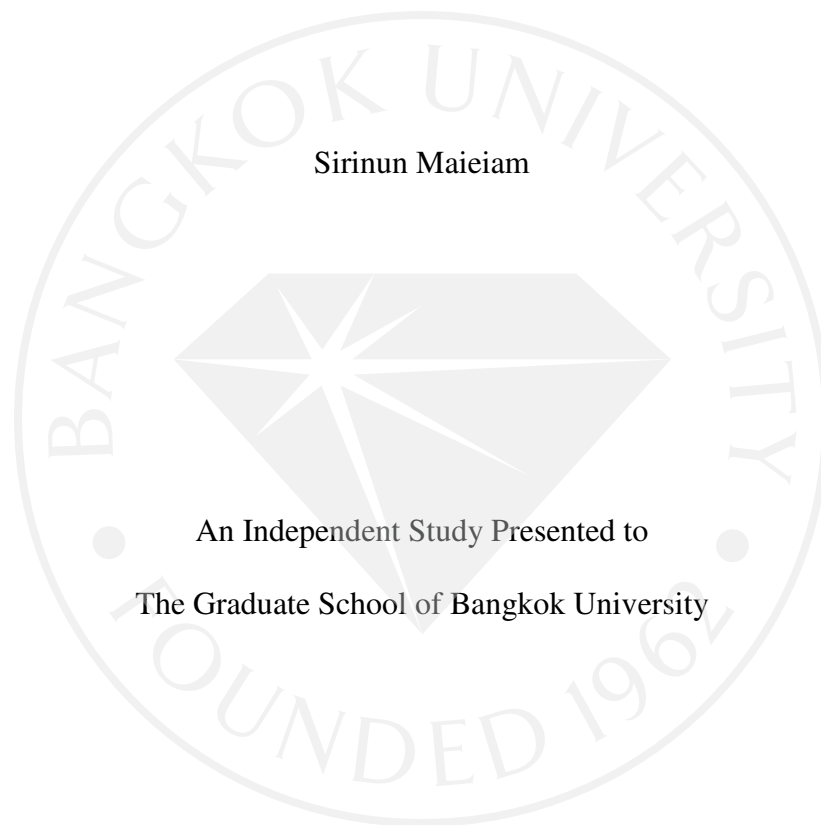EVALUATING CUSTOMER SATISFACTION TOWARDS THE COFFEE

SHOP THIRD PLACE

A STUDY OF THE CUSTOMER SATISFACTION TOWARDS COFFEE SHOP

THIRD PLACE

GRADUATE STUDENTS AT BANGKOK UNIVERSITY

Sirinun Maieiam

An Independent Study Presented to

The Graduate School of Bangkok University

In Partial Fulfillment

of the Requirements for the Degree

Master of Business Administration

2009

This Independent Study has been approved by

the Graduate School

Bangkok University

Title: EVALUATION CUSTOMER SATISFACTION TOWARDS THE COFFEE SHOP
THIRD PLACE

Author: Miss Sirinun Maieiam

Independent Study Committees:

Advisor

....
(Dr. Paul TJ James)

Field Specialist

....
(Asst. Prof. Dr. Vincent Ribiere)

....
(Sudarat D. Chantrawatanakul, Ph.D.)

Dean of the Graduate School

June 20, 2009

Maieiam, Sirinun. Master of Business Administration, Graduate School, June 2009,

Graduate School, Bangkok University

<u>Evaluating Customer Satisfaction towards the Coffee Shop Third Place</u> (PP.102)

Advisor of Independent Study: Paul TJ James, Ph.D.

ABSTRACT

The study was undertaken with the objectives: (1) To study the effect of demographic factors on the customer satisfaction toward the coffee shop third place. (2) To study the customer expectancy toward coffee shop business. (3) To study the relationship among modes of service quality.

The research analysis is based on qualified 286 questionnaires that were collect over the SSP Tower 3, Silom area, located in Bangkok.

A statistical package from SPSS was used to analysis the data: i.e. percentage, frequency, average and S.D.

According to the objective of this independent study, this research focuses on the result of try to find the customer satisfaction, expectancy and also the service quality. The following is the discussion which can be concluded from – the effect from demographic factors; the behavior consumption; customer expectation and satisfaction and service quality.

According to the findings of this research, the researcher found that all of the customers expected to get the high service quality and the researcher could not be able to over look the relate factors such as the customer satisfaction and the customer

expectancy. All of the mention factors should be well organized and tried to keep on the development.

Furthermore, executive and marketing people can enhance more effectiveness of consumers need, increase customers and make more market share in this segmentation by concentrate to the relate factors. The objective of this strategy is getting through the more consumers' need.

ACKNOWLEDGEMENT

First I would like to thank Dr. Paul TJ James, who was the advisor for this research for all his time, effort, patience and encouragement. I would also like to express my thanks to my family and friends for continuous support, guidance and encouragement.
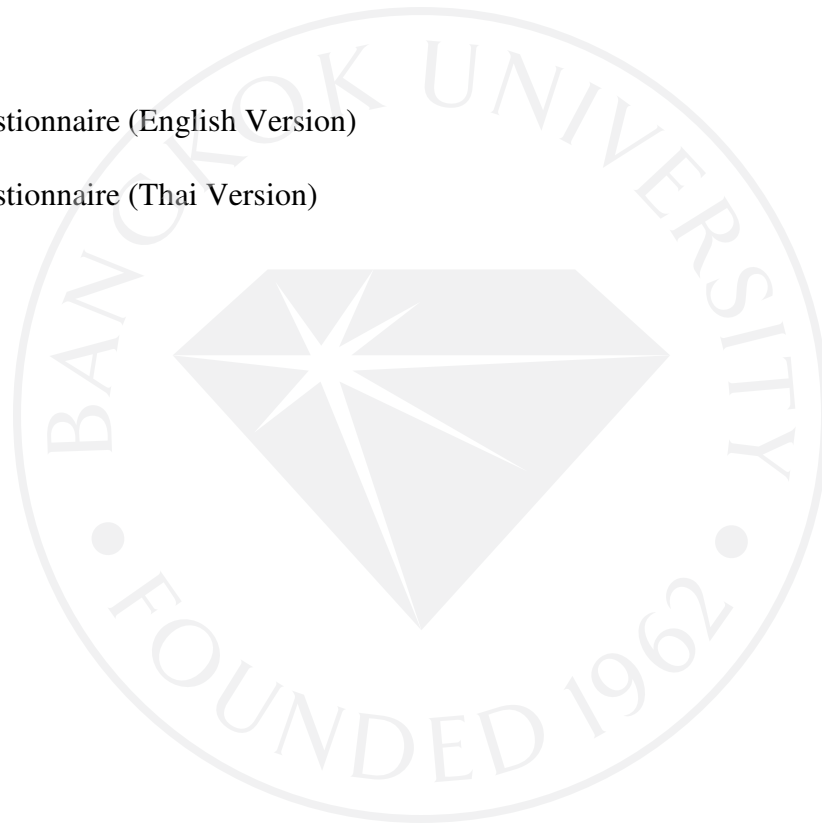
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CHAPTER 1

INTRODUCTION

The main purpose of undertaking this research is try to access the customer satisfaction towards the coffee shop third place. The research purpose to find out what is the thing that could be able to motivate the customer to use the coffee shop service and also what he/she satisfied in relation of the service offered by the coffee shop owner.

1. Back ground

Thai people lifestyles have change due to the many factors such as changes of social structure, the western lifestyles power, economic expansion or crises and so on. People are constantly hurrying to work or back home. The city never sleeps (C Thai, Online).

Oldenburg identifies third place, or "great good place," as the public place on neutral ground where people can gather and interact. In contrast to first places (home) and second place (work), third places allow people to put aside their concerns and simply enjoy the company and conversation around them. Third places "host the regular, voluntary, informal, and happily anticipated gatherings of individuals beyond the realms of home and work" (Oldenburg, 1991).

At the present, the trend of coffee drinking is become popular and had expanded worldwide. Coffee market has become expanded continuously especially 2-3 year recently, which concern too many factors that could stimulate to expand the coffee market. For example, the coming of the most famous coffee in the world "Starbucks" which really increase the habit of drinking coffee. Apart from increase the habit of drinking, the coming of Starbucks has also created the new culture of change just only the coffee shop to be "Coffee Shop Third Place"

which allows to sit as long as the customer want. From the Kasikorn Research Centre, has researched the consumption for coffee premium market for more than 7 years ago, has recommended that the coffee trend has become popular since 1988.

Third Place is a term used the concept of community building to refer to social surrounding separate from the two usual social environments of home and workplace (Oldenburg, online). First place is the home or those that one lives with. The second place is the workplace, where people almost spend many hours per day in workplace. Third Places, the combination between home and workplace then become where citizens of a community of neighborhood meet to develop friendship, discuss, hang around and interact with others (Thirdplacebangkok, online). It is one kind of create innovation into the service business, or can say that third place concept is the new trend that people absorbed little by little and finally will become the standard of service for those premium shops. There are some tips for the successful third place must include; they must be free to enter and provide inexpensive food and drinks, highly accessible, enough space for one number expected to be there daily and finally all people should feel welcome or be able to find both old and new friends (Gooltz, online). Some essential ingredients for successful offline third place include: free or relatively inexpensive to enter and be able to purchase food and drinks, highly accessible, ideally one should be able to get there by foot from ones' home, people can be expected to be there on a daily basis and finally atmosphere should feel welcome.

In general, the closer to a real interaction this "third place" represents, the more someone is going to be satisfied with their life.

Right now, the coffee market value is totally 3,500 Million baht, which could be divided into 2 types, first is coffee from abroad (Starbucks, Au Bon Pain, and etc.) and second type is from Thai investors (Back Canyon, Coffee Banrai, and etc) (SOSIC, online). Right now, coffee is become the most valuable primary commodities in the world, often second in valve only to oil

business as a source of foreign exchange to developing countries (RichDadThai Board, online). Millions of people around the world earn their living in consuming coffee. Due to the consumption is growing year by year. It stimulates coffee or business owners to try to improve the quality of product and service to match the customer satisfaction. The coffee shop business is become the dream of many people who would like to conduct their own business even for me because of the continue increase consumption, they could earn cash and low investment compared to other type of business. So, before start the new business, we should come to survey the market in order to know which is the factors that we should concentrated on and really get to the customer satisfaction.

The researcher is interested in conducting a survey in evaluating customer satisfaction towards third place in SSP Tower 3 building in order to run this type of business in the future. Even though a number of office worker are similar among those neighboring building such as ITF building and Boonmit building, the SSP Tower 3 building is offers a low rental fee. Consequently, the SSP Tower 3 building is the most suitable place to do the survey.

2. Statement of Problem

As the consumption of coffee are increases so much, and become one of our popular drinks. So, the coffee markets become huge and consist of many variety of coffee branding. The result from Kasikorn Research Center (K-Econ, online), report the result from 2-3 passing year, the coffee market is become growing up every year. Recently, year 2008 the market value become 21,000 million baths and the expansions rate are 10% which divided into 3 kinds; take home coffee (9,300 million baht), coffee canned (7,000 million baht) and coffee premium shop (4,700 million baht) (Positioning, online). So, from the referring result, there is a room to increase the consumption in coffee premium shop by make the coffee shop become more

creative and attractiveness. We also aim to create like a third place for those who would like to have the comfortable place in which they could hang around with friends or colleagues.

3. Intention and Reason for Study

In order to meet the customer demand and develop the service quality, to know the satisfaction of customers if opening the coffee shop as a third place which will bring to the increase in circulation or not?

4. Objectives of the research

4.1. To explore coffee consumption behaviors of working people at Silom area.

4.2. To find out the customers' expectation towards the coffee shop.

4.3. To investigate factors that influences the customers' behavior to purchase the coffee.

5. Major Research Question: Sub-question development

1. Main Question

"Evaluating Customer Satisfaction towards the Coffee Shop Third Place."

2. Sub-questions

2.1 What is purchasing behavior of people over the SSP tower 3, Silom area?

2.2 What are the factors affecting and convince their coffee product purchasing behavior?

2.3 What are the expectations of people towards the service elements of coffee shop?

6. Assumptions

This research realized to validity and reliability of research, the assumptions were made for this study as following:

6.1 The research is conducted on assuming that on customer behavior which base on the expected service for coffee shop business.

6.2 The statistical techniques and methods used for collecting the data were valid only for this study.

6.3 The data obtained and data analyzed are only appropriate and valid for the research design in this study.

7. Scope of Research

This research is investigated by Thais customers on their attitude and behavior towards the coffee shop third place, which studies on evaluating the customer satisfaction towards the coffee shop third place. The study aims to explore in details about the expectancy of customer how they perceive the service, if there are new coffee shop third place open over SSP tower 3. On average, from the observation the people who working in SSP Tower 3 totally are 950-1,000 people.

8.Benefits of Research

There are two groups getting benefit by this research study.

Firstly, the people who live or working over Silom area (may be especially for those working people in SSP Tower 3), will benefit from having "Coffee Shop Third Place", which is really convenience to those people.

Secondly, the researcher will benefit by being able to know the customer satisfaction which is really useful planning to open up the business.

9. Limitations of Research

Due to the time constraint and limit people who conduct the files sampling. Hence, this research study is limit files sampling to one location, people who are working at SSP Tower 3 only. As the results, the outcome from this research study is appropriate for some specific areas only.

CHAPTER 2

LITERTURE REVIEW

The researcher study of many concept theories in order to support the research topic "Evaluate Customer Satisfaction towards Coffee Shop Third Place" which is the evaluation development of coffee premium shop value in customer visual. It will focus on main topics;

2.1 Customer Satisfaction

2.2 Expectancy Theory

2.3 Service Quality

The foremost purpose of this chapter is to provide insight into the topic and give the reader a background to better understand.

2.1 Customer satisfaction

Satisfaction is an overall psychological state that reflects the evaluation of a relationship between the customer/consumer and a company-environment-product-service. Satisfactions have involved three psychological elements: Cognitive (think/evaluation), affective (emotional/feeling), and behavioral. Customer satisfaction is really important and can't be overstated because without customers, the service firm has no reason to exist. So, every service business needs to proactively define and measure customer satisfaction (Hoffman and Bateson, 1997). Keeping customers complain in order to identify the problem in delivery the service or to measure the firm's progress.

