

# Exploratory Attractions Analysis for Food Truck Service Business

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## บทคัดย่อ

งานวิจัยนี้เป็นการรวบรวมข้อมูลจากมุมมองของลูกค้าเพื่อวิเคราะห์สิ่งดึงดูดใจลูกค้าให้ไปใช้บริการจากรถขายอาหารเคลื่อนที่ โดยเก็บข้อมูลจากผู้ตอบแบบสอบถามจำนวน 500 คน ผู้ตอบแบบสอบถามส่วนใหญ่ร้อยละ 64.2 เป็นเพศหญิงและร้อยละ 35.8 เป็นเพศชาย ข้อมูลอายุของผู้ตอบแบบสอบถาม อายุระหว่าง 16-20 ปี จำนวน 65 คน (ร้อยละ13), อายุ 21-25 ปี จำนวน 226 (ร้อยละ45.2), อายุ 26-30 ปี จำนวน 68 คน (ร้อยละ13.6), อายุ 31-35 ปี จำนวน 49 คน (ร้อยละ9.8) และ 35 ขึ้นไปจำนวน 92 คน(ร้อยละ18.4) ตามลำดับ แบบสอบถามประกอบด้วยข้อมูลพื้นฐานของเพศและอายุของผู้ตอบแบบสอบถามโดยมีข้อคำถาม 13 รายการที่เป็นคำถามวัดปัจจัยการเลือกรับประทานอาหารที่รถขายอาหารเคลื่อนที่ ปัจจัยในการตัดสินใจ 13 รายการเหล่านี้วิเคราะห์ด้วยเทคนิคการวิเคราะห์ปัจจัย จากการวิเคราะห์ปัจจัยที่น่าสนใจสามประการถูกระบุโดยการสกัดของปัจจัยที่มีค่าไอเก็น > 1.414 โดยใช้องค์ประกอบหลักเป็นวิธีการสกัดปัจจัย ผลที่ได้จากการทดสอบนี้แสดงให้เห็นถึงระดับความมั่นคงภายในที่สูง การทดสอบความกลมกลืนและการคำนวณสถิติของ Kaiser-Meyer-Olkin (KMO) ของบาร์เล็ดต์ระบุว่าจากรายการปัจจัยทั้งหมด 13 รายการส่งผลให้มีการจัดกลุ่มปัจจัยที่ลูกค้าตัดสินใจเลือกจำแนกเป็นสามกลุ่มปัจจัยและอธิบายความแปรปรวนทั้งหมด 63.261% ผลลัพธ์สุดท้ายของการวิเคราะห์ปัจจัยบ่งชี้ปัจจัยการตัดสินใจหรืออาจกล่าวได้ว่าเป็นสิ่งดึงดูดใจลูกค้าให้ไปใช้บริการแตกต่างกันสามปัจจัยเหล่านี้ถูกตั้งชื่อว่า “ชื่อเสียงของร้านเป็นที่กล่าวขานถึง” “คุ้มค่ากับเงิน” และ “อาหารปลอดภัยและอร่อย”

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## Abstract

This research involved collecting data in order to answer questions concerning attractions for food truck service. Customers' perspectives were measured, administered to a sample of 500 respondents. The socio-demographic profiles of respondents almost 64.2 percent were female and 35.8 percent were male. Concerning the age of the respondents, the majority of them (45.2 percent) were between 21-25 years old. The corresponding numbers of respondents aged 16-20, 21-25, 26-30, 31-35, and 35 or above were 65 (13%), 226 (45.2%), 68 (13.6%), 49 (9.8%), 92 (18.4%), respectively. The questionnaire comprised basic data of respondents' gender and age with 13 items measure choosing factors to eat at food truck service. These 13 items were analyzed with factor analysis techniques. As a result of factor analysis three underlying attractions were identified by extraction of factors with eigenvalue > 1.414 using Principal Components as the extraction method. The results obtained from this test indicate a high level of internal consistency. Barlett's test of sphericity and calculation of Kaiser-Meyer-Olkin (KMO) statistics indicated if data appeared to be suitable for the identification of orthogonal factor dimensions. A total of 13 items from the factor analysis resulted in three attraction groupings and explained 63.261% of the total variance. The final results of the factor analysis indicated three different attractions, accounting for 63.261% of the variance explained. These attractions were named, "Reputational resonance," "Good value for money," and "Safe and tasty".

