Product has a significant impact on customer satisfaction at Homey Yummy
- H₂: Price has a significant influence on customer satisfaction at Homey Yummy
- H₃: Place has a significant impact on customer satisfaction at Homey Yummy
- H₄: Promotion has a significant impact on customer satisfaction at Homey Yummy

1.6. Significant of Study

Comprehending the primary variables impacting patron contentment at Homey Yummy located in Phnom Penh, Cambodia, is the importance of the research. Companies will be able to create an effective marketing plan to retain and attract more consumers in order to increase profits by having a better grasp of these significant variables. By concentrating on the most promising opportunities, this might assist the businesses in cutting unnecessary expenses.

The significance of a study on "The Impact of Marketing Mix on Customer Satisfaction for Homey Yummy Restaurant in Cambodia" can be viewed from multiple angles:

Business Growth: By understanding how the marketing mix influences customer satisfaction, Homey Yummy can fine-tune its strategies in areas like product quality, pricing, promotions, and services. This helps attract new customers and retain existing ones, driving sales and profitability.

Competitive Advantage: In Cambodia's restaurant industry, competition is strong. A study like this allows Homey Yummy to identify strengths and weaknesses in its current marketing mix and make adjustments that give it a competitive edge over other restaurants.

Customer Retention: Satisfied customers are more likely to become loyal patrons. The study can help the restaurant understand what factors—such as the

ambiance, staff interactions, or pricing—affect satisfaction, allowing for better customer retention strategies.

Market Adaptation: Cambodia’s food culture is evolving. Insights from the study will help Homey Yummy stay updated with customer preferences, adapting its products and services to meet changing demands.

Tailored Marketing Strategies: This research can provide specific data on how various elements of the marketing mix (product, price, place, promotion, people, process, and physical evidence) influence customer satisfaction. With this information, Homey Yummy can craft more effective, targeted marketing strategies.

Policy and Management Decision-making: The findings can guide the management team in making evidence-based decisions, particularly in allocating resources to elements of the marketing mix that most enhance customer satisfaction.

Contribution to Literature: This study adds to the existing literature on customer satisfaction and the marketing mix, providing insights that may be useful for other local businesses or researchers studying similar industries in Cambodia.

This significance helps the restaurant ensure that its efforts align with customer expectations, resulting in long-term success.

1.7. Scope and Limitation of Study

The study was applied the quantitative research method using the cross-sectional study that focuses on the key factors influencing customer satisfaction at Homey Yummy in Phnom Penh, Cambodia. The data will be collected samples of 385 respondents for the consumers of Homey Yummy. The target respondents are those who are aged 18-year-old living in Phnom Penh of Cambodia. The study specifically examines the following factors of product, price, place, and promotion on customer satisfaction at Homey Yummy restaurant. However, the study cannot avoid from scope and limitation of the study.

The scope and limitation of the study on "The Impact of Marketing Mix on Customer Satisfaction for Homey Yummy Restaurant in Cambodia" would define the study's boundaries and potential challenges. Here's a breakdown:

1.8. Scope of the Study

Focus on Marketing Mix (7Ps): The study will focus on the 7Ps of the marketing mix—Product, Price, Place, Promotion, People, Process, and Physical Evidence—and how these factors influence customer satisfaction at Homey Yummy Restaurant.

Geographical Coverage: The research is confined to Homey Yummy Restaurant in Cambodia. The study will gather data from customers who have interacted with the restaurant in this specific context.

Customer Satisfaction Metrics: The study will define customer satisfaction based on several key metrics such as service quality, pricing, ambiance, staff interaction, food quality, and overall customer experience.

Target Population: The primary focus will be on customers of Homey Yummy Restaurant. The sample will likely consist of both regular and first-time customers, providing insights from different perspectives.

Time Frame: The study will focus on a particular period, perhaps over several months, to collect and analyze customer feedback, ensuring it captures trends and patterns relevant to the restaurant's marketing efforts.

Methodology: Surveys, interviews, or questionnaires may be used to gather data, along with potential observations of customer behavior. The study may use statistical tools to measure the relationship between marketing mix variables and customer satisfaction.

1.9. Limitations of the Study

Limited Generalizability: Since the study is specific to Homey Yummy Restaurant in Cambodia, the findings may not be generalizable to other restaurants,

even within the same region or industry. The results will be specific to this restaurant's customer base and marketing practices.

Subjectivity in Customer Satisfaction: Customer satisfaction is inherently subjective, and responses may vary depending on individual expectations, experiences, and preferences, leading to potential biases in the data.

Sample Size and Representation: The study's findings might be limited by the size and diversity of the sample of 385. A small or unrepresentative sample may not fully capture the broad range of customer experiences and satisfaction levels.

External Factors: External factors like economic conditions, competition, cultural trends, or changes in the market might influence customer satisfaction but may not be accounted for in the scope of the study. These factors could skew results.

Time Constraints: The data collected during the study period might not fully reflect longer-term customer satisfaction trends or marketing mix changes. Any shifts in customer preferences outside the study window may not be captured.

Limited Depth in Specific Marketing Mix Elements: While the study will cover all aspects of the 7Ps, it may not delve deeply into each element due to time or resource constraints, potentially limiting the depth of analysis on each factor.

The scope ensures the study is focused on the key elements influencing customer satisfaction at Homey Yummy Restaurant, while the limitations acknowledge potential challenges like sample size, generalizability, and external influences. Despite these limitations, the study will provide valuable insights for the restaurant to improve its marketing strategies.

Table 1.1. Scope and limitation of study

Items	Scope of Study
Type of Research	Quantitative Method
Key Issue	✓ More competitive in food market ✓ Number of sales reduce ✓ Less customers
Independent Variable	Product, Price, Place, and Promotion
Dependent Variable	Customer Satisfaction
Location	Phnom Penh, Cambodia
Case Study	Homey Yummy Restaurant
Data Collection	February to March 2024
Sample Size	400 respondents were selected using unknow population Cochran (1977)
Analyze objective	Correlational study
Time frame	Cross-sectional study (Collect data only one time from respondents)
Research Instrument	✓ Questionnaire design (Khmer-English) ✓ SPSS (Version 27) ✓ Self-administered and online survey

1.10. Layouts of Study

This research study consists of five chapters including a research introduction, literature review, research methodology, result and discussion, and conclusion and recommendation. For Chapter One, the study will consider on research background, problem statement, research question, research objective, hypothesis development, significance of the study, and scope and limitations of study. Chapter two will focus on the reviewing of perithecial background, conceptualization of the constructs, methodology review, and conceptual development. Chapter three will mention research analysis, sampling and sample size determination, source of data, statistic tools, data collection and analysis, and coverage of the study. Chapter four will explain the result and discussion of data analysis regarding the demographic profile of respondents, correlation matric analysis, and regression analysis answer to the research question of the study. The last chapter is about the conclusion and recommendation part which will provide a conclusion related to the study topic and also propose the recommendation that drawn out from this study.

CHAPTER II

LITERATURE REVIEW

Introduction

The purpose of the present chapter is to review the relevant literature concerning the theme of research. For this purpose, the chapter is broadly divided into two parts. The first part is the review of the conceptual literature relating to the definition of key constructs, including product, price, place, promotion, customer satisfaction and the relationship among each construct. The second part is the study of the relationship between each construct, and the third part is the review of methodology regarding the study. The last part is the hypothesis development for the study.

2.1. Definition of Key Term

2.1.1. The Concept of Marketing Mix 4Ps

Marketing mix is the combination of different marketing decision variables being used by the firm to market its goods and services. After identifying the market and gathering the basic information about it, the next step is the direction of market programming, is to decide upon the instruments and the strategy to meet the needs of the customers and the challenge of the competitors. It offers an optimum combination of all marketing ingredients so that companies can realize goals for example profit, sales volume, market share, return on investment etc. The marketing mix is grouped under four elements i.e., Product, Price, Place, Promotion

2.1.2. Product

The product should nowadays be redefined as: all the benefits through time that the user obtains from the exchange (Yudelson, 1999); this definition applies to the digital context. From the supply side, product policies can gain great benefits from the capability of Internet to engage the consumer in long term relationships that lead to the development of new products. The interactive and connective potential of Internet leads to a new product concept: the “virtual product” (Valdani, 2000; Pastore & Vernuccio, 2004). The virtual product is seen as the union of tangible and

intangible aspects, which is adapted and personalized according to the variety and variability of individuals' preferences by customizing the product with the active help of consumers (von Hippel, 2005; Dominici, 2008b).

A product can be delivered from producer to consumer in digital form (mp3 for music, avi for movies, pdf for books and magazines, and so on) thus contextualizing their fruition in the digital framework (Pastore & Vagnani, 2000). From the demand side, the capability of retrieving information plays a key role (Smith & Chaffey, 2001). Andreini (2006) underlines the effectiveness of Nelson's classification (1970) which divides products in two categories: "search", when it is possible to obtain complete information before the purchase and "experience", when it is not possible, or too expensive, to gather information before the use of the product. Internet has been of great help for the purchasing process of "search" products, thanks to the easiness and affordability of retrieving information online, that, together with the increasing quantity of information and the interactivity of Web 2.0, has made it also possible to transform experience products into search products (Klein, 1998; Andreini, 2006).

2.1.3. Price

The price should be redefined as everything given by the acquirer in terms of money, time and effort given to obtain the product (Yudelsohn, 1999). From the consumer's perspective, the main benefits of the Web concern the reduction of information asymmetries that allow the consumer to compare prices in real time and gain more transparency (Bhatt & Emdad, 2001). Moreover, the implementation of Artificial Intelligent Agents enables to make automatic and tailored comparisons of prices and features, reducing the price in terms of time and effort (Dominici, 2008a). From the producer's point of view, Internet makes it possible to modify prices in real time; this could lead to dangerous price competitions (Allen & Fjermestad, 2001) with the consequent reduction of profit margins. To avoid this, online communication must be directed towards qualitative aspects and differentiation attributes of the product.

2.1.5. Place

Place can be defined today as: everything that is done and necessary to smooth the process of exchange (Yudelsohn 1999). The application of this definition to the digital context urges to add the element of purchasing process as a key feature of place within the mix. The process must be smooth and easy, while building relations with customers at the same time. The physical place becomes virtual and includes intangible aspects of transaction. Bhatt & Emdad (2001) underline that the main contribution of Internet to business is not the mere possibility of selling products online, rather its capability of building relations with customers. The interactive capabilities of Internet allow the implementation of more efficient and effective systems of digital Customer Relationship Management (e-CRM). Internet enables to obtain information which can be used to manage customers, thanks to the data gathered through the registration of users to the company's Web page and the online purchase data for each customer. This helps to maintain the service level and improve the management of the customer portfolio (Fjermestad & Romano, 2003; O'Learly et al., 2004).

2.1.6. Promotion

Promotion can be redefined in order to include: all of the information that is transmitted among parties (Yudelsohn, 1999). This definition includes also the interactive aspects of digital communication. The Internet is different from other mass communication media (Morris & Ogan, 1996). Infact, while it is surely a medium which can reach a numerous and dispersed audience, it differentiates itself from the other media regards interactive and multimedia features. Hoffman & Novak (1997) point out that, in the Web environment, the one-to-many concept loses its cogency, while the new many-to-many paradigm takes its place. Personal interaction allows to issue messages directed to a specific individual with a degree of flexibility which no other media can be capable of (Bhatt & Emdad). This also makes it possible to hit the target while he/she is in a situation of relax and confidence (defined as "low involvement" by Krugman, 1965) similar to that of television, but with higher informative capability, due to the multimedia features of the Web communication. The aim of online communication is not just to advertise a product,

but to build a purchase relation and create a perception of trust in the customer. Interaction, multimedia and relationship should be included as elements of the P of promotion.

2.2. Hypothesis Development

2.2.1. The Relationship Between Product and Customer Satisfaction

Product is defined as a physical product or service to the consumer for which he is willing to pay. It includes half of the material goods. Product development, which begins when a business finds a new product idea and begins to implement it, the sales revenue of which in the course of its development is zero, and investment costs are high.

Dang (2015) emphasizes that the product is the first and one of the key marketing elements. Author cit. Kotler and Armstrong emphasizes that the product: "is what can be offered to the market, to get attention, to be the acquisition of used or used, and can satisfy the wants or needs." In fact, it was observed that in most cases the literature is dominated by a narrow "product" concept of perception, so in order to better understand the nature of the product see Figure 2, which shows a wider perception. Thus, the product concept is very broad and includes not only natural products and services, but also the experience, people, places, property rights, businesses or organizations, information and ideas. Uznienė (2011) emphasizes that all products on the market have a life cycle (PGC) - selling of goods or services, and making profit during its life time (see Fig. 3).

In reviewing the literature on the effect of product or service on customer satisfaction in the context of the marketing mix for restaurants, key debates, synthesis of findings, and gaps emerge. Below is an outline of the debates, synthesis, and gaps, with citations from the past d Product Quality vs. Service Quality as the Primary Driver of Customer Satisfaction: There is considerable debate over whether product quality (i.e., the food and beverages offered) or service quality (i.e., customer interaction, staff efficiency) plays a more crucial role in driving customer satisfaction in restaurants. Some studies argue that product quality is the dominant factor, as food is the core offering of a restaurant. For instance, Ryu and Han (2010)

found that food quality has the most significant direct effect on customer satisfaction and repeat patronage in the restaurant industry.

On the other hand, other studies, such as those by Ladhari et al. (2012), suggest that service quality is more important in maintaining customer satisfaction. They highlight that the behavior and attentiveness of restaurant staff can significantly influence customers' dining experiences, especially in service-oriented environments. Cade.

Interaction Between Product and Service: Another point of debate is how product and service quality interact to influence customer satisfaction. Some researchers argue that product quality alone is insufficient if not accompanied by excellent service. For example, Liu and Jang (2009) posit that both food quality and service quality contribute to the overall dining experience, with an interactive effect on customer satisfaction. This suggests that customer perceptions are shaped by the combination of product and service rather than either factor in isolation.