Customer type can be classified into 3 kinds; positive customer, neutral customers and negative customers. Positive customer, they are long-term and loyal customers, as long as the

customers cannot measure value, they will always choose their trusted most and existing supplier (Maslow (1998). The strongest supports from this type of customer will occurs when company usual strengths achieve their goals and produce measurable benefits, company have to ensure that customers know how the company help them to achieve their goal by also measurably better than anyone else does. Neutral Customers, that customer who don't specific company's products and services. They are fair to any salesperson that could be able to provide the largest number of sales opportunities. If any salesperson can show how to the measureable value of service or product match up to their goals, those salesperson will automatically gain the sale. Negative Customers, they are long-term and loyal customer to the competitors. If companies want to gain this type of customer, they have to make an uphill battle (lowest price or meeting crucial deliveries).

Consider the following figure gathered by the Technical Assistance Research Program (TARP): 1) the average business does not hear from 96% of its unhappy customers. 2) At lease 26 customers will have the same problem for every complaint received. 3) The average person with a problem tells 9 or 10 people (but 13% will tell more than 20). 4) Customers who have their complaints satisfactorily resolved tell an average of 5 people about the treatment they received. 5) Complainers are more likely to do business with the firm again than non-compliances: 54-70% if resolved at all, and 95% if handled quickly (R. Solomon, 1991).

The best service satisfaction is, know how to make the customer feel really satisfy with the service that have provided by company and also being to the loyalty product. Service Satisfaction should make the customer feel – more than just 'Have a nice day (Chaston, 1993).

Beyond Customer Care

In recent year the management team have focused on the important people attach to the way they are treated by the employees of the organization, and proposed that the only necessary requirement for delivering satisfaction in the service sector is to be nice to the customer.

Enhancing Future service provision

Once the marketer has developed an understanding of how to satisfy customers at all stages in the client/provider relationship, new quality of service strategies can be planned which further widen the superiority gap over competition. Once approach to determining future service strategies by market sector is to create a provision decision portfolio (or PDP) by analyzing the interactions between the two parameters of opportunity to deliver perceived superior service and capability to meet customer exceptions (Chaston, 1993).The degree to which perceived superior service can be delivered will be influenced by such factors as number of customers per capita expenditure, sector growth rate, service requirements, ability of customers to differentiate between suppliers on the basis of service quality, capability of competitors and intensity of competitions.

2.2 Expectancy Theory

Expectancy Theory is the explanation of motivation which focuses on cognitive factors rather than biological ones to understand what drives behavior. Expectations Theory suggests that behavior is largely pulled by expectations of achieving desirable out comes – positive incentives – rather than pushed from within. We choose one product over another because we expect this choice to have more positive consequences. Thus the term drive is used here more loosely to refer to both physical and cognitive processes (R. Solomon, 1991). One of the hypotheses of the Expectancy Theory is that people will make decision among the alternative plans of behavior based on their perceptions (expectancies) of the degree to which a given behavior will lead to desired outcomes (Mathibe, online).

The expectancy theory of motivation has become a commonly accepted theory for explaining how individuals make decisions regarding various behavioral alternatives (QuickMBA, online). The expectancy theory of motivation is suggested by Victor Vroom.

Unlike Maslow and Herzberg, Vroom does not concentrate on needs but erather focuses on outcomes. He proposes three variables to account for this, which he calls Valence, Expectancy and Instrumentality.

Figure 2.1 : Expectancy Theory (Ref. Vroom Hypothesis's)
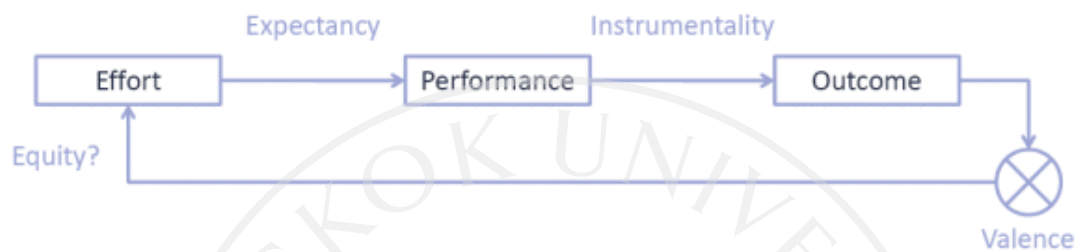
First, Expectancy is the belief that increased effort will lead to increased performance (probability or strength of belief that a particular action will lead to a particular first level outcome). Second, Instrumentality, is the belief that if one perform well that a valued outcome will be received (means of the first level outcome in obtaining the desired second level outcome) and finally, third, Valence is the importance that the individual places upon the expected outcome (strength of an individual's preference for a particular outcome), for the valence to be positive the person must prefer attaining the outcome to not attaining it (Vroom, online). If people expect a positive and desirable outcome, they'll usually work hard to perform at the level expected of them (Mind Tools, 1995). When people trust this relationship between expectation and outcome, then motivating people should come down to three things (refer to the Vroom Hypothesis's) (Droar, online). First one, effort, encouraging the belief of making more effort will improve the performance. Second, performance, encouraging the belief that a high level of performance will bring a good reward. Third, outcome, making sure that the reward is attractive (Droar, online).

Expectations serve as benchmarks against which present and future service encounters are compared. There are three types of "Customer Expectations": 1) Predicted service is a "Probability expectation" that reflects the level of service customers believe is likely to occur. 2) Desired service is an "Ideal Expectation" that reflects what customers actually want to compare to predicted service. Therefore, desired service reflects a higher expectation than predicted service so comparing desired service expectations to perceived service received results in a measure of perceived service superiority (see Figure 11.4). The third expectation, "Adequate Service" is a "Minimum tolerable expectation and reflects the level of service that customer is willing to accept but adequate service is based on experience or norms that develop over time. One factor that influences adequate service is predicted service (Vroom, online). Encounters that fall below expected norms fall below adequate service expectations. Comparing adequate service with perceived service produces a measure of perceived service adequacy (see Figure 11.4). The main thing we should recognize that customers hold different types of expectations for service performance.

2.3 Service Quality

In term of quality can be applied to many product and processes, it has been applied by management scientists to add more product quality and service quality. Although it may be difficult to define "quality" or, so we can also use the tools to dimension. The quality dimension process can be divided into 10 factors (GAP model) (UKOLN, online); first, tangibles (appearance of physical facility, equipment, personnel, printed and visual materials). Second, reliability (ability to carry out promised service dependable and correctly). Third, responsiveness (willingness to help customer to provide prompt service). Forth, competence (method of required skill and knowledge to perform service). Fifth, courtesy (politeness, respect, consideration and friendliness of contact personnel). Sixth, credibility (trustworthiness, believability, honesty of the

service provider). Seventh, security (freedom from danger, risk, or doubt). Eighth, access (approachability and ease of contact). Ninth, communication (listening to customer and acknowledging their comments). Tenth, understanding the customer (making the effort to know customers and their needs) (Zeithaml et al, online).

Product quality – usually defined with specific relation to the product, whether it's goods or service. For goods, the important thing is should be reliability, durability, performance characteristics, aesthetics, etc.

Service quality – early quality models will usually concentrate on goods not service but the enormous growth of the service sector in Western economies since the Second World War has resulted in a growing literature on service quality (UKOLN, online).There are two popular models for service quality in use.

1. Grönroos's service quality model: the model created by Grönroos's attempt to understand how the quality of a given service is perceived by customers. It divides the customer's perception into two dimensions: 1) Technical quality – is how the customer receives, the technical outcome of the process. 2) Functional quality – is how the customer receives the technical outcome, Grönroos's called the "expressive performance of a service".

Figure 2.2 : Service Quality "expressive performance of a service (Source: Grönroos)
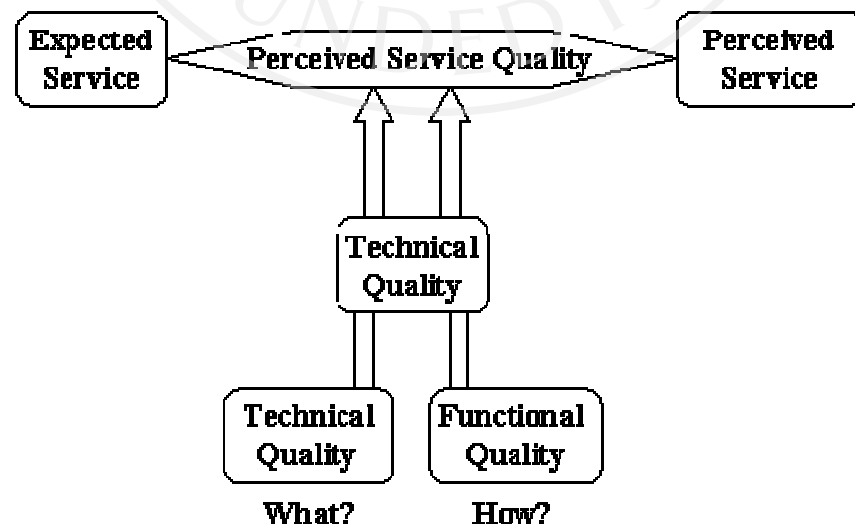
Grönroos's model reminds that the service quality should include the manner in which it is delivered.

2. The 'Gap' model – is a means of describing customer dissatisfaction in the context of service quality and also the model keeps a clear focus on the customers' perception [26]. Refer to the "Gap" model, which can be identified into 5 gaps model; 1)between customer's expectation and management's perceptions of those expectations.2) Between management's perception of customer's expectations and service quality specification. 3) Between service quality specifications and service delivery. 4) Between service delivery and external communications to customers about service delivery. 5) Between customer's expectation and perceived service (the total of the other four gaps) (UKOLN, online).

Figure 2.3 : Service Quality (The Service Quality Model)

The Service Quality Model
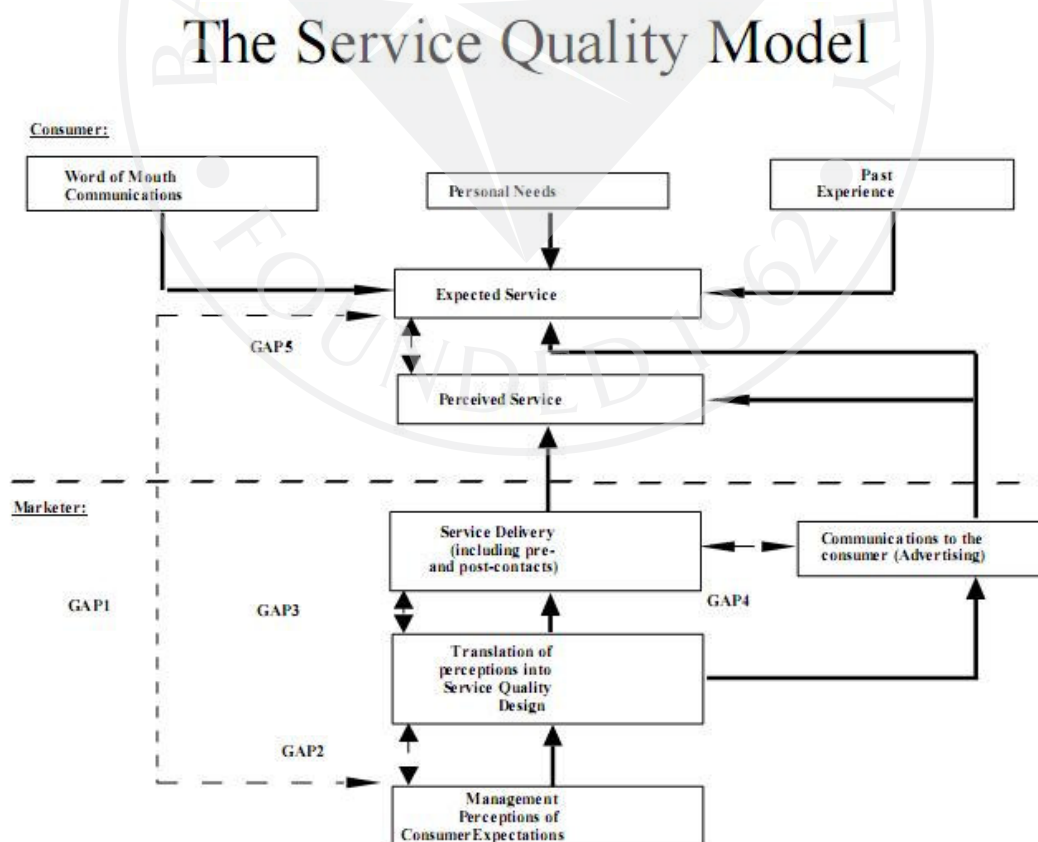
The Gaps in the Model

Gap 1: Customer Expectations – Management Perceptions Gap.

Gap 2: Management Perceptions – Service Quality Specification Gap

Gap 3: Service Quality Specifications – Service Delivery Gap

Gap 4: Service Delivery – External Communications Gap

Gap 5: Expected Service – Perceived Service Gap (or the Service Performance Gap)

Customer Expectations – Management Perceptions Gap

This stage is the step of collecting data of the customers' expectations in order to apply the relate customer data to overall service strategy. This gap is help to increase management contact with customers, increase in internal communication and track performance on satisfaction (The University of Auckland, online).

Inappropriate Quality Service Standards

This stage is tried to make the leadership commitment, increase more of the possibilities and avoid something that "can't be done". Try to create the standardize tasks and achieve the goal setting.

The Service – Performance Gap

This stage is try to provide data on performance and concentrate on setting the standardization in order to provide the most excellent service. Provide opportunity to change and grow by support in training (try to support the education to the employees in order to understand the customers and know how to serve their satisfaction). The model suggest to develop the team environment by encourage the employees to work in team and also empower people to be able to solve the problem themselves (The University of Auckland, online).

Apart from that the company should try to provide support to employees to create high performance service too.

The Promise – Delivery Gap

The stages of "The Promise – Delivery Gap", provide the break down barrier between departments, provide communicate freely, and also understand and mentor internal customers. At the same way, the company tries to keep the standardization and communicate policies and procedures, aim to delivery excellent service to their customers. The company tries to emphasis primary characteristics and satisfies with the customer expectations (The University of Auckland, online).

Expected Service – Perceived Service Gap

This gap is the result of the all gaps, to notice the outcome from customers. Feedback from this gaps (complaints) is can be diagnosed of the other gaps. The feedback will be collected in order to make the imperative for improvement (The University of Auckland, online). Aggressively seeking feedback here is really essential to make the improvements.

2.4 Conclusions

In order to become the successful coffee shop, the owner should try to serve the customer satisfaction in term of satisfy the expectation and service quality is the important factors to complete and to maintain the customers. For the research methodology of the study will be presented in the next chapter.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter explains the processes of research methodology for major construct of the study. The chapter comprises 2 sections with are the reviews of research methodology and research method used for this research study.

