The Difference of Cultural Dimensions between Chinese and Japanese that Affect to the Service Quality Expectations of Thai Restaurants

Tanyamai Chiarakul

International Business Management, Faculty of Business of Administration, Thai-Nichi Institute of Technology, Bangkok, Thailand

Corresponding Author. E-mail address: tchiarakul@gmail.com

ABSTRACT

This research focused on (1) studying culture factors of Chinese and Japanese customers affecting to service quality expectations of Thai restaurants (2) studying guidelines of service quality development of Thai restaurants which were implemented in the countries with diverse cultures. The research combined both quantitative and qualitative methodologies. A questionnaire was distributed among a convenience sample of 300 Chinese customers and 300 Japanese customers. Further, an in-depth interview is carried out with two Chinese customers and two Japanese customers. In addition to descriptive statistics such as frequency, percentage, mean, standard deviation and relationship tests such as t-test and multiple regression were used for data analysis. The research found that Chinese customers gave the highest priority to MAS, and Japanese's highest priority was PDI from cultural dimension perspective. With respect to the service quality expectation, the most Chinese customers perceived the reliability. However, majority of Japanese customers perceived Tangibility as the most importance quality. Interestingly, it is found that both Japanese and Chinese perceived Empathy as the lowest quality expectation. Further, it was found that Chinese customers perceived that dimensions of MAS, UAI and LTO as variables that significantly influence on service quality expectation whereas Japanese customers perceived that PDI, MAS, UAI and LTO were the variables that influence service quality expectations significantly. The same findings of quantitative analyses are supported by the results of Qualitative tests carried out.

Keywords: Cultural Dimensions, Service Quality Expectations, Thai Restaurants, Chinese Customers, Japanese Customers

I.   INTRODUCTION

Each country in the world has its own cultural context due to geography, settlement, social organization, economic conditions. This is reflected in the form of cultures such as primary culture, subculture, local culture. Therefore, the culture determines the pattern of human behavior in society. Cultural differences are therefore different levels. Research studies to explain cultural differences have a wide scope and a wide range of interesting issues. In particular, the national culture, which is also known as a cultural group that represents the national characteristics. It is found that culture is a particularly important factor in determining marketing strategies for businesses to invest in overseas, which is becoming more complex as the culture determines important consumer behaviors. In the past, we may have studied consumer behavior in each country from the culture of western countries.   But today, there is more international trade liberalization and more international cultural movements. This causes cultural ingestion in some countries. According to a 2005 study from Hofstede's Cultural Dimension, there were some differences in figures between China and Japan, as shown in Table 1.

Table 1 Assessment of Hofstede's Cultural Dimension Values of China and Japan

Countries	Power Distance (PDI)	Avoid uncertainty (UAI)	Individual-ism (IDV)	Importance to Men (MAS)	Long-Term Future Plan (LTO)
China	80	20	66	30	87
Japan	54	46	95	92	88

Source: Hofstede & Hofstede (2005)

Although the two countries are in Asia, there are cultural differences in depth. From my previous research found that the Japanese restaurants have opened in Thailand more than the Thai restaurants have opened in Japan. Moreover, the KBank Business Research Center (Economic Base, 2015) said that the reputation of Thai food is internationally recognized. Thai restaurants abroad play a role in spreading Thai culture and food to foreigners. Thai restaurant chains have the potential to develop into a full range of food providers overseas.   In addition to serving Thai restaurants, the restaurant serves a variety of Thai restaurants.   It can also take advantage of the internationally recognized restaurant brand. To further enhance the image of Thai food service providers. In addition, Thai manufacturers and exporters may expand their sales of additional products from retail stores to Thai restaurants and e-commerce channels, as well as to penetrate new markets such as the export of cooking products in the kitchens of Thai hotel chains abroad. More importantly, The Thai Kitchen to The World aims to promote Thailand as the world's largest food exporter which drives exports of cooking ingredients from Thailand. It also supports the opening of Thai food restaurants abroad.   In addition to expanding the scope of the certification, Thai SELECT for Thai restaurants abroad to ready-to-cook Thai food and ready-to-eat Thai food to build confidence in the purchase of such group products. As a result, Thailand's food-related products and services are internationally recognized.

