

**FACTORS AFFECTING CUSTOMER SATISFACTION: A CASE STUDY OF
COFFEE AND BEVERAGE SHOPS IN KING MONGKUT'S INSTITUTE OF
TECHNOLOGY LADKRABANG**

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Thesis Title	Factors affecting customer satisfaction: A case study of coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang
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ABSTRACT

This study aims to investigate the following factors affecting customer satisfaction: A case study of coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang. In this study, the researcher used a questionnaire to collect data from 400 respondents who studied at King Mongkut's Institute of Technology Ladkrabang. The researcher analyzed the research results by adapting frequency analysis and demographic information for each respondent, as well as using descriptive and inferential analysis to represent the relationship between independent and dependent variables through correlation.

The study's objectives allow the researcher to conclude the research findings. These objectives include comparing and identifying demographic differences in customer satisfaction among the coffee and beverage shops at King Mongkut's Institute of Technology Ladkrabang, evaluating the effect of service quality on customers' likelihood to return, and looking into the variables that affect customers' behavior at the coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang. Customers at King Mongkut's Institute of Technology Ladkrabang were therefore happy with the coffee and beverage businesses there.

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CHAPTER 1

INTRODUCTION

1.1 Background and Significance

Coffee is a very popular beverage not only for Thai consumers but all around the world, it can be seen from the fact that people tend to have a cup of coffee in their hands at every moment. Coffee is not just a refreshing drink in the morning, it also clearly reflects the taste of each person. Most Thai people turn to consuming more fresh coffee, especially people who are in the new generation, working age, and living in urban society. Although Thai consumers increasingly prefer to drink coffee, the average coffee consumption rate of Thais is only 0.9 kilograms per person per year, which is considered low compared to countries where coffee is popular (Food Intelligence Center, 2015). LINE MAN reveals the best statistics for 2021, delivery behavior of Thai people in all 77 provinces throughout 2021 from over 5.9 million users per month who order from over 500,000 restaurants. It was found that coffee is the menu that Thais order the most throughout the year, surpassing 6.3 million cups (TCIJ, 2023).

Thailand is a significant producer of coffee in Southeast Asia, with the majority of the production coming from the northern region. The country's coffee industry is dominated by smallholders, with around 95% of coffee farms being less than 10 hectares in size. The main coffee varieties produced in Thailand include Robusta, Arabica, and Excelsa (TCIJ, 2023).

The Thai coffee value chain includes various stakeholders such as farmers, processors, exporters, and retailers. The coffee industry in Thailand is heavily reliant on exports, with around 80% of the country's coffee production being exported to countries such as Japan, The United States, and Europe (TCIJ, 2023).

In recent years, the Thai government has been promoting the development of the country's coffee industry by supporting smallholders, improving the quality of coffee beans, and increasing access to finance and markets. Additionally, there has been a growing trend of specialty coffee in Thailand, which has created opportunities for farmers to command higher prices for their high-quality coffee beans. The coffee value chain in Thailand is an important sector for the country's economy and is likely to continue to grow in the coming years, driven by the government's support and the increasing demand for specialty coffee (International Coffee Organization, 2021).

Coffee is grown in several regions of Thailand, with the northern part of the country being the most prominent coffee-producing area. According to the International Coffee Organization, in 2020, Thailand produced around 22,000 60-kg bags of coffee, which accounts for approximately 0.01% of global coffee production (International Coffee Organization, 2020).

In recent years, the coffee industry in Thailand has been growing, with an increasing number of specialty coffee shops opening in major cities like Bangkok and Chiang Mai. The demand for high-quality coffee has also been on the rise, which has led to an increase in coffee imports to meet the growing demand (Wirawan, 2023).

According to a report published by the International Coffee Organization (ICO) in 2021, Thailand's coffee production in the 2020-2021 season was estimated at 50,000 60-kg bags, which is a slight decrease compared to the previous season. The report also indicated that Thailand's coffee consumption is increasing, and the country is becoming a significant market for coffee. In 2019, Thailand imported over 100 million kilograms of coffee, with the majority coming from Vietnam, Brazil, and Indonesia (International Coffee Organization, 2021).

According to Mordor Intelligence, the global coffee market is expected to reach \$102.02 billion by 2026, registering a CAGR of 4.28% between 2021 and 2026 (He, 2023). All of these coffees are grown in 70 countries, with the top five coffee-producing countries in the world which are Colombia, Brazil, Vietnam, Ethiopia, and Indonesia. The global coffee market is worth over \$100 billion per year, and all of this coffee, at all stages of production, distribution, and consumption, must be managed by a combination of people, processes, and machines (He, 2023).

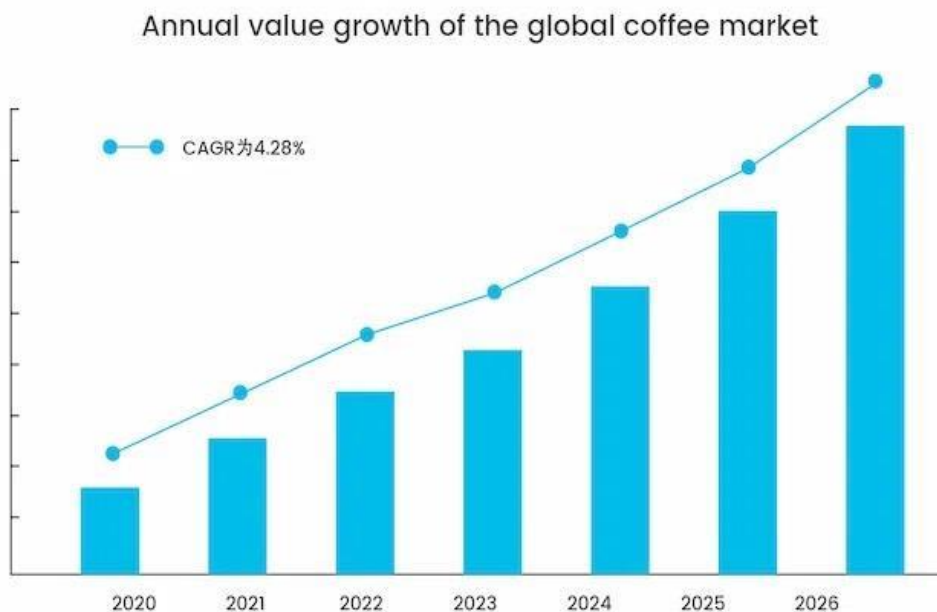


Figure 1.1 Annual value growth of the global coffee market

Source: Chang, 2023

People around the world drink 2.25 billion cups of coffee a day, with more than a billion people drinking coffee every day. The value of the global coffee market in 2022 will reach \$433.6 billion and the growth rate between 2022 and 20 will reach +7.64% per year (Money Buffalo, 2022). Starbucks is the world's largest coffee chain with \$26 billion in annual revenue (Money Buffalo, 2022), followed by Costa Coffee and Dunkin Donuts. As for instant coffee makers, Nescafe is the world's largest coffee brand with \$99 billion annually (Money Buffalo, 2022).

King Mongkut's Institute of Technology Ladkrabang or KMITL is a leading public research university located in Bangkok, Thailand. It was established in 1960 as a technical college and became a university in 1971. King Mongkut's Institute of Technology Ladkrabang offers a wide range of undergraduate and graduate programs in engineering, architecture, science, technology, management, and other related fields. King Mongkut's Institute of Technology Ladkrabang is committed to producing highly skilled and knowledgeable graduates who are well-equipped to tackle the challenges of the modern world. Its curriculum is designed to provide students with a strong foundation in their chosen fields while also fostering critical thinking, creativity, and problem-solving skills. Additionally, King Mongkut's Institute of Technology Ladkrabang places great emphasis on the development of moral and ethical values among its

students, with the goal of producing graduates who are not only competent professionals but also responsible and ethical leaders (KMITL, 2023).

As mentioned above, it can be seen that the coffee shop business is gaining immense popularity among consumers. Entrepreneurs must continually find market channels to stimulate demand and attract consumer attention. Since the coffee shop business has grown rapidly, the researcher aims to investigate customer satisfaction and evaluate customers' expectations toward the coffee and beverage shop business in King Mongkut's Institute of Technology Ladkrabang.

1.2 Research Questions

1.2.1 What are the demographic characteristics of coffee buyers within King Mongkut's Institute of Technology Ladkrabang setting?

1.2.2 How does the quality of coffee and service impact customers' likelihood of returning to coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang?

1.2.3 What factors influence customer satisfaction in coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang?

1.3 Research Objectives

1.3.1 To identify and compare demographic variations in customer satisfaction among coffee and beverage shop customers in King Mongkut's Institute of Technology Ladkrabang.

1.3.2 To assess the impact of service quality on customers' likelihood from the coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang.

1.3.3 To investigate factors that influence customers' behavior at coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang.

1.4 Research Benefits

This research endeavors to yield substantial benefits for various stakeholders, particularly coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang, by fostering a comprehensive understanding of optimal strategies to maximize benefits. For managers, this study is poised to be advantageous as it meticulously identifies potential issues or disadvantages within the business framework, empowering them to proactively address and mitigate these challenges. Furthermore, managers stand to gain from the research's insights into formulating effective strategies geared toward enhancing the brand's products, services, and marketing endeavors. By unraveling the intricate web of customer satisfaction with the product, this research becomes instrumental in benefiting coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang, providing them with invaluable insights into consumer preferences and perceptions. Additionally, the study aims to furnish essential factors that can elevate the efficiency of products and services, thereby offering tangible improvements for businesses in the coffee and beverage sector within King Mongkut's Institute of Technology Ladkrabang.

In essence, the multifaceted contributions of this research promise to be a guiding beacon for stakeholders, fostering growth, resilience, and success in the competitive landscape of the coffee and beverage industry.

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1.5 Definition of Terms

1.5.1 **Customer satisfaction** refers to the level of happiness or pleasure that consumers feel as a result of using a company's goods, services, or in general. It is a crucial performance indicator and a measure of how successfully a company meets or exceeds the expectations of its customers. Satisfied customers are more likely to remain loyal, make repeat purchases, and refer the firm to others, resulting in higher revenue and long-term success. Surveys, feedback, and other tools are often used by businesses to measure and enhance customer satisfaction (Guido, 2015).

1.5.2 **Consumer behavior** is the study of consumers and the processes they use to choose, use (consume), and dispose of products and services, including consumers' emotional, mental, and behavioral responses (Radu, 2023). Consumer behavior toward a product involves everything from the original purchase choice to how they utilize it and whether or not they continue to buy it in the future. A variety of factors can impact customer behavior, including personal information such as

age, gender, and income, socializing with family and friends, religious and cultural traditions, etc. (FutureLearn, 2023).

1.5.3 **Product quality** is how a good service or combination solves a problem or meets a need. In other words, it needs to solve a problem for the consumer or meet a need (Indeed Editorial Team, 2023). It comprises a product's different features and properties, such as performance, durability, dependability, safety, and how effectively it achieves its intended function. High product quality is an important aspect of customer happiness and loyalty since it frequently leads to favorable word-of-mouth recommendations, better ratings, and repeat business. Product quality assurance and maintenance are critical for a company's reputation, competitiveness, and long-term success. It entails a number of procedures, including design, production, testing, and quality control, to ensure that goods continually meet or exceed customer expectations (Concepts of Product and Service Quality, 2019).

1.5.4 **Service quality** is a measure of how an organization delivers its services compared to the expectations of its customers. They either consciously or unconsciously have certain standards and expectations for how a company's delivery of services fulfills those needs (Collaborators, 2023). Service quality is typically assessed based on several key dimensions, including responsiveness, reliability, assurance, empathy, and tangibles (Collaborators, 2023).

1.5.5 **Store atmosphere** is the environment inside the store that is used to create images to attract customers. It encompasses various elements and factors that combine to create a particular mood or experience for customers. Store atmosphere plays a significant role in influencing consumer behavior and can affect how customers perceive a store and its products (El-Murad et al., 2012). This research refers to the atmosphere inside the coffee and beverage shop in King Mongkut's Institute of Technology Ladkrabang.