Perceived Value and Its Role in Satisfaction: The debate extends to whether perceived value, combining price with product and service quality, is a stronger determinant of customer satisfaction. Studies like that of Namkung and Jang (2010) suggest that customers evaluate product and service quality relative to the price they pay, meaning that perceived value may mediate the relationship between product/service quality and satisfaction.

Discussion and Gaps of study

Product Quality as a Core Satisfaction Driver: There is a strong consensus in the literature that product quality, specifically food quality, is central to customer satisfaction in restaurants. Numerous studies support the notion that the taste, freshness, presentation, and variety of food significantly affect customers' satisfaction and their intention to return. For instance, Ryu et al. (2012) found that food quality is one of the most significant predictors of satisfaction and loyalty in the restaurant industry.

Service Quality as a Complement to Product Quality: While food quality is critical, service quality is often viewed as a complementary factor that can either enhance or detract from the dining experience. Studies such as that of Wu and Liang (2009) show that polite, friendly, and attentive staff can compensate for minor product flaws, thereby maintaining high levels of customer satisfaction. Service quality is particularly important in full-service restaurants, where interactions between staff and customers are frequent and significant.

Holistic Customer Experience: More recent studies advocate for viewing customer satisfaction in restaurants as part of a holistic experience that encompasses both product and service quality. The combination of excellent food, great service, and a pleasant physical environment creates a positive emotional response that translates into higher customer satisfaction. Liu and Tse (2018) highlight the importance of this holistic approach, where all aspects of the dining experience contribute to customer perception and satisfaction.

Based on the debate and synthesis of the product or service and customer satisfaction, the gaps of the its impact are as the following:

Cultural Contexts and Regional Differences: Most studies on the relationship between product/service quality and customer satisfaction in restaurants focus on Western markets, leaving a gap in research related to non-Western contexts like Southeast Asia. While there are studies that focus on countries like China, research on Cambodia or other emerging markets is scarce. This lack of region-specific studies limits the generalizability of findings to different cultural contexts, where expectations and preferences may vary significantly.

Impact of Technological Innovation on Service Quality: The effect of digital transformation on service quality is still underexplored. With the rise of restaurant apps, online ordering, and automated services, future studies could investigate how these technological changes affect customer satisfaction, particularly in terms of service quality. Self-service technologies (SSTs) in restaurants might play a role in shaping the perception of service, which has yet to be fully examined in current literature.

Longitudinal Effects of Product and Service Changes: There is limited longitudinal research on how changes in product or service quality over time impact customer satisfaction. Most studies provide only a snapshot of the current state of customer satisfaction, leaving a gap in understanding how dynamic improvements or declines in food or service quality influence long-term customer loyalty and satisfaction.

Interaction with Sustainability and Ethical Consumption: The impact of ethical consumption and sustainability practices (e.g., organic, locally sourced products, eco-friendly service practices) on customer satisfaction has not been sufficiently explored. As consumers become more environmentally conscious, understanding how sustainability in both product and service offerings impacts satisfaction is becoming increasingly relevant.

The literature over the past decade presents various insights into the importance of product and service quality for customer satisfaction in restaurants. While debates exist regarding which factor has more influence, there is a clear consensus that both elements are critical, especially when viewed as part of a holistic dining experience. The gaps in the literature—particularly in the areas of regional research, technology's impact on service, and sustainability—present opportunities for future research to expand the understanding of how product and service quality contribute to customer satisfaction in the restaurant industry.

In summary, the product concept is very broad and includes not only natural products and services, but also the experience, people, places, property rights, businesses or organizations, information and ideas. Perception through the user needs of the approach includes 5 product levels: the real benefits, the main product, expected product, added to the product, the potential of the product. Furthermore, the products are classified according to the objects of consumption products, which is still divided into minimum, valuable, exclusive and unmarketable (not intended to search).

2.3.2. Price and Customer Satisfaction

Price is one of the most important marketing mix items and many scientists consider the price as one of the most important elements of the market, which increases not only profits, but also market share. However, the price is not only one of the key factors in a competitive situation, which directly affects the company's sales and profitability indicators, but also one of the most flexible marketing mix elements, which can quickly adapt to environmental changes. Therefore, it is the price is perceived as the only element of the marketing mix, generating revenue and the most important customer satisfaction and loyalty factor. With respect to prices, as one of the marketing mix elements observed in the scientific literature, there are different rates of conceptions and interpretations of the definition, for example: The price includes a fair assessment of the product, e.g., a good price for a good product (Ehmke, Fulton, Lusk (2016)). Kotler and Armstrong, the price is defined as the amount of money to pay for a product or service, or the value of the exchange help customers receive a product or service for a certain amount. "Thus, the direct cost of the period is the amount of money the buyer has to pay for the product or service that is likely to buy it. "The price may also be defined as a monetary expression of value for the consumer agrees to pay" (Entrepreneurship Academy (2012)). The price is the amount that the consumer must pay, that would involve exchanges, so the price of the product depends on the different elements of change. The price is the only marketing element, on which income and all other elements are related to the cost. Thus, price is one of the factors affecting the consumer, because it helps him to understand the value of the product. Also, the price can be specified as an actual or valuable, giving value, and the price of companies to identify their products or services in the role as the regulation of its marketability (Owomoyela, Olanikanmi, Oyeniya (2013)). Singh (2016) highlights that a very important factor in determining prices is influenced by the cost of the product, marketing strategy and costs associated with the distribution, advertising costs or price changes in the nature of the market. Pricing is dependent on volume of marketed production, so there is always an inverse relationship: the higher the price, the sales decline the cost should include the following in terms of money that will give value for the consumer willing to pay. Price is the only element of the marketing for the income and all other

elements are related to the cost. Its level depends on the volume of marketed production, so there is always an inverse relationship: the higher the price, the sales decline.

In reviewing the literature on the effect of price on customer satisfaction in the context of the marketing mix for restaurants, several debates, syntheses, and gaps emerge over the past decade. Below is an outline of the key debates, synthesis of findings, and gaps in the research, supported by citations.

Price Sensitivity vs. Perceived Value: A primary debate concerns whether price alone is a significant driver of customer satisfaction or if perceived value, which combines price with the quality of products and services, has a greater influence. Some studies argue that customers are highly price-sensitive, meaning lower prices can lead to higher satisfaction. For instance, research by Liu and Jang (2009) indicates that customers in certain segments, such as budget-conscious consumers, are primarily driven by price.

In contrast, other scholars, such as Ryu and Han (2010), emphasize that perceived value—the trade-off between what customers pay and the quality of the food and service they receive—plays a more significant role in shaping customer satisfaction. This suggests that customers may not necessarily prefer lower prices but rather a fair balance between price and the overall dining experience.

Price as a Competitive Tool vs. Long-Term Satisfaction: Another debate centers on whether competitive pricing strategies (e.g., discounts, promotions, and lower pricing compared to competitors) are sustainable for driving long-term customer satisfaction. Some researchers argue that lower prices attract customers in the short term, particularly in competitive markets like quick-service restaurants (Monroe, 2013). However, others claim that competing on price alone may erode long-term customer satisfaction if not balanced with service or product quality. If customers feel they are sacrificing quality for a lower price, satisfaction could decline over time (Zeithaml, 2014).

The Role of Price Transparency: A growing debate over the last decade involves the importance of price transparency and how it impacts customer satisfaction. Studies by Yang and Mattila (2013) argue that transparent pricing, where customers understand exactly what they are paying for (e.g., clear menus, no hidden charges), enhances satisfaction. On the other hand, unclear or perceived deceptive pricing can lead to dissatisfaction, even if the price is low.

Based on the above debate of the positive and negative concept, the following is the synthesis of them.

Price as a Key Component of Customer Satisfaction: Across most studies, price is recognized as an essential factor in shaping customer satisfaction, particularly in price-sensitive markets such as fast-food or quick-service restaurants. The majority of research highlights that customer evaluate price in relation to the quality of food and service received. Ryu and Han (2010) found that perceived price fairness strongly affects customer satisfaction and loyalty in quick-casual restaurants, suggesting that restaurants need to offer a balance between price and quality.

Price Fairness and Customer Loyalty: Studies such as those by Kimes and Wirtz (2015) show that price fairness—the perception that a restaurant’s pricing is justified and reasonable relative to the quality of food and service—has a direct impact on customer satisfaction. Customers are more likely to return to a restaurant if they feel the price, they paid matches or exceeds the value they received. This concept of price fairness extends beyond absolute price, focusing on the customer's perception of the price-quality relationship.

The Role of Price in Different Restaurant Segments: The effect of price on customer satisfaction varies across different restaurant segments. For instance, in fine dining, where customers expect a high level of service and quality, price plays a less significant role in determining satisfaction compared to the overall experience. In contrast, in fast-food and quick-service restaurants, price becomes a more critical determinant. According to Soriano (2010), in casual dining, customers tend to

prioritize value for money, while price sensitivity is more pronounced in fast-food settings.

Discussion and Gaps of the concept

According to the debate and discussion, the gaps of the effect are as the following:

Impact of Dynamic Pricing on Satisfaction: One gap in the literature is the lack of research on the impact of dynamic pricing strategies (e.g., adjusting prices based on demand, time of day, or seasonality) on customer satisfaction. While dynamic pricing is widely used in other industries like hospitality and air travel, its effects on customer perceptions of fairness and satisfaction in restaurants remain underexplored.

Cross-Cultural Differences in Price Sensitivity: Although the effect of price on customer satisfaction is well-studied in Western contexts, there is a gap in understanding how cultural factors influence price sensitivity and perceptions of fairness in non-Western markets, such as Southeast Asia, including Cambodia. Differences in cultural attitudes toward pricing and value may affect how customers in these regions perceive price and how it impacts their satisfaction.

Price and Sustainability: As sustainability becomes a more critical concern for consumers, there is a gap in research on how sustainable pricing strategies (e.g., higher prices for organic, locally sourced food) affect customer satisfaction. While some customers may be willing to pay more for sustainable products, others may prioritize low prices, creating a potential conflict between price and ethical consumption.

Long-Term Effects of Price Discounts: There is limited longitudinal research on the long-term impact of price discounts and promotions on customer satisfaction and loyalty. While short-term discounts may increase customer traffic, the literature has yet to thoroughly investigate whether such strategies lead to sustained customer satisfaction and loyalty, or if they result in lower perceived value over time.

Price Transparency in the Digital Age: While the importance of price transparency has been acknowledged, there is a lack of research on how digital tools, such as online reviews and third-party platforms (e.g., food delivery apps), impact perceptions of price fairness and customer satisfaction in the restaurant industry.

The literature over the past decade shows that price plays a critical role in customer satisfaction in the restaurant industry, particularly when considered in the context of perceived value. Debates persist over the relative importance of price compared to other elements of the marketing mix, such as product and service quality. Synthesis reveals that price fairness and transparency are essential factors influencing customer satisfaction. However, gaps in the literature remain, particularly regarding dynamic pricing, cultural differences, sustainability, and the long-term impact of price promotions, providing opportunities for future research.

2.3.3. The Relationship Between Place and Customer Satisfaction

Another very important element of marketing is a place that is also called the distribution, which is defined as the process and methods by which products or services reach customers (by Martin (2014)). Uznieņ (2011) states that "distribution - companies' products in the dissemination of measures to ensure the identification and implementation. Distribution - that helps customers and users to find and keep purchase those products from those manufacturers / providers with them at the time of need. " "Distribution - this element of the marketing mix, which include decisions and actions related to the movement of goods from the producer to the consumer" (Matola (2009)). Thus, the distribution may become a functioning complex system where producers, brokers and independent trade and the interests of consumers wholly compatible with each other in a certain environment and a certain time. Uznieņ (2011) argues that marketing distribution function is twofold: distribution perceived as a marketing channel, whose purpose - to make the service become not only more accessible but also easier accessible to a friendly user; physical distribution, which is attributed to local conditions, technical feasibility, transportation and other conditions, depending on the nature of the service. The distribution channel is defined as an integral part of the service, which involves the service provider, intermediaries (agents) and the same service user (in most cases).

Therefore, in order to control and manage these processes, companies need to develop an appropriate marketing channel, to coincide with the company's goals (Dang (2015)). Uznieņ (2011) argues that for the creation of the distribution chain, it is necessary to analyze consumer needs; to determine the distribution chain objectives and possible obstacles to achieve them; to identify the key distribution chain alternatives; to assess these alternatives. The analysis of the scientific literature revealed that there are different ways by which companies can choose to provide products and services to customers. Among them are usually assigned two typical distribution channels, the direct and indirect marketing channels (Dang 2015)). Thus, this channel directly from the producer provides a product or service to the consumer. Direct distribution of goods can take place in two forms, namely: through its own sales branches and employees and through independent brokers who operate in accordance with the production company's directions (through dealers, brokers (brokers), commissioner). Meanwhile, the indirect distribution channel includes brokers, in this regard; any producer company sells its goods wholesalers, the retailer and as products reach consumers. This can increase the cost of products, because each agent will receive a percentage of their profits. In summary, the distribution, it is marketing mix elements, which include decisions and actions related to the movement of goods from producer to consumer.

In reviewing the literature on the effect of placement (distribution) on customer satisfaction in the context of the marketing mix for restaurants, several debates, synthesis of findings, and gaps in research have been identified over the past decade. The placement refers to the location, accessibility, and distribution channels through which customers interact with a restaurant. Below is a structured outline of the debates, synthesis, and gaps.

Physical Location vs. Online Channels: A significant debate exists around whether the physical location of a restaurant or its online presence (e.g., delivery services, online reservations) has a greater impact on customer satisfaction. Traditionally, studies have emphasized that a restaurant's location—proximity to customers, visibility, and convenience—was a primary determinant of success and satisfaction (Tan & Lo, 2014). This is especially true for casual dining, where accessibility is key to customer convenience.