Food-related products and services are a business group that Thai entrepreneurs have the potential to develop in order to generate more economic value. The government continues to push food-related goods and services. It defines food-related goods and services as one of the creative industries that will generate economic value for Thailand.   The researchers are interested in in-depth studies of the cultural dimensions of China and Japan. To help determine the business strategy of the restaurant to operate overseas

in accordance with the policy. "Thai Kitchen to The World" of Thailand. It focuses on the quality of service to ensure the quality of service of Thai restaurants in line with the current cultural dimensions of Chinese and Japanese consumers on a personal level.

A. Research Objectives

1. To study the perceptions of Chinese and Japanese consumers on the dimensions of culture that affect the service quality expectation of the Thai restaurants.

2. To find recommendations on the improvement of the service quality of the Thai restaurant business to be able to conduct business abroad with different cultures.

II. LITERATURE REVIEW

A. Theories and concepts of cultural dimensions

The study of cultural differences, such as Hofstede and Hofstede, 2005, is a concept that can explain people's behavior and communication in different cultural societies. The concept started by studying cultural characteristics in countries around the world, using the Values Survey Module (VSM) to group cultural characteristics into categories based on cultural definitions, which refer to a person's patterns of thoughts, feelings, and responses. The results of the study can be classified in four aspects: 1) Power Distance Index (PDI) 2) Individualism /Collectivism Index (IDV) 3) Masculinity/ Femininity Index (MAS) and 4) Uncertainty Avoidance Index (UAI). Those cultural dimensions are used as a framework to collect data from IBM employees from over 66 countries around the world, totally 116,000 (Hofstede, 1984).

Dimension 1: Power Distance Index (PDI) refers to the difference between social status and equality. Some cultures are highly segregated between people with different social statuses.

Dimension 2: Individualism /Collectivism Index (IDV) explains that an individualized society is a society where interpersonal bonding in society is not strong. People value themselves or their families first, as well as their own thoughts and actions. Social lyrics People in society have a strong bond, more focused on the group than the person. Be honest and loyal to each other, take care of each other, and help each other.

Dimension 3: Masculinity/ Femininity Index (MAS) refers to society's gender equality. A society that emphasizes masculinity is clearly discriminated against certain roles are reserved specifically for men, such as decision- making duties. Courage, analytical thinking, and high- level planning A highly equality society - feminine means that women and men are fearful and compromise, equal rights in various matters. Women are equally equal to men and can serve as leaders.

Dimension 4: Uncertainty Avoidance Index (UAI) is one of the cultural indicators. This indicates a person's sense of feeling about situations of uncertainty. This causes such uncertainty avoidance behavior, reflected in the form of decision-making.

Later, Michael Bond, a cross- cultural psychologist and researcher from universities in Hong Kong and Taiwan, was founded in 2009. His study shown that the Chinese culture has been developed in the Chinese values survey (CVS) to find a more cultural dimension from Hofstede Confucian Dynamics concepts. The purpose of the study is to study Chinese beliefs and values in Confucius teachings, reflecting ideas and actions, and then analyzing Chinese cultural groups including Hong Kong, Taiwan, Japan, South Korea, and Singapore. This dimension implies the difference between eastern and western cultures. Hofstede later adopted this long- term versus short- term orientation (LTO) concept in its cultural dimensions' framework (Hofstede, 2005).