**Keywords:** Market Research Attraction Food Truck Culinary Service Marketing Strategy

## Introduction

Restaurants in Thailand are the top businesses that investors are interested in investing. From database of website Wongnai (Retrieved February 1, 2018) revealed that the restaurant business is growing continuously. There are 205,709 restaurants in Thailand. Number of new restaurants opened in 2017,

higher than 2016 accounted for 8.5 percent and higher than in 2015, representing 14.9 percent. Kasikorn research center (Krasairtat, 2018) valued the restaurant business market in 2018 that's worth 411,000 - 415,000 million baht with growth rate of 4-5 percent from 2017. At present, there are more restaurant operators operating in department stores and large retailers. By expanding the branches of department stores and large retailers and increasing the proportion of 30-40% to be part of food destination which is open space for restaurant operators, restaurant chains, entrepreneurs and general retail operators. It can be said that it is an increase and more diverse in dining options in department stores and large retailers. From the original, mainly used as a restaurant chain services. However, increasing the proportion of restaurants in department stores and large retailers, is both a competitive position for department stores and large retailers as a destination for eating (food destination), by using a restaurant as a magnet to attract consumers to use the services of department stores and large retailers, and also allows new restaurant operators to enter the business. This strategy results cause more intense competition between restaurant operators in department stores and large retailers. In addition, rising business costs is a challenge for restaurant operators. The renting space in a high potential location including rising labor costs affects all restaurant operators. The expansion is partly due to the cost push. Especially, rental space in potential locations and labor costs that result in operators having to set at high level food prices in order to cover various costs increasing. In 2018, the expansion of the restaurant branches is still a strategy that restaurant operators pay attention. Even though the expansion of branches will enhance expanding the total revenue of the restaurant operators but most of them come from the revenue of new branches, because of customers having a tendency to spread the use of new branches. It consequently resulting in lower revenue of the old branches or grow slowly. Therefore, the challenge of entrepreneurs is to determine the position of the competition, select the food service model that attracts customers and the pricing that the customer can accept. Including selection of locations for opening or expanding branches which

must be a location that can reach the customer base in order not to affect the revenue of the old branch. By means of expansion of branches to new areas where the competition is not intense including the rental rate is not very high. The food service operators also have the opportunity to expand the branch to new locations with open areas for restaurants such as gas Station, office buildings in the city center area where the target customers are the group with purchasing power including hospitals with various services to facilitate patients and visitors (Kasikorn Research, 2018). The rise of the food trucks or mobile culinary services has many chefs jumping into the mobile food industry. At Bangkok the mobile gourmet revolution hits the streets. A food truck is a large vehicle equipped to cook and sell food. Some, including ice cream trucks, sell frozen or prepackaged food; others have on-board kitchens and prepare food from scratch. Sandwiches, hamburgers, french fries, and other regional fast food fare is common. In recent years, associated with the pop-up restaurant phenomenon, food trucks offering gourmet cuisine and a variety of specialties and ethnic menus, have become particularly popular in Thailand. Food trucks are subject to the same range of concerns as other culinary service businesses. They generally require a fixed address to accept delivery of supplies. A commercial kitchen may be needed for food prep. There are a variety of permits to obtain, and a health code to observe. Labor and fuel costs are significant part of the overhead. So pricing is very important. Price must be set to cover expenses under condition of customers' acceptable price range. If you are thinking about becoming a food truck owner, the importance of attraction is one of the key success factors, and consequently the objectives of research is to explore attractions for food truck service business.