1.5.6 **Word-of-mouth** marketing, also known as WOM marketing, refers to a phenomenon where a consumer's enthusiasm for a company's product or service is communicated through their everyday conversations. In essence, it is an unpaid promotion that arises from positive customer experiences, often exceeding their expectations (Hayes, 2022)

CHAPTER 2

LITERATURE REVIEW

This study presents factors affecting customer satisfaction. The researcher has studied, and researched, concepts, theories, documents, and relevant research to be used in presenting the research results for the benefit and to achieve the research objectives set out as follows:

- 2.1 Customer Satisfaction
- 2.2 Service Quality
- 2.3 Product Quality
- 2.4 Store Atmosphere
- 2.5 Word-Of-Mouth
- 2.6 Related Research
- 2.7 Research Hypothesis
- 2.8 Theoretical Framework

2.1 Customer Satisfaction

Customer satisfaction is an essential element for the success of any business. It is widely recognized that satisfied customers are more likely to continue to do business with a company and recommend it to others. Also, it is a crucial aspect of any successful business, as it is a key indicator of customer loyalty and retention. In research, measuring customer satisfaction can provide valuable insights into how well a business is meeting the needs and expectations of its customers (Franklin, 2023).

Several factors can influence customer satisfaction, including product quality, service quality, price, and brand image (Pamela, 2022). Product quality refers to the physical characteristics and features of a product, including its design, durability, and performance. Service quality, on the other hand, refers to the level of service provided by a company, including its responsiveness, reliability, and empathy.

Price is another important factor that influences customer satisfaction. Research has shown that customers are willing to pay more for products or services that they perceive as having higher

quality. However, customers may also be dissatisfied if they perceive that the price is too high compared to the perceived value of the product or service.

Another important factor to consider when measuring customer satisfaction is benchmarking. Benchmarking involves comparing a company's customer satisfaction levels to industry standards or competitors. This can provide valuable insights into how well a business is performing compared to its peers and can help identify areas where the company can improve its performance.

Finally, brand image is another crucial factor that influences customer satisfaction. A company's brand image can create positive or negative perceptions of its products or services, affecting customer satisfaction levels. A positive brand image can lead to increased customer loyalty and repeat business.

The CRM triangle law suggests that customer satisfaction is equal to customer experience minus customer expectations. This means that customer satisfaction tends to decrease when customer expectations are high. To measure customer expectations, many companies use the CSI customer satisfaction analysis model, which also indicates a negative correlation between customer satisfaction and expectations (Tao, 2014).

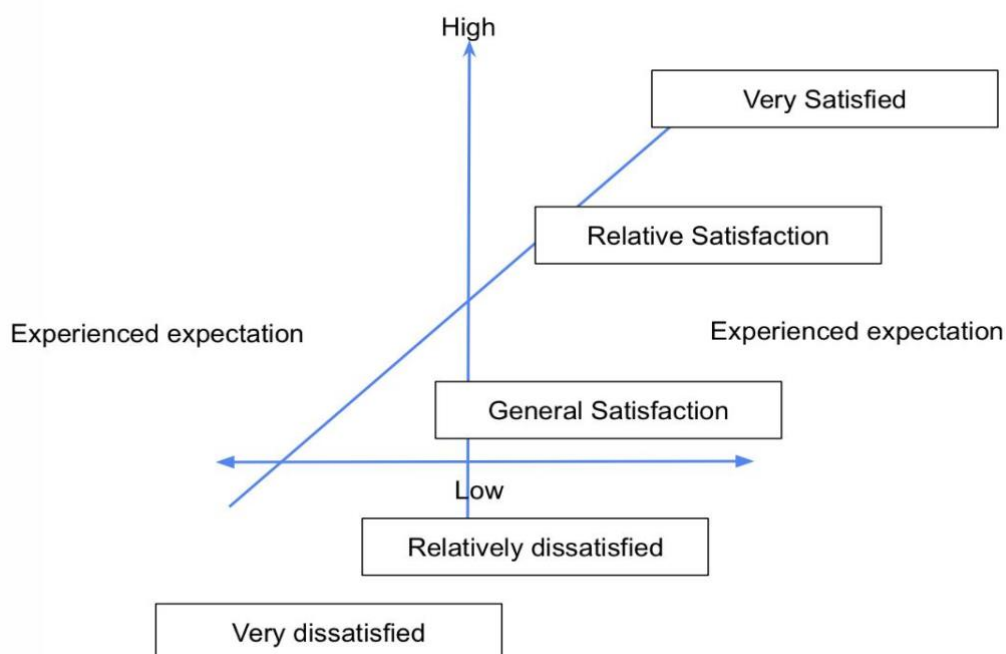


Figure 2.1 Customer Satisfaction Analysis Model

Source: Tao, 2014

The level of customer satisfaction can be determined by comparing their experience with their expectations. This can be divided into five intervals ranging from very satisfied to very dissatisfied. If the customer's experience meets their expectations, they will be generally satisfied. If their experience exceeds their expectations, their satisfaction will be higher. Conversely, if their experience falls short of their expectations, their satisfaction will be lower (Tao, 2014).

According to Tarigan, Wijaya, Marbun (2020), customer satisfaction is positively and significantly associated with lifestyle and physical atmosphere, but not with menu variety. However, customer loyalty is not related to lifestyle and is only positively associated with physical atmosphere. Menu variety does not have a significant influence on customer loyalty. Moreover, the findings suggest that customer satisfaction plays a mediating role in the relationship between lifestyle and customer loyalty. Finally, customer satisfaction does not mediate the association between menu variety and customer loyalty.

To conclude, customer satisfaction is an essential element for the success of any business. Satisfied customers are more likely to continue to do business with a company and recommend it to others, leading to increased revenue and market share. The factors that influence customer satisfaction include product quality, service quality, price, and brand image. By understanding these factors, companies can create effective marketing strategies and improve customer retention rates.

2.2 Service Quality

Service quality refers to the extent to which a service meets or exceeds customer expectations. It measures how well a service is delivered from the customer's perspective based on factors such as reliability, responsiveness, credibility, empathy, and real assets. These factors are commonly used as dimensions for evaluating service quality and may vary depending on the type of service provided. A high level of service quality is important not only for building customer satisfaction, loyalty, and retention but also for attracting new customers through positive word of mouth (UKessay, 2018).

Paraslaman et al. (1991) the SERVQUAL device has proven popular and has been used in many service quality studies. This is because it has general applications and is a practical approach to all areas. Paraslamam et al. (1985) developed the gap model followed by his SERVQUAL instrument to identify and measure gaps between customer expectations and perceptions of service received. The quality of service from the consumer's point of view depends on the direction and

degree of difference between expected and perceived service. SERVQUAL instruments measure five dimensions of service quality. These five dimensions are tangibility, reliability, responsiveness, assurance, and empathy (Ukessay, 2018).

Parasuraman, Zeithamel, Berry (1985) The diagram below illustrates the five dimensions that were established to define service quality (Futurelearn, 2022).



Figure 2.2 SERVQUAL model

Source: Futurelearn, 2022

1. **Tangibles:** Tangibles refer to the physical evidence or appearance of the service provider, such as facilities, equipment, and the appearance of employees. The tangibles need to be attractive and well-maintained to create a positive impression on customers (Indeed Editorial Team, 2022).
2. **Reliability:** Reliability refers to the ability of the service provider to deliver the promised service in a consistent and dependable manner. Customers expect services to be delivered on time and as promised, without any errors or delays (Indeed Editorial Team, 2022).
3. **Responsiveness:** Responsiveness refers to the willingness of the service provider to help customers and provide prompt service. It is important for the service provider to

be proactive in anticipating customer needs and addressing their concerns in a timely manner (Indeed Editorial Team, 2022).

4. Assurance: Assurance refers to the knowledge and competence of the service provider and their ability to inspire trust and confidence in customers. Customers expect service providers to have the necessary skills and knowledge to provide high-quality services (Indeed Editorial Team, 2022).
5. Empathy: Empathy refers to the ability of the service provider to understand and connect with the customer's needs and feelings. Customers expect service providers to be courteous, compassionate, and understanding in their interactions with them (Indeed Editorial Team, 2022).

According to Rust and Oliver (2012) The study finds that service quality is subjective and people's satisfaction with a service encounter is influenced by their perception of quality, value, performance, their expectations and whether those expectations were met or not. The value of a service is determined by the combination of quality and price and is affected by the individual's perception of how the utility of quality compares to the disutility of price. The relationship between quality, price, and utility is likely to differ from person to person and be nonlinear. Over time, people tend to form consistent opinions about the quality, value, and satisfaction of a service after multiple experiences with it.

Overall, service quality can be defined as the level of excellence or satisfaction a customer perceives when they receive a service, based on various factors such as meeting expectations, performance, reliability, customer-oriented approach, responsiveness, and empathy.

2.3 Product Quality

Product quality refers to the characteristics and features of a product that determine its ability to meet the expectations and needs of customers. Quality can be assessed based on a variety of factors, such as reliability, durability, performance, safety, design, ease of use, and customer service.

The level of product quality can be influenced by a number of factors, including the materials and manufacturing processes used, the quality control measures in place, and the level of customer feedback and support. Ultimately, the goal of product quality is to deliver a product that meets or exceeds the expectations of the customer, and provides long-term value and satisfaction.

It is important for businesses to always prioritize the quality of their products since customers will continue to value high quality products. This is especially important in a world where it's hard to predict what customers will want. Quality can either be explicitly or implicitly promised to customers, as it is determined by the market and the company's marketing strategy. Therefore, it's up to the company to decide which type of customer they want to cater to in terms of quality (Learn About Product Quality | Chegg.com, n.d.).

According to this categorization, we can categorize products as either good or bad using this classification. Therefore, the quality of a product is determined by its overall goodness. The five primary components of product quality are illustrated and enumerated below (Akrani, n.d.):

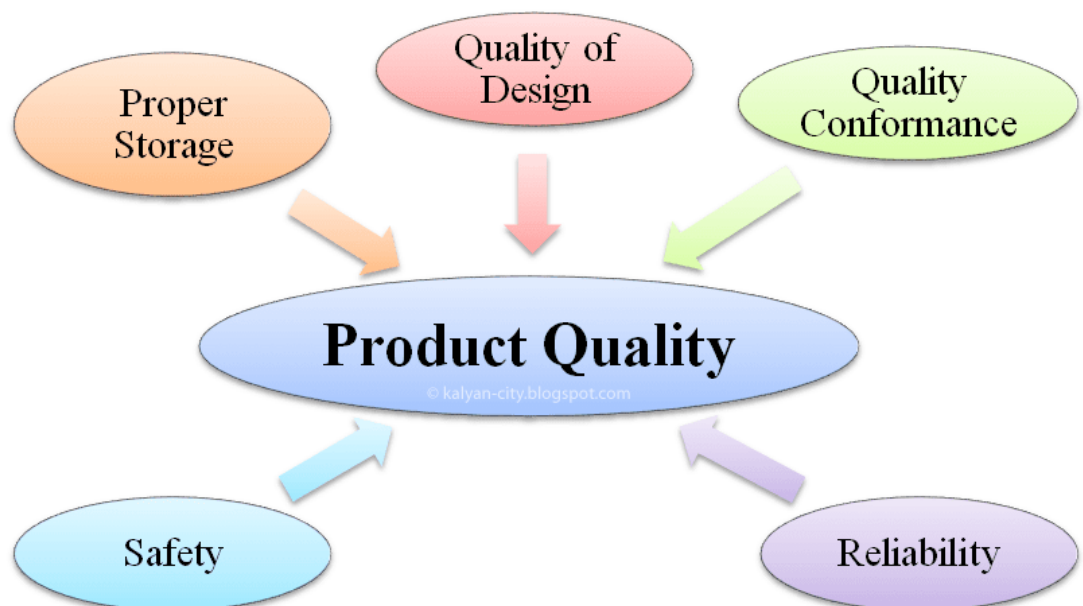


Figure 2.3 Five primary components of product quality

Source: Akrani, 2013

1. Quality of design: The item should be created to meet both the demands of customers and strict standards of excellence (Akrani, 2013).
2. Quality of conformance: The final products are required to meet the specifications outlined in the product design (Akrani, 2013).
3. Reliability: The items need to be trustworthy and consistent. They should not experience quick malfunctions or stop functioning altogether. Additionally, they

should not need frequent maintenance. To qualify as dependable, they must stay operational for a reasonable amount of time (Akrani, 2013).