Dimension 5: Long-term Orientation Index (LTO) is an analysis of people's differences in Western and Eastern cultures to future planning. The results showed that people from society value long-term plans in the future. Most of Asia (China, Hong Kong, India, South Korea, Taiwan, Vietnam) will look at the past and focus on their future to achieve its goals with patience, perseverance, hard work, and economical resources. Meanwhile, people from a society that sets out a short-term plan (Australia, France, Canada, Sweden, Spain) will focus on today's life rather than Future. Furrer and Sudharshan (2000) studied the relationship between culture and service quality perception, which showed that the dimensions in SERVQUAL, including Reliability, Responsiveness, Assurance, Empathy and Tangibles had a relationship with Hofstede's cultural dimensions, including Power Distance, Individualism, Masculinity, Uncertainty Avoidance, and Long-term Orientation.

B. SERVQUAL theory and concept of service quality

Parasuraman, Ziethaml & Berry (1998) has been interested in studying quality and quality management services since 1998. In 1983, the development of the service quality model was subsequently developed as empirical research. SERVQUAL can be divided into 5 main dimensions and still correlated with the 10 dimensions of service quality. The revised SERVQUAL is a collapsible, some dimensions from the original, combined under the New Dimension in SERVQUAL (Parasuraman et al., 1998) as followings.

Dimension 1: The tangible service (Tangibility) refers to the physical characteristics that appear to reflect the facilities, including places, personnel, equipment, equipment, etc. Documents used in communication and symbols, as well as environments that make the service provider feel taken care of. Care and commitment from service providers the services offered in concrete will make the service more aware of the service.

Dimension 2: Reliability means the ability to provide services to meet the contract stipulated to the service provider. Every service provided must be accurate, appropriate, trustable, and effective at all points of the service.

Dimension 3: Responsiveness means the availability and willingness to provide services that can meet the needs of the service provider in a timely manner. The service providers are easy to access and conveniently use the service, as well as to distribute the service thoroughly quickly.

Dimension 4: Assurance means the ability to build confidence in service providers. It demonstrates their skills, knowledge, ability to provide services and meet the needs of the service provider in a soft condition. Good manners verbs use effective communication and ensure the best service.

Dimension 5: Empathy refers to the ability to care for the service providers according to the different needs of each customer.

Previous research, Markovic, Raspor & Dorcic (2011) studied the variables in measuring the quality of the restaurant: A study in a restaurant in the city, with the aim of exploring the quality of restaurant service in Croatia using questionnaires. They asked both Croatians and foreign customers who use the restaurant. The results showed that there were five aspects with service quality metrics described the expectation of service is trust and attention, cleanliness, and reliability. The room was clean, and the staff were very friendly and helpful. There are 8 factors that explain the perception of service in restaurants in the city, namely satisfaction and loyalty, the staff are very friendly and helpful, Individual intentions, Confidence, The neatness of the dining area and relaxation area, Reliable service, Fast

service, the quality of the staff and the attractiveness of the restaurant's exterior look.

To measure service quality expectations and evaluations, therefore, we use the SERVQUAL scale developed by Parasuraman et al. (1994), that has been widely cited and applied to various service industries. This scale has also been tested for cross-cultural applications with satisfactory results (Imrie, 2005). We used the 22 items that capture the five dimensions of service quality expectations and evaluations (tangibles, reliability, responsiveness, assurance, and empathy).

C. Relationship between cultural dimensions and service quality

Most of the cross-cultural studies in recent decades have adopted Hofstede's framework of cultural values, or at least refer to it, making him one of the most referenced social scientists (Kausch, 2013). Service quality expectations are dependent on customers' personal cultural orientation rather than on customer service expectations at the national level. Previous research suggest therefore that future studies focus on evaluating sub-cultures within a dominant national culture in order to confirm the nature of the service quality-national culture relationship (Dash, Bruning & Acharya, 2009). In order to accurately measure the cultural orientations of citizens of the country, a researcher needs to determine the orientations of each individual. A direct measure of an individual's cultural direction is a way not to violate ecological misunderstandings, which are mistakes that bring an ecological or national relationship to the individual (Hofstede, 1980). Since there are significant interpersonal variations in the same country, cultural orientation must be measured for individuals, not fixed by the historical overall score (Hoffmann, Mai and Cristescu, 2013). Although a person's cultural style is determined by the national culture, sources of

variability at an individual level, such as different personalities and experiences, also influence a person's orientation in terms of beliefs and values, thus causing changes in the social context and culture (Rao and Kunja, 2019).