## **Literature Reviewed**

In the culinary service industry, restaurants can be segmented into different categories based on their specific and unique characteristics. Early age, extensively categorization of restaurant segments by type were: fast food or quick service, midscale, moderate upscale, upscale and business dining (Muller and

Woods, 1994). More recently, these segments have been expanded and more clearly categorized as: fast food or quick service, fast casual, family dining, casual or casual-themed restaurants, upscale casual, fine dining, business or institutional culinary service. The various segments of the restaurant industry are all diverse and categorized by such things as service level, food quality, menu variety and food types, as well as price. The addition over the past 15 years of the fast-casual and upscale-casual restaurant segments to the variety of restaurant categorizations has given researchers a more diverse way to look at service quality and guest expectations in the multitude of different types of service environments in restaurants. The fast-casual restaurant is a more healthy and fresh menu than the fast food restaurants with a décor that is nicer and more comfortable. The upscale-casual restaurant is nicer than the casual or casual-themed restaurant, but is not as expensive or service centered as the fine dining restaurant, thus adding to the levels of service and food quality provided by restaurant operations. Each of the restaurant segments has a variety of attributes that are distinct from one another. Some of the attributes that vary by segment include the level and quality of service and the amount of customer participation in their own dining experience, the price, the quality of the food and the ambiance of the restaurant. The level of service, the quality of the food, the ambiance and the price all tend to increase as the restaurant moves up the segmentation from fast food to fine dining. The attributes that are similar no matter what segment the restaurant falls into are availability and access to the location, menu variety and cleanliness (Ha & Jang, 2012; Kivela, 1997). These attributes are the basic needs that have to be fulfilled for guests and have to be available in a positive way in any of the restaurant segments. Many of the research studies done over the past 10 years have not worked to identify or re-categorize restaurant segments in the industry in general, but most research studies have specifically analyzed one type of restaurant segment or another. For example, studies recently have primarily focused on casual or casual-themed dining restaurants due to their relative importance and size in the market (DiPietro & Milman, 2008; DiPietro &

Partlow, 2014; Dziadkowiec & Rood, 2015; Madanoglu et al., 2008; Murphy et al., 2009; Murphy & Olsen, 2009; Peng et al., 2015; Weiss et al., 2004). In general, casual dining restaurants that are part of a chain have been perceived by guests as being more like fast food restaurants with faster service and more moderate prices than independent casual restaurants. In general, casual dining restaurants meet the expectations of customers (Dziadkowiec & Rood, 2015) with the food and service being the two most important attributes as gleaned from research with casual dining restaurants. These types of restaurants are thought to create more of an overall experience for customers rather than just providing a meal (DiPietro & Partlow, 2014; Peng et al., 2015). More recently, the fast-casual restaurant segment has been a focus of research due to the growth of this restaurant segment in the late 1990s and the growth during the recent recession, as people had to dine at less expensive locations, as the amount of disposable income had declined (Ryu et al., 2010; 2008). These studies have found that the restaurant image at the fast-casual restaurant level impacts value perception by the customers. The value perception by the customer ultimately impacts their satisfaction and behavioral intentions (Ryu et al., 2010). Another study found that food, service and physical environment of the restaurant directly impacted satisfaction with the restaurant, and price moderated that relationship in fast-casual restaurants (Han & Ryu, 2009). Several studies in fast food restaurants have also informed the research related to culinary service attributes and satisfaction (Ha & Jang, 2013; Ogaard et al., 2005; Ottenbacher & Harrington, 2009). In a study that compared fast food with casual dining and fine dining restaurants, Ha & Jang (2012) looked at the consumers' perception of dining value. They further assessed dining values of customers at the various types of restaurant segments (Ha & Jang, 2013). This study found that fast food restaurants should try to maintain their performance in convenience/efficiency value and quality/excellence value. They found that casual dining restaurants were performing well in emotional value to the guest as the guest and the restaurant were connected in a way that helped them to feel emotionally connected. Fine dining restaurants had more epistemic value

to guests, meaning that guests want to expand their knowledge and experiences with food and are able to do that through the environment and service style of a fine dining restaurant. Fast food restaurant guests do not place a high value on the experience of dining, but rather the convenience and efficiency of the experience (Ha & Jang, 2012). More recently, it has been undertaken by some researchers to try to categorize restaurants into more specific and distinct segments to allow for more appropriate benchmarking and research comparisons rather than just using the traditional segmentation (Barrows & Vieira, 2013; Canziani et al., 2016). The new classification system that Barrows and Vieira proposed looks at multiple operational factors instead of only things such as service factors and price, which provided the traditional basic classification. Their classification system more closely assessed the service level of the restaurant, the menu type and average check. Overall, their classification system derived a total of six clusters of restaurants: fine dining, casual/upscale casual, quick service, sandwiches/casual, pizza and cafeteria/buffet (Barrows & Vieira, 2013). A recent study by Canziani et al. (2016) assessed the categories in restaurants to be: foodservice sector, service mode, menu/dining styles, specialty descriptors (for example, casual, themed, ethnic) and finally ownership status of the restaurant. They proposed that the more narrow the category, the more accurate the ability to research and compare restaurants would be.