4. Safety: The end product should be deemed safe for utilization and/or manipulation, and it must not cause any harm to consumers under any circumstances (Akrani, 2013).
5. Proper storage: It is necessary to appropriately package and store the product and ensure that its quality is preserved until the expiration date (Akrani, 2013).

According to Rua et al. (2020) The study found that enhancing the quality of a product or service is likely to augment customer satisfaction as consumers tend to seek a harmonious blend of value in terms of both product quality and expenses. Among the three dimensions that comprise customer loyalty, namely design innovation, product image, and conformance to specification, the latter holds greater importance in engendering customer allegiance.

To conclude, Product quality refers to the level of excellence, fitness for purpose, and value that a product provides to its users or customers. It is a measure of how well a product meets or exceeds the expectations of the target market and fulfills its intended function. Quality can be evaluated based on various factors, such as reliability, durability, performance, safety, efficiency, aesthetics, and customer satisfaction. A high-quality product is one that consistently meets or exceeds the customer's expectations and performs its intended function reliably and effectively.

2.4 Store Atmosphere

The location where a product is bought or used is a very important aspect of the overall product experience (Kotler, 1973). Store atmosphere can be defined as the physical and emotional characteristics of a retail environment that shape customers' perceptions and experiences, not only do customers consider the aesthetic qualities of a store, but they also tend to base their purchasing choices on the atmosphere of the establishments they frequent (Waters, 2019). It can be divided into two main components: internal and external.

1. Internal Store Atmosphere: The internal store atmosphere includes factors that are controlled by the retailer and are related to the physical layout and design of the store, such as lighting, color scheme, music, temperature, and scent. These elements can impact the customer's mood, emotions, and overall shopping experience. For example, a bright, well-lit store with comfortable temperatures and pleasant music can create a

positive and inviting atmosphere, making customers feel welcome and inclined to stay longer and potentially purchase more (Gims, 2022).

2. **External Store Atmosphere:** The external store atmosphere includes factors that are beyond the retailer's control and are related to the surrounding environment, such as the store's location, neighboring stores, traffic, and weather. These factors can affect a customer's perception of the store and their willingness to visit or return. For example, a store located in a high-traffic area with easy access and ample parking may be more attractive to customers than a store located in a difficult-to-reach area with limited parking.

The store atmosphere can be designed and managed to create a specific mood, evoke certain emotions, and enhance the overall shopping experience, thereby increasing the likelihood of customer satisfaction, loyalty, and purchase intentions.

According to Shareef et al. (2016), The research shows that the appearance of a store, its landscaping, and its window display have a positive impact on consumer behavior. Self-serving convenience stores should aim to create the best mix of exterior cues to encourage customers to spend more time and money, purchase more items, and return to the store.

To conclude, one of the significant developments in contemporary business thought is the acknowledgment that when making purchasing decisions, individuals are influenced by factors beyond the physical product or service provided (Kotler, 1973). In addition, the store atmosphere refers to the overall physical and emotional environment that a retail store creates for its customers. This includes factors such as lighting, music, layout, and product displays, all of which work together to shape the customer's perception of the brand and influence their purchasing decisions.

2.5 Word-Of-Mouth

Word-of-mouth marketing is a strategic approach employed to stimulate organic conversations and endorsements regarding a particular product or enterprise. Word-of-mouth marketing is a form of unpaid, organic advertising that is based on the premise that people are more likely to trust and act on recommendations from friends, family, and other trusted sources than on traditional advertising messages (Hayes, 2022).

In formal terms, word-of-mouth marketing can be described as a marketing technique that harnesses the power of interpersonal communication to generate positive buzz, and increase brand

awareness, and sales. The crux of this tactic lies in stimulating discussions and raising awareness about the brand, product, or business. The reason behind this is that such conversational words are the main drivers of business, frequently surpassing the effectiveness of other marketing endeavors. As a result, generating buzz around a product or brand through word-of-mouth marketing is a desired outcome for every business (What Is Word of Mouth Marketing? Definition and Guide, 2022).

According to a global survey, a majority of individuals, specifically 88%, expressed their reliance on endorsements from acquaintances and relatives (earned media) as their most preferred mode of advertisement. This statistic serves as a testament to the potent influence of word-of-mouth (Hayes, 2022).

On the other hand, *Karliček et al. (2010)* provide us that word-of-mouth communication varies based on the specific type of product being discussed. Certain product categories tend to generate more word of mouth than others. Generally speaking, individuals are inclined to seek guidance through word of mouth when they possess limited knowledge in a given product category, perceive a heightened level of risk associated with the purchase, or are deeply invested in the decision-making process.

Thus, Word-of-Mouth Marketing, formulated a code of ethics checklist for the industry, recommending that the most effective word-of-mouth marketing tactics are those that are credible, social, repeatable, measurable, and respectful, with no tolerance for deceitfulness (Hayes, 2022).

To conclude, Word of mouth is a form of communication where people share information, opinions, and recommendations about products, services, or experiences with others in their social network. It is a powerful marketing tool that can influence purchasing decisions and brand perception. Positive word of mouth can generate buzz and increase sales, while negative word of mouth can damage a brand's reputation. Word of mouth can be spread through various channels, including in-person conversations, social media, online reviews, and testimonials.

2.6 Related Research

Susanty and Kenny (2015) this researcher conducted 'The Relationship between Brand Equity, Customer Satisfaction, and Brand Loyalty on Coffee Shop: Study of Excelso and Starbucks' to examine the influence of Brand Equity on the loyalty and satisfaction of customers of Starbucks and Excelso coffee shops. The findings indicate that various factors, such as Physical

Quality, Ideal Self-Congruence, and Lifestyle Congruence, positively affect the satisfaction of customers at both coffee shops. However, Staff behavior only plays a significant role in increasing customer satisfaction at Excelso, while Brand Identification is significant for Starbucks. In both coffee shops, customer satisfaction is a crucial determinant of Brand Loyalty.

Sofia et al. (2019) The results indicate that the factors that impact customer satisfaction in coffee shops are still not fully understood, so this research aims to investigate these factors and their impact on repeat visits and word-of-mouth recommendations. The research found that menu variety does not significantly affect customer satisfaction, but there is a positive relationship between customer satisfaction, repeat visits, and word-of-mouth recommendations. The research provides valuable insights for coffee shop managers, suggesting that a comfortable atmosphere with appropriate lighting and hospitality and prompt customer service can enhance customer satisfaction and drive repeat visits and positive recommendations.

Aprilia and Suryani (2020) said to satisfy customers, it is not sufficient to only offer high-quality products or services. A pleasant atmosphere in which the service is delivered and consumed is also crucial. Thus, coffee shops should focus on creating a more attractive and welcoming atmosphere, particularly when planning and developing their businesses. The study suggests several strategies for designing a pleasant atmosphere, including the use of unique wall decorations and playing pleasant music at an acceptable volume. Furthermore, since customers often use coffee shops as meeting places and tend to spend longer periods there, the seating arrangement should provide adequate space and privacy. Additionally, the employees' appearance and behavior are critical in creating a welcoming environment. Coffee shop owners should ensure that employees are well-dressed and have enough staff to meet customers' needs.

Ge et al. (2021) conclude that this study investigated the correlation between service quality, perceived value, satisfaction, and behavioral intention for a brand chain coffee shop, specifically Starbucks in the flagship store in Shanghai. The study sheds light on the reasons and mechanisms behind Chinese coffee consumers' decision to visit Starbucks Reserve Café Shanghai and has important implications for coffee chain enterprises and their marketing personnel to enhance brand loyalty. Notably, the study found that service quality's responsiveness and empathy are insufficient to determine functional perceived value and that the guarantee and responsiveness of service quality and the functional value of perceived value are not enough to determine consumer satisfaction. As a result, it is suggested that in countries where coffee is not a conventional beverage, taste, and quality are the key factors in attracting consumers, and the traditional service quality and

perceived value framework does not fully explain consumer satisfaction, word-of-mouth (loyalty), and user stickiness. This conclusion extends consumers' comprehension of evaluating satisfaction with coffee products.

Lee (2021) The study's empirical analysis suggests that the service quality of coffee is more influenced by skilled customer service rather than physical environment factors for female university students in Busan. Factors such as friendly customer service, communication, temperature, taste, and external quality are important in enhancing positive emotions and store loyalty. Managers should pay attention to preferred products and services for their mostly female college-aged customers. Practical suggestions include upgrading service quality manuals, developing new products, and various menus preferred by young women. Quality control measures, such as using high-quality ingredients, are necessary to provide consistent quality coffee.

Yunita et al. (2021) Concluding research and discussions on servicescape, service quality, customer satisfaction, and word of mouth, several findings can be inferred. Firstly, it has been empirically established that the servicescape factor exerts a significant impact on customer satisfaction. This suggests that a well-designed service scape can result in a high level of contentment among patrons of Post Shop Coffee Toffee in Bogor City. Secondly, it has been validated that service quality also plays a crucial role in shaping customer satisfaction. Consequently, customers who experience good service quality are likely to feel satisfied with the services offered by Post Shop Coffee Toffee in Bogor City. Finally, it has been demonstrated that service quality has a noteworthy influence on word of mouth. This implies that after experiencing quality service at Post Shop Coffee Toffee in Bogor City, customers are likely to spread positive information about the services they received.

Rayuwati et al. (2022) The determination of consumer buying interest at Tootor Coffee Takengon is based on three variables, namely price, store atmosphere, and quality of food products. The outcomes of the multiple linear regression analysis, which utilized the F test, reveal that the combination of price, store atmosphere, and quality of food products significantly influences consumer buying interest at Tootor Coffee Takengon. The study demonstrates that price has a more pronounced impact on consumer buying interest in terms of consuming food and beverages at Tootor Coffee Takengon in comparison to the quality of food products. These findings suggest that Tootor Coffee is meeting consumer expectations, resulting in their satisfaction and loyalty towards this cafe. The quality of food products has a significant positive impact on the purchasing interest of customers, indicating the necessity for Tootor Coffee Takengon to uphold and consider the

maintenance of their food and beverage quality to retain their customer's loyalty and preference. The most influential variable is the ambiance of the store, which should exude a comfortable, relaxing, and visually appealing atmosphere to appeal to the consumer, coupled with the store's cleanliness, taste, and portion size of food offerings.

2.7 Research Hypothesis

To test the effect of service quality, product quality, store atmosphere, and word-of-mouth on customer satisfaction, hypotheses are synthesized as follows

H1: There is a positive relationship between service quality and customer satisfaction.

H2: There is a positive relationship between product quality and customer satisfaction.

H3: There is a positive relationship between store atmosphere and customer satisfaction.

H4: There is a positive relationship between word-of-mouth and customer satisfaction.

H5: Service quality, product quality, store atmosphere, and word-of-mouth, do statically significant predict customer satisfaction.

2.8 Theoretical Framework

This research's independent variables are service quality, product quality, store atmosphere, and word-of-mouth. In addition, the dependent variable of this research is customer loyalty. The conceptual framework can be developed through the following methods, as shown in Figure 5.