However, this research assesses the cultural characteristics of participants, we use the CVSCALE (Donthu and Yoo, 1998; Yoo et al., 2011), focusing on the five dimensions most commonly employed in service research: power distance, uncertainty avoidance, collectivism, masculinity, and long-term orientation. By doing this, we overcome some of the limitations identified in the literature of assuming Hofstede's nation scores in each dimension as representing any individual from a certain country. The CVSCALE has been tested cross-culturally and has reliable and valid psychometric properties (Schumann et al., 2010). All items were measured using five-point Likert scales.

Previous research, Luximon & Chan (2017) study on service quality expectation and cultural diversity in fast fashion retailing. The result showed that fast fashion the production highly fashionable and affordable items under uncertain demand and short lead time, has become a global industrial trend in recent decade. With the increasing popularity, competition among fast fashion retailers has been focused on improving design, price, and service quality in order to differentiate themselves from their competitors. Understanding and improving service quality, which has a direct interaction with customers, is crucial especially in cities with a blend of different cultures. This study draws attention on how cultural values are affecting customers' service quality expectations in Hong Kong fast fashion retailing. This study considered 283 cultural-diversified respondents with previous shopping experience in Hong Kong fast fashion stores. With a service quality measurement tool specified for Hong Kong fast fashion

retailing situation, this study confirmed the significance of cultural perspectives in shaping customers' service quality.

Kueh and Voon (2007) who studied Culture and expectations of service quality: evidence from generation Y consumers in Malaysia found that cultures have a positive relationship with risk avoidance (UAI) and long- term plan (LTO), but have a negative relationship with the distance between power (PDI) and no relationship with MAS and collectivism.

The Ninh Nguyen et al. (2015) study on culture influences expectations on overall service quality: The evidence from Vietnamese consumers is intended to examine cultural values on a personal level, affecting overall service quality expectations, using a total of 487 questionnaires. The results showed that based on four cultural factors: Collectivism, UAI, PDI and LTO, collectivism had the highest overall service quality expectations, followed by UAI and PDI.
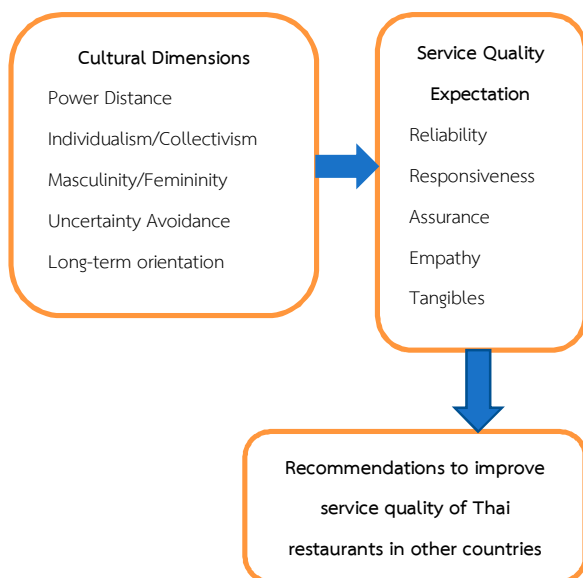
D. Conceptual Framework

Figure 1 Conceptual Framework

III. RESEARCH METHODOLOGY

This research uses both quantitative and qualitative research methodology to study cultural dimension factors affecting the quality of restaurant service of Chinese and Japanese consumers. The population is Chinese and Japanese consumers who visit or live in Thailand, and the samples are as follows:

Quantitative research with questionnaires,

1. The researchers determined the area used in quantitative research by selecting Bangkok and metropolitan areas where Chinese and Japanese tourists came to Thailand. By coincidence,

2. The resources used in this study consist of two types of sources:

2.1 Document Type Data Source

2.2 Personal resources include those who choose to use Chinese and Japanese restaurants to visit or live in Thailand. By handing out questionnaires to samples, the researchers accidentally selected samples, defining Chinese consumer samples. A total of 600 people visited Thailand, a total of 600 of which were considered acceptable. The number of samples used in the multi-sclerotic regression test. Therefore, the sample number is 20*5 = 100 samples. The researchers distributed 600 questionnaires, which were made by Chinese and Japanese tourists. 300 sets at a time.