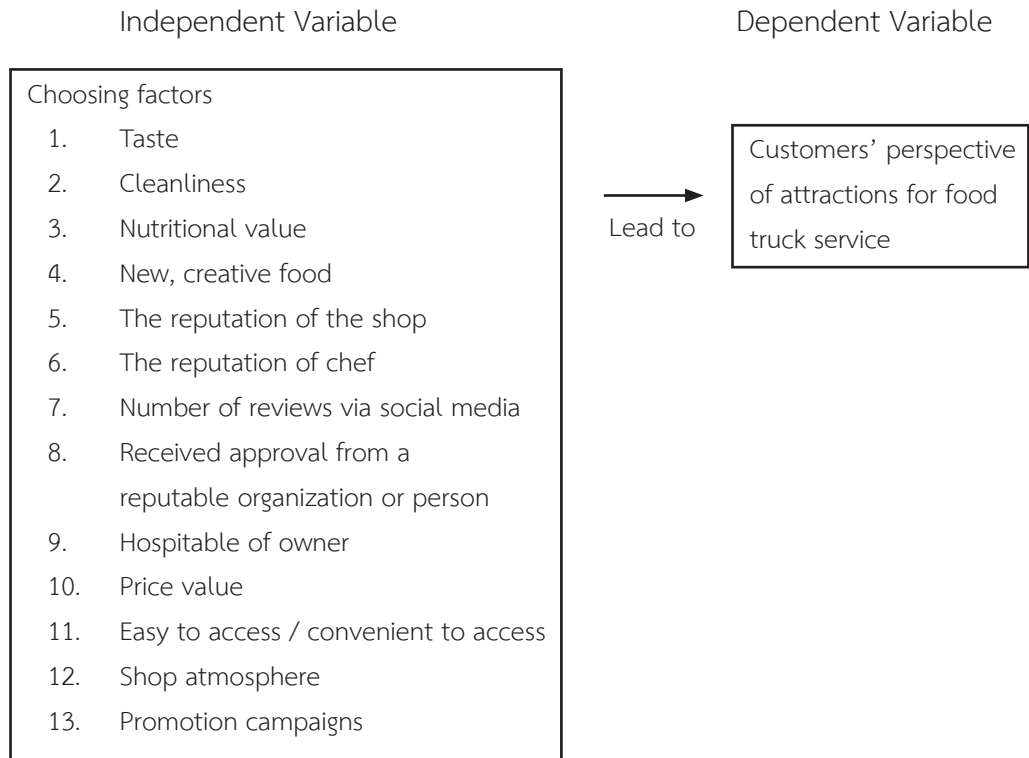
Business and institutional dining was seen in the 1990s as one of the fastest growing segments in the culinary service industry with a unique, limited growth potential framework. Many organizations saw bringing food to their employees as a benefit, while others saw it as a convenience and necessity for their employees (Mac Con Iomaire, 2013). One current study in this area assessed the benchmarking that managers in institutional dining operations used related to operations, financial and customer service measures (Bright et al., 2009). Despite the fact that the overall model of the institutional dining operation is slightly different than the freestanding restaurant, the basics are the same. Service, food quality and prices have to match the expectations of the target market customer.

One other restaurant segmentation that has been specifically identified and studied more in recent years is the ethnic restaurant and that has been studied in relation to comparing to nonethnic restaurant attributes, customer perception and the relationship to authentic characteristics (Ha & Jang, 2010; Jang et al., 2012). This area of research is one that is anticipated to grow as ethnic restaurants become more mainstream and important in the landscape of restaurant segmentation. General trends in the research that defines the restaurant segments are that much of the research is categorized by the topic being studied related to the restaurants rather than specifically studying the overarching category of a restaurant's segment. The context of the research is typically not the restaurant segment, but rather any of a number of components that get studied related to restaurants such as human resource issues, operations, finance, etc. The majority of the research done over the past decade has been based in fast food restaurants and casual dining restaurants. This may be caused by the increased access to these restaurant segments, the large number of the restaurants or the more distinct features of looking at counter service versus full service restaurants. Fewer of the research studies have been focused on the other segments of the restaurant industry, but this is changing as the fast-casual restaurant model is continuing to evolve. While studies of restaurant types different categories based on their specific and unique characteristics have been examined, the good site for food truck service business has not been explored.



