



Customer Satisfaction in Post COVID-19: A Case Study of Chinese Restaurants in Ratchada Phitset District

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Abstract

Purpose: The research paper is to identify the determinant factors influencing customer satisfaction in the case of Ratchada Phiset district, Bangkok, Thailand, Chinese restaurants by examining some attributes, including word of mouth, perceived quality, and expectation. **Research design, data, and methodology:** 150 samples for investigation were employed with convenience sample techniques and an online questionnaire to collect the data. After collecting data, descriptive and inferential statistics were used to explain significant aspects. **Results:** The major findings are as follows; 1) Word of mouth significantly influences perceived quality. 2) Word of mouth has a significant influence on expectations. 3) Perceived quality and expectations have a significant influence on customer satisfaction. **Conclusions:** The research findings have met the research objectives. Chinese restaurants can improve customer satisfaction by creating special dishes, implementing personalized services, establishing customer databases, and implementing restaurant membership systems.

Keywords : Word of mouth, Perceived quality, Expectation, Customer satisfaction, Chinese restaurant

JEL Classification Code: D42, D43, M30

1. Introduction

The world is currently experiencing the post-COVID-19 scenario. In the initial period, the new typical lifestyle was novel for people everywhere. The global economy entered a state of crisis in 2020. Some Chinese restaurant establishments were forced to close. Some were forced to cease operations, bringing additional harm to customers and business owners (Bartik et al., 2020). It is not simple to rearrange or alter something abruptly. Everyone must grow and evolve. As a result, this research will investigate the consequences on customer happiness and loyalty in order to rectify future shortcomings and increase customer contentment. There are numerous customs for both Chinese restaurant establishments and diners. Entrepreneurs in the Chinese restaurant industry must

think creatively and invent new things. Consumers and Chinese restaurant owners must adjust and accept the situation to survive during and after the pandemic. Numerous industries that rely on offline survival, such as traditional catering and entertainment, fresh fruits and vegetables, supermarkets, and shops, were among the first to be impacted by the outbreak, with catering enterprises being among the hardest hit. The structure of restaurants' sustainability was compromised: the outbreak caused dine-in to cease immediately, and traditional catering income sources dried up, prompting caterers to seek out alternative restaurant business models. The business structure of Chinese restaurants has altered. As a result of the epidemic's impact on the environment, the traditional restaurant business structure has begun to evolve.

For instance, some Chinese restaurants that previously did not offer takeout delivery and dining at

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restaurants that did not offer retail are beginning to join the takeout platform and engage in online food delivery. Since the pandemic has driven restaurant businesses to go online transparently, the business model of restaurants is transforming. When traditional restaurants are closed, there are no offline restaurant operations. Chinese restaurant firms are altering their business models to incorporate online and offline strategies; consumer decision limitations appear to be a concern. Their previous dietary and lifestyle choices are based primarily offline; therefore, new restaurant marketing trends and restrictions affect customer satisfaction. The failure of the innovation of marketing brand restaurants to meet customer expectations has led to a shift in consumption intentions. In terms of customer satisfaction, restaurants' reputation is also a crucial factor. This study will examine the significance of Chinese restaurants' reputations and their influence on Thai Chinese culture. In addition, the importance of customer satisfaction post-Covid-19 is included in this study. Our research primarily focuses on the concentration of Chinese restaurants in Ratchada Phitset, Thailand. In addition, this study seeks to answer the following question: What factors influence customer satisfaction in Chinese restaurants in Ratchada Phitset, Thailand?

Objectives of the study:

- 1) To identify the cause and effect between WOM and the perceived quality of Chinese restaurants in the Ratchada Phitset district.
- 2) To identify the cause and effect between WOM and expectations of Chinese restaurants in the Ratchada Phitset district.
- 3) To identify the cause and effect between perceived quality and customer satisfaction of Chinese restaurants in the Ratchada Phitset district.
- 4) To identify the cause and effect between expectations and customer satisfaction of Chinese restaurants in the Ratchada Phitset district.

2. Literature Review and Hypotheses Development

2.1 Theories and related literature

2.1.1 Word-of-mouth (WOM) and perceived quality

Excellent qualities or poor qualities may be perceived characteristics. Perceived qualities are

customers' true feelings after using a product/service at a certain moment, including the extent to which the product/service meets individuals' specific expectations and the extent to which consumers perceive a product's dependability and quality.