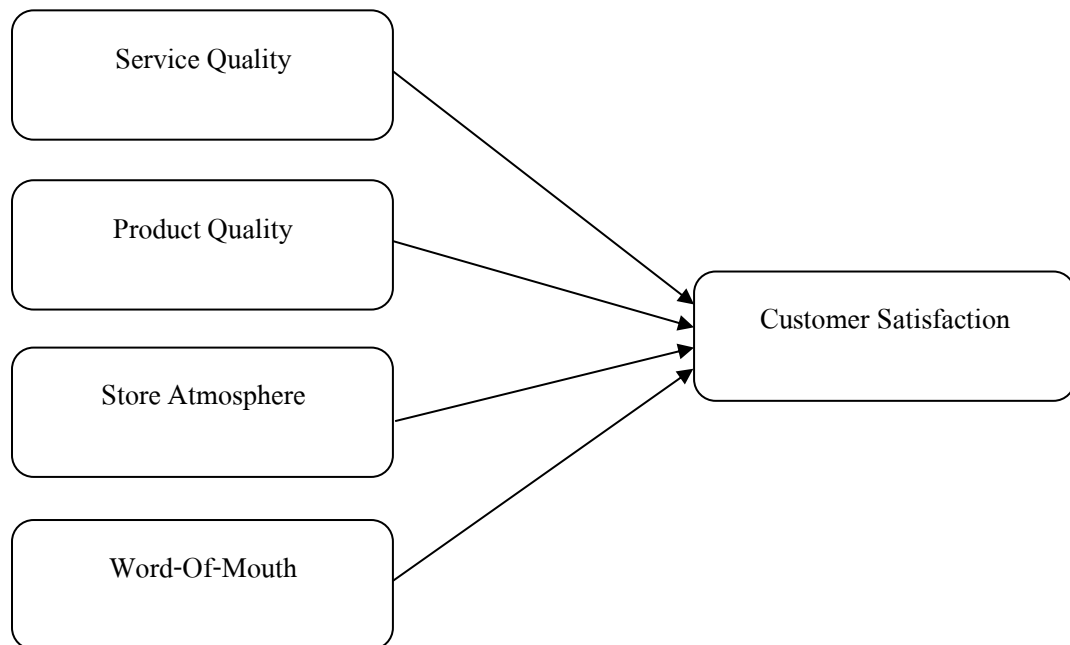


Figure 2.4 Theoretical framework

Source: Own contribution

Firstly, the relationship between service quality and customer satisfaction is integral to the success of any business. Service quality directly influences customer satisfaction, as it reflects the extent to which a service meets or exceeds customer expectations. When customers experience high-quality services, they are more likely to be satisfied and have positive perceptions of the brand. Conversely, poor service quality can lead to dissatisfaction, potentially resulting in negative feedback, reduced loyalty, and loss of customers. Therefore, businesses that prioritize and consistently deliver high service quality are more likely to foster customer satisfaction, loyalty, and positive word-of-mouth, ultimately contributing to long-term success and competitiveness in the market.

Secondly, the relationship between product quality and customer satisfaction is integral to the success of any business. High product quality has a direct influence on consumer satisfaction and sense of value, which makes it a major factor in driving customer happiness. Exceeding or meeting consumer expectations cultivates favorable word-of-mouth, trust, and loyalty. On the other

hand, low-quality products can result in complaints from customers, discontent, and a bad reputation for the business. Companies that put a high priority on providing high-quality products are more likely to develop enduring connections with their customers, which in turn increases customer satisfaction and loyalty.

Thirdly, the store atmosphere plays a crucial role in influencing customer satisfaction. A pleasant and welcoming atmosphere that incorporates elements like lighting, music, arrangement, and cleanliness may improve the whole shopping experience. Customers' enjoyment and ease of use of a well-designed and cozy retail atmosphere can boost their happiness with their shopping experience. Conversely, a disorganized or unattractive environment might be detrimental to patron pleasure. The retail environment's emotional and sensory components have a powerful effect on consumers' impressions and probability of returning, making it an essential component in attracting and retaining a devoted clientele.

Lastly, Word-of-mouth and customer satisfaction share a symbiotic relationship within the realm of business. Customer satisfaction, rooted in positive experiences with a product or service, catalyzes organic, positive word-of-mouth promotion. Satisfied customers are more likely to share their favorable experiences with friends, family, and colleagues, thereby becoming brand advocates. Conversely, negative experiences can lead to unfavorable word-of-mouth, impacting a company's reputation. Thus, fostering customer satisfaction becomes pivotal for businesses seeking to leverage the powerful influence of word-of-mouth marketing, as satisfied customers not only contribute to a positive brand image but also act as invaluable ambassadors who can significantly influence potential customers.

CHAPTER 3

RESEARCH METHODOLOGY

The third chapter delineates the research methodologies and techniques employed to collect and analyze data, as well as the procedures for conducting the analysis. This research used the quantitative method, the main objective of the research was to investigate how customer satisfaction is impacted by factors such as customer satisfaction, service quality, product quality, store atmosphere, and word-of-mouth in coffee shops located in King Mongkut's Institute of Technology Ladkrabang. All of these factors affect the satisfaction of King Mongkut's Institute of Technology Ladkrabang customers. According to the following steps:

- 3.1 Research Design
- 3.2 Population and Sample
- 3.3 Research Method
- 3.4 Research Instrument
- 3.5 Data Collection
- 3.6 Statistical Data Analysis

3.1 Research Design

This research used a quantitative research method to investigate all of the factors that have an impact on customer satisfaction in King Mongkut's Institute of Technology Ladkrabang coffee shops. The researcher used Google Forms for gathering information gathered from 400 survey responses to analyze the elements that influence people's behavior to use services in coffee shops in King Mongkut's Institute of Technology Ladkrabang. This study was carried out by randomly collecting data from 400 students in King Mongkut's Institute of Technology Ladkrabang who have previously used the services of King Mongkut's Institute of Technology Ladkrabang coffee shops.

3.2 Population and Sample

In this study, the researcher has selected customers, which are students in King Mongkut's Institute of Technology Ladkrabang 27,689 people (*Www.reg.kmitl.ac.th*, n.d.). To determine the appropriate amount of samples, the sample size for this study was estimated using Cochran's (1963) method. The formula for calculating sample size is as follows:

$$n = \frac{N}{1 + Ne^2}$$

Where: n = The sample size
 N = Total population size
 e = The error of 5 percentage points based on the research condition.

The formula can be calculated sample size as follows:

$$\begin{aligned} n &= \frac{27,698}{1 + 27,698(0.05)^2} \\ &= 394.30564 \approx 395 \text{ samples} \end{aligned}$$

A sample group of King Mongkut's Institute of Technology Ladkrabang students was determined from the computation, 395 persons were chosen at random from the entire population for sampling. Therefore, to prevent missing or incomplete surveys from responders The researcher would disseminate and gather the 400 samples of the entire number of questionnaires.

3.3 Research Method

The following validity and reliability checks will be performed in this study:

1. Validity

Before using the questionnaires to collect data, the researcher creates it from the literature review and gives it to professors for review, consideration, and improvement. After the experts have commented and made suggestions, the researcher will calculate the IOC.

$$IOC = \frac{\Sigma R}{N}$$

Where: ΣR = Total score from professors
 N = Number of professors

Questions with IOC values ranging from 0.50 to 1.00 have a tolerable accuracy value. However, if questions with IOC values less than 0.50 require improvement, they are still unusable.

2. Reliability

With the use of statistical tools, the researcher will create a questionnaire to test with 400 people and determine Cronbach's alpha at a 0.7 alpha coefficient.

3.4 Research Instrument

For this study, the questionnaire served as the research tool. The researcher created the questionnaire to achieve the study's goals which are service quality, product quality, store atmosphere, and word-of-mouth. The questionnaire was produced on Google Forms, and the link was shared on numerous internet sites such as Instagram, Line, and Facebook. The questionnaire used a 5-point Likert scale to gauge respondents' impressions and opinions. The Likert scale gives participants a variety of answer options, often ranging from "strongly disagree" to "strongly agree," allowing them to express how much they agree or disagree with the items that are being presented. As a result, the questionnaire was separated into two sections, which are as follows:

Part 1: The first section of the questionnaire included questions on the participants' backgrounds, such as their age, gender, education level, occupation, and purpose of visits.

1. Gender

The reason for choosing gender as the participants' background is that gender plays a pivotal role in shaping individuals' experiences, perspectives, and preferences, influencing their interactions with various instruments. When crafting instruments, such as surveys, assessments, or technologies, the researcher must recognize the diverse ways in which gender intersects with other identities, impacting how individuals engage with the instrument.

2. Age

The reason for choosing age as the participants' background is because different age groups exhibit distinct cognitive, physical, and behavioral characteristics that can significantly impact their interaction with the instrument. For instance, a tool designed for children may need to incorporate engaging visuals and simplified interfaces, considering their developmental stages and attention spans. On the other hand, instruments intended for adults might prioritize sophisticated features and concise instructions. By acknowledging and accommodating age-related differences, instrument developers can enhance usability, accessibility, and overall user experience, ensuring that the tool aligns seamlessly with the needs and capabilities of its designated users.

3. Education level

The reason for choosing education level as the participants' background is because The inclusion of educational level as a key variable in the instrument development phase of this research is motivated by the significance of educational attainment in influencing various aspects of individuals' cognitive abilities, decision-making processes, and information processing skills.

4. Occupation

The reason for choosing education level as the participants' background is because the goal is to design a questionnaire that accurately captures the nuances of different occupations and provides meaningful data for analysis. Through rigorous instrument development, researchers aim to enhance the validity and reliability of the questionnaire, ensuring that it effectively measures the intended aspects of occupational experiences and behaviors.

5. Purpose of visits

The reason for choosing the purpose of visits as the participants' background is that when designing a questionnaire about visiting a cafe, the purpose is likely to assess various aspects such as customer preferences, satisfaction, and behavior. The goal is to ensure that the questionnaire effectively measures the intended variables and produces reliable data for analysis. For the specific question about the purpose of visiting the cafe, careful wording and response options are crafted to accurately capture participants' motivations, providing valuable insights into their choices and experiences.

The questionnaire items were adapted from existing validated instruments used in similar studies, such as the SERVQUAL questionnaire. Items specific to customer satisfaction were developed based on the findings from the literature review and expert conclusions. By following

this structured approach, the questionnaire provides a reliable and valid measure of customer satisfaction, which can be used to identify strengths and areas for improvement in this research.

Part 2: The second section will provide information on the variables affecting King Mongkut's Institute of Technology Ladkrabang coffee and beverage shops patronage. A questionnaire measuring customer satisfaction with a total of 27 questions and a Likert scale model evaluation of a 5-point scale (Busayo.Longe, 2019).

Table 3.1 A questionnaire measuring customer satisfaction

	Description	Number of Items
Section 2	● Service Quality	5
	● Product Quality	5
	● Store Atmosphere	6
	● Word-of-mouth	6
	● Customer Satisfaction	5
	(Applied from Natakarn, 2022; Badrul, 2020; Ge, Y., Yuan, Q., Wang, Y., & Park, K., 2021; Primaputri, R. a. R., Sirojuzilam, & Iskandarini., 2023; Pamurty, 2020)	
	Total Questions	27

In these sections, a five-point scale was used, with the points on the scale ranging from “strongly disagree” to “strongly agree.” Each figure was explained as follows:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

The Likert rating scale was used in this study's measurement of all the independent and mediating factors to study goals. The significance average score's rating criterion of the variables impacting customer satisfaction with coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang is as follows:

1.00 - 1.80 = Strongly disagreed

1.81 - 2.60 = Disagreed

2.61 - 3.40 = Neutral

3.41 - 4.20 = Agreed

4.21 - 5.00 = Strongly agreed

Table 3.2 Cronbach's Alpha value

Cronbach's Alpha	N of Items
0.839	5

The Cronbach's Alpha acceptable value for the research must be more than 0.7. Reliability is the research's independent variable, according to Table 3.1, and the study's Cronbach's Alpha result is around 0.839.

3.5 Data Collection

The data sources are divided into two data categories that focus on influencing consumer satisfaction with the coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang.

1. Primary data

In this research, the researcher collected data from 400 online questionnaires that visit coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang via Google Forms. The interest-related factors, such as service quality, product quality, store atmosphere, word-of-mouth, and their link to customer satisfaction, were probably covered in the surveys.