## Conceptual Framework

This research has framed the research concept as follows:



**Figure 1.** Conceptual Framework

## Research Variables

Based on the review of related literature, researcher has set the dependent variables were customers' perspective of attractions for food truck service. Independent variables were choosing factors (13 items). This part was the analysis of the attractions for food truck service. The Respondents were asked: "Which factors or reasons for choosing to eat at a food truck service? (13 items)."

1. Taste
2. Cleanliness
3. Nutritional value
4. New, creative food

5. The reputation of the shop
6. The reputation of chef
7. Number of reviews via social media
8. Received approval from a reputable organization or person
9. Hospitable of owner
10. Price value
11. Easy to access / convenient to access
12. Shop atmosphere
13. Promotion campaigns

This question will find reasons for choosing, with 5 point Likert –Type Scale Response Anchors. The meaning of each scale as following:

- 1= Not important
- 2= Little Important
- 3= Moderately Important
- 4= Important
- 5= Very Important

## Methodology

### Research Design

This research project was basic research, exploratory research and descriptive research. The dependent variable involves measurement of customers' perspective of attractions for eating at the food truck service at 13 difference attractions. It involves collecting data in order to answer questions concerning the choosing factors. Descriptive data were collected through a questionnaire survey. This research uses the statistical package for the Social Sciences (SPSS 15.0), factor analysis technique to determine that there was a normal frequency distribution and no extreme or nonsensical responses. SPSS also provided the cumulative distributions necessary to graph the responses.

This research identified with “Which factors or reasons for choosing to eat at a food truck service?” as a research questions. The responds were analyzed statistically the attractions of food truck service business.

### Sampling and Data Collection

The population used in this study was finite population. There were 5,605,672 people live around Bangkok (Population statistic, access online February 15, 2018). Nevertheless, simple random sampling was a probability technique for survey method, and as such, its generalizability to a larger population was limited. Due to finite population, this research was calculated the number of samples by probability sampling. To get the right size of sample enough to cite the population (Siljaru, T. 2005). The survey were collected from people who living at Bangkok. A total of 500 questionnaires will be distributed between June-September 2018.

This research calculates the size of the sample when we knew the population and use formula to calculate as follows. It get a reasonable sample size with sufficient referred to population.

$$n = \frac{N}{1 + N(e)^2} \quad (\text{Siljaru, T., 2005})$$

- when n = number of samples
- N = number of population
- e = sampling error

(At the confidence level 95 % there is sampling error = 0.05)

Substitute in the formula

$$n = 399.98$$

Since the population has 5,605,672 people, researcher was concerned with 500 subjects. This research collected data from primary sources. Data was collected by field survey, interviewed and questionnaire.

## Data Analysis

In this study, customers' perspective were measured through a page self-completed questionnaire written in Thai, administered to a sample of 500 respondents of the district in Bangkok, Thailand. Respondents questionnaires were distributed within 4 months. The questionnaire comprised 15 questions. The first part contained basic data of respondents' gender and age. The second part of instrument contained 13 items measure which factors or reasons for choosing to eat at a food truck service. Once collected, all data were entered into SPSS version 15.0 for further analysis. Descriptive statistics were used to describe the subjects and customers' perspective of choosing factors. Finally, analysis of attractions for marketing food truck services with factor analysis techniques. The results information presented by descriptive with percentage (%) and mean in the form of tables, and text.

## Research Limitations

Research limitations related to the following points:

1. Cuisine type, this research was suitable for Western cuisines such as burgers because researcher used burgers as illustrations for queries.
2. Population scope, this research was representative of people in Bangkok, Thailand.