Qualitative research is an in- depth interview. Chinese consumers and Japanese consumers in total, 4 people, all of whom travel and live in Thailand. Not exceeding 1 year

The research tool is the use of questionnaires, where the researchers drafted questionnaires from the conceptual framework. Theory, concepts, and related research

When you have finished creating a query, the created query is taken to check the quality according to the steps. as follows:

1) Content Validity by the researchers drafted the questionnaire and then conducted it for the marketing experts. 3 persons, upon reviewing the content's match by the IOC method, which has an IOC value = 1 and has been suggested. The researchers applied the questionnaire to make it more complete and

2) Reliability researchers took 30 pilot questionnaires, and then analyzed the reliability 0.920 using Cronbach's Alpha Coefficient method.

The researchers analyzed data from questionnaires and in-depth interviews by analyzing data from questionnaires. The researchers used a ready-made program of social science statistics to analyze, using the statistics used: frequency, percentage, average, standard deviation, t-test, F-test, and multiple regression, and in-depth interviews.

In-depth interviews of two Chinese tourists and two Japanese tourists, who came to travel in Thailand. The researcher realized that appropriate sample selection, such as the interviewee's qualifications and sample size, would affect the reliability of these findings. Due to the time constraints and that there was a strong relationship between the interviewer and the interviewee. Therefore, the ease of access to the respondents and their susceptibility to disclosure were key factors in determining the sample size.

IV. RESULTS AND DISCUSSION

Of the 300 Chinese respondents, most of them are male, 59.7 %, 93.3% are single, 95.3 % are under the age of 25, 86.7 % are undergraduates, and the majority live in Thailand 6-12 months, 68.7 %, and 300 Japanese respondents are mostly male, 55.4%, single status is 61.7%, 52.3% are under the age of 25, 49.7% are high school education, and 88.7% live in Thailand under 6 months.

The cultural dimension that Chinese respondents value the most is the MAS, with an average of 3.78 (S.D.= 0.7729), LTO with an average of 3.78 (S.D.= 0.7729) and UAI, with an average of 3.70 (S.D.= 0.68136) respectively. The cultural dimensions that Japanese respondents most focus on are the PDI, with an average of 3.26 (S.D.= 0.527), and then LTO, with an average of 3.12 (S.D.= 0.524) and a cultural dimension of avoiding uncertainty (UAI), with an average of 3.08 (S.D.= 0.473) respectively.

The service quality that Chinese respondents have the overall expectations with an average of 3.79 (S.D.= 0.693). The highest expectations of service quality for Chinese respondents were Reliability, with an average of 3.92 (S.D.= 0.816) and then Tangibles dimension, with an average of 3.89 (S.D. = 0.743) and Responsiveness, with an average of 3.82 (S.D.= 0.828), respectively, The lowest expectations of service quality are customer recognition (Empathy) with an average of 3.61 (S.D.= 0.802).

A. Hypothesis Testing

Hypothesis I: The cultural dimension of Chinese consumers affects the quality of service of Thai restaurants. The statistics used in the analysis use multiple regression statistics at a significant level of 0.05 based on the above assumptions. as follows:

H_0 = The level of perception on the cultural dimension of Chinese consumers does not affect the service quality expectation of Thai restaurants.

H_1 = The level of perception on the cultural dimensions of Chinese consumers affects the service quality expectation of Thai restaurants.

