



اَوْنُوْرَسِيْتِي تِي كُوْلُوْمِي مَبَارَا
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**FACTORS INFLUENCING CUSTOMERS
PATRONIZING ETHNIC RESTAURANT: A CASE
STUDY ON THAI RESTAURANT**

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ABSTRACT

This study aim to investigate on factors influencing customers patronizing ethnic restaurants: a case study on Thai restaurant. For this study secondary data are being used. The secondary data refers to the published sources that have been gatherer, either it is by individuals or agencies, or it is accessible to the researcher. The types of secondary data used for this study journal articles, online websites, and books. The main type of secondary data used for this study is the journal article. It revise data collection method of this study is based on the argumentative method which involved by using existing data, summarized and collated the data that is to focus on the factor influencing customer patronize to Thai restaurant. There are various factors that influence customer patronizing ethnic restaurant but for this study three variable was choose which is food tourism, price perception and physical environment which consist of ambience music and facility aesthetic. The expected finding for this study is the implication on which factor are the most influencing factors influencing the customer to patronize to Thai restaurant. The researchers have found that food tourism is the most influencing factor for customers patronizing to Thai restaurant. Since food tourism was mentioned a lot from past researchers. It concludes that food tourism can connected people through several of cuisine that every country has. Most of traveller's travels to outside of their country are for the unique cuisine that they never tasted before. Especially Thai food has been everyone's favourite and regarded as the most popular cuisines around the world.

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