However, more recent studies suggest that with the rise of online food delivery services, the importance of a physical location has diminished for certain segments of the restaurant market. For instance, studies by Yeo et al. (2017) highlight the growing importance of online accessibility and digital platforms in enhancing customer satisfaction, especially for fast-food and casual dining, where convenience plays a significant role.

Urban vs. Suburban/Rural Location: Another debate centers around whether customer satisfaction is more heavily influenced by restaurant placement in urban versus suburban or rural areas. Some studies argue that urban customers are more concerned with ease of access and proximity to transportation hubs, while rural or suburban customers may prioritize space and ambiance, making parking availability and less congestion more crucial to their satisfaction (Namin, 2017).

However, there is also debate over how regional customer expectations influence satisfaction, with some research suggesting that rural customers may have different expectations about placement and accessibility compared to urban diners, leading to different factors influencing their satisfaction.

In-House Dining vs. Delivery and Takeaway: The rise of food delivery platforms such as UberEats, GrubHub, and FoodPanda has sparked a debate over the role of in-house dining experiences versus the importance of delivery and takeaway in influencing customer satisfaction. Studies by Li et al. (2020) suggest that while in-house dining allows for more control over the customer experience (ambiance, service), many customers now prioritize convenience, often leading to satisfaction derived from online ordering and delivery services.

Discussion and Gaps of the conception

Physical Location Still Matters: Despite the rise of online channels, the physical location of a restaurant continues to play a vital role in customer satisfaction. Research consistently shows that customers value convenience, accessibility, and the ambiance provided by the restaurant's location (Ryu & Han, 2011). For example, restaurants located in easily accessible areas, with good parking

and proximity to commercial centers, tend to experience higher customer satisfaction.

Importance of Omnichannel Strategies: With the growing popularity of online food delivery services, restaurants that offer multiple distribution channels (in-house dining, delivery, and takeaway) tend to see higher levels of customer satisfaction. Studies by Meuter et al. (2017) highlight that restaurant that successfully integrate omnichannel strategies—offering both physical and digital access to their services—report higher levels of customer satisfaction due to the flexibility and convenience provided to different types of diners.

Customer Expectations Vary by Region and Context: Regional differences also play a role in how customers perceive placement. For instance, studies by Chang et al. (2016) show that customers in high-density urban environments prioritize restaurants located near public transportation, while suburban diners may be more focused on the comfort and spaciousness of the location. These studies suggest that restaurant operators need to carefully consider the local context when selecting a location to maximize customer satisfaction.

Based on the discussion, the gaps of the study are as the following:

Impact of Mobile Ordering and Curbside Pickup on Satisfaction: There is limited research on how mobile ordering and curbside pickup services influence customer satisfaction in the restaurant industry. While these services have become more prevalent due to COVID-19, the long-term effects on customer perceptions of convenience, service, and overall satisfaction have not been extensively studied. Future research could focus on understanding how these alternative placement strategies affect satisfaction across different types of restaurants (e.g., fast-food, casual dining, fine dining).

Effect of Placement in Non-Traditional Venues: Little research has been done on the impact of placing restaurants in non-traditional locations (e.g., airports, train stations, co-working spaces) and how these placements affect customer

satisfaction. The unique customer flow and service expectations in these venues may influence how customers perceive the restaurant's accessibility and service quality.

The Role of Sustainability and Ethical Placement: There is a gap in the literature on how the sustainability of a restaurant's location (e.g., proximity to local suppliers, energy-efficient buildings, eco-friendly delivery services) influences customer satisfaction. As consumer awareness of environmental issues grows, it would be useful to explore whether and how sustainable location practices impact satisfaction in the restaurant industry.

Impact of Restaurant Chains vs. Independent Restaurants: While some studies explore the differences between chain and independent restaurants, there is limited research on how placement affects these two types of establishments differently. For example, chain restaurants often have the advantage of prime locations due to larger budgets, while independent restaurants may have to rely more heavily on word-of-mouth and local customer loyalty. Understanding how placement strategies differ for chains versus independents, and how this impacts customer satisfaction, is an area for future research.

Cultural Differences in Location Preferences: While some studies have focused on Western markets, there is a notable gap in research regarding cultural differences in preferences for restaurant placement, particularly in non-Western markets like Southeast Asia. Research in Cambodia, for example, could explore how urbanization, traffic congestion, and public transportation influence customer satisfaction with restaurant placement in this specific context.

The literature over the past decade shows that placement remains an important component of the marketing mix in determining customer satisfaction for restaurants. While debates exist over the relative importance of physical location versus online distribution channels, it is clear that convenience, accessibility, and flexibility in providing options for customers significantly influence satisfaction. However, gaps in the research, particularly regarding new technological advancements (mobile ordering, curbside pickup) and the effects of sustainability practices, present opportunities for future exploration to better understand how

placement influences customer satisfaction across various restaurant types and regions.

2.3.4. The Relationship Between Promotion and Customer Satisfaction

The last 4P marketing complex element of the promotion, which helps to increase consumer awareness in terms of their products, leads to higher sales and helps to build brand loyalty. Thus, the promotion of the marketing mix is a tool that helps disseminate information, encourage the purchase and affects the purchase decision process. Sponsorship is the most important consumer sales promotion tool that includes discounts and promotions, as well as coupons, samples, refunds, bonuses, awards, contests and product demonstrations, and to say what motivates consumers to buy. "Sponsorship - is an activity that makes the target customers aware of a product or service and their advantages and is convincing to buy the product (Kotler, Armstrong, Saunders, Wong). Sponsorship - this element of the marketing mix, covering decisions and actions provided for groups of people that are informed and encouraged to buy (Pranulis, Pajuodis, Urbonavicius, Virvilaitė (2012)). However, in order to understand what is the promotion is, it is necessary to consider the complex elements provided in the scientific literature, such as advertising, sales promotion, personal selling, public relations and direct marketing. Advertisement, the word banner is derived from the French Reclams (Lat. RECLAMA - "screaming") and has two lexical meanings: 1) it is the dissemination of information about goods (books, sanatoriums, excursions and so on.); 2) it is an advertisement, poster, display, message through radio, television and so on. Advertising - by far the most widely used marketing tool, the core of which consists of a pragmatic valuable social information associated with the advertising image and is focused on the direct compelling or fascinating hidden, but a pragmatic directional communication with the audience. Advertising is any form of information and the promotion of a set of ideas that helps to inform customers about new products and helps to reduce barriers between customers and organizations (Rahnama, Baker (2013)). Sales promotion- Sales promotion is attributed to the actions and decisions which provide specific short-term measures, but to encourage the purchase, use, as well as by facilitating the purchase of goods and can be directed to the end user or intermediary. This promotional tool used by a consumer or buyer provocation - to

buy more and faster. Inducements include coupons, prizes, free samples, discounts, promotional items, etc. Thus, sales practices may be directed to user (samples, coupons, bonuses, prizes, guarantees); traders (including price reductions, promotional allowances and free products); corporate sales personnel (sales exhibitions, sales representatives contests and special promotion) Matola (2009) argues that, despite the measures to promote diversity, they can be grouped as follows: organization of competitions between the dealers and the buyers, the awarding of prizes; product demonstration shelves; sending the samples free of charge; coupons guaranteeing price discount for buying a product, use; gifts buy other goods in the same company; discounts to wholesalers; selling price reduction.

In reviewing the literature on the effect of promotion on customer satisfaction in the context of the marketing mix for restaurants, several key debates, synthesis of findings, and gaps in the research over the past decade emerge. Promotion refers to the strategies restaurants use to communicate their value proposition to customers, including advertising, sales promotions, loyalty programs, and digital marketing. Below is an overview of the debates, synthesis, and gaps.

Short-Term vs. Long-Term Impact of Promotions: One significant debate center around the short-term versus long-term effects of promotions on customer satisfaction. Some studies argue that promotional activities such as discounts, coupons, and special offers drive immediate customer satisfaction and increase traffic (Chandon, Wansink, & Laurent, 2014). These short-term gains, however, may not translate into long-term satisfaction or loyalty, as customers might only return for discounts rather than the quality of food or service.

Others contend that when promotions are tied to customer loyalty programs or value-added services (such as free upgrades or exclusive experiences), they lead to sustainable long-term satisfaction and loyalty (Babin, Darden, & Griffin, 2015). This is especially true for programs that build an emotional connection with customers, such as reward points and personalized offers.

Traditional Media vs. Digital Marketing: Another debate revolves around the effectiveness of traditional promotional methods (e.g., TV, radio, print ads)

compared to digital marketing strategies (e.g., social media, email marketing, influencer partnerships) in driving customer satisfaction. Traditional advertising was once the primary way to promote restaurants, but studies such as Wang, Yuen, and Wong (2016) suggest that social media marketing has overtaken traditional methods in terms of impact on customer satisfaction, particularly among younger generations. Social media allows for direct engagement, feedback, and community building, which can positively affect satisfaction by creating a more personal connection with customers.

However, there is still debate over which medium is most effective. For example, traditional advertising might still hold strong in older demographics or upscale dining, where digital methods may be perceived as less trustworthy or impersonal.

Price-Based Promotions vs. Value-Based Promotions: Another debate exists around whether price-based promotions (e.g., discounts, buy-one-get-one-free) are more effective than value-based promotions (e.g., offering additional services, bundling products) in driving customer satisfaction. Some research, such as that by Blattberg and Neslin (2013), suggests that price-based promotions attract customers primarily because of the lower price, and this can lead to temporary satisfaction due to financial savings.

On the other hand, value-based promotions may lead to higher customer retention and satisfaction by offering a more enhanced experience rather than just a price reduction (Nguyen, 2016). This strategy is believed to create more emotional engagement with the customer by providing an added experience or benefit, which in turn leads to a deeper connection with the brand.

Discussion and Gaps of the Conception

Promotional Strategies Boost Customer Traffic and Satisfaction: Overall, the literature agrees that promotion plays a significant role in attracting customers and driving customer satisfaction in the restaurant industry. For instance, price discounts, happy hours, and seasonal promotions often boost customer traffic

and can create immediate satisfaction (Liu & Brock, 2013). However, many studies also indicate that the effectiveness of these promotions varies depending on the target demographic and the type of restaurant. Casual dining and fast-food restaurants benefit more from frequent price promotions, whereas fine dining establishments benefit from exclusive offers and value-based promotions that emphasize the restaurant's prestige

Importance of Personalization in Promotions: A consistent finding across the literature is the importance of personalized promotions in driving customer satisfaction. Studies by Bolton et al. (2015) suggest that customers respond positively to tailored offers based on their preferences, order history, and personal data. These promotions make customers feel valued, which enhances their satisfaction and likelihood to return to the restaurant.

Digital tools such as mobile apps and CRM systems have made it easier for restaurants to personalize promotions, offering exclusive deals, birthday rewards, and suggestions based on previous orders. This type of promotion also fosters brand loyalty and satisfaction over time.

Impact of Digital Promotions on Younger Customers: Research by Okumus and Bilgihan (2014) has found that digital promotions are particularly effective for younger customers, such as Millennials and Generation Z. These groups respond well to promotions on platforms like Instagram, Facebook, and YouTube, which offer a more visual and interactive way to engage with restaurant brands. Furthermore, these platforms provide opportunities for user-generated content and word-of-mouth marketing, which can amplify promotional efforts and lead to higher customer satisfaction through community-building.

Based on the discussion, the following is the gaps of the effect of promotion on customer satisfaction

Longitudinal Impact of Promotions on Customer Satisfaction: While many studies examine the short-term effects of promotions, there is a gap in understanding the long-term impact of various promotional strategies on customer

satisfaction and loyalty. For example, price-based promotions may lead to short-term satisfaction, but it remains unclear how frequently repeated promotions affect customers' perceptions of the restaurant's value over time. More longitudinal studies are needed to determine the long-term consequences of relying heavily on promotions for customer acquisition.

Effectiveness of Cross-Promotions in the Restaurant Industry: There is limited research on the impact of cross-promotions (e.g., partnering with other businesses such as local events or hotels) on customer satisfaction in the restaurant industry. Cross-promotions can offer customers additional value and increase the restaurant's visibility, but their effectiveness in driving satisfaction and retention has not been thoroughly explored. Future research could examine how these partnerships influence customer perceptions and behavior.

Cultural Variations in Promotional Preferences: Another gap in the literature is the limited research on how cultural differences influence customer responses to promotional strategies. While some studies have examined promotion in Western contexts, there is a need for more research on how customers in non-Western markets, such as Cambodia or other Southeast Asian countries, respond to various forms of promotions (e.g., digital marketing, price discounts, or value-based offers). Factors such as cultural attitudes toward spending, social influence, and community values may play a role in determining the effectiveness of different promotional strategies in these regions.

Integration of Technology and Promotions: Although studies have explored the use of digital marketing in the restaurant industry, there is a gap in understanding how the integration of emerging technologies such as AI, chatbots, and augmented reality can enhance the effectiveness of promotional strategies and customer satisfaction. As restaurants increasingly adopt technology to personalize customer experiences, it is important to explore how these tools can optimize promotions and drive satisfaction.

Impact of Sustainable Promotions on Satisfaction: There is a growing interest in sustainable promotions (e.g., promoting eco-friendly practices, reducing

waste) in the restaurant industry, but little research has been done on how these types of promotions affect customer satisfaction. As consumers become more environmentally conscious, future research could investigate whether sustainability-focused promotions lead to higher satisfaction and loyalty among eco-conscious diners.

The literature over the past decade shows that promotion plays a crucial role in influencing customer satisfaction in the restaurant industry. While debates persist over the relative effectiveness of price-based versus value-based promotions and traditional media versus digital marketing, it is clear that targeted and personalized promotional strategies have the potential to enhance customer satisfaction. However, gaps remain in understanding the long-term impacts of promotions.