Table 2 Chinese Consumer Cultural Dimensions on the service quality expectations of Thai Restaurants

coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.428	0.249		5.737	.000*		
PDI	0.034	0.064	0.032	0.538	.591	0.714	1.401
IDV	0.019	0.059	0.020	0.326	.745	0.668	1.497
MAS	0.223	0.058	0.234	3.827	.000*	0.667	1.499
UAI	0.236	0.074	0.217	3.190	.002*	0.543	1.843
LTO	0.143	0.064	0.141	2.237	.026*	0.632	1.583

a. Dependent Variable: Service Quality Expectation

significant at a level of p<0.05

Multicollinearity occurs when two or more predictors in the model are correlated and provide redundant information about the response. Multicollinearity was measured by variance inflation factors (VIF) and tolerance. If VIF value exceeding 4.0, or by tolerance less than 0.2 then there is a problem with multicollinearity (Hair et al., 2010). From TABLE II, VIF value of all independent variables are less than 4.0, and tolerance greater than 0.2, which means these multiple regressions are not face the multicollinearity problem.

The result of the analysis of Multiple regression of the culture dimension of PDI, IDV, MAS, UAI and LTO can predict the impact of the service quality expectations of Thai restaurants. Considering the overall independent variables describe the variability of the service quality expectations of Thai restaurants have the Sig. of F determination coefficient less than 0.05, with R^2 = 0.264, indicating that the independent variables can explain the variable variance by 26.4 percent. It is a variable that influences changes in variables based on statistical significance at .05 level, with three positive influences by cultural dimensions in the avoidance of uncertainty (UAI), the importance of men/women (MAS), and the designation of short-term plans in the future (LTO), respectively. It can write multiple regression analysis equations in raw score as follows:

Y 1.428 + 0.236 (UAI) + 0.223 (MAS) + 0.143 (LTO)

Hypothesis II: The cultural dimension of Japanese consumers affects the quality of service expectations of Thai restaurants. The statistics used in the analysis use multiple regression statistics at a significant level of 0.05 based on the above assumptions. as follows:

H0 = The level of perception on the cultural dimension of Japanese consumers does not affect the service quality expectation of Thai restaurants.

H1 = The level of perception on the cultural dimensions of Japanese consumers affects the service quality expectation of Thai restaurants.

Table 3 Japanese Consumers' Cultural Dimensions on The Service quality expectation of Thai Restaurants

Coefficients[a]

Factors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	1.280	.104		12.334	.000*		
PDI	.084	.029	.153	2.907	.004*	.573	1.746
IDV	.053	.037	.082	1.423	.156	.477	2.095
MAS	.112	.035	.162	3.177	.002*	.610	1.639
UAI	.129	.029	.206	4.373	.000*	.711	1.407
LTO	.211	.027	.383	7.896	.000*	.674	1.484
R^2 = 0.550, F = 69.519, Sig = 0.000							

a. Dependent Variable: Service Quality perception

*significant at a level of $p < 0.05$

From Table 3, VIF value of all independent variables are less than 4.0, and tolerance greater than 0.2, which means this multiple regression are not face the multicollinearity problem. It shows the results of the Multiple regression analysis of PDI, IDV, MAS, UAI and LTO can predict the impact of the service quality expectations of Thai restaurants. Considering the overall independent variables describe the variability of the service quality expectations of Thai restaurants have the Sig. of F determination coefficient less than 0.05, with R^2 = 0.550, indicating that an independent variable can describe variable variance by 55.0 percent. as follows:

Y = 1.280 + 0.211 (LTO)+ 0. 129 (UAI) + 0. 112 (MAS) + 0.084 (PDI)