3.1 Introduction

3.2 Literature Review – Methodology

3.3 Research Question – possible research orientations

3.4 Methods of Inquiry

3.5 Research Methodology

3.6 Sampling Design

3.7 Surveys/ Interview design and development

3.8 Coding structures

3.9 Reporting

3.10 Statement of Research Method Used

3.1 Introduction

Marketing research is a set of techniques and principles for systematically collecting, recoding, analyzing, and interpreting data that can aid decision makers who are involved with marketing goods, service, or ideas (A.Parasuraman, 1986). One must really carefully consider the references key factor in order to avoid misconceptions about marketing research. Marketing research has played a part in the management of business enterprise for several thousand years. The basic objective of marketing research is to facilitate the managerial decision process (B.Wentz , 1972). Business use the marketing research to make an improvement such as improve the brand image, monitor sale and retail trade activities, find the new market and know more about the customers, distributors, competitors and etc. From all these information will link to the consumer, customer and public to the marketer (G.Zikmund, 1989).

3.2 Literature Review – Methodology

Marketing research may be divided into three functional categories: (1) descriptive research, (2) causal research, and (3) predictive research (B.Wentz, 1972). Each three functional categories have the same general objective, all of them have to aid the decision marker but they also have the clear different function.

Descriptive research, this type of the research is the most commonly used and the basic reason for fulfill out the descriptive research is to identify the cause of something that is happening (DJS Research, online). For descriptive research or can be called the other name as "Statistical Research", also provides data about the population or universe being studies but it can only describe the "who, what, when and how" of a situation, not what caused it. Therefore, descriptive research is used when the objective is to provide a systematic description that is as factual and accurate as possible. It provides the number of times something occurs, or frequency, lends itself to statistical calculations such as determining the average number of occurrences or

central tendencies[32]. For example, this research could be used in order to find out what age group is buying a particular brand of the product or to discover how many competitors a company has in the market (DJS Research, online). One of the major limitations is that it cannot help determine what causes a specific behavior, motivation or occurrence. In other words, it cannot establish a causal research relationship between variables (University of Guelph, online) The two most commonly types of descriptive research designs are "Observation" and "Surveys". Descriptive research can be of two types: 1) Quantitative descriptive research emphasizes on what is, and makes use of quantitative methods to describe record, analyze and interpret the present conditions. 2) Qualitative descriptive research also emphasizes on what is, but makes use of non-quantitative research methods in describing the condition of present (Koul, online).

Causal Research explores the effect of one thing on another and more specifically, the effect of one variable on another. The research is used to measure what impact a specific change will have on existing norms and allows market researchers to predict hypothetical scenarios upon which a company can base its business plan (DJS Research, online). Casual Research seeks to specify the relationship between variables. Sales-expressed in units sold or dollar revenue – is the most common dependent variable and others often used are market share, cost, and profit (B.Wentz, 1972). In other words, causation means that an independent variable is expected to produce a change in the dependent variable in the direction and of the magnitude specified by the theory (e.g., hypotheses) (C.Cui, 2009). This type of research design to use sample and statistical methods to obtain evidence of cause - effect relationship (causation or causality) between the variable and interest. In marketing, causal research is often used to infer causation or causality, i.e. which variables is the cause (called independent variables) and which variables is the consequence of effect (called dependent variables). For independent variable regularly include many factors such as price, advertising, personal selling, distribution channels, and product characteristics (B.Wentz, 1972)

Predictive Research seeks to predict, or forecast, value, about the likelihood of particular phenomena occurring in given circumstances. This type of research is nearly to quantitative because it involves identifying and/or defining measurable (i.e. quantifiable) variables which can be manipulated to cause measurable effects (UCD, 2009). Predictive Research draws heavily on the data and techniques of descriptive and causal research.

Secondary Data are data collected for some purpose other than the research situation at hand. They are always readily available (A.Parasuraman, 1986). For example, data on warranty card (e.g., date, place, and purpose of purchase) mailed to an appliance manufacture by recent buyers of the firm's appliances. Secondary data are usually historical, already assembled, and do not require access to respondents or subjects. The advantages from "Secondary Data" are always faster and less expensive than acquire primary data but there also have the disadvantages are that they were not designed specifically to meet researcher's needs. Another one is that the researcher has no control over their accuracy (G.Zikmund, 1989). So it means to say that researchers should verify the accuracy of the data whenever possible.

Primary Data can be collected through a number of different methods but for some situations several data collection options may available for tackling the same research problem (A.Parasuraman, 1986). This type of data really play an important role in metrology because they provide the essential first link in the chain of traceability from the abstract definition of a unit of the International System of Units (IS) to its practical use in measurement (M J T Milton et al, online). This type of data is the stage of collecting all the data by using the methods such as interviews and questionnaires. There are many methods of collecting primary data and the main method that was total includes 8 type; (1) questionnaires, (2) interviews, (3) focus group interviews, (4) observation, (5) case-studies, (6) diaries, (7) critical incidents and (8) portfolios.

Research methods can be classified in various ways, however one of the most common distinctions is between qualitative and quantitative research method (J. P., 1979).

Qualitative researches are concerned primarily with process than outcomes or products and they are interested in meaning how people make sense of their lives, experience, and their structures of the world. The quantitative researcher is the primary instrument for data collection and analysis. Data are compromise through this human instrument rather than through inventories, questionnaires, or machines. This type of research also involves fieldwork, which the researcher physically goes directly to the people, setting, site, or institution to observe or record behavior in its natural setting. It is a kind of descriptive which the researcher is interested in process, meaning, and understanding gained words or pictures (J. P., 1979). It is originally developed in the natural sciences to study natural phenomena.

Qualitative research methods were developed in the social science to enable researchers to study social and cultural phenomena, for example, action research, case study research and ethnography. Qualitative data sources include observation and participant observation (fieldwork), interview and questionnaires, documents and texts, and the researcher's impression and reactions. Although most researchers do either quantitative or qualitative research work, some researchers have suggested combining one or more research methods in the one study (can be called triangulation) (AIS, online). Some researchers believe that qualitative and quantitative methodologies cannot be combined because the assumptions underlying each tradition are so vastly different. Other researchers think they can be combining both methods together only by alternating between methods: qualitative research is appropriate to answer certain kind of questions in certain conditions and quantitative is the right for others (Writing Guides, 1993). Some researchers think that both can be used simultaneously to answer a research question.

3.3 Research Question – possible research orientations

The purpose of this research is to study the customer satisfaction towards the Coffee Shop Third Place (over the Silom Area). Sub-questions are try to study the purchasing behavior towards the coffee product, also try to study out the factors that could be persuade people and increase the consumption with the coffee shop, and the expectation of people towards the service elements of coffee shop over Silom Area.

3.4 Methods of Inquiry

A survey was carried out in order to find out questions to the research questions. The questionnaire was sent in a print out paper and E-mail to a random sample from Silom area who willing to participate in the survey. By using this survey was more likely to reach target audience, frequent purchase. The questionnaire was tested with one person and subsequently slightly modified before distribution to the participants. A questionnaire was used since an in-depth survey wouldn't have been feasible in such a small scale research project. Since the participants had agreed to take the survey, 100% of questionnaires sent out were returned completed.

3.5 Research Methodology

To analyze the data from completed questionnaires, frequencies, percentages and averages were used. In-depth analysis of the data will follow in chapter four.

3.6 Sampling Design

The basic purpose of sampling is to estimate population parameter values as accurately as possible. We need to do the census study; it is the only way to "predict" a parameter value from sample data is to come up with an estimate in the form of a confidence interval, usually the 95%

confidence interval. For a given confidence level the tighter, or more compact, the confidence interval, the more precise, and hence more useful, the interval estimate will be (A.Parasuraman, 1986). Sampling is the statistical art (or science) that uses to produce the sample survey which is one of the most important methods of data acquisition. Design a sample involves defining the market population, selecting between a population and a sample survey, choosing between a judgments and a random sample, specifying the side of the sample, selecting the sample and specifying the method of observation or inquiry to be used (B.Wentz, 1972). There are two basic procedures for selecting a sample from a given population. Once is probability sampling, in which the selection of individual population units is independent of a researcher's judgment of biases. The other procedure is non-probability sampling, in which a researcher's subjective judgment does play a role in the selection of individual population units (A.Parasuraman, 1986).

Designing a sample to collect primary data involves clearly specifying who, or what units, should provide the needed data. The stage of identifying data sources may offer some general guidance for designing the sample (A.Parasuraman, 1986). All the other issues must be settled before data collection can begin. The sampling design procedure itself is simple, although the techniques used in the execution of the design can be complex and expensive, and the results can be uncertain (G.Zikmund, 1989).To be managerially useful, a confidence-interval estimate must be as compact as possible. That is, the term that is subtracted from and added to the sample statistic value (namely, the $\pm$ term) must be as small as possible. This point has key implications regarding certain factors that play a role in sample size determination (A.Parasuraman, 1986).

3.6.1 Sampling Technique

There are two main types of samples: probability sampling and non-probability sampling for choosing samples (Kress, 1988).

Probability Samples, a probability sample is chosen in such a way that each member of the universe has a known chance of being selecting. It is "know chance" condition that enables statistical procedures to be used on the results to estimate sampling errors. Probability sample can be used in any study involving sample data where the accuracy of the results has to be at least partially defended with statistical analysis. The probability samples used most often are simple random samples, systematic samples, stratified samples, and cluster samples (Kress, 1988).

Simple Random Samples, in a simple random sample each member of the population has a known and equal chance of being selected. A selection tool frequently used with this design is the table of random number (Kress, 1988).

Systematic Samples, the researcher recognizes that the elements on the list may be non-randomly distributed with respect to one or more relevant variable (Wentz, 1972). Sample members are chosen in a systematic manner from the entire population. Each member has a known chance of being selected, but not necessarily an equal one. The systematic procedure is often used in selecting name from city directories, from telephone books. It is much less work and can be developed much faster than a simple random sample (Kress, 1988).

Stratified Samples, a stratified sample is used when the researcher has an interest in certain groups within the total population. The universe is divided into strata on the basis of recognizable or measurable characteristics of its members – age, income, education, and so on. The total sample then is composed of members from each stratum so that the stratified sample is really a combination of a number of smaller samples (Kress, 1988).

Cluster Samples or area samples, in this sampling design the various units making up the population are grouped in clusters and the sample selection is made in such a way that each cluster or area has known chance of being selected. An area sample is useful in two situations: (1) when there is incomplete information on the composition of the population or universe, and

(2) when it is desirable to save time and costs by limiting the study to specific geographic areas (Kress, 1988).

Non-probability Samples, in non-probability samples the chance of any particular unit in the population being selected is unknown. Thus, since randomness is not involved in the selection process, an estimate of the sampling error cannot be made. The three most frequently used non-probability designs are judgment samples, convenience samples, and quota samples (Kress, 1988).

Judgment Samples are selected on the basis of what some expert thinks particular sampling units or elements will contribute to answering the particular research question or problem in hand (Westburn Publishers, 2009).

Convenience Sample is far too expensive and cumbersome for most psychological, medical or sociological research. People living or working near the interviewing site would have much greater probability of being selected than other area that may far away (Kress, 1988).

Quota Samples, in quota sampling the interviewer will make the selection for who will be chosen to fill from specified sub-groups of the population. For quota sampling the selection of the sample is non-random (Hunt & Tyrrell, online).

3.6.2 Population, the process of sampling involves using a small number of items or parts of the population in order to make the decision about the whole population. So, the sample is the subset or just only one part of population. The purpose of sampling is to estimate some unknown characteristic of the population. A population, sometimes called a "universe", is any complete set of elements having a given characteristic (or characteristics) in common. The universe (population) will include all the elements having the specified property or properties. Population sizes range from millions of elements (typical of markets for consumer goods) to just one. There

are only a few one-element market populations, but those few are important (B.Wentz, 1972). The population is defined in term of (a) element, (b) units, (c) extent, and (d) time.

The method used to select the individual sample members determines whether it is a probability or a non-probability sample. These two are really nothing more than samples selected objectively (probability) or subjectively (non-probability) (Kress, 1988).

3.7 Survey / Interview design and development

The Nature of surveys, survey requires asking people, who are called respondents, for information using either verbal or written questioning. Use questionnaires and interview to collect data through the mail, on the telephone, or face-to-face. A survey is defined as the method of primary data collection based on communication with a representative sample of individuals (G.Zikmund, 1989). In marketing research, surveys are the most used and abused means of obtaining primary data. Most use because they are an extremely full option of variety methods of obtaining information on the actions and attitudes of people and most abused because many surveys are conducted where questions are biased or poorly stated, interviewers are poorly trained, or the sample is not really representative of the population (Kres, 1988).

3.8 Coding Structures

The process of identify and classifying each answer with numerical score or other character symbol is call "coding" (G.Zikmund, 1989). Codes are generally considered to be the numbered symbols; however, they are more largely defined as the rules for interpreting, classifying, and recording the data. The coding can be viewed as the following sequence for 5 steps. First, transforming responses to each question into a set of meaningful categories. Second, assigning numerical Codes to the categories. Third, creating transformed variables (if needed).

Forth, transferring the data to coding sheets. Fifth, creating a data set suitable for computer analysis (A.Parasuraman, 1986).

3.9 Reporting

The research report is an oral presentation and/or a written statement whose purpose is to communicate research result, strategic recommendations, and/or other conclusions t management and/or other specific audiences (Zikmund, 1989).

When preparing the report the key things to keep in mind are: what are the objectives of the project and who will comprise the audience for this report? Answering these questions will determine whether an elaborate formal presentation is needed or whether a simple written presentation will suffice (Kress, 1988)

3.10 Statement of Research Method Used

The study of the customer satisfaction towards the coffee shop third place has determined the research method use as follow;

3.10.1 Research Methodology

This research is quantitative approach using descriptive research design to collect data from the respondents in order to understand the customer behavior towards the coffee shop third place.

3.10.2 Research Question

Main Question

"Evaluating Customer Satisfaction towards the Coffee Shop Third Place."

Sub-questions

1. What is purchasing behavior of people over the SSP tower 3, Silom area?

2. What are the factors affecting and convince their coffee product purchasing behavior?

3. What are the expectations of people towards the service elements of coffee shop?

3.10.3 Method of Inquiry

The primary data will be collected by using descriptive research design, and data collection method is self-administered survey by distribute the questionnaires to the target population.