Moreover, Thorndike (1920) pointed out that the halo effect is a cognitive bias in which an individual's perception of another's character is influenced by their previous view of that individual. All positive traits will be attributed to a cognitive object with positive word-of-mouth (WOM) score. In contrast, all negative attributes will be assigned to a cognitive object with a negative WOM score. In addition, research has demonstrated significant connections between WOM and perceived quality. Existing research focuses on two primary aspects. First, does word-of-mouth influence how individuals evaluate the quality of a Chinese restaurant? Second, word-of-mouth influences consumers' perceptions of a Chinese restaurant's quality, either positively or adversely. Hartline and Jones (1996) observe the relationship between word-of-mouth and perceived quality: perceived quality will result in more positive word-of-mouth from the client. According to the research of Buttle (1998), Padungyos et al. (2020), and Eksangkul and Nuangjammong (2022), word-of-mouth (WOM) can influence consumers' views of a product's quality. Various cultural factors influence customers' perceptions of quality, and Schumann et al. (2010)'s cross-cultural research reveals that WOM can affect this. The amount of the effect varies by cultural context. Subsequently, we propose the following:

Hypothesis 1: *WOM has no significant influence on the perceived quality of Chinese restaurants in the Ratchada Phitset district.*

2.1.2 Word-of-mouth (WOM) and expectation

WOM (oral communication) is one of the components that influence consumer expectations at the customer level in the satisfaction and service quality gap model discovered by Zeithaml et al. (1985). There have been several in-depth analyses of how word-of-mouth advertising affects people and how much consumers expect to pay. How successfully the expression's main idea satisfies customers' deepest yearnings is reflected in the expectation, defined as the level to which the customer wants to consume the restaurants' food. WOM affects customers' expectations during the search stage and their attitudes



during the select assessment stage when acquiring industrial items or somethings. According to Wilson and Peterson (1989), when consumers have a favorable impression of a product or service, their opinion of it is only likely to expand when word-of-mouth (WOM) spreads about it. If customers are already skeptical of the product or service, word-of-mouth (WOM) that reinforces those doubts will only dampen their enthusiasm. According to Boulding et al. (1993) Customer expectations of a product or service can be affected in positive and negative ways via word-of-mouth marketing. Liu and Zhang (2012) pointed out that reviews from independent sources are crucial because they cause investors to revise their assumptions about a restaurant food's potential market success.

According to prior studies, WOM significantly influences the expectations and views of prospective purchasers. Whether they embrace positive or negative WOM, consumers' expectations and attitudes may be changed for the better or ill. Consequently, we propose the following:

Hypothesis 2: *WOM has no significant influence on the expectations of Chinese restaurants in the Ratchada Phitset district.*

2.1.3 Perceived quality and customer Satisfaction

The influence of consumers' perceptions of quality on their behaviors, attitudes, and intentions has been the subject of research by several authors, particularly in food service. In their study that was carried out in Pakistan. Shahzadi et al. (2018) discovered that a high quality of attributes in restaurants (such as the quality of the food, the service, and the atmosphere, amongst others) have a significant effects on the behavioral intentions of customers. These effects were measured by the customers' intentions to return to the restaurant, recommend it to others, and have constructive word-of-mouth (WOM) communications. In addition, they confirmed that the level of customer satisfaction is between the quality of qualities and behavioral intentions. The technical and scientific literature in this sector does not contain any specialized instruments for evaluating perceived quality and its impact on restaurant customers' attitudes and behavioral intentions (Toe La Won & Nuangjamnong, 2022; Bunarunraksa & Nuangjamnong, 2022; Kaewmahaphinyo et al., 2020). Although there are generic tools for the evaluation of

service quality, such as the SERVQUAL developed by Parasuraman et al. (1985) and the SERPERF developed by Cronin and Taylor (1992), these tools do not have the flexibility to accommodate the types, characteristics, and depths that are required for particular services, which severely limits their applicability (Tripathi & Dave, 2016; Mondo & Fiates, 2013).