Table 4 Summary of Interviews with Chinese and Japanese Consumers

Interview Issues	Chinese Consumers	Japanese Consumers
1. Cultural Dimensions	The high level of emphasis on the LTO, PDI, MAS. They still give more important to men. In the past, there was a law for Chinese people to have only one children, and often men would have to inherit the family, even though the house had many children, they chose to focus on men, and let women struggling. - Pay attention to fear in vague situations and unfamiliar risks are common. People who are constantly stressed and anxious will look at the risks of life in the future. - The highest priority is that the LTO, they think that the traditional tradition should be respected, the person should endure the long-term consequences. It is characterized by a long- term relationship and adherence to traditional business traditions.	The high level of emphasis on the UAI, LTO, MAS, but with a moderate focus on the PDI. They remain focus the most important on work priority than the importance of family, caring for others and maintaining. - Fear of risk, so there are rules, regulations, or awareness campaigns to reduce the risk of future life, and there are quite a lot of rules for society to make everything go wrong and be an extremely competitive society. People often have a fear of vague situations and unfamiliar risks. - Young generations pay less attention to long- term relationships or long- term plans. Less secure relationships, such as restaurant services, can be used according to satisfaction rather than sticking to the same relationship.

Table 4 Summary of Interviews with Chinese and Japanese Consumers (Cont.)

Interview Issues	Chinese Consumers	Japanese Consumers
2. Service Quality	- Pay attention to the taste of the food, service with smiling and fast, but they do not require high quality certification or excessive empathy. The service of restaurant should be worth the price. The food is too affordable. They do not focus on restaurant's reward, insurance. They would like to get fast service, no mistakes in serving food as ordered. The staff should answer the questions very well. If you can speak Chinese, it is good, but they do not pay attention to the rewards that the restaurant receives. I would stay here again. It does not require a lot of extra services.	The restaurant should be trendy, but it should be served to a good standard. Most Thai restaurants may still lack standards. Need to be improved. - Requires fast-response services, especially when the customer is in the store, do not wait, ignore, or wait for a long time. They do not care about the reward that the restaurant receives.

From the in‑depth interview results, it supported the results of quantitative results, that can be discussed further in the discussion part.

Discussion

1.   The first hypothesis testing of the cultural dimensions' perception of Chinese consumers affects the service quality expectations of Thai restaurants. It was found that the level of opinion on the cultural dimension of the importance of men/women (MAS), avoiding uncertainty (UAI) and the design of future short-term-long-term plans (LTO). It is a variable that influences changes in variables based on statistical significance at .05 level, with three positive influences by cultural dimensions in the avoidance of uncertainty (UAI). The second most significant aspects of men/women's priorities (MAS) and the formulation of short-term future plans (LTO), respectively, conflict with Kueh and Voon (2007) who studied Culture and expectations of service quality: evidence from generation Y consumers in Malaysia, research results has shown that cultures have a positive relationship with risk avoidance (UAI) and long-term plan (LTO), but have a negative relationship with the distance between power (PDI) and no relationship with MAS and collectivism, and conflict with the study of Ninh

Nguyen et al. (2015) on culture influences expectations on overall service quality: The evidence from Vietnamese consumers is intended to examine cultural values on a personal level, affecting overall service quality expectations, using a total of 487 questionnaires. The results showed that based on four cultural factors: Collectivism, UAI, PDI and LTO, collectivism had the highest overall service quality expectations, followed by UAI and PDI.

2.   The second hypothesis testing of the cultural dimensions' perception of Chinese consumers affects the service quality expectations of Thai restaurants. It was found that the cultural dimension of the distance between power (PDI), the importance of men/women (MAS), avoiding uncertainty (UAI) and the formulation of short-term long-term plans in the future (LTO), It is a variable that influences changes in variables based on statistical significance at .05 level, with four positive influences. The most effect is by LTO, then followed by UAI, MAS and PDI, respectively, contradicted with Kueh and Voon (2007) who studied in Culture and expectations of service quality: evidence from generation Y consumers in Malaysia. Research results have shown that cultures have a positive relationship with risk avoidance (UAI) and long-term plan (LTO) but have a negative relationship with the distance between

power (PDI) and no relationship with MAS and collectivism. Also, the results conflict with the study of Ninh Nguyen et al. (2015) on culture influences expectations on overall service quality: The evidence from Vietnamese consumers is intended to examine cultural values on a personal level, affecting overall service quality expectations, using a total of 487 questionnaires. The results showed that based on four cultural factors: Collectivism, UAI, PDI and LTO, collectivism had the highest overall service quality expectations, followed by UAI and PDI.