2.3. Methodology Review

Here are a few previous models for methodology reviews on the topic of Study: "The Impact of Marketing Mix on Customer Satisfaction: An Empirical Study of Restaurants in Turkey", This study used a quantitative research approach. It involved distributing structured questionnaires to restaurant customers, focusing on the 7Ps of the marketing mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence). A Likert scale was used to assess customer satisfaction levels in relation to each marketing mix element (Yüksel, A. & Yüksel, F., 2015)

The study by Abdullah, D., Hamid, M. A., & Rozario, F. (2014) on the topic of "Marketing Mix and Customer Satisfaction in the Hospitality Industry: A Case Study of Restaurants in Malaysia". This research employed a mixed-methods approach, combining qualitative and quantitative data. Structured interviews with restaurant managers provided insights into the application of the marketing mix, while customer surveys measured satisfaction. Both descriptive and inferential statistical analysis were conducted to evaluate the relationship between marketing mix components and customer satisfaction.

Jain, R., & Bagdare, S. (2017) studied descriptive Research Using Structural Equation Modeling (SEM on "Exploring the Impact of the Marketing Mix on

Customer Loyalty and Satisfaction: A Study of Quick Service Restaurants" This research utilized descriptive research design and structural equation modeling (SEM) to investigate the relationship between marketing mix elements and customer loyalty and satisfaction. The study focused on quick-service restaurants and involved large-scale customer surveys. SEM was applied to analyze the direct and indirect effects of the marketing mix on customer satisfaction.

Kim, W. G., & Ok, C. (2013) used the methodology an experimental design where two groups of customers (control and experimental) were exposed to different variations of marketing mix strategies in fine dining restaurants. The differences in customer satisfaction were measured to determine the impact of various marketing mix components by using his method "Experimental Design with Control and Experimental Groups"

Another study by Nguyen, T. T., & Tran, P. H. (2016) in his study: "Assessing the Role of the Marketing Mix on Customer Satisfaction in the Restaurant Industry in Vietnam". the method of cross-sectional study employed convenience sampling to gather data from restaurant customers. A structured questionnaire was distributed, focusing on the 7Ps marketing mix. The data were analyzed using multiple regression analysis to identify which elements of the marketing mix had the most significant impact on customer satisfaction.

These models represent a variety of methodological approaches to studying the impact of the marketing mix on customer satisfaction in the restaurant industry.

2.4. Conceptual Framework of the Study

Based on the literature review, product, price, place and promotion have been considered as independent variables, while customer satisfaction has been taken as the dependent variable. This model is applied the theory of marketing mix 4ps.

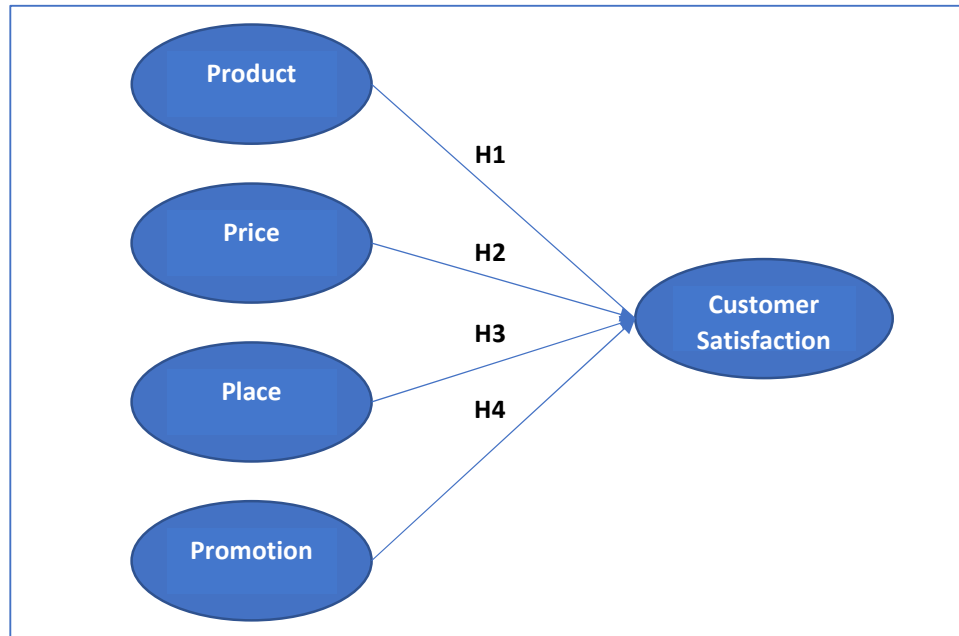


Figure 2.1. Conceptual Framework

2.5. Conclusion

The theoretical review on conceptualization and the relationship of the construct are significant for the conceptual development of the study. Based on the previous review, we have developed 5 variables including product, price, place, promotion and customer satisfaction and a total four hypothesizes has been proposed for this study the consumer satisfaction on Homey Yummy.

Conclusion Remarks

The literature review on "The Impact of Marketing Mix on Customer Satisfaction at Restaurants" highlights the ongoing debates and gaps in existing research over the past decade. Some studies emphasize product quality, while others highlight service or pricing as critical factors. The role of digital marketing has also been a topic of debate, with some arguing that traditional marketing mix elements (4Ps) are still relevant, while others suggest the inclusion of digital marketing tools like online reviews and social media presence.

Additional Ps have also been debated, with some researchers suggesting that staff (People) and physical atmosphere (Physical Evidence) can be more influential

than product or price in customer satisfaction. Most studies agree that product quality and price are the most critical elements of the marketing mix that influence customer satisfaction. Service quality, particularly staff interaction and service quality, is crucial for customer satisfaction in restaurants.

The physical environment and customer experience are also recognized as critical factors. Studies like Namkung & Jang (2010) found that the attitude and behavior of restaurant staff significantly influence customer perceptions of the dining experience. Physical evidence, including ambiance, cleanliness, and comfort, is also recognized as a critical determinant of satisfaction alongside food and service quality.

Lack of focus on cultural differences and digital transformation of the marketing mix is also a gap. Longitudinal studies on marketing mix changes are lacking, which could help examine how changes in a restaurant's marketing mix over time affect customer satisfaction and loyalty.

As consumers become more environmentally conscious, there is a growing need to examine how sustainability practices influence customer satisfaction in restaurants. Overall, the literature provides valuable insights into the role of the marketing mix in determining customer satisfaction at restaurants.

CHAPTER III

RESEARCH METHODOLOGY

Introduction

The aim of this chapter is to explain the methodology used in the present study. For this purpose, the chapter is divided into five sections. The first section explains the type of analysis carried out in the study, while in the second, third, and four sections, Sample size and Sampling, types and sources of data, and statistical tools are presented. The procedure for collecting data is given in the five sections of this chapter. Subsequently, coverage of the study and procedure of analyzing the data respectively. At the end of this chapter, a concluding remark is given.

3.1. Types of Analysis

The study focuses on the quantitative research which the data analysis is covered some important analyses. The descriptive analysis was used the analyze the frequency, percentage, mean, standard deviation). The multiple regression analysis was applied to examine the factor influence the customer satisfaction on Homey Yummy restaurant.

3.2. Sample Size and Sampling Method

The study was applied the formula of Cochran's formular (1977) to calculate the total sample size of the study regarding the unknow population.

$$n = \frac{Z^2 (p*q)}{e^2} = \frac{(1.96)^2 (0.5*0.5)}{(0.05)^2} \simeq 385$$

Where Z represents the value for a selected alpha level of 0.025 in each tail $Z = 1.96$ (the alpha level of 0.05 indicated the level of risk the researcher was willing to take, the true margin of error may exceed the acceptable margin of error), and $(p*q)$ represents the estimate of variance $(p*q) = 0.25$. Simple Random Sampling Method will be applied for the data collection process. This study was collected the total number of 400 respondents as a case study.

3.3. Sources of Data

The research will be conducted in Phnom Penh city of Cambodia by selecting and interviewing a total of 384 responds randomly. For secondary data collection, all the information will be collected from books, research journals, and local and international reports about youth engagement in agriculture. The primary data will be collected from the student, teacher, employee, businessman, and other local people who are a customer of Homey Yummy restaurant Data will be collected from February to March 2024 in Phnom Penh, Cambodia using the survey questionnaire The data collection technique was used both online and self-administered.

3.4. Statistical Tools

The study applied some important statistic tools such as the descriptive statistical analysis (frequency, percentage, mean, standard deviation), correlation matrix analysis to examine the relationship among variable, and regression analysis to test the relationship of hypothesis. The result of the study could be prepared as a pie chart, histogram, and tabulation. There are 3 types of variables of the study like normal variable (sex, resident, education, marital status, age group of respondents), ordinal variable (level of income, purchasing habit, etc.), and score variable (Five-Point-Likert Score).

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where X represents the four independent variables and Y defined as dependent variable.

- Y = Customer Satisfaction
- X1 = Product
- X2 = Price
- X3 = Place
- X4 = Promotion
- β_0 = Y-intercept (Value of Y when all $X_i = 0$)
- $\beta_{1,2,3,4}$ = Slope coefficients of each independent variable

- ϵ = Random Error

3.5. Procedure of Data Collecting

The secondary data will be collected by the reviewing of the relevant report through books, research journals, news, reports, and other supporting documents aim to gathering all the significant information to support the conceptual framework design, questionnaire development and literature review writing. The primary data will be collected by conducting exploratory research applying the survey questionnaire with targeted people. Primary data will be collected from 385 sample size in Phnom Penh, Cambodia. After collected, all data will be coding, entry, cleaning, and export to SPSS v.27 as a statistical program to analyze the statistic based on the purpose of research framework.

3.6. Coverage of Study

The general information of the targeted respondents, including their sex, age, educational background, place of residence, employment, monthly income, and frequency of consumer purchasing, will be included as part of the results. The majority of the study will look at several important aspects of product, price, place, and promotion that affect consumer satisfaction.

3.7. Conclusion

Following the guidelines for doing academic research, including determining the sample size and sampling strategy, using primary and secondary data sources, using statistical A part of result will be covering the general information of the targeted respondents regarding sex, age, education background, residence, occupation, monthly income and frequency of consumer purchasing frequency. Most of the study will examine a range of key factors of product, price, place and promotion that impact on customer satisfaction. Finally, there would be a plan the draw out a range of ways forward to faster the local purchasing at convenience store among people in Cambodia and to propose the research implication for the next study.

CHAPTER IV

RESULTS OF FINDING

The arm of this chapter is to expose the effect of marketing mix on customer satisfaction to Hommy Yummy Restaurant. As field survey was conducted, and 400 samples were collected for the study. The objective of this study is divided into three sections. Firstly, describes the reliability of the variables. the second section presents the consumer profiles such as gender, age, education and occupation. Further, and the third describe an effectiveness marketing mix on customer satisfaction, to analyze an effectiveness marketing mix. Finally, the conclusion was given at the last section.

4.1. Reliability of the Research Instrument

The research based on problem and applicable statistical tools, Independence variable and dependence variable is aligned which each variable have interrelated together. Moreover, using scales for data collection including, nominal scale and interval scale. The interval scales 1; determined the respondents by using 1 to 5 rating scales. The nominal scale calculated for identifying respondents such as gender, age, education, Live, occupation, Location. Therefore, the interval scale is used to calculate mean and regression.

Finally, data are ready for analysis, Cronbach's alpha is used to calculate item's reliability is > 0.70 (accepted). The research instrument or tool is considered use to offer reliability and consistent information that will be used to predict about the reliable items of the questionnaires in this area of study research.

4.2. Respondents' Information

Form on the questionnaire of section were represented the general information as gender, age, education, live, occupation,

4.2.1. Gender

The Table 4-2 show the respondents gender information of male and female in the survey. As a result, there is 61% represent male (n=244) and 39% is female equal to 156.

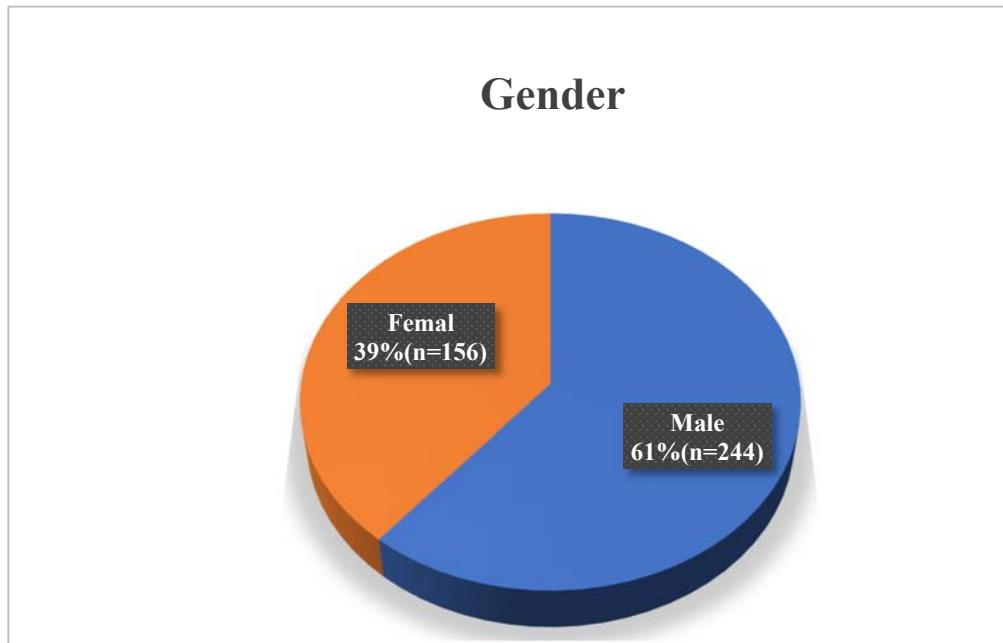


Figure 4.1. Gender

4.2.2. Age Classification

The age of all 400 interviewed respondents is shown as well as can be seen, the majority of respondents were 1.5% in the age groups of Under 18-year-old and 10% in the age group of 18-23-year-old in the survey. While there are only 34% of respondent in the age group of 24–29-year-old and 36% in the age group of 30–35-year-old in the survey, 15.3% of group age of 36–40-year-old and 3.3% of respondents in the age group above Up to 40year old.