Despite this, Stevens et al. (1995) devised a scale that they termed DINESERV to evaluate the quality of restaurants. On the other hand, Hsu et al. (2018) state that the DINESERV scale, utilized to evaluate the level of service provided by eating establishments, has room for development. Since this scale is solely concerned with the pragmatic components of consumption, it does not consider the hedonistic and social aspects of restaurant dining, which are concerned with the consumers' symbolic and affective relationship with restaurants (Tripathi & Dave, 2016). As a result, we propose the following:

Hypothesis 3: *Perceived quality has no significant influence on customer satisfaction of Chinese restaurants in the Ratchada Phitset district.*

2.1.4 Expectation and customer satisfaction

In the restaurant business, knowing what customers want and what makes them return is important. Restaurateurs worry about what their customers will want in the coming years (Dailey, 1998). Customers are one way to find out. Because there are so many failures in the food service industry, managers may want to find out what makes customers come back and what makes money. Every restaurant has its reasons why people want to go back. They are always looking for quality, value, and a nice place to escape everyday life's stress. Food and service alone are not enough to bring in and keep customers. To be more competitive in the market today, restaurants have tried to offer meals with good value and a good atmosphere. This study looks into how important the expectation factor is. As a result of expectations being a factor in how good service is seen to be in restaurants, two dimensions have been created: (Gronroos, 1982; Parasuraman et al., 1990) looked at how customers felt about the service they got and how it matched up with what they expected. Quality is the difference between what customers think they want and what they get. A customer will only have a good quality opinion if the service provider goes above and

beyond what the customer expects. SERVQUAL is the most important model of this theory (Parasuraman et al., 1991). Perception models are based on the idea that expectations have nothing to do with how good a service is seen to be (Tunstall & Palmer, 1991). The only thing that matters is how the customer feels (Grapentine, 1995). Perceptions are people's thoughts about the service they got or experienced (Gale, 1994). SERVPERF (Cronin & Taylor, 1992) and EP are models that are based on this idea (Teas, 1993). Thus, we propose the following:

Hypothesis 4: *Expectation has no significant influence on customer satisfaction of Chinese restaurants in the Ratchada Phitset district.*

2.2 Research Framework

Three theoretical frameworks were used to construct the conceptual framework in this study. The first theoretical framework is “how does word of mouth affect customer satisfaction?” by Shi et al. (2016). This research develops a conceptualized model that illuminates the role of word of mouth affects customer satisfaction. The second research framework concerned Word of Mouth: A Literature Review by Kundu and Rajan (2016). This study revealed Word of Mouth theories. The third research framework is about satisfaction and revisiting intentions at fast food restaurants by Rajput and Gahfoor (2020). This study is to identify the positive association between food quality, restaurant service quality, physical environment quality, and customer satisfaction by revisiting customers' intentions at fast food restaurants. Therefore, the conceptual framework of this study's proposed detail can be viewed in Figure 1.

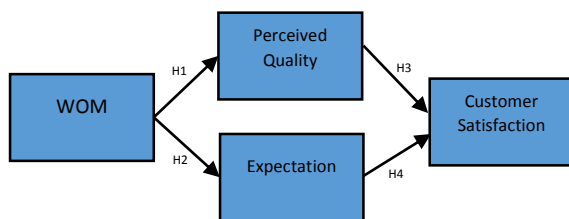


Figure 1. The research framework

3. Research Methods and Materials

This study has four variables: word-of-mouth (WOM), perceived quality, expectation, and customer satisfaction. The authors used the formula by Yamane (1967) to evaluate the sample size of respondents defined with 90% confidence level and an error allowed with 10% was applied, hence, the sample size in this study was assigned at 150 participants with employed convenience sample techniques and used an online questionnaire to collect the data. Since this study is quantitative research, data analysis used descriptive statistics (frequency, percentage, mean, standard deviation) and inferential statistics (simple and multiple linear regression). For validity, the Item-Objective Congruence (IOC) was used to evaluate the questionnaire items based on the score range from -1 to +1. Congruent = + 1, Questionable = 0, and Incongruent = -1, the items that had scored lower than 0.5 were revised. However, the items that had scores higher than or equal to 0.5 were reserved. Therefore, all items have been appropriated and passed with a score of each item more than 0.5. The questionnaire's reliability was determined to ensure that the responses collected through the instrument were reliable and consistent. The questionnaire was tested with 50 respondents that were not in the sample group. The reliability value was calculated using Cronbach's alpha to ensure internal consistency within the items. The value of Coefficient Cronbach's Alpha are following: ≥ 0.9 = Excellent, ≥ 0.8 = Good, ≥ 0.7 = Acceptable, ≥ 0.6 = Questionable, ≥ 0.5 = Poor, and ≤ 0.5 =Unacceptable by Cronbach (1951). Therefore, for the research questionnaire to be reliable, its value of Coefficient Cronbach's Alpha must be at least 0.7. According to the pilot test, Cronbach's Alpha was over 0.8, so the questionnaire was highly reliable, as presented on Table 1.