3.10.4 Sampling Design

The population of this research is the person who buys and could buy the coffee or other things from the coffee shop third place. The population group will be the person who working in SSP Tower 3 only. The researchers intend to study about the potential to open the coffee shop third at SSP tower 3 in order to open up as a new business in the future.

3.10.5 The sampling technique

Used for this study is the probability sample with the simple random sampling that everyone in the population has equal change to be selected.

3.10.5.1 The population, the sample size of this study is calculation from the research population that derives from the number of people who working in SSP tower 3 around 950-1,000 people in which the researcher has done the personnel interview from the person who were in charged this building.

According to Yamane's determination sample size table with population at 1,000 the sample size for precision of ±5% is 286. Therefore the sample size for this study is 286 respondents (University of Florida, online).

Table 3.1 present the sample size:

Sample size for ±3%, ±5%, ±7% and ±10% Precision Levels Where Confidence Level is 95% and P=.5.				
Size of	Sample Size (n) for Precision (e) of:			
Population	±3%	±5%	±7%	±10%
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100

100,000	1,099	398	204	100
>100,000	1,111	400	204	100
a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.				

3.10.6 Survey Design and Development

The research instrument used for this study is questionnaire, the questionnaire consist of thirty six questions which divided into 4 parts as follow;

Part 1: Demographic factor; this part consist of 8 questions to collect the data in tern of gender, age, education, occupation, income, the number of people in family and the type of home.

Part 2: The behavior consumption of using the coffee shop third place; the question in this part design for collect data on measuring the consumption behavior such as the personnel feeling towards the coffee shop third place, time spend on each time of using the coffee shop service, the frequency of using the coffee shop service, the purpose of using the coffee shop service just only to buy coffee or buy other thing too, which day of the week is the appropriate for the target population to use the coffee shop service and also the most appropriate time to open and close and the last one for this part is the regular purpose of using the coffee shop service.

Part 3: The customer expectation and satisfaction, this part collect data about the factors that customer will want to get from the coffee shop and study the customer satisfaction such as the factors that attract customer to enter the coffee shop, location side, style of decoration, the variety of menu, Wi-Fi internet and magazine, brand name coffee and suitable price.

Part4: Service quality, this part collect data about the expect from the coffee shop by focusing in service quality such as the certain time for open and close, standard of service, quick

service, good take card from staffs, solve the customer's complaint quickly, staff dress politely, staffs' health, staff should willing to serve, cleanliness and good environment.

In order to obtain a response survey at 91 sample size, a hundred of questionnaires are distribute to respondents via SSP Tower 3.

3.10.7 Coding Structures

The coding structures of each part were referring to appendix I as follow;

Part 1: Demographic data

Variables	Coding
1. Gender	1= male, 2= female
2. Age	1= Below 20 years, 2=20 – 25 years, 3= 26 – 30 years, 4= 31 – 35 years, 5= 36 – 40 years, 6= 41 - 45 years 7= Over 46 years
3. Status	1 = Single, 2 = Married, 3 = Devote
4. Highest Education	1= Under Bachelors degree, 2= Bachelors Degree, 3= Master or over
5. Occupation	1= Students, 2= Employee, 3 = Government employee, 4 = Own business

	5 = Work for hire, 6 = Other
6. Income per month	1= Under 10,000 Baht, 2 = 10,001 - 20,000 Baht
	3= 20,001 - 30,000 Baht, 4= 30,.001 - 40,000 Baht,
	5= Over 40,001 Baht
7. Family Member	1 = 1 - 3 persons, 2 = 4 - 6 persons,
	3 = More than 7 persons
8. Home Type	1 = Detached home, 2 = Town house,
	3 = Condominium, 4 = Apartment

Part 2: The consumption

Variable	Coding
9. Liking	1 = Yes, 2 = No
10. Experience	1 = Yes, 2 = No
11. Frequency	1 = More than 1 time per week, 2 = once a week
	3 = 1 time per two weeks, 4 = once a month
12. Spending time	1 = 5 - 15 minutes, 2 = 16 - 30 minutes
	3 = More than 30 minutes, 4 = More than 1 hour
13. Focusing only coffee	1 = No, buy other foods too, 2 = Yes, buy only coffee
14. Appropriate day in a week	1 = Monday - Friday, 2 = Saturday - Sunday,
	3 = Other Holiday, 4 = Everyday
15. Appropriate time to get service	1 = Morning, 2 = Noon, 3 = 13.00 - 15.00 pm
	4 = 15.01 - 17.00 pm, 5 = 17.01 - 19.00 pm, 6 = After 19.00 pm
16. Appropriate time to open	1 = 05.00 am, 2 = 06.00 am, 3 = 07.00 am

	4 = 08.00 am, 5 = Other
17. Appropriate time to close	1 = 17.00 - 18.00 pm, 2 = 18.01 - 19.00 pm, 3 = 19.01 - 20.00 pm 4 = 20.01 - 21.00 pm, 5 = Other
18. Regular purpose	1 = Buy coffee, 2 = Buy coffee and other bakery 3 = Waiting for someone, 4 = Reading, 5 = Working, 6= Other

Part 3: customer satisfaction

Variable	Coding
19. Encouraging Factors	1 = Coffee tasty, 2 = Nice decoration, 3 = Located in urban area 4 = Good service, 5 = Other
20. Should be in Urban area	1 = Yes, 2 = No
21. Good Decoration	1 = Yes, 2 = No
22. Decoration Style	1 = Modern Style, 2 = Old Thai's style 3 = Western Style, 4 = Other
23. Variety of Menu	1 = Should have, 2 = Must have, 3 = No
24. Wi-Fi and magazine is need	1 = Should have, 2 = Must have, 3 = No
25. Brand name coffee	1 = Yes, 2 = No
26. Pricing	1 = 40 - 60 Baht, 2 = 61 - 80 Baht, 3 = 81 - 100 Baht 4 = 101 - 120 Baht, 5 = 121 - 130 Baht, 6 = More than 131 Baht

Part 4: service quality

Participants were asked their level of agreement with the statement, and each measurement items are rated on 5 point of Likert rating scale (Trochim, online). The scale ratings for this part are as follow; (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly Agree. Each question consisted of many factors based on literature review, to capture the construct of interest. The higher the score the more important the variables are as evaluative criteria. With 5 points scales, the interval for breaking the range in measuring each variable is calculated by:

$$\text{N (Width of the range)} = \frac{\text{max - min}}{\text{level}} = \frac{5 - 1}{5} = 0.8$$

The crucial levels of service quality are depending on mode of perceived quality. This means that items with scores fall between the following ranges:

Average mean score between 4.21 and 5.00 Strongly agree.

Average means score between 3.41 and 4.20 Agree.

Average means score between 2.61 and 3.40 Neutral.

Average means score between 1.81 and 2.60 Disagree.

Average mean score between 1.00 and 1.80 Strongly disagree.

Service Quality	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
27. close and open at certain time					
28. have the standard of service					
29. get quick service					
30. get a good take care from the staffs					
31. the staffs could be able to solve the customer's complaint immediately					
32. staffs dress politely					
33. staffs are healthy and good manner					
34. staffs are welcome to serve the					
35. cleanliness					
36. good environment					

3.10.7.1 Instrument Validity and Reliability

This questionnaire is originally design in English language and then translated into Thai language because most of the populations are Thai people. In this study two ways in both translation from English to Thai and then translate from Thai to English again.

3.10.7.2 Reliability Statistics and Statistical Method

Cronbach's Alpha	N of Items
.819	10

In addition, this research conducts a pretest survey to check the reliability for first 30 respondents, this aim to check the survey questions carefully to make sure that the questions are appropriate and clear to support the validity for the study. The researcher has use the statistical analysis method which tries to study about the frequency, percentage, and mean for descriptive statistics in describing gender, age, occupation and income of the respondents. The SPSS program is used for the statistical analysis in this study.

3.11 Conclusion

This chapter provides details of the research method used in this study including research design, survey design and development, sampling technique, populations, sampling design and coding structure which using the statistical method used in this study. Next is chapter 4, will move on to the describing data presentation and results of data analysis.
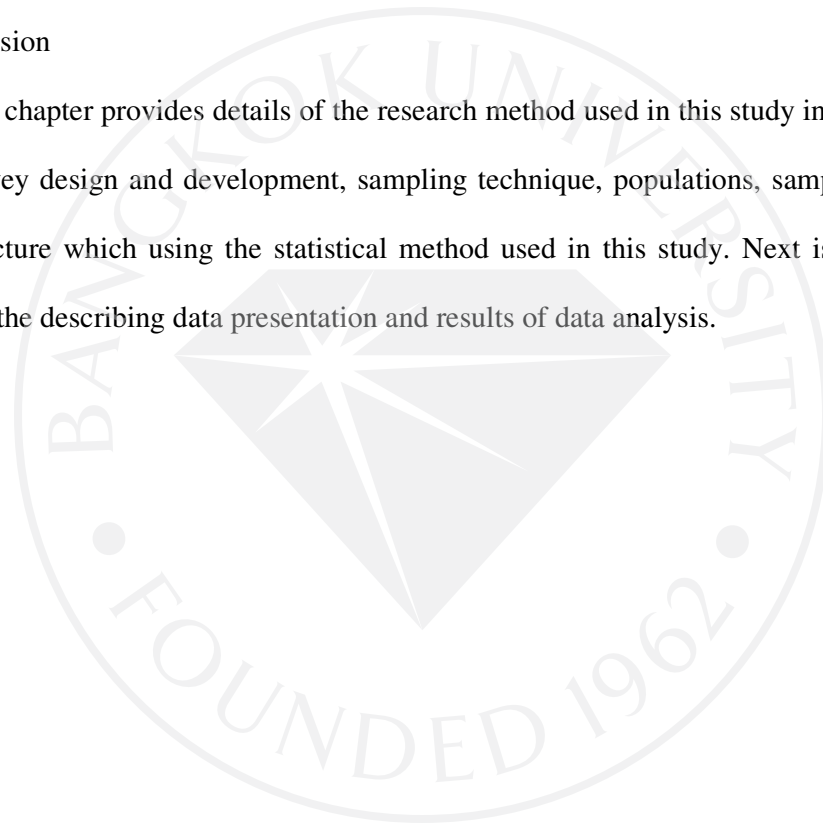
CHAPTER 4

PRESENTATION OF DATA

Introduction

In this Chapter, details information acquire from the questionnaires survey by using 286 respondents based on the conceptual framework was presented and discussed in order to prove the research objective which include results of data analysis and the results of the hypotheses testing in this study.

Section 1: Analysis of demographic characteristics such as gender, age, marital status, education, occupation, monthly income, member in family and home type by using descriptive statistic.

Section 2: The Analysis level of agreement level on mode of general purpose, the consumption of using coffee shop, customer satisfaction, and service quality.

Discussion

Section I Analysis of demographic characteristics

4.1 Demographic factors

4.1.1 Gender of the respondents

Table 4.1: Data analysis of frequency and percentage in Gender

Gender	Total	%
Male	126	44.1
Female	160	55.9
Total	286	100.0

4.1.2 Age of the respondents

Table 4.2 : Data Analysis of frequency and percentage in age.

Age	Total	%
Below 20 years	9	3.1
20 – 25 years	106	37.1
26 – 30 years	83	29.0
31 – 35 years	44	15.4
36 – 40 years	29	10.1
41 – 45 years	15	5.2
Over 46 years	0	0
Total	286	100.0

4.1.3 Status of the respondents

Table 4.3 : Data Analysis of frequency and percentage in marital status.

Marital Status	Total	%
Single	238	83.2
Married	45	15.7
Divorced	3	1.0
Total	286	100.0

4.1.4 Education of the respondents

Table 4.4 : Data Analysis of frequency and percentage in education

Education	Total	%
Under bachelor's	12	4.2
Bachelor's degree	179	62.6
Master's degree or Higher	95	33.2
Total	286	100.0

4.1.5 Occupation of the respondents

Table 4.5 : Data Analysis of frequency and percentage in occupation

Occupation	Total	%
Student	69	24.1
Private Officer	136	47.6
Government Office	3	1.0
Own Business	69	24.1
General Employee	0	0
Other	9	3.1
Total	286	100.0

4.1.6 Income of the respondents

Table 4.6 : Data Analysis of frequency and percentage in monthly income

Monthly Income	Total	%
Under 10,000 Baht	43	15.0
10,001 – 20,000 Baht	70	24.5
20,001 – 30,000 Baht	78	27.3
30,001 – 40,000 Baht	80	28.0
Over 40,001 Baht	15	5.2
Total	286	100.0

4.1.7 Member in family of the respondents

Table 4.7 : Data Analysis of frequency and percentage in member in family

Number in family	Total	%
1 – 3 Persons	107	37.4
4 – 6 Persons	155	54.2
Over 7 Persons	24	8.4
Total	286	100.0

4.1.8 Home type of the respondents

Table 4.8 : Data Analysis of frequency and percentage in home type

Home Type	Total	%
Detached home	119	41.6
Town house	89	31.1
Condominium	45	15.7
Apartment	33	11.5
Total	286	100.0

Section II: The Analysis level of agreement level on mode of general purpose, the consumption of using coffee shop, customer satisfaction, and service quality.

4.2 Mode of behavior consumption

The following data analysis results show level of agreement related to 3 issues. They are mode of behavior consumption, expectation and satisfaction and perceived service quality. The results are shown in table

4.2.1 Preferences of the respondents

Table 4.9 : Data Analysis of frequency and percentage in preferences.

Consumption	Total	%
Like	250	87.4
Unlike	36	12.6
Total	286	100.0

4.2.2 Accustom of the respondents

Table 4.10 : Data Analysis of frequency and percentage for accustom.