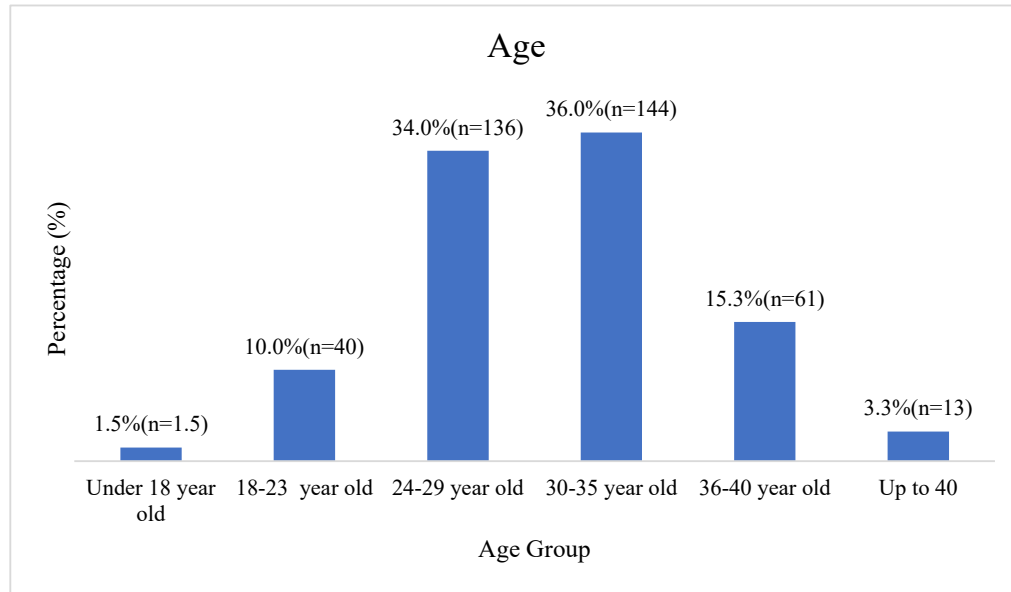


Figure 4.2. Age classification

4.2.3. Education Level

The figure 4.2. show about the respondent's academic qualification level. The academic qualification level is signification in respond to the perceive of sales promotion tool. Therefore, the survey is needed to investigate on respondent's education background. The below result of the survey will show the academic qualification level of the respondent.

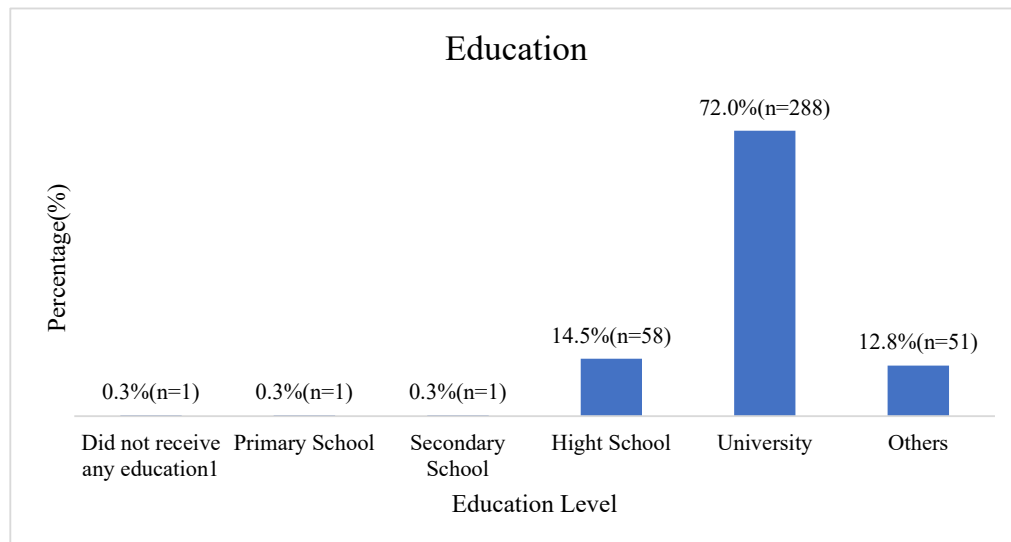


Figure 4.3. Education level

4.2.4. Respondent Residual

The figure 4.4. provide the information on the residence information of the respondents. There was 87% of the lived in Phnom Penh city and while there is only 13% lived in Province. One reason for majority of customer of customer from Phnom Penh more than customer from the province.

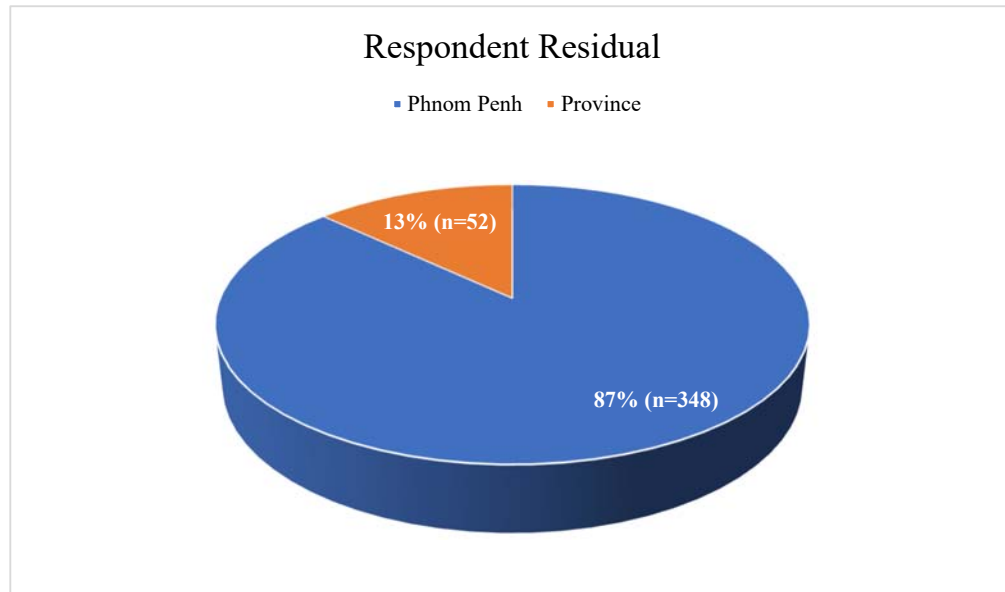


Figure 4.4. Respondent residual

4.2.5. Job of Respondent

In term of occupation, the results shown the highest majority of respondent are employee in the 45% and own business 26.3, for house wife 9.5%, Retried have 3% and followed by government staff of 5.3%, and 11% for other of total 400 Person.

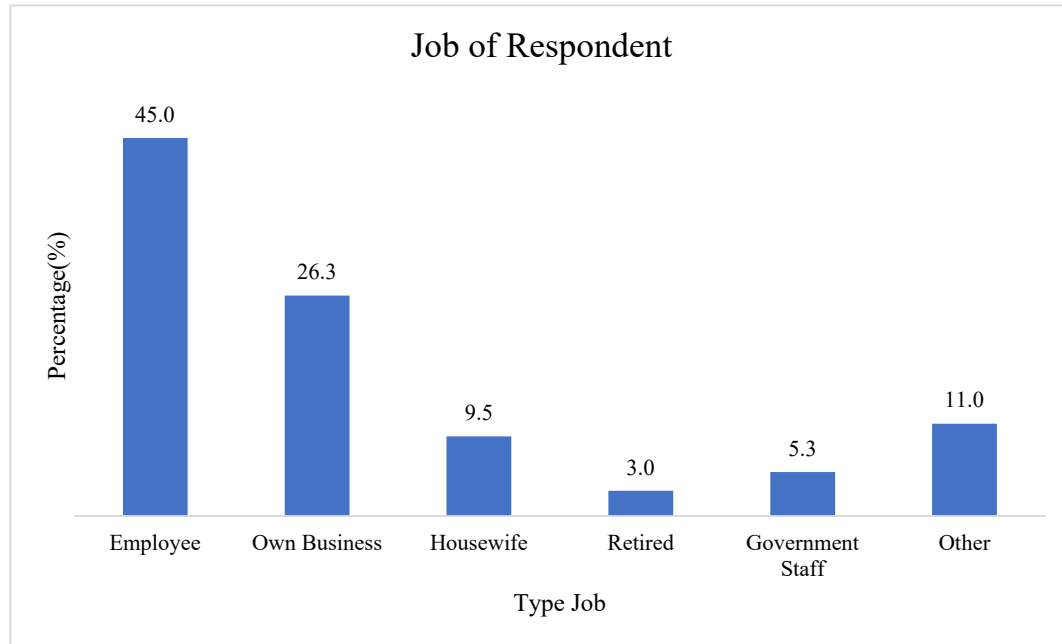


Figure 4.5. Job of respondents

4.2.6. Restaurant Introduction to People

Table 4.1. The number of times introduce the restaurant to people

Description	Frequency (n)	Percentage (%)
Never	61	15.3
1 time	213	53.3
2 time	106	26.5
3 time	19	4.8
more than 4 time	1	0.3

As can be seen, the respondents 15.3% in the group Never and the respondents 53.3 % in the group 1time in the survey. The Study also seen that 26.5% in the group in the group 2time and 4.8.8% respondent was in the group 3time and 0.3% more than 4time.

4.3. To Assess Effectiveness Marketing Mix on Customer Satisfaction

According to the number of 400 customers in the survey and the result so to the score on all of our product, Price, Place, Promotion with Customer Satisfaction, for the survey and evaluation result are between 1 to 5 ranging and start from lowest to the highest (Strongly disagree to Strongly agree).

Table 4.2. Customer respondent rate to questionnaire

Descriptive Statistics (n= 400)		
Code	Mean	Std. Deviation
Product		
PRO1	4.43	0.592
PRO2	4.46	0.608
PRO3	4.17	0.740
PRO4	4.20	0.743
Price		
PRI1	4.15	0.796
PRI2	4.17	0.783
PRI3	4.14	0.766
PRI4	4.17	0.777
Place		
PLA1	4.74	0.532
PLA2	4.75	0.481
PLA3	4.76	0.494
PLA4	4.85	0.397
Promotion		
PRM1	4.00	0.679
PRM2	4.05	0.627
PRM3	2.66	0.816
PRM4	4.43	0.629
Customer Satisfaction		
CS1	4.29	0.618
CS2	4.34	0.592

CS3	4.22	0.735
CS4	3.01	0.989
CS5	4.40	0.609
CS6	4.42	0.560

Noted: Five-Point Likert Scale: 1= Strongly disagree, 2 = Disagrees, 3 = Neither agree or disagree, 4 = Agree, and 5 = Strongly agree

Product (PRO): Show in Table for Score range of 4 to 5 point, it means that you agree and strongly agree with the standard deviation is between 0.59 and 0.74 with standard deviation being less than 1, so the result is good.

Price (PRI): Show in Table for Score range of 4 to 5 point, it means that you agree and strongly agree with the standard deviation is between 0.76 and 0.79 with standard deviation being less than 1, so the result is good.

Place (PLA): Show in Table for Score range of 4 to 5 point, it means that you agree and strongly agree with the standard deviation is between 0.39 and 0.53 with standard deviation being less than 1, so the result is good.

Promotion (PRM): For the satisfaction of the question 1,2,4 have score range of 4 to 5 it means agree to strongly agree. But for the question 4 range score is 2, it means is not agree so we will delete this question and standard deviation is between 0.62 and 0.081 with standard deviation being less than 1, so the result is good.

Customer Satisfaction (CS): Show in Table for Score range of 3 to 5 point, it means that Neutral to strongly agree with the standard deviation is between 0.56 and 0.98 with standard deviation being less than 1, so the result is good.

4.4. Factor Analysis and Reliability Test

To analyze the impact of products/services, price, promotion, place, people, and Customer Satisfaction at Hommy Yummy Restaurant in Cambodia. The multiple regression is calculated on the impact of marketing mix of 4P's on customer's satisfaction at the Hommy Yummy restaurant. Moreover, there are four standard multiple regression analyses were performed in the regression equation

including products, price, promotion, place, and variables to allow the simple question of multiple regression to be addressed. Results of the evaluation of assumptions indicated the dependent variable of the 4P's of marketing mix toward customer satisfaction showed good relationships of above 4 with the dependent variable.

Table 4.3. Factor analysis and reliability test of product

Code	Factor Analysis				Reliability Test	
	Factor Loading $\geq 60\%$	KMO $\geq 50\%$	Eigenvalue > 1	Cumulative % $> 60\%$	Cronbach's Alpha $\geq 60\%$	Item-Total Correlation $> 50\%$
PRO3	0.84	0.59	1.92	48.05	0.84	0.73
PRO4	0.83					0.71
PRO2	0.82					0.65
PRO1	0.805					0.622

Based on the Table 4.3, all the items were not deleted because all the questions in the research follows all the rule for factor analysis and reliability tests.

Table 4.4. Factor analysis and reliability test of price

Code	Factor Analysis				Reliability Test	
	Factor Loading $\geq 60\%$	KMO $\geq 50\%$	Eigenvalue > 1	Cumulative % $> 60\%$	Cronbach's Alpha $\geq 60\%$	Item-Total Correlation $> 50\%$
PRI2	0.96	0.82	3.63	90.73	0.97	0.94
PRI1	0.96					0.92
PRI4	0.95					0.91
PRI3	0.94					0.89

All items in Table 4.4. was not delete because all the question in the research follows all the rule for factor analysis and reliability tests.