Table 1. Cronbach's Alpha and IOC results

Variables	Cronbach's Alpha	No. of Items	IOC
WOM	0.840	4	WOM1 = 1 WOM2 = 1 WOM3 = 0.67 WOM4 = 0.67
Perceived quality	0.862	3	PQ1 = 1 PQ2 = 1 PQ3 = 0.67
Expectation	0.847	3	Exp1 = 0.67 Exp2 = 1

			Exp3 = 0.67
Customer satisfaction	0.832	5	CS1 = 1 CS2 = 1 CS3 = 1 CS4 = 0.67 CS5 = 1

4. Results and Discussion

4.1 Descriptive Analysis of Demographic Information

The demographic information included gender, age, education level, occupation, income per month and live in Ratchada Phitset. The purpose is to analyze the characteristics of respondents. A total of 150 respondents were shown through the frequency distribution as follows. The gender of respondents revealed that majority were female with 73.3% (110). Respondents aged around 22-30 years old consisted of 53.3%. The third is occupation; among all the 150 respondents, most respondents were employees (60.0%). Most of the respondents hold Bachelor's Degree (73.3%). The income per month of THB 20,000-35,000 was earned by 46.0% of the respondents.

The sixth demographic question on "In which Chinese restaurants do you often visit" The result shows that most of the respondents had Haidilao with 63.3% (95), Followed by Ding Tai Fung, which is 32% (48), and Hong Bao, which is 4.7% (7).

The seventh demographic question is how often you eat Chinese food. Among all the 150 respondents, most were eaten Chinese food 2 – 4 times per week, with 70 contributing 46.7%. Eat Chinese food every day, with 43 contributing 28.6%. Following with Depend on occasion with 33 contributing 22%. And more than 5 times per month, 4 contributing 2.7%, details can be viewed in Table 2.

Table 2. Frequency and percentage in demographic profile

Demographic	Frequency	Percentage
Gender		
Male	27	18.00%
Female	110	73.30%
Prefer not answer	13	8.70%
Total	150	100%
Age		
22-30 years old	80	53.30%
31-40 years old	59	39.30%
41-50 years old	8	5.30%
50 +	3	2.00%
Total	150	100%

Occupation		
Government Service	5	3.30%
Employee	90	60.00%
Self employed	28	18.70%
Retired	3	2.00%
Others	24	16.00%
Total	150	100%
Education Level		
High school	8	5.30%
Bachelor's Degree	110	73.30%
Master's Degree	32	21.30%
Total	150	100%
Income per month (Baht)		
20,000-35,000	69	46.00%
35,001-50,000	47	31.30%
50,001-75,000	20	13.30%
75,001-100,000	11	7.30%
100,000+	3	2.00%
Total	150	100%
Consumer behavior Questions		
In which Chinese restaurants do you often visit		
Hong Bao	7	4.70%
Ding Tai Fung	48	32.00%
Haidilao	95	63.30%
Total	150	100%
How often do you eat Chinese food		
Everyday	43	28.60%
2 – 4 times per week	70	46.70%
Depend on occasion	33	22.00%
More than 5 times per month	4	2.70%
Total	150	100%

4.2 Descriptive Analysis with Mean and Standard Deviation

In table 3, the highest mean of Word of Mouth (WOM) was "My friends often recommend me to have food at the Chinese restaurants," which equals 4.62. Then, the lowest mean was "The reviews via social media make to go for having for at the Chinese restaurants in my area," which equals 3.96. On the other hand, for the standard deviation, the highest one refers to "The reviews via social media make to go for having for at the Chinese restaurants in my area" with 1.081 while the lowest one is "My friends often recommend me to have food at the Chinese restaurants" with 0.689.

The highest mean of Perceived Quality (PQ) was "Food at the Chinese restaurants will have a good quality for my need," which equals 4.51. Then, the lowest mean was "At the Chinese restaurants, I receive fresh food and taste like mainland country,"



which equals 3.98. On the other hand, for the standard deviation, the highest one refers to “*At the Chinese restaurants, I receive a fresh food and taste like mainland country*” with 1.124 while the lowest one is “*Food at the Chinese restaurants will have a good quality for my need*” with 0.915.

The highest mean of expectation was “*Food, taste, and services from the Chinese restaurants met my expectations.*” which equals 4.00. Then, the lowest mean was “*At Chinese restaurants, all food always meets my expectations.*” which equals 3.92. On the other hand, for the standard deviation, the highest one refers to “*I am willing to have food at the Chinese restaurants whenever I am hungry.*” with 1.034, while the lowest one is “*At Chinese restaurants, all food always meets my expectations.*” with 0.991.