## Outcome

### 1. Respondents' demographic profiles (n=500)

Respondents of this research were Thai people age 16 – 35 up years who living in Bangkok (Table 1). Since the population has 67,931 members, researcher was concerned with 500 subjects. A total of 500 questionnaires were distributed between October 2017-January 2018. It was found that the total sample of 500 were completed (with a response rate of 100%). The vast majority of respondents, sufficient number of respondents (226 subjects) were in the age group between

21-25 years with 45.2 percent respondents. There were male 35.8 percent and female respondents 64.2 percent in this survey.

**Table 1** Respondents’ demographic profiles (n=500)

Respondents	Frequency	Percentage (%)
<b>Gender</b>		
Female	321	64.2
Male	179	35.8
<b>Age</b>		
16-20	65	13.0
21-25	226	45.2
26-30	68	13.6
31-35	49	9.8
35 up	92	18.4

## 2. Factors affect choosing a food truck service

**Table 2** Respondents’ perspective of choosing a food truck service (n=500)

Choosing Factors	Frequency	Percentage (%)
<b>1. Food taste</b>		
Not important	3	0.6
Little Important	12	2.4
Moderately Important	80	16.0
Important	152	30.4
Very Important	253	50.6
<b>2. Clean food</b>		
Not important	1	0.2
Little Important	2	0.4

**Table 2** Respondents’ perspective of choosing a food truck service  
 (n=500) (Continue)

Choosing Factors	Frequency	Percentage (%)
Moderately Important	43	8.6
Important	152	30.4
Very Important	302	60.4
<b>3. Nutritional value</b>		
Not important	5	1.0
Little Important	14	2.8
Moderately Important	130	26.0
Important	159	31.8
Very Important	192	38.4
<b>4. New dish</b>		
Not important	3	0.6
Little Important	42	8.4
Moderately Important	197	39.4
Important	148	29.6
Very Important	110	22.0
<b>5. Famous food shop</b>		
Not important	11	2.2
Little Important	43	8.6
Moderately Important	215	43.0
Important	144	28.8
Very Important	87	17.4
<b>6. Famous chef</b>		
Not important	40	8.0
Little Important	89	17.8
Moderately Important	219	43.8
Important	85	17.0
Very Important	67	13.4

**Table 2** Respondents’ perspective of choosing a food truck service (n=500) (Continue)

Choosing Factors	Frequency	Percentage (%)
<b>7. Number of reviews</b>		
Not important	26	5.2
Little Important	59	11.8
Moderately Important	214	42.8
Important	120	24.0
Very Important	81	16.2
<b>8. Celebrity guarantee</b>		
Not important	24	4.8
Little Important	58	11.6
Moderately Important	206	41.2
Important	123	24.6
Very Important	89	17.8
<b>9. Friendly owner</b>		
Not important	1	0.2
Little Important	22	4.4
Moderately Important	94	18.8
Important	186	37.2
Very Important	197	39.4
<b>10. Value price</b>		
Not important	2	0.4
Little Important	14	2.8
Moderately Important	104	20.8
Important	185	37.0
Very Important	195	39.0

**Table 2** Respondents’ perspective of choosing a food truck service  
 (n=500) (Continue)

Choosing Factors	Frequency	Percentage(%)
<b>11. Easy access</b>		
Not important	0	0
Little Important	7	1.4
Moderately Important	85	17.0
Important	206	41.2
Very Important	202	40.4
<b>12. Good atmosphere</b>		
Not important	1	0.2
Little Important	13	2.6
Moderately Important	137	27.4
Important	182	36.4
Very Important	167	33.4
<b>13. Promotion campaigns</b>		
Not important	11	2.2
Little Important	27	5.4
Moderately Important	115	23.0
Important	155	31.0
Very Important	192	38.4



### 3. Mean scores and standard deviations of attractions

**Table 3** Mean scores and standard deviations of 13 attractions

Factor variables	Mean	Std. Deviation
Clean	4.50	.686
Taste	4.28	.860
Easy access	4.21	.767
Friendly owner	4.11	.875
Value price	4.11	.857
Nutritional value	4.04	.920
Good atmosphere	4.00	.855
Promotion	3.98	1.015
New dish	3.64	.936
Famous shop	3.51	.951
Celebrity guarantee	3.39	1.056
Number of reviews	3.34	1.048
Famous chef	3.10	1.094
Valid N (listwise)		

Note: Means were derived from 5 point Likert –Type Scale ranging from 1 – not important to 5 – the most important

From Table 3, the results revealed the most important factor to choose to eat at a food truck services are cleanliness, taste, easy access, friendly owner, value price, nutritional value, good atmosphere, promotion, new dish, famous shop, celebrity guarantee, number of reviews, and famous chef, respectively.