To provide questionnaires to respondents, the researcher went to King Mongkut's Institute of Technology Ladkrabang cafeteria and asked students who study in King Mongkut's Institute of Technology Ladkrabang to do the questionnaires. Then, the researcher generated a QR code using directly through survey platforms. Also, the researcher shares the link via social media such as Line group, etc. Then, the researcher includes the QR code on physical materials like paper, or even on

digital platforms like websites or social media posts. When respondents are scanned, the QR code will direct respondents to the online questionnaire, making it easy for them to access and participate.

2. Secondary data

The researcher acquired material for this study from academic journals, documents, relevant reports, and online sites.

3.6 Statistical Data Analysis

To investigate the acquired data and answer the study objectives, statistical data analysis techniques were used in this chapter. Based on the acquired quantitative data, the analysis sought to produce insightful findings and make conclusions. The following statistical approaches and procedures were used:

1. Descriptive Statistics

It is a statistic that is used to characterize the properties of the information gathered from the population in this study. The researcher used sample groupings such as age, gender, education level, occupation, and purpose of visits to apply descriptive statistics for data on individual demographic features.

1.1 Percentage is used to analyze data on personal factors of the sample groups, including age, gender, educational level, occupation, and purpose of visits.

$$P = \left(\frac{f}{n}\right) \times 100$$

Where:

P	=	Percentage
f	=	Frequency
n	=	Sample size

1.2 Arithmetic Mean used to calculate the weighted average of the variables that impact customer satisfaction.

$$\bar{x} = \frac{\sum x}{n}$$

Where:	\bar{x}	=	Mean
	ΣX	=	The sum of the values of the samples.
	n	=	Sample size

1.3 Standard deviation is the distribution of scores for each item, which is obtained using the formula, is shown through data analysis and the arithmetic mean.

$$S. D. = \sqrt{\frac{n\Sigma x_i^2 - (\Sigma x_i)^2}{n(n-1)}}$$

Where:	$S. D.$	=	Standard deviation
	\bar{x}	=	Mean
	x_i	=	Each score in the sample
	n	=	Sample size

2. Inferential Statistics

Inferential statistics is the study of samples to make inferences about populations. It enables us to conclude the whole collection, including individual examples within it, based on data from a sample of examples. These inferences are based on evidence principles and use sample statistics to derive wider generalizations (Simplilearn, 2023). Inferential statistics were then used to discover relationships between the independent and dependent variables. There are two important groups of statistical testing procedures in this inferential statistical study.

2.1 Correlation Analysis

It is a value that represents the relationship between two variables and is denoted by the symbol "r." To put it simply, it is a value that represents the connection between two variables. The correlation coefficient ranges from -1.0 to +1.0. If the r value is near to -1.0, this indicates that the two variables are inversely connected. However, if the r value is near to +1.0, the two variables are connected in the same way. If the correlation coefficient between two variables is equal to zero, the variables are unrelated. In the case of two variables, to compute the correlation coefficient, use the following formula:

$$r = \frac{\sum(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum(x_i - \bar{x})^2 \sum(y_i - \bar{y})^2}}$$

Where:	r	=	Correlation coefficient
	n	=	Number of observations
	x, y	=	Types of variables

2.2 Regression Analysis

Regression analysis is a statistical test technique that allows researchers to predict and assess the outcomes of those independent variables. As a result, this study can help that researcher understand how a collection of the most important elements impacting customer satisfaction of coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang are described by those factors. The multiple linear regression equation is as the following:

$$\hat{Y} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_i X_i$$

Where:	\hat{Y}	=	Dependent variable
	X_i	=	Independent variable
	β_0	=	Population Y intercept
	β_1	=	Population slope coefficient

The following is the equation for multiple linear regression:

$$\hat{Y} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

Where:	\hat{Y}	=	Customer satisfaction
	X_1	=	Service quality
	X_2	=	Product quality
	X_3	=	Store atmosphere
	X_4	=	Word-of-mouth

In presenting and discussing the results of the multiple linear regression analysis, the study will begin by showcasing the regression equation: $\hat{Y} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$, where \hat{Y} represents customer satisfaction, and x_1 , x_2 , x_3 , and x_4 denote the independent variables of Service Quality, Product Quality, Store Atmosphere, and Word-of-mouth, respectively. The coefficients $(\beta_0, \beta_1, \beta_2, \beta_3, \beta_4)$ will be interpreted to understand the strength and direction of the relationships between the predictor variables and customer satisfaction. The significance of each variable will be assessed, and relevant statistical metrics, such as R-squared and p-values, will be presented to gauge the overall model fit and variable importance.

Additionally, ethical considerations will be addressed, emphasizing the protection of participant confidentiality and the responsible use of research findings. Ethical guidelines, such as obtaining informed consent and ensuring data privacy, will be strictly adhered to throughout the research process.

CHAPTER 4

ANALYSIS RESULTS

This chapter summarizes the results of the questionnaire, which is divided into four parts. The study's findings, which were gathered from the 400 research participants in the sample group, are connected to the variables influencing customer satisfaction in coffee and beverage shop in King Mongkut's Institute of Technology Ladkrabang. The researcher then used statistical inferential and descriptive analysis to examine the data that had been gathered.

- 4.1 Demographic Information
- 4.2 Descriptive Analysis
- 4.3 Analysis of Results
- 4.4 Chapter Summary

4.1 Demographic Information

In this research, the researcher collected samples who studied at King Mongkut's Institute of Technology Ladkrabang from 400 respondents via Google Forms. The demographic data is presented in the following table.

Table 4.1 Gender of respondents

Gender	Frequency	Percentage (%)
Female	257	64.25
Male	138	34.5
Others	5	1.25
Total	400	100

According to Table 4.1, the gender of respondents. The primary gender customers group was 257 people or 64.25 percent were female, along with 138 people or 34.5 percent were male, and 5 people, or 1.25 percent were others.

Table 3.2 Age of respondents

Age	Frequency	Percentage (%)
23 or less	368	92
24 – 29	24	6
30 – 39	7	1.75
40 - 60	1	0.25
Older than 60	0	0
Total	400	100

According to Table 4.2, the age of respondents. Most of the customer age was 23 years old or less, 368 people or 92 percent. The second customer group was between 24 and 29 years old, 24 people or 6 percent. The third customer group was between 30 and 39 years old, 7 people or 1.75 percent. The fourth customer group was between 40 and 60 years old, 1 person or 0.25 percent. The last group was older than 60 years old and had no respondents.

Table 4.3 Educational of respondents

Educational level	Frequency	Percentage (%)
Under Bachelor's Degree	28	7
Bachelor's Degree	356	89
Master's Degree	15	3.75
Doctor's Degree	1	0.25
Total	400	100

According to Table 4.3, the education of respondents. Most of the customers educational level were bachelor's degrees, 356 people or 89 percent. The second group was under bachelor's degrees, 28 people or 7 percent. The third group were a master's degree, 15 people or 3.75 percent. The last group was doctor degree, 1 person or 0.25 percent.

Table 4.4 Occupation of respondents

Occupation	Frequency	Percentage (%)
Student	381	95.25
Government employee	2	0.5
Private employee	12	3
Entrepreneurship	3	0.75
Others	2	0.5
Total	400	100

According to Table 4.4, the occupation of respondents. Most of the customer occupation were students, 381 people or 95.25 percent. The second group was private employees, 12 people or 3 percent. The third group was entrepreneurships, 3 people or 0.75 percent. Lastly, government employees and others have the same respondents which is 2 people or 0.5 percent.

Table 4.5 Purpose of visits of respondents

Purpose of visits	Frequency	Percentage (%)
Relaxation	24	6
Socializing	10	2.5
Spending free time	24	6
Doing homework or business	57	14.25
Intending to buy coffee and beverage	282	70.5
Others	3	0.75
Total	400	100

According to Table 4.5, the purpose of visits of respondents. There were 282 people or 70.5 percent which is the customers who went there to buy coffee and beverages. The second group was 57 people or 14.25 percent who went to do homework or business inside coffee and beverage

shops. The third group was 57 people or 6 percent who spent free time and relaxing inside coffee and beverage shops. The next is 10 people or 2.5 percent who socialize inside coffee and beverage shops. Lastly, there were 3 people, or 0.75 percent who do other things inside coffee and beverage shops.

4.2 Descriptive Analysis

In this study, the researcher used inferential statistics to interpret the data obtained using correlation and regression analysis techniques, and descriptive statistics, such as standard deviation, and the level of satisfaction, to analyze the demographic variables of the respondents.

4.2.1 Service Quality

Table 4.6 Descriptive analysis of the Service Quality

Service Quality	Mean	Standard Deviation	Qualitative Rating
1. Staff are very friendly and helpful.	3.77	0.90	Agree
2. Staff took orders properly.	3.95	0.90	Agree
3. The service was provided fast.	3.84	0.92	Agree
4. The staff at the coffee and beverage shops is attentive to customers at all times.	3.47	1.02	Agree
5. You feel confident and assured in the service provided by the coffee and beverage shops.	3.71	0.86	Agree
Total	3.74	0.92	Agree

According to Table 4.6, there were five descriptive analyses of the service quality. The highest mean value is Staff took orders properly, which is equal to 3.95. The second mean value is The service was provided fast, which is equal to 3.84. The third mean value is Staff are very friendly and helpful, which is equal to 3.77. The fourth mean value is You feel confident and assured in the

service provided by the coffee and beverage shops, which is equal to 3.71. The fifth mean value is The staff at the coffee and beverage shops is attentive to customers at all times, which is equal to 3.47. As a result, the level of satisfaction from most of the respondents agreed with this.

4.2.2 Product Quality

Table 4.7 Descriptive analysis of the Product Quality

Product Quality	Mean	Standard Deviation	Qualitative Rating
1. You are satisfied with the range of options available on the menu.	3.94	0.86	Agree
2. The taste and flavor of the beverages you ordered are good.	3.72	0.91	Agree
3. The visually appealing of coffee and beverages when served were good.	3.47	0.91	Agree
4. You are satisfied with any specialty or unique coffee and beverages offered.	3.56	0.98	Agree
5. You are satisfied with the value for money of the coffee and beverages.	3.58	0.90	Agree
Total	3.65	0.91	Agree

According to Table 4.7, there were five descriptive analyses of the product quality. The highest mean value is 3.94, which means You are satisfied with the range of options available on the menu. The second mean value is 3.72, which means The taste and flavor of the beverages you ordered are good. The third mean value is 3.58, which means You are satisfied with the value for money of the coffee and beverages. The fourth mean value is 3.56, which means You are satisfied with any specialty or unique coffee and beverages offered. The fifth mean value is 3.47, which is The visually appealing coffee and beverages when served were good. As a result, the level of satisfaction from most of the respondents agreed with this.

4.2.3 Store Atmosphere

Table 4.8 Descriptive analysis of Store Atmosphere

Store Atmosphere	Mean	Standard Deviation	Qualitative Rating
1. The intensity of the shop lighting was suitable.	3.88	0.87	Agree
2. The volume of the shop music was appropriate.	3.53	0.97	Agree
3. The store was spacious.	3.59	1.02	Agree
4. The store was clean.	3.84	0.91	Agree
5. The facilities are appealing.	3.61	0.94	Agree
6. Coffee and beverage shops have comfortable seats for customers.	3.73	0.99	Agree
Total	3.69	0.95	Agree

According to Table 4.8, there were six descriptive analyses of the Store Atmosphere. The highest mean value is 3.88, which indicates that The intensity of the shop lighting was suitable. The second mean value is 3.84, which means The store was clean. The third mean value is 3.73, which means Coffee and beverage shops have comfortable seats for customers. The fourth mean value is 3.61, which means The facilities are appealing. The fifth mean value is 3.59, which means The store was spacious. The sixth mean value is 3.53, which means The volume of the shop music was appropriate. As a result, the level of satisfaction from most of the respondents agreed with this.