Table 4.5. Factor analysis and reliability test of place

Code	Factor Analysis				Reliability Test	
	Factor Loading ≥ 60%	KMO ≥ 50%	Eigenvalue > 1	Cumulative % > 60%	Cronbach's Alpha ≥ 60%	Item-Total Correlation > 50%
PLA2	0.95	0.83	3.39	84.63	0.94	0.89
PLA1	0.94					0.74
PLA3	0.94					0.91
LA4	0.85					0.89

Based on the Table 4.5, all the items were not deleted because all the questions in the research follows all the rule for factor analysis and reliability tests.

Table 4.6. Factor analysis and reliability test of promotion

Code	Factor Analysis				Reliability Test	
	Factor Loading ≥ 60%	KMO ≥ 50%	Eigenvalue > 1	Cumulative % > 60%	Cronbach's Alpha ≥ 60%	Item-Total Correlation > 50%
PRM1	0.90	0.64	2.08	69.42	0.78	0.71
PRM2	0.86					0.65
PRM4	0.73					0.49
PRM3	FL<0.60 was deleted					

Based on the Table 4.6, the item PRM1, PRM2, and PRM4 was kept regarding the rule of factor analysis and reliability test. However, the item of PRM3 was deleted.

Table 4.7. Factor analysis and reliability test of customer satisfaction

Code	Factor Analysis				Reliability Test	
	Factor Loading $\geq 60\%$	KMO $\geq 50\%$	Eigenvalue > 1	Cumulative % $> 60\%$	Cronbach's Alpha $\geq 60\%$	Item-Total Correlation $> 50\%$
CS2	0.90	0.81	3.50	70.01	0.89	0.83
CS1	0.86					0.77
CS6	0.86					0.76
CS5	0.80					0.68
CS3	0.75					0.63
CS4	FL<0.60 was deleted					

For question 1,2,3,5,6 was kept because all items followed all the rule for factor analysis and reliability tests. However, the question CS4 was not accepts for result so we will delete for this question.

4.5. Correlation Matrix Analysis

Table 4.8. Correlation matrix analysis (n=400)

Variables	Mean	Std. Deviation	PRO	PRI	PLA	PRM	CS
PRO	4.32	0.55	1	.488**	.160**	.362**	.384**
PRI	4.16	0.74		1	.252**	.408**	.408**
PLA	4.78	0.44			1	.204**	.330**
PRM	4.16	0.54				1	.521**
CS	4.33	0.52					1

Noted: Used method of Pearson Correlation Matrix. Where: PRO = Product, PRI = Price, PLA = Place, PRM = Promotion, and CS = Customer satisfaction.

The finding of correlation matrix present in Table 4.8. showed the correlational relationship among the research variable. The goal of the correlation

matric analysis process was to use every variable found in the formal factor analysis and reliability test phases. The result reveal that all variable has a significant relationship. The result in Table 4.3, showed that Product attribute has correlation with Price, which is 0.488 (48.80%), with Place attractiveness is 0.160 (16%), with Promotion is 0.362 (36.20%), with Customer satisfaction is 0.384 (38.40%).

The Price has a correlation with Place is 0.252 (25.20%), with Promotion 0.408 (40.80%), with Customer satisfaction 0.408 (40.80%). The place has a correlation with Promotion is 0.204 (20.40%), with Customer satisfaction is 0.33 (33%). The Promotion has correlation with Customer satisfaction is 0.521 (52.10%). Based on the table 4.3, We can see all question has a correlation with Product, Price, Place, Promotion and Customer satisfaction and all question are signification with the topic from 400 customers for the overall test.

4.6. Multiple Regression

Table 4.9. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.609 ^a	0.371	0.364	0.41328

a. Predictors: (Constant), PLA, PRO, PRM, PRI

Noted: PLA = Place, PRO = Product, PRM = Promotion, and PRI = Price

Multi R=0.609 measure the strength of relationship between the marketing mix on customer satisfaction. The Marketing mix consists of Product, Price, Place, Promotion for (X) And customer satisfaction (Y) is acceptable (60.9%)

R Square=0.371, explain the ability of this regression model, is used tom measure the correlation and describing of proportion of variation in variable, i.e., the dependent variable (Customer satisfaction) is explained by the independent variable (Product, Price, Place, Promotion) for 37.1%.

Adjust R Square = 0.364, which mean that our model (Independent Variables and dependent variable) has accounted for 36.4% of the variance in the criterion variable. The Adjust R square value arranged a number of variables in the regression model for 36.4%

4.7. ANOVA Test

Table 4.10. The result of ANOVA-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.737	4	9.934	58.163	.000 ^b
	Residual	67.466	395	0.171		
	Total	107.203	399			
a. Dependent Variable: CS						
b. Predictors: (Constant), LA, PRO, PRM, PRI						

Noted: PLA = Place, PRO = Product, PRM = Promotion, PRI = Price, and CS = Customer satisfaction

Table 4.10 Shows the ANOVA-test = 58.163, at p-value=000 < 0.01. ANOVA value is significant, it determines that the result from the analysis of the predictor is related to the score in the population. i.e., the independent variable ‘Product, Price, Place, Promotion’ have jointly influenced the dependent variable ‘Customer satisfaction.

4.8. Regression Coefficients

Table 4.11. Relation between IV & DV

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
	B	Std. Error	Beta		
(Constant)	0.736	0.271		2.715	0.007
Product	0.143	0.044	0.153	3.276	0.001
1 Price	0.092	0.034	0.132	2.722	0.007
Place	0.359	0.043	0.372	8.270	0.000
Promotion	0.232	0.049	0.196	4.729	0.000
a. Dependent Variable: Customer Satisfaction					

1. Product and Customer Satisfaction at Hommy Yummy Restaurant

According to the statistical analysis, the regression result presented in Table 4.11 shows that product has significant impact on customer satisfaction at Hommy Yummy. It is disclosed from the corresponding regression coefficient and its 't' and 'p' value.

The regression coefficient and its 'p' value. The regression coefficient of Product is 0.153 where the 't' and 'p' value are 3.276 and 0.000. the regression result indicates that the dependent variable, i.e., customer satisfaction had been significantly influenced by independent variable, Product and the level significance was less than (5%). Based on the above result, the null "H01: Product has no significant on customer satisfaction at Hommy Yummy", is rejected. In the words, it can be concluded that Product has significant influence on customer satisfaction at Hommy Yummy.

Potential customers are attracted and competitive advantage gained due to customer satisfaction brought about by products quality (Nuseir & Madanat, 2015). As emphasized by Alipour et al., (2018) product marketing mix variable involves ideas such as innovative services that add value in a restaurant. Product quality led to customer satisfaction (Al Muala & Al Qurneh, 2012). According to Sukamto and Lumintan (2015), proper use of marketing mix especially product will increase customer satisfaction. Products have positive impact on customer satisfaction. Customer like Product is quality and fresh, because they are good for eating, hygienic and good for health and survival, which is really necessary for restaurant or food store. As well as a wide range of food option and delicious.

2. Price and Customer Satisfaction at Hommy Yummy Restaurant

Base on the result statistical analysis, the regression result presented and Shows that Price has signification impact on customer satisfaction at Hommy yummy. It is disclosed from the corresponding regression coefficient and its 't' and 'p' value.

The regression coefficient and its 'p' value. The regression coefficient of Product is 0.132 where the 't' and 'p' value are 2.722 and 0.000. the regression result indicates that the dependent variable, i.e., customer satisfaction had been significantly influenced by independent variable, Price and the level significance was less than (5%). Based on the above result, the null "HO2: Price has no significant on customer satisfaction at Hommy Yummy", is rejected. In the words, it can be concluded that Product has significant influence on customer satisfaction at Hommy Yummy.

Price is an important determinant for customers feedback of the value of products (Nuseir & Madanat, 2015). Customer satisfaction is achieved when product quality is greater than customers" spending. Other researchers emphasized the Usually customers feel satisfy if quality of the products exceeds costs that spent by customers. Any researches emphasized the relationship between price and customer satisfaction (Kadhim et al., 2016; Bawa and Shameem; 2015; Alipour and Pour et al, 2018).

3. Place and Customer Satisfaction at Hommy Yummy Restaurant

Base on the result statistical analysis, the regression result presented and Shows that Place has signification impact on customer satisfaction at Hommy yummy. It is disclosed from the corresponding regression coefficient and its 't' and 'p' value.

The regression coefficient and its 'p' value. The regression coefficient of Place is 0.372 where the 't' and 'p' value are 8.270 and 0.000. the regression result indicates that the dependent variable, i.e., customer satisfaction had been significantly influenced by independent variable, Price and the level significance was less than (5%). Based on the above result, the null "HO3: Place has no significant on customer satisfaction at Hommy Yummy", is rejected. In the words, it can be concluded that Place has significant influence on customer satisfaction at Hommy Yummy. The supply chain on restaurant includes suppliers, producers, wholesalers, retailers and consumers, who make it possible for a company to efficiently achieve customer satisfaction (Nuseir & Madanat, 2015). Though the organization can also be influenced negatively if the business is located in an inappropriate place for customers which leads to customer dissatisfaction (Niharika, 2015). Organizations can use the services it offers as a means of achieving customer satisfaction. These statements were echoed by the previous researchers (Kadhim et al., 2016; Bawa et al., 2013; Alipour et al., 2018; Wahab et al., 2016).

4. Promotion and Customer Satisfaction at Hommy Yummy Restaurant

Base on the result statistical analysis, the regression result presented and Shows that Promotion has signification impact on customer satisfaction at Hommy yummy. It is disclosed from the corresponding regression coefficient and its 't' and 'p' value. The regression coefficient and its 'p' value. The regression coefficient of Place is 0.196 where the 't' and 'p' value are 4.729 and 0.000. the regression result indicates that the dependent variable, i.e., customer satisfaction had been significantly influenced by independent variable, Price and the level significance was less than (5%). Based on the above result, the null "HO4: Place has no significant on customer satisfaction at Hommy Yummy", is rejected. In the words,

it can be concluded that Promotion has significant influence on customer satisfaction at Hommy Yummy. Promotion involves the introduction and promotion of products to customers (Nuseir) & Madanat, 2015). This process should be straightforward, informative, transparent and sincere to effectively meet customers' needs and thus achieve customer satisfaction (Niharika, 2015). Researchers also show the relationship between promotion and customer satisfaction. To make it short, consumer like Promotion discount with member card because of perceive value offer by the promotion for special, which can be in term of money saving or increase in quantity of product purchased.

4.9. Assumption for Multiple Regression

4.9.1. Normality Check

The normal distribution graph Histogram below illustrate that the data is in normally distributed as zero is the center of the graph and data is between -3 to +3. The graph has bell curve shaped which is good distributed of the data. Following by the graph below shows that, it can assumption that the approaches are normality distributed. the models of variable are good enough to run the multiple regression.

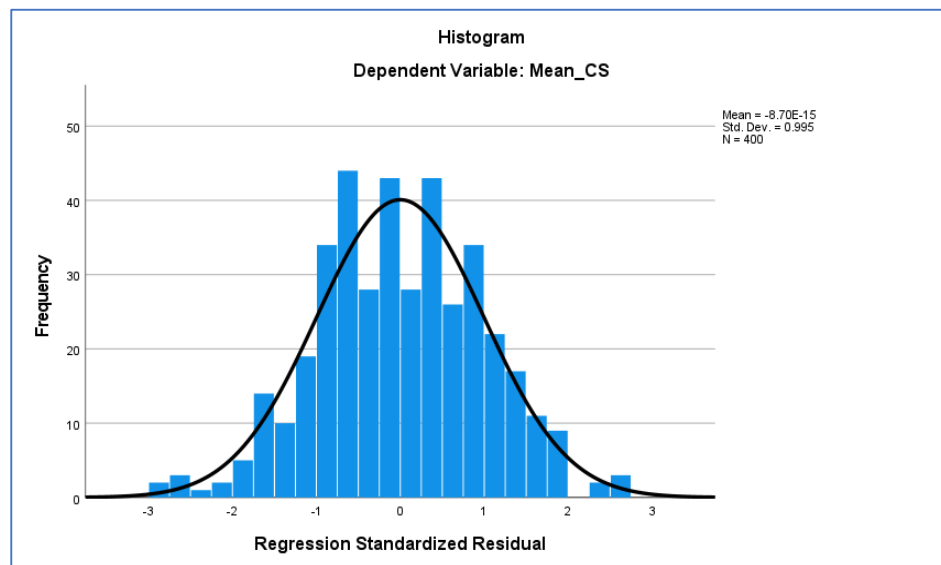


Figure 4.6. Normality test

4.9.2. P-P Plot

In the P-P plot of data revealed that it is good normality as shown in **Normal P-P Plot** below, the little circle follows the normality line. It Show perfectly align of the data sample that, it can assumption that the approaches are normality distributed. Furthermore, the model of variable is good enough to run the multiple regression.