Accustom	Total	%
Accustom to coffee shop	280	97.9
Not accustom to coffee shop	6	2.1
Total	286	100.0

4.2.3 Using frequency of the respondents

Table 4.11: Data Analysis of frequency and percentage in using frequency

Using frequency	Total	%
More than 1 time per week	111	38.8
Once a week	80	28.0
One time per 2 weeks	39	13.6
Once a month	56	19.6
Total	286	100.0

4.2.4 Timing of the respondents using for one access.

Table 4.12: Data Analysis of frequency and percentage for one access

Timing for one access	Total	%
5 – 10 minutes	80	28.0
16 – 30 minutes	106	37.1
Over 30 minutes	42	14.7
Over 1 hours	58	20.3
Total	286	100.0

4.2.5 Purchasing behavior for one time using the coffee shop of the respondents.

Table 4.13: Data Analysis of frequency and percentage in purchasing behavior

Purchasing behavior per one time	Total	%
No, purchase only coffee	168	58.7
Yes, also buy other menu	118	41.3
Total	286	100.0

4.2.6 The most preferable day in a week to use the coffee shop service.

Table 4.14: Data Analysis of frequency and percentage in preferable day in a week

Preferable day in a week	Total	%
Monday – Friday	98	34.3
Saturday – Sunday	138	48.3
Other Holiday	27	9.4
Every day	23	8.0
Total	286	100.0

From table 4.14, totally 286 respondents, the largest group in Saturday – Sunday, with 138 respondents, accounted 48.3%. The next was Monday – Friday, with 98 respondents, accounted 34.3%. Other holiday with 27 respondents, accounted 9.4%. The last group was every day, with 23 respondents, accounted 8.0%.

4.2.7 Appropriate time to receive the coffee shop service.

Table 4.15: Data Analysis of frequency and percentage for appropriate time to receive the service

Appropriate time to receive service	Total	%
Morning	61	21.3
Lunch	60	21.0
13.00 – 15.00 pm	97	33.9
15.01 – 17.00 pm	24	8.4
17.01 – 19.00 pm	39	13.6
After 19.00 pm	5	1.7
Total	286	100.0

4.2.8 Appropriate open time for coffee shop

Table 4.16: Data Analysis of frequency and percentage for appropriate open time

Appropriate close time	Total	%
05.00 am	21	7.3
06.00 am	84	29.4
07.00 am	93	32.5
08.00 am	82	28.7
Other	6	2.1
Total	286	100.0

4.2.9 Appropriate close time for coffee shop

Table 4.17: Data Analysis of frequency and percentage for appropriate close time

Appropriate open time	Total	%
17.00 – 18.00 pm	30	10.5
18.01 – 19.00 pm	24	8.4
19.01 – 20.00 pm	56	19.6
20.01 – 21.00 pm	127	44.4
Other	49	17.1
Total	286	100.0

4.2.10 Mainly purposes entering the coffee shop

Table 4.18: Data Analysis of frequency and percentage for mainly purposes entering the coffee (which could be answer more than one choice)

Regularly purpose entering the coffee shop	Total	%
Purchase only coffee	89	21.6
Purchase coffee and other bakery	112	27.3
Wait for friends	102	24.8
Reading	32	7.8
Working	52	12.7
Other	24	5.8
Total	286	100.0

4.3 Mode of expectation and satisfaction

4.3.1 Attraction factors

Table 4.19: Data Analysis of frequency and percentage for attraction factors (which could

be answer more than one choice)

Attraction factors	Total	%
Coffee Tasty	183	35.6
Nice decoration	126	24.5
Located in urban area	80	15.6
Good service	113	22.0
Other	12	2.3
Total	286	100.0

4.3.2 Urban Location

Table 4.20: Data Analysis of frequency and percentage in business area

Coffee shop should be located in Urban Area	Total	%
Must located in urban area	132	46.2
Don't mind	154	53.8
Total	286	100.0

4.3.3 Place decoration can draw the attraction

Table 4.21: Data Analysis of frequency and percentage getting attraction by place decoration

Place decoration can draw the attraction	Total	%
Yes	253	88.5
No	33	11.5
Total	286	100.0

4.3.4 Decoration Style

Table 4.22: Data Analysis of frequency and percentage in preference decoration style

Decoration Style	Total	%
Modern Style	98	34.3
Local Thai Style	17	5.9
Western Style	35	12.2
Natural Style	123	43.0
Other	13	4.5
Total	286	100.0

4.3.5 Add up menu

Table 4.23: Data Analysis of frequency and percentage in add up menu (more than just coffee and bakery)

Should add up menu more than just coffee and bakery	Total	%
Should have	179	62.6
Must have	54	18.9
No, not necessary	53	18.5
Total	286	100.0

4.3.6 Provide Wi-Fi and other magazine

Table 4.24: Data Analysis of frequency and percentage in provide Wi-Fi and other magazine

Should provide Wi-Fi and other magazine	Total	%
Should have	166	58.0
Must have	105	36.7
No, not necessary	15	5.2
Total	286	100.0

4.3.7 Famous coffee shop

Table 4.25: Data Analysis of frequency and percentage in famous coffee shop

Coffee shop for you should be famous coffee shop	Total	%
Yes	66	23.1
No	220	76.9
Total	286	100.0

4.3.8 Standard price (respondent's attitude)

Table 4.26: Data Analysis of frequency and percentage in standard price

Suitable price for 1 cup of coffee	Total	%
40 – 60 Baht	128	44.8
61 – 80 Baht	105	36.7
81 – 100 Baht	44	15.4
121 – 130 Baht	6	2.1
More than 131 Baht	3	1.0
Total	286	100.0

4.4 Mode of Service Quality

    4.4.1 Service quality to agreement level

    Table 4.27: Data Analysis of frequency and percentage in agreement level of service quality

Service Quality	Level of the agreement					Average ($\overline{\text{X}}$)	S.D.	Agreement Level
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
	Total (%)	Total (%)	Total (%)	Total (%)	Total (%)			
1. Open and close at certain time	101 (35.3)	89 (31.1)	67 (23.4)	23 (8.0)	6 (2.1)	3.90	1.044	Agree
2. Service standard	139 (48.6)	121 (42.3)	20 (7.0)	6 (2.1)	-	4.37	0.708	Strongly Agree
3. Quick service	149 (52.1)	92 (32.2)	42 (14.7)	3 (1.0)	-	4.35	0.766	Strongly Agree
4. Good take care from the staffs	146 (51.0)	97 (33.9)	37 (12.9)	3 (1.0)	3 (1.0)	4.33	0.819	Strongly Agree
5. Staff promptly solve the customer complaint	166 (58.0)	92 (32.2)	22 (7.7)	3 (1.0)	3 (1.0)	4.45	0.770	Strongly Agree
6. Staffs dress politely	131 (45.8)	96 (33.6)	59 (20.6)	-	-	4.25	0.777	Strongly Agree
7. Staff are healthy	155	94	31	3	3	4.38	0.802	Strongly

and good manner	(54.2)	(32.9)	(10.8)	(1.0)	(1.0)			Agree
8. Staff are welcome to serve	184 (64.3)	82 (28.7)	17 (5.9)	-	3 (1.0)	4.55	0.703	Strongly Agree
9. Cleanliness	202 (70.6)	60 (21.0)	24 (8.4)	-	-	4.62	0.636	Strongly Agree
10. Good environment	167 (58.4)	87 (30.4)	26 (9.1)	6 (2.1)	-	4.45	0.746	Strongly Agree
Total						4.36	0.568	Strongly Agree
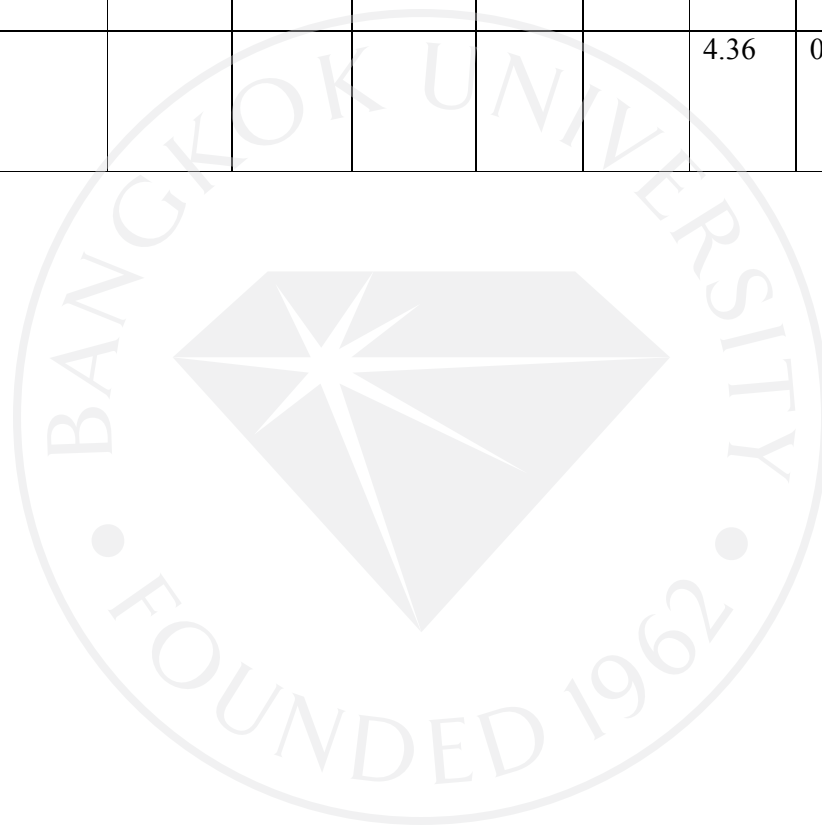
CHAPTER 5

ANALYSIS OF DATA

5.1 Introduction

This chapter represents the data presentation and results of data analysis used in this study. Firstly, presents the method of data collection, the development of the survey instrument, as well as validity and reliability of the instrument. Finally, the chapter presents the statistical analysis technique used in this study and conclusion.

5.2 Discussion

In this conclusion will summarize the entire data from chapter 4.

5.2.1 Refer to table 4.1: Data analysis of frequency and percentage in Gender

From table 4.1, the total target population 286 respondents, have found that almost of the target population are female (total 160 persons or 55.9%) and the left is man (total 126 persons or 44.1%).

5.2.2 Refer to table 4.2 : Data Analysis of frequency and percentage in age.

From table 4.2, total target population 286 respondents, have found that almost of the respondents are people who are the ranking age between 20-25 years (total 106 persons or 37.1%), 26-30 years (total 83 persons or 29%), 31-35 years (total 44 persons or 15.4%), 36-40 years (total 29 persons or 10.1%), 41-45 years (total 15 persons or 5.2%) , the age below 20 years (total 9 persons or 3.1%) and the last group over 46 years (total 0 persons).

5.1.3 Refer to table 4.3 : Data Analysis of frequency and percentage in marital status.

From table 4.3, total target population 286 respondents have found that almost of the respondents are still single (total 238 persons or 83.2%), married status (total 45 persons or 15.7%) and divorced (total 3 persons or 1.0%).

5.1.4 Refer to table 4.4 : Data Analysis of frequency and percentage in education

Table 4.4 shows the characteristics correlation on the education level of respondents. From 286 respondent target populations, bachelor's degree was the largest group, with 179 persons, accounted for 62.6%. The second group was master's degree or higher, with 95 persons, accounted for 33.2%. Under bachelor's the smallest, with 12 persons, accounted for 4.2%.

5.1.5 Refer to table 4.5 : Data Analysis of frequency and percentage in occupation

Table 4.5 shows the occupation of respondent, from 286 total respondents, private officer was the largest group, with 136 persons, accounted 47.6%. The second largest group have 2 groups that were student group and own business group, with 69 persons, accounted 24.1% equally. Other occupation was the next one, with 3 persons, accounted 1.0%. For the last group is general employee was 0.

5.1.6 Refer to table 4.6 : Data Analysis of frequency and percentage in monthly income

Table 4.6 shows that the frequency and percentage of respondent classified by monthly income, income group 30,001 – 40,000 baht was 80 respondents or 28%. The 78 respondents or 27.3% were those who had income range 20,001 – 30,000 baht. The 70 respondents or 24.5% were those who had income 10,001 – 20,000 baht. The 43 respondents or 15% were those who had income under 10,000 baht and the smallest group was income group over 40,001 baht, with 15 respondents or 5.2%.

5.1.7 Refer to table 4.7 : Data Analysis of frequency and percentage in member in family

Table 4.7 shows the frequency and percentage in the member in family of person of the target population. Member in family 4-6 persons was the largest group, with 155 respondents, accounted for 54.2%. The second group was 1-3 persons, with 107 respondents, accounted for 37.4%. More than 7 respondents in family formed the smallest, with 24 persons, accounted for 8.4%.

5.1.8 Refer to table 4.8 : Data Analysis of frequency and percentage in home type

Table 4.8 shows the frequency and percentage in the home type of target populations which can be divided into 4 kinds of house. First, detached home as the largest group, with 119 respondents, accounted 41.6%. Second, town house with 89 respondents, accounted 31.1%. Third was condominium with 45 respondents, accounted 15.7% and the smallest group was apartment, with 33 respondents, accounted 11.5%.

5.1.9 Refer to table 4.9 : Data Analysis of frequency and percentage in preferences

Table 4.9 shows the frequency and percentage of preferences. Totally 286 respondents can be divided into 2 groups, the largest group is the respondents who like to use the coffee shop service, with 250 respondents, accounted 87.4%. Another group is the respondents who don't prefer to use the coffee shop service, with 36 respondents, accounted 12.6%.

5.1.10 Refer to table 4.10 : Data Analysis of frequency and percentage for accustom.

Table 4.10 shows the frequency and percentage of accustom. Totally 286 respondents, separated into 2 group; first group, accustom to coffee shop, with 280 respondents, accounted 97.9% and not accustom to coffee shop, with 6 respondents, accounted 2.1%.

5.1.11 Refer to table 4.11: Data Analysis of frequency and percentage in using frequency

From table 4.11, total 286 respondents. The largest group was a respondent who has the frequency of using coffee shop more than 1 time per week, with 111 respondents, accounted 38.8%. Second was the respondents who has the frequency of using once a week, with 80 respondents, accounted 28.0%. Third was respondents group who has the frequency of one time per 2 weeks, with 39 respondents, accounted 13.6%. the smallest group was who were use once a month, with 56 respondents, accounted 19.6%.

5.1.12 Refer to table 4.12: Data Analysis of frequency and percentage for one access

From table 4.12, total 286 respondents, the largest group of timing for one access is 16-30 minutes, with 106 respondents, accounted 37.1%. Timing 5-10 minutes, with 80 respondents, accounted 28.0%. Timing over 1 hour, with 58 respondents, accounted 20.3%. Timing over 30 minutes, with 42 respondents, accounted 14.7%.

5.1.13 Refer to table 4.13: Data Analysis of frequency and percentage in purchasing behavior

From table 4.13, purchasing behavior one time using the coffee shop service, total 286 respondents. The largest group of the respondents who always purchase only coffee, with 168 respondents and respondents who prefer to purchase other menu apart from coffee, with 118 respondents, accounted 41.3%.