4.2.4 Word-of-Mouth

Table 4.9 Descriptive analysis of Word-of-Mouth

Word-of-Mouth	Mean	Standard Deviation	Qualitative Rating
1. You are delighted to suggest this coffee shop to others.	3.98	0.83	Agree
2. You are aware of this coffee and beverages shops primarily through word-of-mouth recommendations.	3.63	0.92	Agree
3. The recommendations of your peers strongly influence your decision to try new coffee and beverage shops.	3.86	0.90	Agree
4. Special events or promotions at the coffee and beverage shops encourage you to recommend it.	3.83	0.97	Agree
5. Positive reviews about coffee and beverage shops online influence your decision to visit.	3.78	0.90	Agree
6. The coffee and beverage shops actively seek feedback from customers about their experiences.	3.52	1.02	Agree
Total	3.76	0.92	Agree

According to Table 4.9, there were six descriptive analyses of the Store Atmosphere. The highest mean value is 3.98, which is You are delighted to suggest this coffee shop to others. The second mean value is 3.86, which means The recommendations of your peers strongly influence your decision to try new coffee and beverage shops. The third mean value is 3.83, which means Special events or promotions at the coffee and beverage shops encourage you to recommend them. The fourth mean value is 3.78, which means Positive reviews about coffee and beverage shops online influence your decision to visit. The fifth mean value is 3.63, which means You are aware of these coffee and beverage shops primarily through word-of-mouth recommendations. The sixth mean value is 3.52, which means The coffee and beverage shops actively seek feedback from customers about their experiences. As a result, the level of satisfaction from most of the respondents agreed with this.

4.2.5 Customer Satisfaction

Table 4.10 Descriptive analysis of Customer Satisfaction

Customer Satisfaction	Mean	Standard Deviation	Qualitative Rating
1. You are satisfied with the pricing of coffee and beverages.	3.97	0.84	Agree
2. You are satisfied with the convenience of the location.	3.78	0.93	Agree
3. You are satisfied with the overall experience at the coffee and beverage shops.	3.73	0.87	Agree
4. You are satisfied with the coffee and beverage shops atmosphere were comfortable working or socializing.	3.84	0.89	Agree
5. You always feel good when attend the coffee and beverage shops that you visit frequently.	3.75	0.89	Agree
Total	3.81	0.88	Agree

According to Table 4.10, there were five descriptive analyses of Customer Satisfaction. The highest mean value is 3.97, which means You are satisfied with the pricing of coffee and beverages. The second mean value is 3.84, which means that you are satisfied with the coffee and beverage shop atmosphere where comfortable working or socializing. The third mean value is 3.78, which means You are satisfied with the convenience of the location. The fourth mean value is 3.75, which is You always feel good when attending the coffee and beverage shops that you visit frequently. The fifth mean value is 3.73, which means You are satisfied with the overall experience at the coffee and beverage shops. As a result, the level of satisfaction from most of the respondents agreed with this.

4.3 Analysis of Results

This section presents the results of the hypothesis testing. This hypothesis test uses statistical analysis of independent and dependent variables to determine acceptance or rejection. As a result of the analysis, multiple regression analysis and Pearson's correlation are used with SPSS to analyze data.

4.3.1 Hypothesis testing between service quality and customer satisfaction

H1o: There is no positive relationship between service quality and customer satisfaction.

H1a: There is a positive relationship between service quality and customer satisfaction.

Table 4.11, shows that each independent variable in the multiple regression analysis of the service quality component has a significance value of 0.000, which is within the generally recognized significance value of 0.05. Thus, the hypothesis result is acceptable (H1a), indicating that service quality has a positive relationship with customer satisfaction at King Mongkut's Institute of Technology Ladkrabang consumers.

Table 4.11 Multiple regression and Pearson's correlation analysis of H1o and H1a

Service Quality	Customer Satisfaction
Pearson Correlation	0.480
Sig. (2-tailed)	0.000
N	400

4.3.2 Hypothesis testing between product quality and customer satisfaction

H2o: There is no positive relationship between product quality and customer satisfaction.

H2a: There is a positive relationship between product quality and customer satisfaction.

Table 4.12, shows that each independent variable in the multiple regression analysis of the product quality component has a significance value of 0.000, which is within the generally

recognized significance value of 0.05. Thus, the hypothesis result is acceptable (H2a), indicating that product quality has a positive relationship with customer satisfaction at King Mongkut's Institute of Technology Ladkrabang consumers.

Table 4.12 Multiple regression and Pearson's correlation analysis of H2o and H2a

Product Quality	Customer Satisfaction
Pearson Correlation	0.565
Sig. (2-tailed)	0.000
N	400

4.3.3 Hypothesis testing between store atmosphere and customer satisfaction

H3o: There is no positive relationship between store atmosphere and customer satisfaction.

H3a: There is a positive relationship between store atmosphere and customer satisfaction.

Table 4.13, shows that each independent variable in the multiple regression analysis of the store atmosphere component has a significance value of 0.000, which is within the generally recognized significance value of 0.05. Thus, the hypothesis result is acceptable (H3a), indicating that the store atmosphere has a positive relationship with customer satisfaction at King Mongkut's Institute of Technology Ladkrabang consumers.

Table 4.13 Multiple regression and Pearson's correlation analysis of H3o and H3a

Store Atmosphere	Customer Satisfaction
Pearson Correlation	0.567
Sig. (2-tailed)	0.000
N	400

4.3.4 Hypothesis testing between word-of-mouth and customer satisfaction

H4o: There is no positive relationship between word-of-mouth and customer satisfaction.

H4a: There is a positive relationship between word-of-mouth and customer satisfaction.

Table 4.14, shows that each independent variable in the multiple regression analysis of the word-of-mouth component has a significance value of 0.000, which is within the generally recognized significance value of 0.05. Thus, the hypothesis result is acceptable (H4a), indicating that word-of-mouth has a positive relationship with customer satisfaction at King Mongkut's Institute of Technology Ladkrabang consumers.

Table 4.14 Multiple regression and Pearson's correlation analysis of H4o and H4a

Word-of-Mouth	Customer Satisfaction
Pearson Correlation	0.688
Sig. (2-tailed)	0.000
N	400

4.3.5 Hypothesis testing between service quality, product quality, store atmosphere, word-of-mouth, and customer satisfaction

H5o: Service quality, product quality, store atmosphere, and word-of-mouth, do not statically significant predict customer satisfaction.

H5a: Service quality, product quality, store atmosphere, and word-of-mouth, do statically significant predict customer satisfaction.

Table 4.15, shows that each independent variable in the multiple regression analysis of the service quality, product quality, store atmosphere, and word-of-mouth, do statically significant predict customer satisfaction component has a significance value of 0.000, which is within the generally recognized significance value of 0.05. Thus, the hypothesis result is acceptable (H5a), indicating that the service quality, product quality, store atmosphere, and word-of-mouth, do statically significantly predict customer satisfaction of King Mongkut's Institute of Technology Ladkrabang consumers. The SPSS multiple regression analysis according to Table 4.16 found that service quality, product quality, store atmosphere, and word-of-mouth explain 52.5% of the variation in customer satisfaction ($R^2 = 0.525$). Multiple regression analysis considers a result

significant if it is less than 0.05 (5%), indicating an accepted hypothesis. Nevertheless, the hypothesis is rejected if it is higher than 0.05.

Table 4.15 Multiple regression analysis of H5o and H5a

Model	Unstandardized Coefficients		t	Sig.	Sig.
	B	Std. Error	Beta		
(Constant)	0.664	0.142		4.688	0.000
Service Quality	0.070	0.046	0.072	1.517	0.130
Product Quality	0.134	0.056	0.128	2.396	0.017
Store Atmosphere	0.188	0.043	0.207	4.398	0.000
Word-of-Mouth	0.428	0.042	0.450	10.166	0.000

Table 4.16 Model summary from SPSS

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
0.725 ^a	0.525	0.520	0.46410	2.059

Therefore, the researcher can use the following method to apply these coefficient values to the equation:

$$\hat{Y} = 0.664 + 0.070X_1 + 0.134X_2 + 0.188X_3 + 0.428X_4$$

Where:

\hat{Y} = Customer satisfaction

X_1 = Service quality

X_2 = Product quality

X_3 = Store Atmosphere

X_4 = Word-of-mouth

Thus, the researcher can examine the multiple regression analysis table's prior findings as follows:

A one-level improvement in service quality will also increase to 0.070 units in the overall coefficient value. The consistency of product quality, store atmosphere, and word-of-mouth make up the remaining variables.

A one-level improvement in product quality will also increase to 0.134 units in the overall coefficient value. The consistency of service quality, store atmosphere, and word-of-mouth make up the remaining variables.

A one-level improvement in store atmosphere will also increase to 0.188 units in the overall coefficient value. The consistency of service quality, product quality, and word-of-mouth make up the remaining variables.

A one-level improvement in word-of-mouth will also increase to 0.428 units in the overall coefficient value. The consistency of service quality product quality, and store atmosphere make up the remaining variables.

As a result, Y is customer satisfaction, 0.664 is the regression coefficient, x_1 is equal to 0.070 which is service quality, x_2 is equal to 0.134 which is product quality, x_3 is equal to 0.188 which is store atmosphere, and x_4 is equal to 0.428 which is word-of-mouth. Therefore, this formula is equal to 52.5% of independent variables that can forecast customer satisfaction.

Table 4.17 Hypothesis Testing Results

Hypothesis	Results
Hypothesis 1: There is a positive relationship between service quality and customer satisfaction.	Accepted
Hypothesis 2: There is a positive relationship between product quality and customer satisfaction.	Accepted
Hypothesis 3: There is a positive relationship between store atmosphere and customer satisfaction.	Accepted
Hypothesis 4: There is a positive relationship between word-of-mouth and customer satisfaction.	Accepted
Hypothesis 5: Service quality, product quality, store atmosphere, word-of-mouth, do statically significant predict customer satisfaction.	Accepted

As a result, according to Table 4.17, all of the hypothesis testing results from the analysis of results were accepted.

4.4 Chapter Summary

This chapter analyzes the data acquired from the research sample group, which included 400 respondents from King Mongkut's Institute of Technology Ladkrabang. The next chapter will summarize and conclude the overall results of the study on the factors affecting customer satisfaction: a case study of a coffee and beverage shop in King Mongkut's Institute of Technology Ladkrabang.

CHAPTER 5

CONCLUSION AND DISCUSSION

The factors affecting customer satisfaction: a case study of coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang have been examined in the research. The researcher gathered information from 400 respondents who studied at King Mongkut's Institute of Technology Ladkrabang via an online questionnaire. Thus, the researcher can conclude the research findings as follows.

5.1 Discussion

5.2 Conclusion

5.3 Recommendations

5.1 Discussion

This study examines the factors affecting customer satisfaction: a case study of coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang. Therefore, this research aims to examine how satisfied customers are with the coffee and beverage shops inside King Mongkut's Institute of Technology Ladkrabang, as well as any potential effects that certain demographic factors may have on customer satisfaction. The four most important factors in this study are Service Quality, Product Quality, Store Atmosphere, and Word-of-Mouth. An online questionnaire was used to gather data for this study from 400 sample groups of King Mongkut's Institute of Technology Ladkrabang students. Therefore, inferential statistics were used to use multiple regression analysis and correlation to explain the obtained data, while descriptive statistics such as mean, frequency, percentage, and standard deviation were applied to analyze the demographic aspects of the respondents.

5.1.1 What are the demographic characteristics of coffee buyers within King Mongkut's Institute of Technology Ladkrabang setting?

Based on data acquired via questionnaires and demographic data in research studies, it is possible to summarize the existing detail for each variable as follows:

The first demographic data is the gender of respondents; according to Table 4.1, 257 people were female, 138 people were male, and 5 people were others. This analysis results show that there was a different gender of respondents in customer satisfaction among coffee and beverage shop customers in King Mongkut's Institute of Technology Ladkrabang.

The second demographic data is the age of respondents; according to Table 4.2, 368 people which is the most age of the respondents, were 23 years old or less than that. The second is 24 people, between 24 to 29 years old. The third is 7 people, between 30 to 39 years old. The fourth is 1 person, between 40 – 60 years old. The last group was older than 60 years old which had no respondents. This analysis results show that there was a different age of respondents in customer satisfaction among coffee and beverage shop customers in King Mongkut's Institute of Technology Ladkrabang.