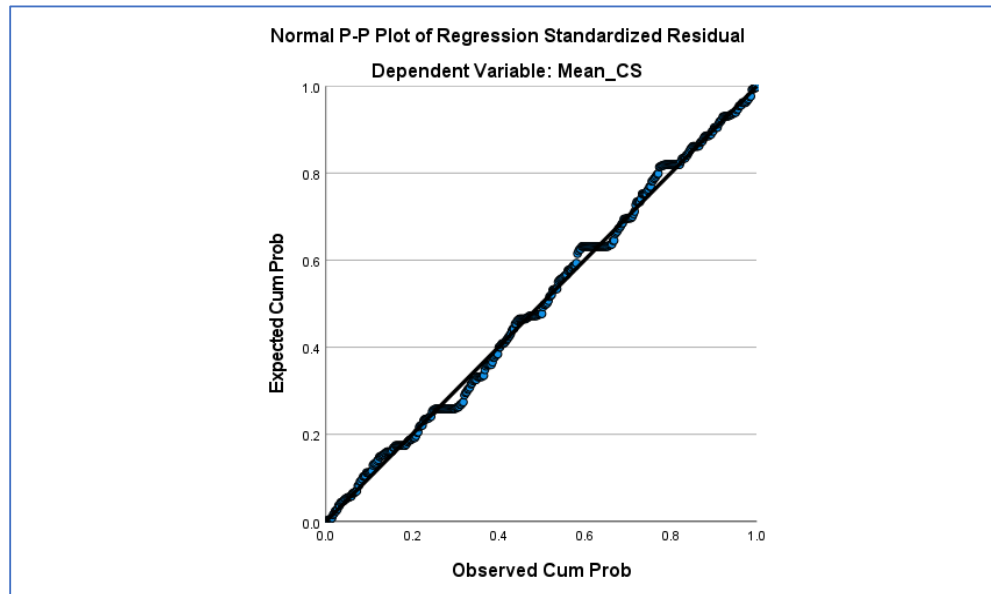


Figure 4.7. P-P Plot of Regression Standardized Residual

4.9.3. Homoscedasticity Check

The result of homoscedastic data from the scatterplot in Scatterplot below shows that the plots are close to the straight line which is from the ZRESID (Y axis of regression standardize residual) against ZPRED (X axis of regression standardize predict value). The data are well distributed close to zero on the axis between -3 to +3, and on Y axis is also close to central of zero, in variance from -3 to +. In short, the predicted variable is related to dependence variable.

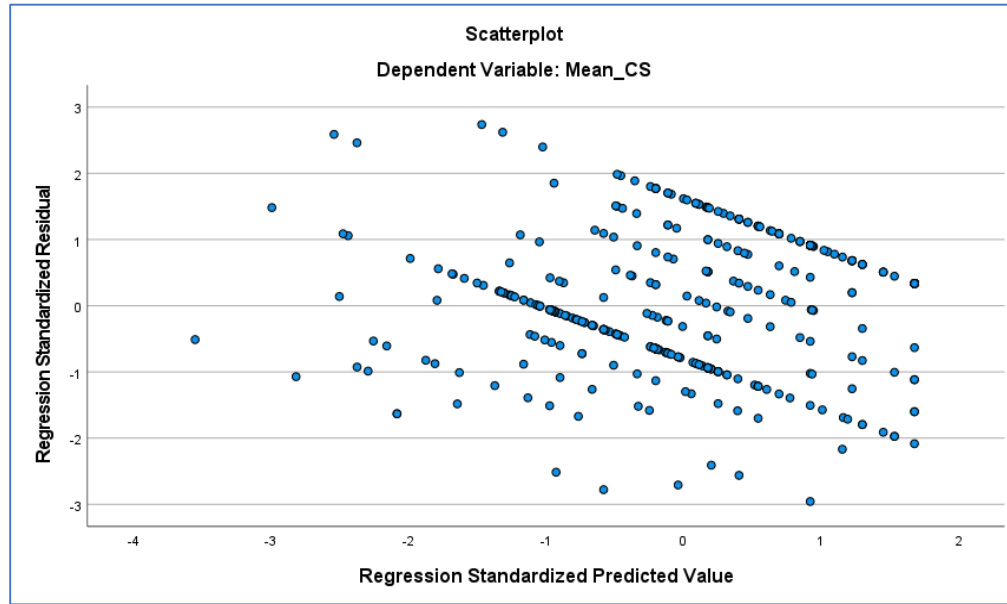


Figure 4.8. Scatterplot

4.9.4. Multicollinearity Test

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
(Constant)	0.736	0.271			2.715	0.007		
Product	0.143	0.044	0.153		3.276	0.001	0.730	1.370
1 Price	0.092	0.034	0.132		2.722	0.007	0.681	1.468
Place	0.359	0.043	0.372		8.270	0.000	0.789	1.267
Promotion	0.232	0.049	0.196		4.729	0.000	0.924	1.082

a. Dependent Variable: Customer Satisfaction

With the value of a Variable inflation Factor (VIF) for each independence variable is operation multiple regression by using the dependents variable and one on all of the remaining IV's following the rule of sump, as VIF is less than 5 then ($VIF < 5$), and a tolerance is larger than 0.20 (tolerance > 0.20). Base on the Table (4-...) of the multicollinearity test show that the VIF value is between 1.082 to 1.468 which are greater than 0.20. There, the assumption of analysis on the model can be good enough to run the multiple regression test.

Chapter V

Discussion and Conclusion

Introduction

The purpose of this chapter is to summarize the main findings of the study. In addition, this chapter will also include scope implications for further research and conclusions. In that case the chapter is divided into four parts. The first section will represent the main findings of the study. Conclusions are made in the second part and suggestions or recommendations and the third part. The last section is the limit and future research is given.

5.1. Main Findings

The study was conducted with a survey of 385 respondents. SPSS is used for data analysis to understand the impact of the diverse market of Hommy Yummy restaurants, as well as to study and understand more about the needs of current customers. The results are displayed after the test and interpreted based on the results of the survey, the average score in the reliability test.

Overall, the purpose of this thesis is to provide a better understanding of the diverse markets of clients. The results of the research provide insights into the actual impact of the business and learn more about customer satisfaction for the business development of the current market.

After researching and extracting the dimensions, it is clear that the product really has a relationship between the impact and the customer satisfaction at Hommy Yummy. The results are similar to those found in past competencies. Nugroho and Saryanti (2019) found that the quality of Pak Kumis Wonogiri's meatball and chicken noodle had a substantial impact on customer satisfaction. Customers will be more satisfied with Pak Kumis meatballs and chicken noodles if the quality of the products and the pricing remain the same. Maria and Anshori (2013) found that product quality has a significant influence on customer satisfaction, and the outcomes of this study support that conclusion. A Maramis et al. 2018 research titled the effect of product quality, price, and service quality on Consumer Satisfaction

yielded good and statistically significant results for PT. Air Manado. Consumer satisfaction was positively impacted by product quality (X1), which was statistically significant (Y). According to Diza et al. (2016), product quality has a positive and statistically significant influence on consumer satisfaction, which is consistent with our findings (Study at PT FIF Group Manado Branch). Customers' satisfaction with Son Hajisony Meatball is positively and statistically significant influenced by the Product Quality variable (X1), based on the discussion thus far.

The Price really has to do with the impact and customer satisfaction of Hommy Yummy and Compared to the findings Pricing has a positive and statistically significant influence on consumer happiness, as demonstrated by Umami and colleagues (2019). This shows that customers will be satisfied with the coffee shop's offerings if they think the pricing are appropriate. Furthermore, Manus and Lumanauw (2015) show that pricing has a limited influence on consumer satisfaction, which validates this study's conclusions. The price variable has a statistically significant effect on consumer satisfaction, according to H2. This study's findings (2020) show that consumers who visit the thirsty cafe for refreshments are more satisfied when the price is lower, which is both statistically significant and beneficial. Increasing the benefits enjoyed by thirsty cafe clients at a particular pricing level increases the value of the café. Due to the increased perceived value of thirsty cafe consumers, it will result in better customer satisfaction and customer retention.

For restaurant, place determination is very important because, place is a condition where consumers will go to the service provider. Before determining the place, the ease of consumers in determining the place, the availability of public transportation for the convenience of consumers in traveling to the place. Place decisions are one of those business decisions that must be made carefully for customer satisfaction, Like Hommy Yummy, after studying and collecting the analysis results, it is clear that the place is really influential for customer satisfaction Compared to the findings The Place proved to affect consumer satisfaction at Resto Legian Jember indicated by the results of hypothesis testing which showed a significance. The relationship shown by the regression coefficient value is positive indicating that the better the Place of the Legian Jember Restaurant, the more

customer satisfaction will increase. Kotler and Keller (2009) state that place is each layer of marketing intermediaries that will carry out some kind of task in bringing the product and ownership closer to the final buyer. The choice of place is considered very important for the survival of an existing business because a strategic place will make it easier for consumers to reach the place of business. Ginting (2015) suggests that a place is a place or area where traders sell their wares. Entrepreneurs should consider always making improvements to the location because a good place greatly affects customer satisfaction, consumers will still visit the place.

Using restaurant promotions can be a great way to both attract new clients and convince customers to come back. With our online ordering system, setting up a restaurant deal only takes seconds. You can also customize the promotions to only be available to returning customers. Hommy Yummy, after studying and collecting the analysis results, it is clear that the promotion is really influential for customer satisfaction. Compared to the findings, it can be concluded that consumers would feel satisfied when promotions at the Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch, increase. Consumers consider attractive advertisements and messages conveyed that are easy to understand can affect consumer satisfaction. In addition, the information provided was understandable, clear, and in accordance with reality; it can also make consumers feel satisfied. Eating Nasi Bebek Buma, Perintis Kemerdekaan Branch. Roselina & Niati (2019) said that promotion is a company communication tool with consumers for current and future interests and the public. For a company to be successful with the product or service it offers to consumers, it must communicate a series of information about the company, its products, pricing structure, and distribution system to a series of audiences that include consumers. According to Atmojo & Herdinata (2020), more promotions will satisfy consumers because they get information related to products that consumers want. Companies will try to offer the products needed so that consumers can get the information they need. Cicilia Margareta & Widyawati (2019) said that promotion is an important aspect of marketing management and can be called a continuous process. Promotion can make people who were previously not interested in buying a product interested in trying the product so that consumers make a purchase. This

research is in line with Purwati et al. (2020) and Anggraini & Budiarti (2020), which show that promotion significantly affects consumer satisfaction.

5.2. Conclusion

Based on market-oriented findings focused on product quality, location factors focused on price, service promotion, such as discounts, other factors that are important for building customer satisfaction at Hommy Yummy, and the results that appear after multidisciplinary marketing. These. The research is really influential at Hommy Yummy restaurant and drive more satisfaction, such as building retention in existing customers and also attracting new customers, helping to create a positive for the market mix. Succeeding at 4'ps for Sustainability on the Market of Hommy Yummy Restaurant

5.3. Implications and Suggestions

Based on the above conclusions, decision makers or planners take some action, even existing good practices, as follows. Decision makers should continue to diversify their products or provide better services in all kinds of businesses to meet customer satisfaction at Hommy Yummy, develop a wider range of products.

- Improve product quality and richness with attractiveness and liveliness for customer needs.
- Offer at a special price and keep at the same quantity and price for services and products.
- Expand the space to be more spacious and convenient, both for parking to serve customers and receive more customers.
- Hommy Yummy needs to use various advertising strategies and activities to enhance its image such as advertising, marketing, direct marketing, personal sales.
- Public relations, online, social media and mobile marketing to attract more and more existing and new customers in the richer market.

- All staff should be trained in service delivery skills to increase confidence in providing good service.

5.4. Limitation of Study and Future Research

The research was completed successfully. However, this dissertation cannot be perfect because it has limitations on some points such as:

Firstly, the data collection for the study requires 400 sample sizes and the questionnaire was performed via a google form for the group of population to gather data. Second, there are many detailed factors that affect customer satisfaction in elements of service marketing mix (4Ps) that the research needs to study, but in this research study it only focuses on six main independent variables such as Product, Price, Promotion, Place, People, and Physical evidence. Therefore, this theme doesn't cover more meaning of the customers' satisfaction while in the service sector there are normally 7Ps of service marketing mix.

Future researchers may consider exploring the impact of 7Ps on multiple marketing to evaluate Hommy Yummy 's sales promotions and goals of location expansion and product enhancement. Thus, the limitations of the present study provide insights for this research.

Overall, the current study attempted to analyze the data using additional sample sizes and evaluate the impact of Hommy Yummy customer satisfaction for the current market.