V. RECOMMENDATIONS

Based on this finding, there are suggestions for Thai restaurant operators. as follows:

1. Entrepreneurs should carefully study the consumer culture and consumer behavior of each group or each segment of Chinese and Japanese consumers before entering the market. Especially today, cultural matters may require more individual education at the national level.

2. In terms of the cultural dimension that affects the quality expectations of Thai restaurant service, the Chinese think that the cultural dimension of the importance of men/women (MAS), avoiding uncertainty (UAI) and the formulation of short-term plans in the future (LTO). It is a variable that influences the change in the quality expectations of Thai restaurants by having a positive influence on all three variables. Avoiding Uncertainty (UAI) is the most effective. Thai restaurant operators who will take action for Chinese consumers must pay attention to MAS, perhaps by designing the shop to make them feel strong, warm and the design of the menu that represents the position or luxury. In case of UAI, the operator may design a stress-friendly shop or a service with a clear service process. The LTO is the one that defines long-term plans or long-term relationships. Chinese consumers are most focused on

UAI, and Chinese consumers with high UAI tend to be strict on regulations. All the rules including services that have to meet standards and no mistakes are acceptable. Therefore, it requires clear information, service processes or service procedures. We need a lot of information and details about the service provider to ensure service and Chinese consumers with high MAS will want high quality of service. Thai restaurants should pay great attention to training their employees or create an impressive service atmosphere in the restaurant. Consumers with high LTO are also more likely to demand high quality of service. To establish a long-term relationship with the service provider, the same service is often used when the opportunity is established. Operators may need to design a reliable service and should also adjust their attention to individual customers so that Chinese consumers will continue to use the service repeatedly, as Chinese people are also focused on long-term relationships.

3. However, for Japanese people, it is thought that the cultural dimension of the distance between power (PDI), the importance of men/women (MAS), the avoidance of uncertainty (UAI) and the short-term planning aspects of the future (LTO). It is a variable that influences the change in quality expectations of Thai restaurant service. It is a positive influence on all four variables, with a cultural dimension in the formulation of LTO. As a result, the Japanese have a Chinese-like opinion that the first three cultural dimensions have the same effect. There is one more cultural dimension variable: PDI or distance between power, which in this part of japan is deemed to be a highly dependent interdependence between low and high-power individuals. Japanese people value LTO variables or long-term relationships that affect service quality expectations the most. Japanese consumers pay the most attention to LTO, seeing that if they have high LTO, they also need high quality of service. In order

to build long-term relationships with service providers, the same service is often used when the opportunity is available, and Japanese consumers with high UAI tend to be strict on the regulations. All the rules, including services that meet the standards, do not require mistakes. Therefore, it requires clear information, service processes or service procedures. We need a lot of information and details about the service provider to ensure service and Japanese consumers with high MAS will want high quality of service. Thai restaurants should pay great attention to training their employees or create an impressive service atmosphere in the restaurant. Japanese consumers with high PDI are also high in demand for high quality of service. It focuses on providing equal quality services between the users at each level, such as the dining room. Therefore, Thai restaurants should be clean, easy to travel to and provide separate dining room.

4. According to the interview results, Chinese consumers want good-tasting food that adapt the taste to meet the needs of Chinese consumers and are worth the price. The staff are very friendly and helpful. Japanese consumers think that the service is fast and standard. Also, the restaurant as well as the bathroom should be clean. Modern people may have less relationships with each other. Therefore, it is not expected to require special services from service providers.

VI. LIMITATION

The research is not yet completed. This article is subject to a few limitations. First, while this study is not unlike the original Hofstede work in terms of its sample heterogeneity, it is reasonable to conclude that the somewhat unique characteristics of the sample are not fully representative of the greater Chinese and Japanese population.

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