The highest mean of customer satisfaction was “*I am satisfied with the price positioning of food and services from the Chinese restaurants.*” which equals 3.86. Then, the lowest mean was “*I am satisfied with the quality of food, taste, and services from the Chinese restaurants*” and “*I am satisfied with all foods of the Chinese restaurants.*” equaling 3.82. On the other hand, for the standard deviation, the highest one refers to “*I am satisfied with the quality of food, taste, and services from the Chinese restaurants.*” with 1.202, while the lowest one is “*Whenever I want to have Chinese food, I am always thinking.*” with 0.967.

Table 3. Frequency and percentage in demographic profile

		Mean	S.D.
Word of mouth (WOM)			
WOM1	I keep reading all the reviews to get more information about Chinese restaurants in my area.	4.05	0.961
WOM2	The reviews via social media make to go for having at the Chinese restaurants in my area.	3.96	1.081
WOM3	I talked to my friend and family about Chinese food before I had a good time at the Chinese restaurants in my area.	4.18	0.963
WOM4	My friends often recommend me to have food at Chinese restaurants.	4.62	0.689
Perceived Quality (PQ)			

PQ1	Food at the Chinese restaurants will have good quality for my need.	4.51	0.915
PQ2	I always intend to have food at Chinese restaurants because of the quality of the food and services.	4.02	1.034
PQ3	At the Chinese restaurants, I receive a portion of fresh food that tastes like mainland country.	3.98	1.124
Expectation (Exp)			
Exp1	At Chinese restaurants, all food always meets my expectations.	3.92	0.991
Exp2	I am willing to have food at Chinese restaurants whenever I am hungry.	3.99	1.034
Exp3	The Chinese restaurants' food, taste, and services met my expectations.	4.00	0.993
Customer Satisfaction (CS)			
CS1	I am satisfied with the quality of food, taste, and services from Chinese restaurants.	3.82	1.202
CS2	Whenever I want to have Chinese food, I always think about the Chinese restaurants in my area.	3.85	0.967
CS3	Compared with the other restaurants, I am satisfied with buying food from Chinese restaurants.	3.84	0.989
CS4	I am satisfied with all food in Chinese restaurants.	3.82	1.021
CS5	I am satisfied with the price positioning of food and services from Chinese restaurants.	3.86	0.974

4.3 Hypothesis Testing Results

In the first part, simple linear regression was used as a statistical analysis approach to determine the influence of customer satisfaction in post COVID-19: a case study of Chinese restaurants in Ratchada Phitset district. The variable analyses by simple linear regression can be explained using the R-square value, which will show the proportion of variation in the dependent variable based on the independent variable, as detailed in Table 4.

H1o: WOM has no significant influence on the perceived quality of Chinese restaurants in the Ratchada Phitset district. **H1a:** WOM significantly influences the perceived quality of Chinese restaurants



in the Ratchada Phitset district. The result of R square was .307 at a 90% confidence level, which means that perceived quality can provide word-of-mouth by 30.7%. The significant level was at $<.001$, which is less than 0.05. The null hypothesis was rejected, and it can be concluded that word-of-mouth has a substantial influence on perceived quality. It has a standardized coefficient of .554, implying that if perceived quality increases by 1%, word-of-mouth can be raised by 55.4%, as detailed in Table 4.

H2o: WOM has no significant influence on the expectations of Chinese restaurants in the Ratchada Phitset district. **H2a:** WOM has a significant influence on the expectations of Chinese restaurants in the Ratchada Phitset district. The result of R square was .424 at a 90% confidence level, which means that expectations can provide word-of-mouth by 42.4%. The significant level was at $<.001$, which is less than 0.05. The null hypothesis was rejected. As a result, it can be concluded that word-of-mouth has a significant influence on expectations. It has a standardized coefficient of .651, implying that if expectation increases by 1%, word-of-mouth can be raised by 65.1%, as detailed can be presented in Table 4.

Table 4. Simple Linear Regression Results

Hypothesis	R square	Adjust R Square	Std. Error	Beta	Sig.
H1: WOM \rightarrow PQ	.307	.303	.054	.554	$<.001^{**}$
H2: WOM \rightarrow Exp	.424	.420	.062	.651	$<.001^{**}$

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

The result of R square of H3 and H4 was .470 at a 90% confidence level, which means that perceived quality (H3) and expectation (H4) can provide customer satisfaction by 47%.