## Food truck service attractions factor analysis with principal component and varimax rotation

This part, choosing factors to eat at food truck items were factor analyzed to assess food truck service attractions. As far as choosing factor items were concerned, factor analysis was performed to identify the extent to which questions seem to be capturing the same variables and the degree to which they could be reduced to a smaller set of factor attributes. As a result of factor analysis three underlying attractions were identified by extraction of factors with eigenvalue  $> 1.414$  using Principal Components as the extraction method. The results obtained from this test indicate a high level of internal consistency. Barlett's test of sphericity and calculation of Kaiser-Meyer-Olkin (KMO) statistics indicated if data appeared to be suitable for the identification of orthogonal factor dimensions. A total of 13 items from the factor analysis resulted in three attraction groupings and explained 63.261% of the total variance. The final results of the factor analysis indicated three different attractions, accounting for 63.261% of the variance explained. The results are presented in Table 4. these attractions were named, "**Reputational resonance**," "**Good value for money**," and "**Safe and tasty**".

The attractions "**Reputational resonance**" loads items to famous chef, famous shop, number of reviews, celebrity guarantee, and new dish

The attractions "**Good value for money**" loads items to friendly owner, value price, easy access, good atmosphere, and promotion campaigns.

The attractions "**Safe and tasty**" loads items to taste, clean, nutritional value.

**Table 4** Exploratory attractions analysis

Attractions	Item loadings	Mean	S.D.	Eigen.	% of Variance	Cum.%
<b>Factor 1: Reputational resonance</b>		3.40		4.885	37.580	37.580
New dish	.565	3.64	.936			
Famous shop	.831	3.51	.951			
Famous chef	.853	3.10	1.094			
Number of reviews	.783	3.34	1.048			
Celebrity guarantee	.739	3.39	1.056			
<b>Factor 2: Good value for money</b>		4.08		1.924	14.803	52.383
Friendly owner	.643	4.11	.875			
Value price	.731	4.11	.857			
Easy access	.770	4.21	.767			
Good atmosphere	.690	4.00	.855			
Promotion campaigns	.724	3.98	1.015			
<b>Factor 3: Safe and tasty</b>		4.27		1.414	10.878	63.261
Taste	.791	4.28	.860			
Clean	.797	4.50	.686			
Nutritional value	.774	4.04	.920			
Bartlett's Test of Sphericity					2626.333	
Kaiser-Meyer-Olkin measure of sampling adequacy					.852	
Sig.					.000	
% Total variance					63.261	

The criteria were based on 5 point Likert-Type Scale ranging from 1 (not important) to 5 (the most important).

Interpretation by mean ranking of food truck service attractions, the most attractiveness were **Safe and tasty** (mean = 4.27), **Good value for money** (mean = 4.08), and **Reputational resonance** (mean = 3.40), respectively.

## Summary and Recommendations

The results revealed the marketing strategy elements of food truck service were safe and tasty food, good value for money, and reputational resonance, were being used under heading of responsiveness to check the service quality that was contributing maximum towards customer satisfaction in food truck service industry. This showed the importance of a diverse array of communication and marketing to customers to influence their selection of food truck services.

## Contributions

This research is useful for food truck service owners and related businesses. The result revealed the important factors that attract customers to the food truck services. The owners can use this result for set marketing strategies that have improved the bottom line while maintaining consumers' satisfactions. Those marketing strategies are also often set with an understanding of customers' perspective of satisfactions.

## Future Researches

The future research assumption to be studied is food truck services demand estimation or buying intentions survey and food truck services market segmentation.

Second assumption to be studied is investigating price knowledge, willingness to pay and real purchase decision in order to gain insights into food truck services customers' price sensitivity.

Third assumption to be studied is exploring the relationship between cuisine types and culinary services pricing/meal price. For example, Thai cuisine compares to Korean, Japanese, Chinese, and Vietnamese cuisines.

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