5.1.14 Refer to table 4.14: Data Analysis of frequency and percentage in preferable day in a week

From table 4.14, totally 286 respondents, the largest group in Saturday – Sunday, with 138 respondents, accounted 48.3%. The next was Monday – Friday, with 98 respondents, accounted 34.3%. Other holiday with 27 respondents, accounted 9.4%. The last group was every day, with 23 respondents, accounted 8.0%.

5.1.15 Refer to table 4.15: Data Analysis of frequency and percentage for appropriate time to receive the service

From table 4.15, appropriate time to receive the service, the largest group was 13.00-15.00 pm, with 97 respondents, accounted 33.9%. The next group was morning time with 61 respondents, accounted 21.3%. During lunch time, with 60 respondents, accounted 21.0%. During 17.01 – 19.00 pm, with 39 respondents, accounted 13.6%. During 15.01 – 17.00 pm with 24 respondents, accounted 8.4%. The last group was after 19.00 pm, with 5 respondents, accounted 1.7%.

5.1.16 Refer to table 4.16: Data Analysis of frequency and percentage for appropriate open time

From table 4.16, inquire the appropriate close time from the target population total 286 respondents have found that the largest group was 07.00 am, with 93 respondents, accounted 32.5%. The next was 06.00 am, with 84 respondents, accounted 29.4%. At 08.00 am, with 82 respondents, accounted 28.7%. At 05.00 am, with 21 respondents, accounted 7.3%. The last group, at other time, with 6 respondents, accounted 2.1%.

5.1.17 Refer to table 4.17: Data Analysis of frequency and percentage for appropriate close time

From table 4.17, the largest respondents groups suggest the time between 20.01 – 21.00 pm was the appropriate close time, with 127 respondents, accounted 44.4%. The next group was 19.01 – 20.00 pm, with 56 respondents, accounted 19.6%. Other time with 49 respondents, accounted 17.1%. The forth group was during 17.00 – 18.00 pm with 30 respondents, accounted 10.5% and the last group was 18.01 – 19.00 pm, with 24 respondents, accounted 8.4%.

5.1.18 Refer to table 4.18: Data Analysis of frequency and percentage for mainly purposes entering the coffee (which could be answer more than one choice)

From table 4.18, the mainly purpose using the coffee shop service, the largest group aim to purchase coffee and bakery, with 112 respondents, accounted 27.3%. Next, wait for friends, with 102 respondents, accounted 24.8%. Purpose to purchase only coffee with 89 respondents, accounted 21.6%. Working with 52 respondents, accounted 12.7%, the next is reading group with 32 respondents, accounted 7.8% and the last group is other with 24 respondents, accounted 5.8%.

5.1.19 Refer to table 4.19: Data Analysis of frequency and percentage for attraction factors (which could be answer more than one choice)

From table 4.19, the attraction factors that encourage the respondents to use the coffee shop service. The largest group was the coffee tasty (the first priority) with 183 respondents, accounted 35.6%. Next, the coffee shop should also have the nice decoration, with 126 respondents, accounted 24.5%. The next groups concentrate with the good service, with 113 respondents, accounted 22.0%. The respondents who concentrate in located in urban area come

at third priority with 80 respondents, accounted 15.6%. The last group is other with 12 respondents, accounted 2.3%.

5.1.20 Refer to table 4.20: Data Analysis of frequency and percentage in business area

From table 20, total 286 respondents, mostly are not serious with the coffee shop must located in urban area, with 154 respondents, accounted 53.8% and the left has the opinion that the coffee shop must located in urban area 132 respondents, accounted 46.2%.

5.1.21 Refer to table 4.21: Data Analysis of frequency and percentage getting attraction by place decoration

From the table 4.21, total 286 respondents, the target population mostly agree with the place decoration can draw the attraction, with 253 respondents, accounted 88.5% and the respondents who don't mind with the decoration, with 33 respondents, accounted 11.5%.

5.1.22 Refer to table 4.22: Data Analysis of frequency and percentage in preference decoration style

From table 4.22, most of the target respondents like the natural style decoration, with 123 respondents, accounted 43.0%. Second one was respondents who like modern style with 98 respondents, accounted 34.3%. Third group was respondents who like western style with 35 respondents, accounted 12.2%. Forth group was respondents who like local Thai style with 17 respondents, accounted 5.9%. For the last group was respondents who like other style with 13 respondents, accounted 4.5%.

5.1.23 Refer to table 4.23: Data Analysis of frequency and percentage in add up menu (more than just coffee and bakery)

From table 4.23, most of the target population suggests: should have several of menu apart from just coffee or bakery, with 179 respondents, accounted 62.6%. For the second group suggest: must have several of menu with 54 respondents, accounted 18.9%. The third who don't suggest having several of menus with 53 respondents, accounted 18.5%.

5.1.24 Refer to table 4.24: Data Analysis of frequency and percentage in provide Wi-Fi and other magazine

From table 4.24, the target population mostly suggests Should have Wi-Fi and magazine in the coffee shop with 166 respondents, accounted 58%. Second group, suggest Must have with 105 respondents, accounted 36.7%, and the less is the group of respondents who suggest that it is not necessary to have Wi-Fi and magazine with 15 respondents, accounted 5.2%.

5.1.25 Refer to table 4.25: Data Analysis of frequency and percentage in famous coffee shop

From table 4.25, mostly respondents don't mind to enter not famous coffee shop with 220 respondents, accounted 76.9% and the less was respondents who chose to enter only famous coffee shop with 66 respondents, accounted 23.1%.

5.1.26 Refer to table 4.26: Data Analysis of frequency and percentage in standard price

From table 4.26, the largest respondents suggest the range 40- 60 baht was the most suitable price with 128 respondents, accounted 44.8%. Second, was 61-80 baht, with 105 respondents, accounted 36.7%. Third, was 81 – 100 baht, with 44 respondents, accounted 15.4%.

Forth group was 121 – 130 baht, with 6 respondents, accounted 2.1%. The less was more than 131 baht, with 3 respondents, account 1%.

    5.1.27 Refer to table 4.27: Data Analysis of frequency and percentage in agreement level of service quality

    From table 4.27, the target population total 286 respondents has made the level of agreement and the summarization was mostly target respondents have the high level of agreement. The lowest agreement was "open and close at certain time" with the average ($\overline{X}$) at 3.90 and the highest level of agreement was "staffs are welcome to serve" with the average ($\overline{X}$) at 4.55.

5.3 Conclusion

    This chapter is the step of analysis the data and survey revealed that upgrade awards are an important marketing tool for open up a new business or any development. This step is really useful because all the data that bring to analysis was the reliable data with is already prove by reliability testing of SPSS program. In the chapter 6 will be the suggestion and conclusion.

CHAPTER 6

CONCLUSTION

6.1 Introduction

This chapter presents and summarizing the main point of the study. Discuss some part that implies within the outcome of the research and identify some possible recommendation for the coffee shop business in which may be benefit the existing owner for this type of business and person who would like to begin this type of business.

6.2 Discussion

As the result of data presentation and data analysis, it showed that overall consumption and customer expectation towards the coffee shop business. From the total 286 respondents, accounted 87.4% are the percent who like to use the coffee shop service and almost use to enter the coffee shop, account 97.9%. Woman also has more consumption in coffee than men. For the frequency, the researcher has found that almost have the frequency of using the coffee shop service more than 1 time per week and almost using at least 30 minutes. The researcher aim to open up the new business as the coffee shop over the Silom area at SSP Tower 3, try to study the detail in consumption from the target population. Normally the target population also interesting to buy other menu once enter the coffee shop, accounted 58.7%, and should be opened everyday which accounted from the preferable entering the coffee shop (Monday-Friday, accounted 34.3% and Saturday-Sunday, accounted 48.3%). The target population expected the coffee shop to open mostly at 07.00 am but actually the coffee shop should be open at during .05.00 am and should not open late more than 06.00 am in order to gain

more customer, which can be accounted open at 05.00 am plus 06.00 am totally are accounted 36.7%. The coffee shop should be closed at 20.01 – 21.00 pm. The purpose of entering the coffee shop, first priority was buying the coffee & bakery, second priority was waiting for friends there and third priority was interesting buy only coffee. From the target population opinion about the highlight for coffee shop the first priority was coffee tasty, second one was nice decoration (from the result the nice decoration could draw the attention from the target population, accounted 88.5%, which is almost like the natural style decoration, table 4.12) and third was should provide the good service. Most of the respondents suggest have several menu and also Wi-Fi and magazine provided. The target population doesn't mind to get the coffee shop service which is not famous name (table 4.25). The pricing preferable are 40-60 baht (44.8%) per one cup of coffee, 61-80 baht (36.7%) and 81-100 baht (15.4%). All of them expected to get the high service quality which can be seen in table 4.27.

Question 1: What is peoples' purchasing behavior of coffee shop over the SSP tower 3, Silom area?

From this study, the researcher has studied the purchasing behavior from 286 respondents from SSP Tower 3. The respondents almost like the coffee shop, accounted 87.4%, with the frequency of using the coffee shop service more than once a week, accounted 38.8%, and once a week, accounted 28%. For the expected price are between 40-60 baht, account 44.8%, and 61-80 baht, accounted 36.7%. They are usually spent 16 – 30 minutes for one time entering the coffee shop and they are almost like to use the coffee shop service in holiday (Saturday and Sunday), accounted 48.3%, and Monday – Friday, accounted 34.3%. The popular times for coffee shop are between 13.00 – 15.00 pm. Apart from buying coffee or other drink and bakery, the respondent like to wait for friends there too. All the respondents have emphasized on coffee tasty

first priority, second priority is the attractive decoration and third priority is having the good service.

Question 2: What are the factors affecting and convince their purchasing behavior of coffee shop?

From total 286 respondents have generalized about the factors that could be affected and convince their purchasing behavior of coffee shop was the decoration style. The decoration style could be able to draw their attention up to 88.5%. The result from the questionnaire can be divided the popular for each decoration style into 5 styles, first was "Natural Style" (accounted 43%), second was "Modern Style" (accounted 34.3%), third was "Western Style" (accounted 12.2%), forth was "Local Thai Style" (accounted 5.9%) and the last was other style (accounted 4.5%). The respondents also suggested having the variety of the menu apart from just coffee and bakery (accounted 81.5%) and should have the Wi-Fi-internet and magazine (accounted 94.7%). Moreover, the respondents advised that it is not necessary to use the famous coffee shop service only because there are a lot of factors to influence them such as coffee tasty, nice decoration, good service and others (refer to table 4.19).

Question 3: What are the expectations of people towards the service elements of coffee shop?

Refer to table 4.27 (Data Analysis of frequency and percentage in agreement level of service quality), total 286 respondents. The summarization of the service element in term of agreement level was found that almost the respondents were given the first priority of the service quality to "cleanliness" with the average ($\overline{X}$) at 4.62. The second priority was given to "staffs are welcome to serve" with average ($\overline{X}$) at 4.55. The third and forth priority were given to "staffs are promptly solve the customer complaint" and "good environment" with average ($\overline{X}$) at

4.45. "Staffs are healthy and good manner" with average ($\overline{X}$) at 4.38, "service standard" with average ($\overline{X}$) at 4.37, "quick service" with average ($\overline{X}$) at 4.35, "good take care from the staffs" with average ($\overline{X}$) at 4.33, "staffs dress politely" with average ($\overline{X}$) at 4.25 and the last priority was given to "open and close at certain time" with average ($\overline{X}$) at 3.90. From the data collection was confirmed that the respondents totally 286 persons were given almost of the agreement level to "strongly agree" and just only "agree" to "open and close at certain time", which could be defined that the customer tendency are always expected the high service quality. Moreover, the service quality is the most important parameter that could also be used as the influence factors.

6.3 Conclusion

The context of the research is based on the attitude of customer satisfaction and expectancy toward the coffee shop service provider. The extent of the information determined from the report will be helpful to make the decision or better understand the customer expectation and find out the customer satisfaction in order to make the development for the owner of the business and also helpful to guideline for the new comer who would like to open new business as the coffee shop.

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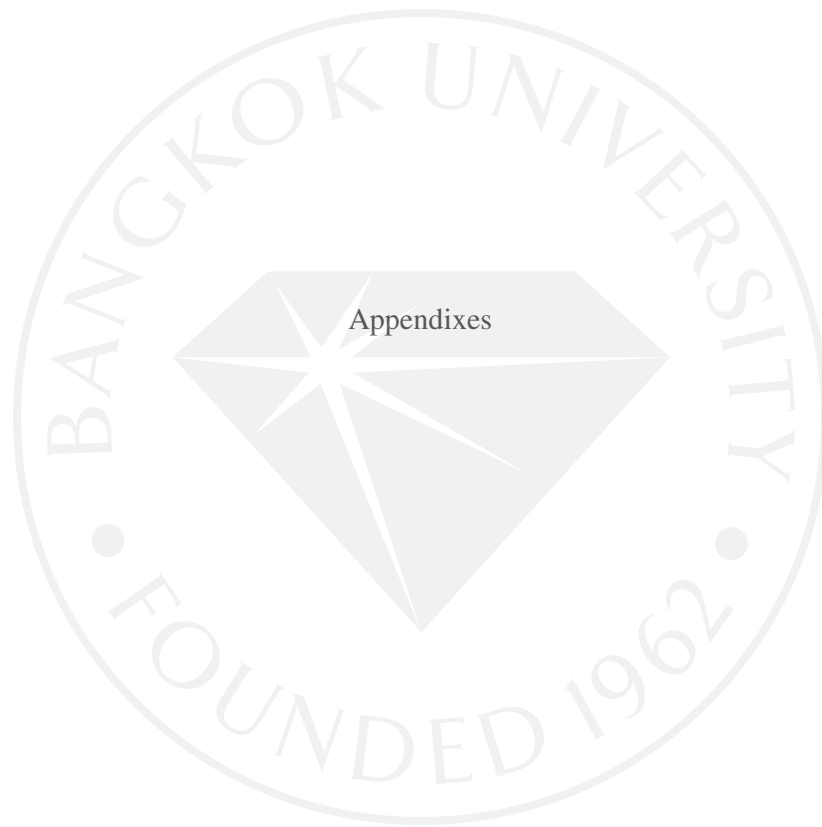
Appendixes

APPENDIX I

TABLE FROM SPSS

FREQUENCY TABLE

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	126	44.1	44.1	44.1
	Female	160	55.9	55.9	100.0
	Total	286	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 years	9	3.1	3.1	3.1
	20 - 25 years	106	37.1	37.1	40.2
	26 - 30 years	83	29.0	29.0	69.2
	31 - 35 years	44	15.4	15.4	84.6
	36 - 40 years	29	10.1	10.1	94.8
	41 - 45 years	15	5.2	5.2	100.0
	Total	286	100.0	100.0	

