

An Empirical Study of the Effect of Service Quality, Positive emotions, Perceived Value, and Customer Satisfaction on Behavioral intentions at Green Restaurants in Chiang Mai, Thailand

Keywords: Service quality, GRSERV scale, Positive emotions, Customer satisfaction, Perceived value, Behavioral intentions

Introduction

In the current of today, the worsening of natural resource and instances of extreme weather, the issues of environmental protection have attracted increasing attention and consumers have tried to avoid using products or services that may have a negative effect on the natural environment (Chen, Cheng, and Hsu, 2013). Chen et al., (2013) mentioned that the studies conducted by research institutes and scholars in the USA, UK, Taiwan, and other countries had indicated that most consumers are willing to pay more money to purchase eco-friendly products or green foods.

In addition, Jang, Kim and Bonn (2011) also indicated that green restaurant refers to one that offers a selection of green food menu items that use locally grown or organic certified food, as well as one that implements green practices, such as a recycling programme, the efficient use of energy and water, and the reduction of solid waste. Lita, Surya, Ma'ruf, and Syahrul (2014) Mentioned that to some hotels and restaurants are increasingly motivated and willing to take steps toward greater environmental responsibility because significant number of customers expresses their support.

Service quality is a core element that impacts customer satisfaction and behavioural intention. Chen et al., (2013) developed a (GRSERV) scale to evaluated the service quality of green restaurants that developed form Parasuraman, Zeithaml, and Berry (1988) proposed the service quality (SERVQUAL) scale and Stevens, Knutson, and Patton (1995) propose the dining service quality (DINESERV) scale .

In this study, the GRSERV scale will be examined with others variables for test the effect of each items . This study aims to determine the relationships between a green restaurant service quality scale (GRSERV scale), positive emotions, perceived value, customer satisfaction and behavioral intentions in the green restaurants industry in Chaing-Mai, Thailand.

More specifically, the objectives of this study were: (1) to test the impact of service quality, positive emotions, perceived value, customer satisfaction on behavioral intentions in green restaurants. : (2) will be fined dimensions and sub-dimension of green restaurants service quality on behavioral intentions are appropriate with green restaurant in Chiang Mai, Thailand.

Literature review

Service quality of green restaurant (GRSERV scale)

GRSERV developed by Chen, Cheng and Hsu (2013) will be used to measure customer perceptions of service quality at green restaurant. The scale breaks down the notion of green restaurant service quality into seven dimensions which were derived from qualitative and quantitative customer service quality research by Cheng et al., (2013). The seven green restaurant service quality dimensions used in this study are (1) Tangibles-energy, saving facilities, devices, and the landscape architecture of a green restaurant; (2) Reliability-ability to perform the promised service dependably and accurately at a green restaurant; (3) Responsiveness-willingness to provide the best effort to help customers and provide prompt service at a green restaurant; (4) Assurance-food certification and the knowledge and ability of employees to convey trust and confidence at a green restaurant; (5) Empathy-caring, sense, and individualised attention at a green restaurant; (6) Environmental-oriented services-practices and implementation for environmental protection related service attributes at a green restaurant; (7) Food quality-design and presentation of meals on the menu.

Positive emotions

Affect and emotion are terms that have been used interchangeably in the literature. Emotions generally refer to states characterized by episodes of intense feelings associated with a specific referent and instigate specific response behaviors. Paryag, Lattimore and Sitruk, (2014) mentioned three positive emotions (excitement, comfort, and romance) and both functional the consumption context of restaurants including hedonic and experience has effect to positive emotions. Jang, Namkung (2009); Lui and Jang (2009) supported by the analysis, signifying that both positive emotions is key determinants of customer

behavioral intentions. Positive emotions will be measured by a six dimension questionnaire developed by Lui and Jang (2009); Tsaur, Luoh and Syue, (2015). Six dimensions are pleasure, excitement, contentment, refreshment, relaxation and interest.

Perceived value

Prayag et al., (2014) find perceived value has a tri-component structure are food quality, restaurant atmospherics, and service quality for casual restaurants. Perceived value is defined as for determines customer behavior in restaurant industry (Wu, 2013). Five dimensions used to measure perceived value are pleased, price, quality, accurate and satisfied.