The third demographic data is the education of respondents; according to Table 4.3, most of the respondents have bachelor's degrees from 356 people. The second is 28 people with bachelor's degrees. The third is 15 people with master's degrees. Lastly, there is 1 person with a doctor's degree. This analysis results show that there was a different educational of respondents in customer satisfaction among coffee and beverage shop customers in King Mongkut's Institute of Technology Ladkrabang.

The fourth demographic data is the occupation of respondents; according to Table 4.4, most occupations of the respondents are students with 381 people. The second is the private employee with 12 people. The third is entrepreneurship with 3 people. Lastly, government employees and others have the same respondents which is 2 people. This analysis results show that there were different occupations of respondents in customer satisfaction among coffee and beverage shop customers in King Mongkut's Institute of Technology Ladkrabang.

The last demographic data is the purpose of visits of respondents; according to Table 4.5, The most purpose of visits of respondents intending to buy coffee and beverages were 282 people. The second is doing homework or business were 57 people. The third is relaxation and spending free time were 24 people. The fourth is socializing where 10 people. Lastly, there are 3 people from others. This analysis results show that there was a different purpose of visits of respondents in customer satisfaction among coffee and beverage shop customers in King Mongkut's Institute of Technology Ladkrabang.

As a result, this research which has five demographic data can conclude that there are differences in demographic data in customer satisfaction among coffee and beverage shop

customers in King Mongkut's Institute of Technology Ladkrabang. This research has provided valuable insights into the demographic characteristics and purchasing behaviors of coffee buyers within the setting of King Mongkut's Institute of Technology Ladkrabang. In this research, findings reveal a diverse demographic profile among coffee consumers, including variations in age, gender, education, occupation, and purpose of visits. Additionally, the research has elucidated several key purchasing behaviors, such as factors influencing their buying decisions and overall customer satisfaction while in coffee and beverage shops at King Mongkut's Institute of Technology Ladkrabang. Understanding these demographic and behavioral aspects is crucial for businesses and stakeholders operating within this setting to tailor their marketing strategies effectively and meet the evolving needs of their target audience.

5.1.2 How does the quality of coffee and service impact customers' likelihood of returning to coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang?

Based on data acquired via questionnaires in research studies, it is possible to summarize the existing detail for each variable as follows:

Firstly, according to Table 4.7, descriptive analysis of the service quality, There were five descriptive analyses of the service quality. The highest mean value is Staff took orders properly, which is equal to 3.95 and the qualitative rating is Agree. The lowest mean value is The staff at the coffee and beverage shops is attentive to customers at all times, which is equal to 3.47 and the qualitative rating is Agree. As a result, The total mean of service quality is 3.74 and the total qualitative rating is Agree. This means that the service quality impacts customers' likelihood of returning to coffee and beverage shops.

Secondly, according to Table 4.8, descriptive analysis of the product quality, There were five descriptive analyses of the product quality. The highest mean value is You are satisfied with the range of options available on the menu, which is equal to 3.94 and the qualitative rating is Agree. The lowest mean value is The visually appealing coffee and beverages when served were good, which is equal to 3.47 and the qualitative rating is Agree. As a result, The total mean of service quality is 3.65 and the total qualitative rating is Agree. This means that product quality impacts customer's likelihood of returning to coffee and beverage shops.

Thirdly, according to Table 4.9, descriptive analysis of store atmosphere, There were six descriptive analyses of the store atmosphere. The highest mean value is The intensity of the shop

lighting was suitable, which is equal to 3.88 and the qualitative rating is Agree. The lowest mean value is The volume of the shop music was appropriate, which is equal to 3.53 and the qualitative rating is Agree. As a result, The total mean of service quality is 3.69 and the total qualitative rating is Agree. This means that the store atmosphere impacts customer's likelihood of returning to coffee and beverage shops.

Fourthly, according to Table 4.10, descriptive analysis of word-of-mouth, There were six descriptive analyses of the word-of-mouth. The highest mean value is You are delighted to suggest this coffee shop to others, which is equal to 3.98 and the qualitative rating is Agree. The lowest mean value is The coffee and beverage shops actively seek feedback from customers about their experiences, which equals 3.52 and the qualitative rating is Agree. As a result, The total mean of service quality is 3.76 and the total qualitative rating is Agree. This means that word-of-mouth impacts customers' likelihood of returning to coffee and beverage shops.

As a result, it is shown that from the mean value and qualitative rating, most respondents agreed with all of the independent variables which are service quality, product quality, store atmosphere, and word-of-mouth. This means that all of these independent variables impact customer likelihood of returning to coffee and beverage shops.

5.1.3 What factors influence customer satisfaction in coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang?

According to the results from Table 4.1 to Table 4.11, it can be concluded that all of the demographic of respondents and independent variables are the factors that influence customer satisfaction in coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang.

The results from Tables 4.1 to 4.5 and 5.1.1 section, have shown that the differences in demographics have influenced customer satisfaction in coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang. Also, the results from Tables 4.6 to 4.10 and 5.1.2 section, most of the respondents agree with the independent variables and it has shown that all of the independent variables are the factors that influence customer satisfaction in coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang.

The results of the hypothesis testing, Tables 4.11 to 4.15, have shown that hypotheses 1 to hypotheses 5 have a significance value of 0.000, which is within the generally recognized significance value of 0.05. As a result, according to Table 4.17, all of the hypothesis testing results from the analysis of results were accepted.

5.2 Conclusion

According to the outcomes of the study of factors affecting customer satisfaction: a case study of coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang, this study has focused on five demographics of respondents which are gender, age, educational level, occupation, and purpose of visit, and four independent variables which are service quality, product quality, store atmosphere, and word-of-mouth. All of these variables have a significant relationship with customer satisfaction which can be concluded as follows:

As reported by demographic analysis, the most influential consumer groups are those who are 23 years old or younger, which accounts for around 368 people or 92 percent. The majority of these consumers are female, which is identical to 257 people or 64.25 percent. Furthermore, 356 people, or 89 percent, hold a Bachelor's degree. Next, the occupation of the research sample group is student, which accounts for 381 respondents or 95.25 percent. So, visits aim to purchase coffee and beverages, which accounts for 282 people, or 70.5 percent.

The average value of the factors affecting customer satisfaction: a case study of coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang. The earliest factor is Word-of-Mouth, which has the highest average value, around 3.76; most respondents agree with this factor. The second average value is Service Quality, which is 3.74; most respondents agree on these criteria. The third aspect is the Store Atmosphere, with an average score of 3.69, and the majority of respondents agree with it. Product Quality has the lowest mean value, 3.65, and the majority of respondents agree with it.

The correlation between research-independent and dependent variables, such as Service Quality, Product Quality, Store Atmosphere, and Word-of-Mouth for the independent factor. The first is Word-of-Mouth and Customer Satisfaction, which have the greatest positive correlation value, equal to 0.688. The second factor is Store Atmosphere and Customer Satisfaction are equal to 0.567. The third factor is Product Quality and Customer Satisfaction are equal to 0.565. Service Quality and Customer Satisfaction have the lowest value, which is 0.480. Although the correlation value between Service Quality and Customer Satisfaction is the lowest, they are still related to each other.

The next section analyzes the factors affecting customer satisfaction: a case study of coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang. This section's

summary might be given as the overall results of the factors influencing the research's dependent variable. The results of the multiple regression analysis show that the general components are significant, indicating that these values are not over the acceptable significance value of 0.05.

Therefore, the researcher can conclude the research findings under the research objectives, which include identifying and comparing demographic variations in customer satisfaction among coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang, assessing the impact of service quality on customers' likelihood from the of coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang, and investigate factors that influence customers' behavior at of coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang. As a result, customers in King Mongkut's Institute of Technology Ladkrabang were satisfied with the coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang.

5.3 Recommendations

This study is a study of customers who are studying and using the coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang. In the next study, the coffee and beverage shops should be clearly defined and conduct research with a more diverse population. Also, the next research should look at the demands of clients who utilize the service such as types of coffee, frequency of consumption, choice of purchasing location, other sample groups, as well as the needs of coffee and beverage shops. To enhance the findings and develop them further.

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APPENDIX

Questionnaire

This questionnaire was created for research on the Master of Business Administration, International Business Administration, Faculty of Business Administration, King Mongkut's Institute of Technology Ladkrabang. The objectives of the study are as follows:

1. To identify and compare demographic variations in customer satisfaction among coffee and beverage shop customers in King Mongkut's Institute of Technology Ladkrabang.
2. To assess the impact of service quality on customers' likelihood from the coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang.
3. To investigate factors that influence customers' behavior at coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang.

For the research study, the researcher requested your assistance in completing this questionnaire, which has been divided into the following 2 sections:

1st part: Demographic information.

2nd part: Attitudes towards customer satisfaction towards coffee and beverage shops in King Mongkut's Institute of Technology Ladkrabang.

Part I: Demographic Information

Please tick (✓) the text that matches with your preferred answer

1. Gender

Male Female Others

2. Age (Years)

23 or less 24 – 29 30 – 39 40 – 60 Older than 60
years

3. Educational level

Under Bachelor's Degree Bachelor's Degree Master's Degree
 Doctor's Degree

4. Occupation

Student Government employee Private employee
 Entrepreneurship Others

5. Purpose of visits

Relaxation Socializing Spending free time Doing homework or
business
 Intending to buy coffee and beverage Others

**Part II: Attitudes towards customer satisfaction towards coffee and beverage shops in King
Mongkut's Institute of Technology Ladkrabang**

A score of 1 indicated strongly disagree

A score of 2 indicated disagree

A score of 3 indicated neutral

A score of 4 indicated agree

A score of 5 indicated strongly agree

Question	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Service Quality					
1. The staff are very friendly and helpful.					
2. Staff took orders properly.					
3. The service was provided fast.					
4. The staff at the coffee and beverage shops is attentive to customers at all times.					
5. You feel confident and assured in the service provided by the coffee and beverage shops.					
Product Quality					
6. You are satisfied with the range of options available on the menu.					
7. The taste and flavor of the beverages you ordered are good.					
8. The visually appealing coffee and beverages when served were good.					
9. You are satisfied with any specialty or unique coffee and beverages offered.					
10. You are satisfied with the value for money of the coffee and beverages.					
Store Atmosphere					
11. The intensity of the shop lighting was suitable.					
12. The volume of the shop music was appropriate.					
13. The store was spacious.					
14. The store was clean.					

15. The facilities are appealing.					
16. Coffee and beverage shops have comfortable seats for customers.					
Word-of-mouth					
17. You are delighted to suggest this coffee shop to others.					
18. You are aware of these coffee and beverage shops primarily through word-of-mouth recommendations					
19. The recommendations of your peers strongly influence your decision to try new coffee and beverage shops.					
20. Special events or promotions at the coffee and beverage shops encourage you to recommend it.					
21. Positive reviews about coffee and beverage shops online influence your decision to visit.					
22. The coffee and beverage shops actively seek feedback from customers about their experiences.					
Customer satisfaction					
23. You are satisfied with the pricing of coffee and beverages.					
24. You are satisfied with the convenience of the location.					
25. You are satisfied with the overall experience at the coffee and beverage shops.					

26. You are satisfied with the coffee and beverage shop atmosphere where comfortable working or socializing.					
27. You always feel good when attending the coffee and beverage shops that you visit frequently.					