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APPENDIX

A. Questionnaire

កម្រងសំណួរស្រាវជ្រាវ

ស្តីពី

ប្រសិទ្ធភាពនៃទីផ្សារចម្រុះ លើការពេញចិត្តរបស់អតិថិជន

នៃភោជនីយដ្ឋាន Homey Yummy

The Impact of Marketing Mix 4P's on Satisfaction for Homey Yummy Restaurant

សូមគោរពជម្រាបសួរ លោក លោកស្រី អ្នកនាងកញ្ញា ដែលជាអតិថិជនរបស់ Homey Yummy យើងខ្ញុំជាសិស្សក្នុងការស្រាវជ្រាវ ជំនាញ ផ្នែកម៉ាកេទីង នៃសាកលវិទ្យាល័យជាតិគ្រប់គ្រង ជំនាន់ទី២៥ ។ ដោយយើងខ្ញុំកំពុងធ្វើការស្រាវជ្រាវនេះឡើងវិញ ដើម្បីប្រយោជន៍ "ផលប្រសិទ្ធភាពនៃទីផ្សារចម្រុះលើការពេញចិត្តរបស់អតិថិជន

នៃភោជនីយដ្ឋាន Homey Yummy “

សូមអនុញ្ញាតពីលោក លោកស្រី អ្នកនាង កញ្ញា អនុញ្ញាតយកក្នុងការចំណាយពេលវេលាដើម្បីឆ្លើយនូវ កម្រងសំណួររបស់យើងខ្ញុំក្នុងគោលបំណង ប្រមូលព័ត៌មានយកមកចងក្រងជាទិន្នន័យបំពេញក្នុងកិច្ចការសាលា។

យើងខ្ញុំសូមអរគុណសម្រាប់ការចូលរួមរបស់លោកអ្នក សម្រាប់រាល់ព័ត៌មានរបស់លោក លោកស្រី អ្នកនាង កញ្ញា បានផ្តល់ជូន និងត្រូវបានរក្សាទុកជាការសម្ងាត់ និងសម្រាប់តែការស្រាវជ្រាវនេះតែប៉ុណ្ណោះ ដោយមិនមានការចែករំលែកក្នុងលក្ខណៈផ្សេងទៀតឡើយ។ យើងខ្ញុំសូមអរគុណ សម្រាប់ការចំណាយ ពេលវេលាដើម្បីឆ្លើយរបស់ លោក លោកស្រី អ្នកនាង កញ្ញា សម្រាប់ចំណាយពេលវេលាដើម្បីឆ្លើយនេះ មេត្តាជួយបំពេញកម្រងសំណួរ។

សូមប្រើសញ្ញា "✓" ដើម្បីរាយការណ៍សម្រាប់ការឆ្លើយទៅតាមការស្វែងយល់និងព័ត៌មានទទួលបាន ក្នុងមក របស់លោក លោកស្រី អ្នកនាង កញ្ញា ដើម្បីគ្រួសាររង់ចាំការចំណាត់ថ្នាក់ដូចខាងក្រោម ។

ចំណាំ៖

(1) = មិនយល់ស្របខ្លាំង (Strongly Disagree), (2) = មិនយល់ស្រប (Disagree), (3) = ធម្មតា (Neutral), (4) = យល់ស្រប (Agree), (5) = យល់ស្របខ្លាំង (Strongly Agree)

1. ប្រសិទ្ធភាពនៃទីផ្សារចម្រុះ Marketing Mix 4P's

1.1 ផលិតផលនិងសេវាកម្ម Product and Service (PRO)		1 =មិនយល់ស្របឡើយ	2 =មិនយល់ស្រប	3 =មធ្យម/គ្មានយោបល់	4 =យល់ស្រប	5 =យល់ស្របខ្លាំង
1	គ្រប់មុខម្ហូបនៅ Homey Yummy មានអនាម័យល្អ និងមានសុវត្ថិភាពល្អ ប្រកបដោយគុណភាព (All dishes at Homey Yummy are hygienic, safe and good quality)	1	2	3	4	5
2	គ្រប់គ្រឿងផ្សំនៅ Homey Yummy រាល់វត្ថុធាតុដើម ស្រស់ល្អ និងមានគុណភាព (All the ingredients at Homey Yummy are fresh and good quality)	1	2	3	4	5
3	មុខម្ហូបមានច្រើនជម្រើស សម្រាប់បំពេញតម្រូវការអតិថិជន (The Menus has many options to meet the needs of customers.)	1	2	3	4	5
4	គ្រប់មុខម្ហូបទាំងអស់នៅ Homey Yummy តែងតែថ្មីជានិច្ច (All menus at Homey Yummy are always new)	1	2	3	4	5

1.2 តម្លៃ Price

តម្លៃផលិតផល Price (PRI)		1 មិនយល់ស្របឡើយ	2 មិនយល់ស្រប	3 មធ្យម/គ្មានយោបល់	4 យល់ស្រប	5 យល់ស្របខ្លាំង
5	ចំពោះតម្លៃនៅ Homey Yummy គឺសមរម្យនឹងសាកសមទៅនឹងមុខម្ហូប នីមួយៗ ព្រមជាមួយគុណភាព និងអស់ជាតិគ្នាញ់ (The Prices of the dishes at Homey Yummy are reasonable and suitable.)	1	2	3	4	5
6	ការរក្សានៅតម្លៃល្អ សមរម្យចំពោះគ្រប់មុខម្ហូប Homey Yummy ទាំងមូលទាន់និង ម្ហូបថ្មី (Sustainable prices for all Homey Yummy dishes.)	1	2	3	4	5

7	ការកំណត់តម្លៃ គ្រប់មុខម្ហូប នៅ Homey Yummy គឺពិតជាសាកសម បើធៀបនឹង ហាងអាហារដទៃទៀត (The Pricing of Homey Yummy dishes are very reasonable comparing to other restaurand)	1	2	3	4	5
8	តម្លៃនៃគ្រប់មុខម្ហូប ពិតជាទទួលយកបានបន្ទាប់ពីការអញ្ជើញបរិភោគ(The Price of all the dishes are really acceptable after billing)	1	2	3	4	5
1.3 ទីតាំងរៀបចំសេវាកម្ម Place (PLA)						
	សម្រាប់ទីតាំងរបស់ Homey Yummy គឺមានលក្ខណៈងាយស្រួលក្នុងការស្វែងរក (Hommy Yummy location is searchable)	1	2	3	4	5
10	រាល់ការរៀបចំសេវាកម្មភាពទឹកភ្លើងគឺពិតជាសាកសមនិងស្តង់ដារនៃហាងអាហារ (All the decoration of the place is really suitable and good standard of the restaurant)	1	2	3	4	5
11	ទំហំចំណតនិងទំហំទីតាំងរបស់ Homey Yummy ពិតជាអាចទទួលយកបាន និងមានទំហំគ្រប់គ្រាន់ (The Parking lot and the location of Homey Yummy location are really accetable and large enough)	1	2	3	4	5
12	ការបញ្ជាទិញដោយតាមរយៈការដឹកជញ្ជូន និងតាមរយៈទូរស័ព្ទ ដោយពុំចាំបាច់មកដល់ទីកន្លែងផ្ទាល់គឺមានភាពងាយស្រួល (It is easy to order through delivery apps and phone call without walking in)	1	2	3	4	5
1.4 ការផ្សព្វផ្សាយផលិតផល Promotion (PRO)						
13	ការផ្សព្វផ្សាយតាមរយៈប្រព័ន្ធទិន្នន័យ របស់ Homey Yummy ពិតជាជំរុញចិត្តក្នុងការមកបរិភោគផ្ទាល់និងការកញ្ចប់ទិញ (Digital advertising is really motivating customers to come to Homey Yummy to live and order)	1	2	3	4	5
14	ការផ្សព្វផ្សាយ ពិតជាជំរុញអោយរាល់អតិថិជនកាន់តែស្គាល់ Hommy Yummy កាន់តែច្បាស់ (The advertising is really attract customers to know more about Homey Yummy)	1	2	3	4	5
15	ការបង្កើនការផ្សព្វផ្សាយ និងរូបភាព ជាវីដេអូលើបណ្តាញសង្គមនៃមុខម្ហូបរបស់ Homey Yummy ពិតជាធ្វើអោយមានភាពទាក់ទាញពិតប្រាកដមែន (Increasing of Hommy Yummy's ads and videos on social media are really appealing)	1	2	3	4	5

16	ការដាក់អោយមានការបញ្ចុះតម្លៃពីពិតជាត្រូវបង់អតិថិជនដែលមក Hommy yummy ចង់បាន (Customers like having discounts after checking the bill.)	1	2	3	4	5
1.5 ការពេញចិត្តរបស់អតិថិជន Customer Satisfaction (CS)						
17	ខ្ញុំពិតជាពេញចិត្តនឹងមានទំនុកចិត្តជាមួយគុណភាពនិងរស់ជាតិទាំងមុខម្ហូបចាស់ ថ្មី នៅHomey Yummy ពិតជាមានរស់ជាតិទាក់ទាញ និងគ្នាញញឹមមែន(I am are really satisfied and trust with the quality and taste of the old and new dishes at Homey Yummy)	1	2	3	4	5
18	ខ្ញុំពិតជាពេញចិត្តបុគ្គលិក ចំពោះការផ្តល់សេវាកម្មល្អ ដល់អតិថិជនប្រកបដោយភាពស្រស់រវើកទាក់ទាញ (I am Satisfaction with the staff for action)	1	2	3	4	5
19	ខ្ញុំពិតជាពេញចិត្តនៅតម្លៃដែលបានកំណត់លើគ្រប់មុខម្ហូបទាំងអស់ ពិតជាមានតម្លៃល្អសម្រាប់មិនងាយស្រួលទូទាត់ទោះបីការមកទីតាំងផ្ទាល់ ឬការកម្រងតាមរយៈការដឹកជញ្ជូនក៏ដោយ (I am enjoying the prices on all the dishes which are having reasonable pricing, easy to pay through cash and online payment)	1	2	3	4	5
20	ខ្ញុំពិតជាពេញចិត្តនៅការងារឃើញមកទទួលបានអាហារផ្ទាល់នៅ Homey Yummy ព្រោះទីតាំងងាយស្រួលអ្នក និងចំណតគ្រប់គ្រាន់ (I am enjoy coming to Homey Yummy because the location is easy to find, spacious parking lots and comfortable seats)	1	2	3	4	5
21	លោកអ្នកពិតជាពេញចិត្ត នៅការបម្រើសេវាកម្មម្ហូបអាហារទាំងពីរ ទាំងការងារឃើញមកទទួលបានអាហារផ្ទាល់ និងការបញ្ជាទិញតាមរយៈប្រព័ន្ធទូរស័ព្ទ វិប្រព័ន្ធទំនាក់ទំនងផ្សេងៗដោយការដឹកជញ្ជូន (I am satisfied with the ordering service both walk in and online order)	1	2	3	4	5
22	ខ្ញុំពិតជាពេញចិត្តនៅការផ្សព្វផ្សាយគ្រប់សកម្មភាព ក៏ដូចជាពលរដ្ឋរូបភាពមុខម្ហូបនៃ Homey Yummy និងកាន់តែជឿជាក់អោយលោកអ្នក ស្គាល់និងពេញចិត្តមកទទួលយកសេវាកម្មរបស់ហាងផ្ទាល់ ឬការកម្រងផ្សេងៗ (I am really enjoying promotion all activities as well as well Homey Yummy cuisine picture will push you to know and enjoy the service of the store or other orders)	1	2	3	4	5

2. Reaseach Respondent Information

ព័ត៌មានអំពីអ្នកឆ្លើយសំណួរ

2.1 ភេទ Gender (GEN)

☐ 0=ប្រុស Male ☐ 1=ស្រី Female

2.2 តើអ្នកមានអាយុប៉ុន្មាន ? How old are you (AGE)

- ☐ 1=ក្រោម ១៨ ឆ្នាំ ☐ 2=១៨-២៣ ឆ្នាំ ☐ 3=២៤-២៩ ឆ្នាំ
☐ 4=៣០-៣៩ ឆ្នាំ ☐ 5=៤០-៤៩ ឆ្នាំ ☐ 1=លើស ៤០ ឆ្នាំ

2.3 តើលោកអ្នកបញ្ចប់ការសិក្សាកម្រិតណា? what is your education level?(EDU)

- ☐ 1=មិនទទួលបានការសិក្សា ☐ 2=បឋមសិក្សា ☐ 3=អនុវិទ្យាល័យ
☐ 4=វិទ្យាល័យ ☐ 5=សាកលវិទ្យាល័យ ☐ 6=ផ្សេងៗ.....

2.4 តើលោកអ្នកមានទីលំនៅនៅទីណា? Where do you live? (LIV)

- ☐ 0=ភ្នំពេញ ☐ 1=តាមបណ្តាខេត្ត

2.5 តើអ្នកប្រកបមុខរបរអ្វី? What is your job?(JOB)

- ☐ 1=បុគ្គលិក ☐ 2=អាជីវករ ☐ 3=មេផ្ទះ ☐ 4=ចូលនិវត្តន៍ retired
☐ 5=មន្ត្រីរាជការ ☐ 6=ផ្សេងៗ

2.6 តើលោកអ្នកមានបំណងមកទទួល និងទទួលយកសេវាកម្មនៅ Homey

Yummy រយៈពេល ១ ខែតទៅមុខដែរឬទេ? Are you willing to come to Homey Yummy again after one month? (Interest)

- ☐ 0=ទេ ☐ 1=បាទ/ចាស ☐

2.7 តើលោកអ្នកបានអញ្ជើញមកបរិភោគ និងទទួលយកសេវាកម្ម នៅ Homey

Yummy ចំនួនប៉ុន្មានដងក្នុងរយៈពេល១ចុងក្រោយនេះ? How many time do you usually come to Homey Yummy in the past one month? (Introduce)

- ☐ 1=មិនដែល ☐ 2=១ដង ☐ 3=២ដង ☐ 4=៣ដង ☐ 5=៤ដង
☐ 6=លើសពី៤ដង

2.8 តើលោកអ្នកធ្លាប់បានណែនាំមិត្តភក្តិ ក្រុមការងារ ក្រុមគ្រួសារ ក៏ដូចជាអ្នក អ្នកបានស្គាល់ អោយមកសាកទទួលយកសេវាកម្មនៅ Homey Yummy ក៏នឹង មកដែរឬទេ? Do you recommend your family, friends, team to come to Homey Yummy? (Come again)

- ☐ 0=មិនធ្លាប់ ☐ 1=ធ្លាប់ ☐

**2.9 តើលោកអ្នកយល់យ៉ាងណាចំពោះគ្រប់សេវាកម្មនៅ Homey Yummy ទាំង
គុណភាព ទាំងរស់ជាតិ តម្លៃ ទីតាំង និងការបម្រើសេវាកម្មនៃហាងទាំងមូល
?សូមផ្តល់ជាមតិយោបល់ (Comment)**

(What do you think of all the service at Homey Yummy in terms of quality, taste,
price, location and service of the whole store?
Please Comment)

សូមអរគុណយ៉ាងជ្រាលជ្រៅបំផុត

**សំរាប់ការចូលរួមចំណាយពេលវេលាដ៏មានតម្លៃរបស់អស់លោក លោកស្រី អ្នក
នាង កញ្ញា ក្នុងការផ្តល់ជូននៅការឆ្លើយកម្រងសំណួរខាងលើ ។សូមជូនពរ
ចំពោះអស់លោក លោកស្រី អ្នកនាង កញ្ញា ទទួលបាននៅ ភាពជោគជ័យគ្រប់
ភារៈកិច្ច និងក្តីសុខ គ្រប់ប្រការ ។ សូមអរគុណ**