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	238	83.2	83.2	83.2
	Married	45	15.7	15.7	99.0
	Divorced	3	1.0	1.0	100.0
	Total	286	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under bachelor's	12	4.2	4.2	4.2
	Bachelor's degree	179	62.6	62.6	66.8
	Master's degree or Higher	95	33.2	33.2	100.0
	Total	286	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	69	24.1	24.1	24.1
	Private Officer	136	47.6	47.6	71.7
	Government Officer	3	1.0	1.0	72.7
	Own Business	69	24.1	24.1	96.9
	Other	9	3.1	3.1	100.0
	Total	286	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 10,000 Baht	43	15.0	15.0	15.0
	10,001 - 20,000 Baht	70	24.5	24.5	39.5
	20,001 - 30,000 Baht	78	27.3	27.3	66.8
	30,001 - 40,000 Baht	80	28.0	28.0	94.8
	Over 40,001 Baht	15	5.2	5.2	100.0
	Total	286	100.0	100.0	

Member in family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 3 Persons	107	37.4	37.4	37.4
	4 - 6 Persons	155	54.2	54.2	91.6
	Over 7 Persons	24	8.4	8.4	100.0
	Total	286	100.0	100.0	

Home type of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Detached home	119	41.6	41.6	41.6
	Town house	89	31.1	31.1	72.7
	Condominium	45	15.7	15.7	88.5
	Apartment	33	11.5	11.5	100.0
	Total	286	100.0	100.0	

Preferences of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Like	250	87.4	87.4	87.4
	Unlike	36	12.6	12.6	100.0
	Total	286	100.0	100.0	

Accustom to the coffee shop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	280	97.9	97.9	97.9
	No	6	2.1	2.1	100.0
	Total	286	100.0	100.0	

Using frequency of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than 1 time per week	111	38.8	38.8	38.8
	Once a week	80	28.0	28.0	66.8
	One time per 2 weeks	39	13.6	13.6	80.4
	Once a month	56	19.6	19.6	100.0
	Total	286	100.0	100.0	

Timing of the respondents using for one access

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5 - 15 minutes	80	28.0	28.0	28.0
	16 - 30 minutes	106	37.1	37.1	65.0
	Over 30 minutes	42	14.7	14.7	79.7
	Over 1 hour	58	20.3	20.3	100.0
	Total	286	100.0	100.0	

Purchasing behavior for one time using the coffee shop service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, purchase only coffee	168	58.7	58.7	58.7
	Yes, also buy other menu	118	41.3	41.3	100.0
	Total	286	100.0	100.0	

The most preferable day in a week to use the coffee shop service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Monday – Friday	98	34.3	34.3	34.3
	Saturday – Sunday	138	48.3	48.3	82.5
	Other Holiday	27	9.4	9.4	92.0
	Everyday	23	8.0	8.0	100.0
	Total	286	100.0	100.0	

The most appropriate time to receive the coffee shop service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Morning	61	21.3	21.3	21.3
	Lunch	60	21.0	21.0	42.3
	13.00 - 15.00 pm	97	33.9	33.9	76.2
	15.01-17.00 pm	24	8.4	8.4	84.6
	17.01-19.00 pm	39	13.6	13.6	98.3
	After 19.00 pm	5	1.7	1.7	100.0
	Total	286	100.0	100.0	

Appropriate open time for coffee shop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	05.00 am	21	7.3	7.3	7.3
	06.00 am	84	29.4	29.4	36.7
	07.00 am	93	32.5	32.5	69.2
	08.00 am	82	28.7	28.7	97.9
	Other	6	2.1	2.1	100.0
	Total	286	100.0	100.0	

Appropriate close time for coffee shop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17.00-18.00 pm	30	10.5	10.5	10.5
	18.01-19.00 pm	24	8.4	8.4	18.9
	19.01-20.00 pm	56	19.6	19.6	38.5
	20.01-21.00 pm	127	44.4	44.4	82.9
	Other	49	17.1	17.1	100.0
	Total	286	100.0	100.0	

Purchase only coffee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	197	68.9	68.9	68.9
	Choose	89	31.1	31.1	100.0
	Total	286	100.0	100.0	

Purchase coffee and bakery

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	174	60.8	60.8	60.8
	Choose	112	39.2	39.2	100.0
	Total	286	100.0	100.0	

Wait for friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	184	64.3	64.3	64.3
	Choose	102	35.7	35.7	100.0
	Total	286	100.0	100.0	

Reading

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	254	88.8	88.8	88.8
	Choose	32	11.2	11.2	100.0
	Total	286	100.0	100.0	

Working

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	234	81.8	81.8	81.8
	Choose	52	18.2	18.2	100.0
	Total	286	100.0	100.0	

Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	262	91.6	91.6	91.6
	Choose	24	8.4	8.4	100.0
	Total	286	100.0	100.0	

Coffee Tasty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	103	36.0	36.0	36.0
	Choose	183	64.0	64.0	100.0
	Total	286	100.0	100.0	

Nice Decoration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	160	55.9	55.9	55.9
	Choose	126	44.1	44.1	100.0
	Total	286	100.0	100.0	

Located in urban area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	206	72.0	72.0	72.0
	Choose	80	28.0	28.0	100.0
	Total	286	100.0	100.0	

Good Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	173	60.5	60.5	60.5
	Choose	113	39.5	39.5	100.0
	Total	286	100.0	100.0	

Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	274	95.8	95.8	95.8
	Choose	12	4.2	4.2	100.0
	Total	286	100.0	100.0	

Urban Location

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, should	132	46.2	46.2	46.2
	No, shouldn't	154	53.8	53.8	100.0
	Total	286	100.0	100.0	

Place Decoration can draw the attention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	253	88.5	88.5	88.5
	No	33	11.5	11.5	100.0
	Total	286	100.0	100.0	

Preference decoration style

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Modern Style	98	34.3	34.3	34.3
	Local Thai Style	17	5.9	5.9	40.2
	Western Style	35	12.2	12.2	52.4
	Natural Style	123	43.0	43.0	95.5
	Other	13	4.5	4.5	100.0
	Total	286	100.0	100.0	

Add up menu apart from just coffee and bakery

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Should have	179	62.6	62.6	62.6
	Must have	54	18.9	18.9	81.5
	No, not necessary	53	18.5	18.5	100.0

			Valid	Cumulativ
	Frequency	Percent	Percent	e Percent
Total	286	100.0	100.0	

Should provide Wi-Fi and other magazine

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Should have	166	58.0	58.0	58.0
	Must have	105	36.7	36.7	94.8
	No, not necessary	15	5.2	5.2	100.0
	Total	286	100.0	100.0	

Should be only famous coffee shop?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	66	23.1	23.1	23.1
	No	220	76.9	76.9	100.0
	Total	286	100.0	100.0	

Suitable price for 1 cup of coffee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	40-60 Baht	128	44.8	44.8	44.8
	61-80 Baht	105	36.7	36.7	81.5
	81-100 Baht	44	15.4	15.4	96.9
	121-130 Baht	6	2.1	2.1	99.0
	Over 131 Baht	3	1.0	1.0	100.0
	Total	286	100.0	100.0	

Service quality to agreement level: Close and open at certain time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	2.1	2.1	2.1
	Disagree	23	8.0	8.0	10.1
	Neutral	67	23.4	23.4	33.6
	Agree	89	31.1	31.1	64.7
	Strongly agree	101	35.3	35.3	100.0
	Total	286	100.0	100.0	

Service quality to agreement level: have the standard of service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	2.1	2.1	2.1
	Neutral	20	7.0	7.0	9.1
	Agree	121	42.3	42.3	51.4
	Strongly agree	139	48.6	48.6	100.0
	Total	286	100.0	100.0	

Service quality to agreement level: quick service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.0	1.0	1.0
	Neutral	42	14.7	14.7	15.7
	Agree	92	32.2	32.2	47.9
	Strongly agree	149	52.1	52.1	100.0
	Total	286	100.0	100.0	

Service quality to agreement level: get good take care from the staff

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.0	1.0	1.0
	Disagree	3	1.0	1.0	2.1
	Neutral	37	12.9	12.9	15.0
	Agree	97	33.9	33.9	49.0
	Strongly agree	146	51.0	51.0	100.0
	Total	286	100.0	100.0	

Service quality to agreement level: staff could be able to solve the complaint immediately

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.0	1.0	1.0
	Disagree	3	1.0	1.0	2.1
	Neutral	22	7.7	7.7	9.8
	Agree	92	32.2	32.2	42.0
	Strongly agree	166	58.0	58.0	100.0
	Total	286	100.0	100.0	

Service quality to agreement level: staff dresses politely

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	59	20.6	20.6	20.6
	Agree	96	33.6	33.6	54.2
	Strongly agree	131	45.8	45.8	100.0
	Total	286	100.0	100.0	

Service quality to agreement level: staffs are healthy and good manner

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.0	1.0	1.0
	Disagree	3	1.0	1.0	2.1
	Neutral	31	10.8	10.8	12.9
	Agree	94	32.9	32.9	45.8
	Strongly agree	155	54.2	54.2	100.0
	Total	286	100.0	100.0	

Service quality to agreement level: staffs are welcome to serve the service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.0	1.0	1.0
	Neutral	17	5.9	5.9	7.0
	Agree	82	28.7	28.7	35.7
	Strongly agree	184	64.3	64.3	100.0
	Total	286	100.0	100.0	

Service quality to agreement level: cleanliness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	24	8.4	8.4	8.4
	Agree	60	21.0	21.0	29.4
	Strongly agree	202	70.6	70.6	100.0
	Total	286	100.0	100.0	

Service quality to agreement level: good environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	2.1	2.1	2.1
	Neutral	26	9.1	9.1	11.2
	Agree	87	30.4	30.4	41.6
	Strongly agree	167	58.4	58.4	100.0
	Total	286	100.0	100.0	
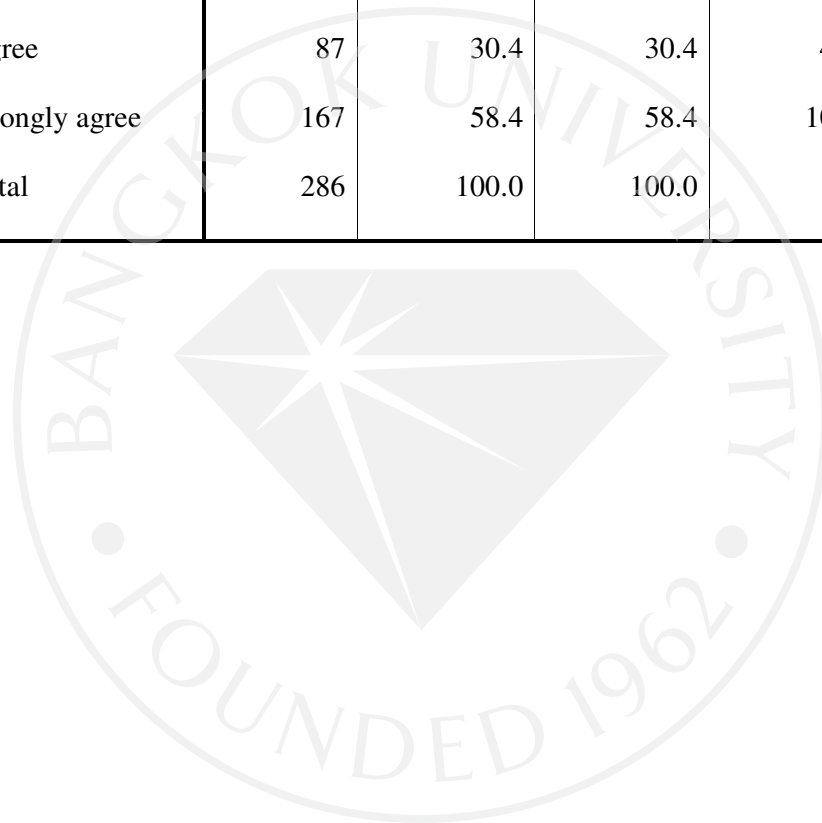
APPENDIX II

QUESTIONNAIRES

My name is Sirinun Maieiam. I am a student of International business at the Bangkok University in Thailand. I am conducting a research to fulfill my MBA degree. As my independent study, titled as "Evaluating the customer satisfaction towards the coffee shop third place". I would be very grateful if you fill in the questionnaire in order to complete the research process.

Explanation Please mark X in the blank ❑

❑ Starbucks Coffee   ❑ Coffee World   ❑ Au Bon Pain

❑ Black Canyon   ❑ Other brand name   ❑ กาแฟ no name

Part 1 General Question

1. Gender   V1

     ❑ 1. Male   ❑ 2. Female

2. Age   V2

     ❑ 1. Below 20 years   ❑ 2. 20 – 25 years   ❑ 3. 26 – 30 years

     ❑ 4. 31 – 35 years   ❑ 5. 36 – 40 years   ❑ 6. 41 – 45 years

     ❑ 7. Over 46 years

3. Status   V3

     ❑ 1. Single   ❑ 2. Married   ❑ 3. Devote

4. The highest education   V4

     ❑ 1. Under Bachelors degree ❑ 2. Bachelors Degree   ❑ 3. Master or over

5. Occupation   <mark>V5</mark>

    ❑ 1. Student   ❑ 2. Employee

    ❑ 3. Government employee   ❑ 4. Own business

    ❑ 5. Work for hire   ❑ 6. Other …………………………………

6. Income per month   <mark>V6</mark>

    ❑ 1. Under 10,000 Baht   ❑ 2. 10,001 – 20,000 Baht

    ❑ 3. 20,001 – 30,000 Baht   ❑ 4. 30,001 – 40,000 Baht

    ❑ 5. Over 40,001 Baht

7. How many people in your family?   <mark>V7</mark>

    ❑ 1. 1- 3 persons   ❑ 2. 4-6 persons   ❑ 3. more than 7 persons

8.Which is your home style?   <mark>V8</mark>

    ❑ 1. Detached home   ❑ 2. Town house

    ❑ 3. Condominium   ❑ 4. Apartment

Part 2: the consumption of coffee shop

9. Do you like to get service from the coffee shop?   <mark>V9</mark>

    ❑ 1. Yes   ❑ 2. No

10. Have you ever used the coffee shop service?   <mark>V10</mark>

    ❑ 1. Yes   ❑ 2. No

11. How often have you used the coffee shop service?   <mark>V11</mark>

    ❑ 1. More than 1 time per week   ❑ 2. once a week

    ❑ 3. 1 time per two weeks   ❑ 4. once a month

12. How long have you used the coffer shop service per one time?   <mark>V12</mark>

    ❑ 1. 5-15 minutes   ❑ 2. 16 -30 minutes

❑ 3. more than 30 minutes ❑ 4. More than 1 hour

13. One time enters the coffee shop, do you like to buy just only one cup of coffee or not?

<mark>V13</mark>

❑ 1. No, buy other foods too ❑ 2. Yes, buy only coffee

14. Which day of week that you like to use the coffee shop service? <mark>V14</mark>

❑ 1. Monday-Friday ❑ 2. Saturday-Sunday ❑ 3. Other Holiday ❑ 4. Everyday

15. Which is the most appropriate time for you to get the coffee shop service? <mark>V15</mark>

❑ 1. Morning ❑ 2. Noon ❑ 3. 13.00 – 15.00 pm

❑ 4. 15.01 – 17.00 pm ❑ 5. 17.01 – 19.00 pm ❑ 6. After 19.00 pm

16. Which is the most appropriate time for coffee shop to open? <mark>V16</mark>

❑ 1. 05.00 am ❑ 2. 06.00 am ❑ 3. 07.00 am

❑ 4. 08.00 am ❑ 5. Other……………………………..