แบบสอบถาม

แบบสอบถามนี้ได้จัดทำขึ้นเพื่อประกอบการศึกษาวิจัยของนักศึกษาปริญญาโท สาขาบริหารธุรกิจหลักสูตรนานาชาติ คณะบริหารธุรกิจ สถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง โดยวัตถุประสงค์ในการศึกษามีดังต่อไปนี้

1. เพื่อระบุและเปรียบเทียบความแปรผันทางประชากรศาสตร์ในด้านความพึงพอใจของลูกค้าในร้านกาแฟและเครื่องดื่มในสถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง
2. เพื่อประเมินผลกระทบของคุณภาพการบริการต่อแนวโน้มของลูกค้าในร้านกาแฟและเครื่องดื่มในสถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง
3. เพื่อสำรวจปัจจัยที่มีอิทธิพลต่อพฤติกรรมของลูกค้าในร้านกาแฟและเครื่องดื่มในสถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง

ในการศึกษาวิจัย ผู้วิจัยได้ขอความร่วมมือในการตอบแบบสอบถามนี้ โดยแบบสอบถามนี้ได้แบ่งออกเป็น 2 ส่วนดังนี้

ส่วนที่ 1 ข้อมูลด้านประชากรศาสตร์

ส่วนที่ 2 ข้อมูลด้านทัศนคติต่อความพึงพอใจของลูกค้าต่อร้านกาแฟและเครื่องดื่มในสถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง

ส่วนที่ 1: ข้อมูลทั่วไป

กรุณาใส่เครื่องหมาย (✓) ลงในช่องว่าง

1. เพศ

() ชาย () หญิง () อื่นๆ

2. อายุ (ปี)

() 23 หรือ น้อยกว่า () 24 - 29 () 30 - 39 () 40 - 60 () มากกว่า 60 ปี

3. การศึกษา

() ต่ำกว่าปริญญาตรี () ปริญญาตรี () ปริญญาโท
() ปริญญาเอก

4. อาชีพ

() นักศึกษา () พนักงานของรัฐบาล () พนักงานเอกชน ()
ผู้ประกอบการ
() อื่นๆ

5. วัตถุประสงค์ของการไปร้านกาแฟ

() พักผ่อนหย่อนใจ () การเข้าสังคม () ใช้เวลาว่างในร้าน
() ทำการบ้าน หรือ ทำงาน () ไปซื้อกาแฟหรือเครื่องดื่ม () อื่นๆ

ส่วนที่ 2: ข้อมูลด้านทัศนคติต่อความพึงพอใจของลูกค้าต่อร้านกาแฟและเครื่องดื่มในสถาบัน

เทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง

1 คะแนน = ไม่เห็นด้วยอย่างมาก

2 คะแนน = ไม่เห็นด้วย

3 คะแนน = เฉยๆ

4 คะแนน = เห็นด้วย

5 คะแนน = เห็นด้วยอย่างมาก

คำถาม	ไม่เห็น ด้วย อย่าง มาก (1)	ไม่ เห็น ด้วย (2)	เฉยๆ (3)	เห็น ด้วย (4)	เห็น ด้วย อย่าง มาก (5)
คุณภาพในการบริการ					
1. พนักงานเป็นกันเองและให้ความช่วยเหลือได้ดี					
2. พนักงานรับออเดอร์ถูกต้อง					
3. ได้รับบริการที่รวดเร็ว					
4. พนักงานในร้านเอาใจใส่ลูกค้าตลอดเวลา					
5. คุณรู้สึกมั่นใจและแน่ใจในการบริการของทางร้าน					
คุณภาพสินค้า					
6. คุณพอใจกับตัวเลือกต่างๆบนเมนู					
7. รสชาติของเครื่องดื่มที่คุณสั่งนั้นดี					
8. กาแฟและเครื่องดื่มมีความสวยงามเมื่อถูกเสิร์ฟ					
9. คุณพอใจกับเครื่องดื่มแปลกๆใหม่ๆที่ทางร้านมีให้					
10. คุณพอใจกับความคุ้มค่าของกาแฟและเครื่องดื่ม					
บรรยากาศภายในร้าน					
11. ความสว่างของแสงไฟภายในร้านมีความเหมาะสม					
12. ระดับเสียงภายในร้านมีความเหมาะสม					
13. พื้นที่ภายในร้านค่อนข้างกว้าง					
14. ร้านสะอาด					
15. สิ่งอำนวยความสะดวกมีความน่าสนใจ					
16. ร้านมีที่นั่งสะดวกสบายให้ลูกค้า					
การบอกต่อ					
17. คุณมีความยินดีที่จะแนะนำร้านกาแฟแห่งนี้กับผู้อื่น					
18. คุณรู้จักร้านกาแฟและเครื่องดื่มแห่งนี้ผ่านการแนะนำแบบปากต่อปากเป็นหลัก					
19. คำแนะนำของเพื่อนร่วมงานมีอิทธิพลต่อการตัดสินใจของคุณในการลองร้านกาแฟใหม่ๆอย่างมาก					

20. มีอินเทอร์เน็ตและส่วนลคพิเศษที่ร้าน ทำให้ลูกค้าอยาก แนะนำร้านมากขึ้น					
21. บทวิจารณ์เชิงบวกเกี่ยวกับร้านกาแฟทางออนไลน์มี อิทธิพลต่อการเยี่ยมชมของคุณ					
22. ร้านกาแฟมีความกระตือรือร้นในคำติชมของลูกค้า เกี่ยวกับการบริการของทางร้าน					
ความพึงพอใจของลูกค้า					
23. คุณพอใจกับราคาของกาแฟและเครื่องดื่มอื่นๆ					
24. คุณพอใจกับความสะอาดของทำเลที่ตั้ง					
25. คุณพอใจกับประสบการณ์โดยรวมที่ร้านกาแฟ					
26. คุณพอใจกับบรรยากาศร้านกาแฟที่ได้นั่งทำงานหรือนั่ง สังสรรค์สบายๆ					
27. คุณจะรู้สึกดีเสมอเมื่อได้ไปร้านกาแฟที่คุณไปบ่อยๆ					

CORRELATIONS

/VARIABLES=ServiceQuality ProductQuality StoreAtmos WOM CusSatisfaction
 /PRINT=TWOTAIL NOSIG
 /STATISTICS DESCRIPTIVES
 /MISSING=PAIRWISE.

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
ServiceQuality	3.4265	.68496	400
ProductQuality	3.3160	.64029	400
StoreAtmos	3.3916	.73977	400
WOM	3.4453	.70401	400
CusSatisfaction	3.4610	.67008	400

Correlations

		ServiceQuality	ProductQuality	StoreAtmos	WOM
ServiceQuality	Pearson Correlation	1	.659**	.530**	.475**
	Sig. (2-tailed)		.000	.000	.000
	N	400	400	400	400
ProductQuality	Pearson Correlation	.659**	1	.634**	.574**
	Sig. (2-tailed)	.000		.000	.000
	N	400	400	400	400
StoreAtmos	Pearson Correlation	.530**	.634**	1	.535**
	Sig. (2-tailed)	.000	.000		.000
	N	400	400	400	400
WOM	Pearson Correlation	.475**	.574**	.535**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	400	400	400	400
CusSatisfaction	Pearson Correlation	.480**	.565**	.567**	.668**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	400	400	400	400

Correlations

		CusSatisfaction
ServiceQuality	Pearson Correlation	.480**
	Sig. (2-tailed)	.000
	N	400

ProductQuality	Pearson Correlation	.565**
	Sig. (2-tailed)	.000
	N	400
StoreAtmos	Pearson Correlation	.567**
	Sig. (2-tailed)	.000
	N	400
WOM	Pearson Correlation	.668**
	Sig. (2-tailed)	.000
	N	400
CusSatisfaction	Pearson Correlation	1
	Sig. (2-tailed)	
	N	400

** . Correlation is significant at the 0.01 level (2-tailed)

REGRESSION

/DESCRIPTIVES MEAN STDDEV CORR SIG N

/MISSING LISTWISE

/STATISTICS COEFF OUTS CI(95) R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT CusSatisfaction /METHOD=ENTER ServiceQuality ProductQuality
StoreAtmos WOM /RESIDUALS DURBIN.**Regression**

Descriptive Statistics

	Mean	Std. Deviation	N
CusSatisfaction	3.4610	.67008	400
ServiceQuality	3.4265	.68496	400
ProductQuality	3.3160	.64029	400
StoreAtmos	3.3916	.73977	400
WOM	3.4453	.70401	400

Correlations

		CusSatisfaction	ServiceQuality	ProductQuality	StoreAtmos
Pearson Correlation	CusSatisfaction	1.000	.480	.565	.567
	ServiceQuality	.480	1.000	.659	.530
	ProductQuality	.565	.659	1.000	.634
	StoreAtmos	.567	.530	.634	1.000
	WOM	.668	.475	.574	.535
Sig. (1-tailed)	CusSatisfaction	.	.000	.000	.000
	ServiceQuality	.000	.	.000	.000
	ProductQuality	.000	.000	.	.000
	StoreAtmos	.000	.000	.000	.
	WOM	.000	.000	.000	.000
N	CusSatisfaction	400	400	400	400
	ServiceQuality	400	400	400	400
	ProductQuality	400	400	400	400
	StoreAtmos	400	400	400	400
	WOM	400	400	400	400

Correlations

		WOM
Pearson Correlation	CusSatisfaction	.668
	ServiceQuality	.475
	ProductQuality	.574
	StoreAtmos	.535
	WOM	1.000

Sig. (1-tailed)	CusSatisfaction	.000
	ServiceQuality	.000
	ProductQuality	.000
	StoreAtmos	.000
	WOM	.
N	CusSatisfaction	400
	ServiceQuality	400
	ProductQuality	400
	StoreAtmos	400
	WOM	400

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	WOM, ServiceQuality, StoreAtmos, ProductQualit... ^b	.	Enter

a. Dependent Variable: CusSatisfaction

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.725 ^a	.525	.520	.46410	2.059

a. Predictors: (Constant), WOM, ServiceQuality, StoreAtmos, ProductQuality

b. Dependent Variable: CusSatisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94.075	4	23.519	109.194	.000 ^b
	Residual	85.077	395	.215		
	Total	179.152	399			

a. Dependent Variable: CusSatisfaction

b. Predictors: (Constant), WOM, ServiceQuality, StoreAtmos, ProductQuality

Coefficients^a

Model	Unstandardized Coefficients		t Coefficients		Sig.	Sig.
	B		Std. Error	Beta		

1	(Constant)	.664	.142		4.688	.000
	ServiceQuality	.070		.072	1.517	.130
	ProductQuality	.134		.128	2.396	.017
	StoreAtmos	.188		.207	4.398	.000
	WOM	.428		.450	10.166	.000

Coefficients^a

Model		95.0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	.385	.942
	ServiceQuality	-.021	
	ProductQuality	.024	
	StoreAtmos	.104	
	WOM	.345	

a. Dependent Variable: CusSatisfaction

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.4839	4.7650	3.4610	.48557	400
Residual	-1.66168	1.87552	.00000	.46176	400
Std. Predicted Value	-4.072	2.686	.000	1.000	400
Std. Residual	-3.580	4.041	.000	.995	400

a. Dependent Variable: CusSatisfaction

RELIABILITY

```

/VARIABLES=ServiceQuality ProductQuality StoreAtmos WOM CustomerSatisfaction
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.
    
```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.839	.845	5

Item Statistics

	Mean	Std. Deviation	N
ServiceQuality	3.4933	.68427	30
ProductQuality	3.4067	.62031	30
StoreAtmos	3.4993	.80594	30
WOM	3.3887	.61652	30
CustomerSatisfaction	3.4867	.80633	30

Page 1

Inter-Item Correlation Matrix

	ServiceQuality	ProductQuality	StoreAtmos	WOM	CustomerSatisfaction
ServiceQuality	1.000	.808	.469	.279	.585
ProductQuality	.808	1.000	.607	.423	.594
StoreAtmos	.469	.607	1.000	.400	.408
WOM	.279	.423	.400	1.000	.640
CustomerSatisfaction	.585	.594	.408	.640	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ServiceQuality	13.7813	5.154	.671	.696	.799
ProductQuality	13.8680	5.110	.788	.737	.773
StoreAtmos	13.7753	5.004	.569	.394	.832
WOM	13.8860	5.733	.539	.477	.833
CustomerSatisfaction	13.7880	4.648	.692	.591	.793

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.2747	7.705	2.77583	5

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