Customer satisfaction

Sustainable competitive advantage in today's competitive market is dependant on a firm's ability to deliver high quality of service that result in satisfied customer Hu, Kandampully, Juwaheer, (2009). Customer Satisfaction will be measured by three items developed by Ladhari, Brun amd Morales, (2008). They are (1) Globally, how satisfied are you with your last visit to this restaurant; (2) I believe I did the right thing when I used the restaurant services; (3) I'm happy about my decision to use the restaurant service.

Behavioral intentions

Behavioral intentions have been described as a set of multiple behavioral or no behavior responses that are the outcomes of service evaluations and behavioral intentions the concept is considered to include revisit and word-of-mouth intentions that can predict future consumption behaviors of customers (Paryag, Lattimore and Sitruk, 2014). Wu (2013) recommend that favorable behavioral intentions are associated with service providers' ability to make their customers: (1) say positive things about them; (2) recommend them to other customers; (3) remain loyal to them; (4) spend more with the organization; and (5) pay price premiums. The conceptual framework is illustrated on Figure 1.

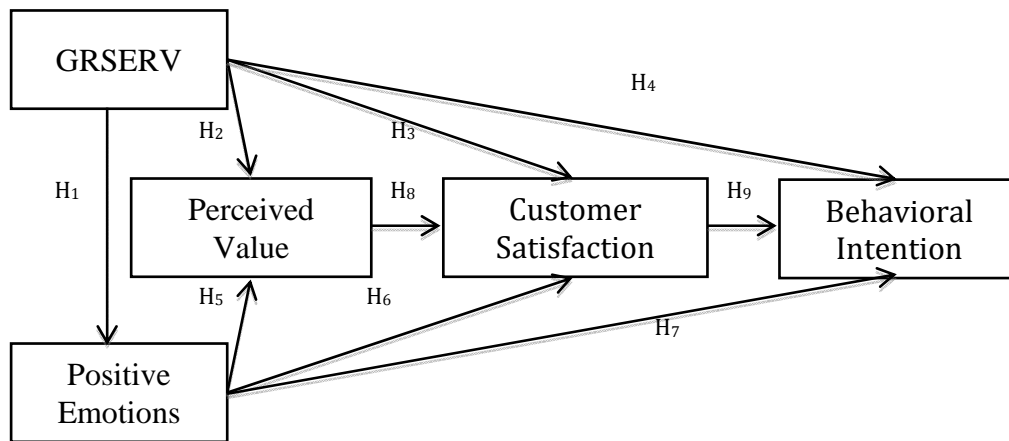


Figure 1. The conceptual framework of this study.

Methodology

The target population of this study are customers at green restaurants located in Chiang Mai ,Thailand. Table 1 shows the names of six green restaurants and numbers of customers selected for each restaurants.

Table 1: Names of green restaurants and numbers of customers selected for convenient sample.

Name of restaurant	Provinces	Lunch (customers)	Dinner (customers)	Per Day (customers)	Sunday - Saturday within 1 week (customers)
Oh Kajhu	Chiang-Mai	15	15	30	210
Salad Concept	Chiang-Mai	15	15	30	210
Organic Farm Sarapee	Chiang-Mai	15	15	30	210
Salad Terrace	Chiang-Mai	15	15	30	210
Suan Dok	Chiang-Mai	15	15	30	210
Good Food Good Soul	Chiang-Mai	15	15	30	210
Total		90	90	180	<u>1,260</u>

And the Questionnaire survey will be used in this study and corrected with a convenient sample. Customers who have lunch or dinner in green restaurants in Chiang Mai will be randomly selected as samples. A total of 1260 customers will be surveyed.

A 7-point Likert scale anchored will be used to rate items. And the statistical data will be analyzed using descriptive statistics and inferential statistics shared covariance, structural equation modeling (SEM). The responses to the variables will be entered into the statistical applications software package - AMOS and IBM Statistical Package for the Social Sciences (SPSS).

Expected results

1. Overall the result will indicate that the framework and measurement scale is psychometrically sound of environmental protections.
2. The best dimensions and sub-dimensions of green restaurants service quality, positive emotions, perceived value, customer satisfaction on behavioral intentions.

Research contributions

To illustrate the best findings have important theoretical and managerial implications for green restaurant managers and environmental academia.

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