H3o: Perceived quality has no significant influence on customer satisfaction of Chinese restaurants in the Ratchada Phitset district. **H3a:** Perceived quality has a significant influence on customer satisfaction of Chinese restaurants in the Ratchada Phitset district. The significant level was at .018, which is less than 0.05. The null hypothesis was rejected. As a result, it can be concluded that perceived

quality has a significant influence on customer satisfaction. It has a standardized coefficient of .180, implying that if perceived quality increases by 1%, customer satisfaction can be raised by 18%, as detailed in Table 5.

H4o: Expectation has no significant influence on customer satisfaction of Chinese restaurants in the Ratchada Phitset district. **H4a:** Expectation has a significant influence on customer satisfaction of Chinese restaurants in the Ratchada Phitset district. The significant level was at $<.001$, which is less than 0.05. The null hypothesis was rejected. As a result, it can be concluded that expectation has a significant influence on customer satisfaction. It has a standardized coefficient of .484, implying that if expectation increases by 1%, customer satisfaction can be raised by 48.4%, as detailed in Table 5.

Table 5. Multiple Linear Regression Results

Hypothesis	Std. Error	Beta	Sig.	VIF
H3: PQ \rightarrow CS	.063	.180	.018*	1.180
H4: Exp \rightarrow CS	.064	.484	$<.001^{**}$	1.180
R square	.470			
Adjust R square	.459			

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

4.4 Discussion

Hypothesis testing shows that word of mouth significantly affects expectation and perceived quality. Also, expectation and perceived quality have a significant effect on customer satisfaction.

First, the researchers found that word of mouth significantly affects the perceived quality of Chinese restaurants in Ratchada Phitset district. The significant value of H1 was less than 0.001. Boulding et al. (1993) argue that to experience goods, consumers' perceived quality derived from positive WOM is lower than that of negative WOM. For search products, the results are the opposite.

Secondly, the researcher found that word of mouth significantly affects the expectations of Chinese restaurants in Ratchada Phitset district. The significant value of H2 was less than 0.001.

Next, the hypothesis showed that expectation and perceived quality significantly affect customer



satisfaction with Chinese restaurants in Ratchada Phitset district. The significant value of H3 was .018, and H4 was less than 0.001. Kundu and Rajan (2016) found that Positive/Negative WOM can create higher/lower expectations. There is a chance of lower/higher satisfaction. The perceived quality was also found to have a strong influence on satisfaction.

Oliver (1997) described customer satisfaction as the logic of a product or service characteristics and providing a delightful level of consumption-related happiness, which includes levels of down or up fulfillment. Hu et al. (2009) and Jen et al. (2011) have discovered that happy consumers appear to be faithful and perceived to be strongly behavioral.

5. Conclusion and Recommendation

In conclusion, the results show that perceived quality and expectation significantly influence customer satisfaction, and restaurants must survive in a perfect competition market. Therefore, restaurants need to make customers feel completely met expectations and perceived quality to build customer satisfaction to get a stable income from the customer base to achieve maximum comeback to the Chinese restaurant profitability.

In addition, in this research, we found that customer expectations influence customer satisfaction more than perceived quality. Therefore, meeting customer expectations will greatly increase customer satisfaction. However, post-COVID-19, customers generally choose to order meals online as the same as during COVID-19; due to lack of service such as reduced staff, reduce operation costs, and the consuming behavior of consumer change. Therefore, Chinese restaurants need to fill in the lack of service in terms of the taste, food quality, and packaging of the dishes, meet customer expectations, improve customer favorability, and establish a stable customer group.

Secondly, it is necessary to improve the word of mouth of restaurants because it will directly affect customer expectations and perceived quality, which in turn affects customer satisfaction. Therefore, word of mouth is also extremely important for restaurants. Special dishes need to be developed to ensure good and stable quality. Establish a good brand image, and create a unique brand story and culture, making consumers interested in restaurants.

This research was focused to understand the significant influence between WOM, perceived quality, expectation, and customer satisfaction post-COVID-19 in Chinese restaurants in Ratchada Phitset, Thailand. The researcher in this research emphasized only the four variables because of the limited time. For further studies, the researchers could focus on other variables which may affect or have a better influence on customer satisfaction such as customer value, advertising, brand awareness, ease to approach, service provided, affordability, etc.

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