17. Which is the most appropriate time for coffee shop to close? <mark>V17</mark>

❑ 1. 17.00 – 18.00 pm ❑ 2. 18.01 – 19.00 pm ❑ 3. 19.01 – 20.00 pm

❑ 4. 20.01 – 21.00 pm ❑ 5. Other………………………………..

18. Which regular purpose of your enter the coffee shop? (can choose more than one choice)

❑ 1. Buy coffee <mark>V18</mark> ❑ 2. Buy coffee and other bakery <mark>V19</mark>

❑ 3. Waiting for someone <mark>V20</mark> ❑ 4. Reading <mark>V21</mark>

❑ 5. Working <mark>V22</mark> ❑ 6. Other ………………………… <mark>V23</mark>

Part 3: The Customer Satisfaction

19. What are the factors that could attract you to enter those coffee shops? (can choose more than 1 choice)

❑ 1. Coffee tasty <mark>V24</mark> ❑ 2. Nice decoration <mark>V25</mark> ❑ 3. Located in urban area <mark>V26</mark>

❑ 4. Good service <mark>V27</mark> ❑ 5. Other……………<mark>V28</mark>

20. For the location side, is it important for coffee shop to locate in urban area? V29

    ❑ 1. Yes   ❑ 2. No

21. The nice decoration can attach you to enter the coffee shop or not? V30

    ❑ 1. Yes   ❑ 2. No

22. Which style of decoration you like for the coffee shop? V31

    ❑ 1. Modern Style   ❑ 2. Local Thai Style

    ❑ 3. Western Style   ❑ 4. Natural Style

    ❑ 5. Other ………………………………

23. Do you think that the coffee shop should provide the variety of menu more than just the

coffees and bakery? V32

    ❑ 1. Should have   ❑ 2.Must have   ❑ 3. No

24. Coffee shop should provide you the Wi-Fi internet and magazine? V33

    ❑ 1. Should have   ❑ 2.Must have   ❑ 3. No

25. You like to enter to the famous coffee shop only or not? (Franchise, e.g. Starbucks) V34

    ❑ 1. Yes   ❑ 2. No

26. Which is the most standard price that suitable for one cup of coffee? V35

    ❑ 1. 40 - 60 B   ❑ 2. 61- 80 B   ❑ 3. 81 - 100 B

    ❑ 4. 101 - 120 B   ❑ 5. 121 - 130 B   ❑ 6. more than 131 B

Part 4 Customer Expectancy toward service quality

Service Quality	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
27. close and open at certain time V36					
28. have the standard of service V37					
29. get quick service V38					
30. get a good take care from the staffs V39					
31. the staffs could be able to solve the customer's complaint immediately V40					
32. staffs dress politely V41					
33. staffs are healthy and good manner V42					
34. staffs are welcome to serve the service V43					
35. cleanliness V44					
36. good environment V45					

Thank you so much

แบบสอบถาม

ข้าพเจ้า นางสาว สิรินันท์ ใหม่เอี่ยม นักศึกษาปริญญาโท คณะบริหารธุรกิจ มหาวิทยาลัย
กรุงเทพ กำลังเก็บข้อมูลเพื่อประกอบการวิจัย หัวข้อเรื่อง "การประเมินความพึงพอใจของ
ผู้บริโภคที่มีต่อร้านกาแฟ" จึงขอความร่วมมือทุกท่านในการตอบแบบสอบถาม เพื่อนำผลไปใช้
ในการศึกษาต่อไป

โปรดระบุเครื่องหมายที่คุณเลือกลงในช่องว่าง

คุณมีร้านกาแฟที่ชื่นชอบและเข้าใช้บริการบ่อยที่สุดที่ใด

❏ Starbucks Coffee   ❏ Coffee World   ❏ Au Bon Pain

❏ Black Canyon   ❏ Other brand name   ❏ กาแฟ no name

ส่วนที่ 1 คำถามเกี่ยวกับข้อมูลทั่วไป

คำชี้แจง : โปรดกาเครื่องหมายถูกที่ช่อง ❏ ที่ท่านต้องการ

1. เพศ   V1

    ❏ 1. ชาย   ❏ 2. หญิง

2. อายุ   V2

    ❏ 1. ต่ำกว่า 20 ปี   ❏ 2. 20 – 25 ปี   ❏ 3. 26 – 30 ปี

    ❏ 4. 31 – 35 ปี   ❏ 5. 36 – 40 years   ❏ 6. 41 – 45 years

    ❏ 7. Over 46 years

3. สถานภาพ   V3

    ❏ 1. โสด   ❏ 2. สมรส   ❏ 3. หย่าร้าง/หม้าย

4. การศึกษาขั้นสูงสุด <mark>V4</mark>

❑ 1. ต่ำกว่าปริญญาตรี   ❑ 2. ปริญญาตรี   ❑ 3. ปริญญาโทหรือสูงกว่า

5. อาชีพ <mark>V5</mark>

❑ 1. นักเรียน/นักศึกษา   ❑ 2. พนักงานบริษัทเอกชน

❑ 3. ข้าราชการ   ❑ 4. ประกอบธุรกิจส่วนตัว

❑ 5. รับจ้างทั่วไป   ❑ 6. อื่นๆ (โปรดระบุ).....................................

6. รายได้ส่วนตัวต่อเดือน <mark>V6</mark>

❑ 1. Under 10,000 บาท   ❑ 2. 10,001 – 20,000 บาท

❑ 3. 20,001 – 30,000 บาท   ❑ 4. 30,001 – 40,000 บาท

❑ 5. Over 40,001 บาท

7. จำนวนสมาชิกในครอบครัว <mark>V7</mark>

❑ 1. 1- 3 คน   ❑ 2. 4-6 คน   ❑ 3. มากกว่า 7 คน

8. สถานที่อยู่อาศัยของท่านจัดอยู่ในประเภทไหน <mark>V8</mark>

❑ 1. บ้านเดี่ยวมีบริเวณ   ❑ 2. ทาวน์เฮ้าส์

❑ 3. Condominium   ❑ 4. Apartment

Part 2: การเข้ารับบริการร้านกาแฟ

9. คุณชอบเข้าใช้บริการที่ร้านกาแฟหรือไม่ <mark>V9</mark>

❑ 1. ชอบ   ❑ 2. ไม่ชอบ

10. คุณเคยเข้าร้านกาแฟ หรือไม่ <mark>V10</mark>

❑ 1. เคย   ❑ 2. ไม่เคย

11. คุณใช้บริการร้านกาแฟ บ่อยแค่ไหน <mark>V11</mark>

❑ 1. มากกว่า 1 ครั้งต่อสัปดาห์   ❑ 2. สัปดาห์ละ 1 ครั้ง

❑ 3. สองครั้งต่อสัปดาห์   ❑ 4. เดือนละ 1 ครั้ง

12. คุณใช้เวลานานเท่าไหร่ ต่อการเข้าไปใช้บริการในร้านกาแฟแต่ละครั้ง   **V12**

    ❑ 1. 5-15 นาที   ❑ 2. 16 -30 นาที

    ❑ 3. มากกว่า 30 นาที   ❑ 4. มากกว่า 1 ชั่วโมง

13. ในการเข้ารับบริการที่ร้านกาแฟ โดยปรกติแล้วซื้อแต่กาแฟ ใช่หรือไม่   **V13**

    ❑ 1. ไม่ใช่ ซื้ออย่างอื่นด้วย   ❑ 2. ใช่ ซื้อแต่กาแฟอย่างเดียว

14. คุณชอบที่จะเข้าร้านกาแฟในวันไหนของสัปดาห์   **V14**

    ❑ 1. วันจันทร์ – ศุกร์   ❑ 2. เสาร์ – อาทิตย์

    ❑ 3. วันหยุดอื่นๆ   ❑ 4. ทุกๆวัน

15. ส่วนใหญ่คุณเข้ารับการใช้บริการที่ร้านกาแฟเวลาไหน   **V15**

    ❑ 1. ช่วงเวลาเช้า   ❑ 2. เวลาเที่ยง   ❑ 3. 13.00 – 15.00 น.

    ❑ 4. 15.01 – 17.00 น.   ❑ 5. 17.01 – 19.00 น.   ❑ 6. หลังเวลา 19.00 น.

16. คุณคิดว่าร้านกาแฟควรเปิดให้บริการในเวลาใด   **V16**

    ❑ 1. 05.00 น.   ❑ 2. 06.00 น.   ❑ 3. 07.00 น.

    ❑ 4. 08.00 น.   ❑ 5. อื่นๆ...................................

17. คุณคิดว่าร้านกาแฟควรปิดบริการในเวลาใด   **V17**

    ❑ 1. 17.00 – 18.00 น.   ❑ 2. 18.01 – 19.00 น.   ❑ 3. 19.01 – 20.00 น.

    ❑ 4. 20.01 – 21.00 น.   ❑ 5. อื่นๆ ....

18. โดยปกติแล้วการที่คุณเข้ารับบริการที่ร้าน Coffee Shop นั้นส่วนใหญ่เพื่อจุดประสงค์ใด

(สามารถเลือกได้มากกว่า 1 ข้อ)

    ❑ 1. ซื้อกาแฟอย่างเดียว   **V18**   ❑ 2. ซื้อกาแฟและ Bakery   **V19**

    ❑ 3. นั่งรอเพื่อน   **V20**   ❑ 4. หาที่อ่านหนังสือ   **V21**

    ❑ 5. นั่งทำงาน   **V22**   ❑ 6. อื่นๆ **V23**

Part 3 ความพอใจของผู้บริโภค

19. ปัจจัยใดเป็นสิ่งดึงดูดให้คุณเข้ารับการบริการที่ร้านกาแฟ (สามารถเลือกได้มากกว่า 1 ข้อ)

❑ 1. รสชาติกาแฟ <mark>V24</mark> ❑ 2. การตกแต่งที่สวยงาม <mark>V25</mark> ❑ 3. อยู่ในที่ย่านธุรกิจ<mark>V26</mark>

❑ 4. การบริการที่ดี <mark>V27</mark> ❑ 5. อื่นๆ...........................<mark>V28</mark>

20. สำหรับทำเลที่ตั้งของร้าน จำเป็นหรือไม่ว่าจะต้องอยู่ในย่านธุรกิจเท่านั้น   <mark>V29</mark>

      ❑ 1. ใช่จำเป็น   ❑ 2. ไม่จำเป็น

21. การตกแต่งร้านมีส่วนดึงดูดให้คุณเข้าไปใช้บริการหรือไม่   <mark>V30</mark>

      ❑ 1. ใช่ มีส่วน   ❑ 2. ไม่มีส่วน

22. ถ้าพูดถึงการตกแต่งร้าน คุณชอบให้มีการตกแต่งร้านกาแฟแบบไหน   <mark>V31</mark>

❑ 1. การตกแต่งที่เป็นแบบทันยุคทันสมัย (modern style) ❑ 2. การตกแต่งไทยพื้นบ้าน

❑ 3. การตกแต่งแบบตะวันตก   ❑ 4. การตกแต่งแบบธรรมชาติ

❑ 5. อื่นๆ ....

23. การให้บริการร้านกาแฟควรจัดให้มีการบริการรายการอาหารและเครื่องดื่มนอกเหนือจาก

กาแฟ และ เบเกอรรี่ หรือไม่   <mark>V32</mark>

      ❑ 1.ควรมี   ❑ 2.จำเป็นต้องมี   ❑ 3. ไม่จำเป็น

24. ควรจัดให้มีการบริการ อินเตอร์เน็ตไร้สาย และ นิตยสารไว้ในร้านกาแฟหรือไม่   <mark>V33</mark>

      ❑ 1.ควรมี   ❑ 2.จำเป็นต้องมี   ❑ 3. ไม่จำเป็น

25. ร้านกาแฟที่คุณจะเลือกใช้บริการจำเป็นหรือไม่ว่า ต้องเป็น ร้านมีชื่อเสียง (Franchise, e.g. Starbucks)   <mark>V34</mark>

      ❑ 1. ใช่   ❑ 2. ไม่ใช่

26. มาตราฐานระดับราคาที่คุณคิดว่าเหมาะสมสำหรับกาแฟ 1 แก้ว   <mark>V35</mark>

    ❑ 1. 40 - 60 บาท   ❑ 2. 61- 80 บาท   ❑ 3. 81 - 100 บาท

    ❑ 4. 101 - 120 บาท   ❑ 5. 121 - 130 บาท   ❑ 6. มากกว่า 131 บาท

Part 4: คุณภาพการบริการ

Service Quality	น้อยที่สุด 1	น้อย 2	ปานกลาง 3	มาก 4	มากที่สุด 5
27. เวลาเปิดและปิดแน่นอน V36					
28. การบริการที่มีมาตราฐาน V37					
29. การได้รับบริการที่รวดเร็ว V38					
30. พนักงานให้การดูแลลูกค้าทั่วถึง V39					
31. เมื่อได้รับการ ร้องเรียนจากลูกค้า พนักงานได้รีบเข้าแก้ไขให้ทันที V40					
32. พนักงานแต่งกายสุภาพ V41					
33. พนักงานมีสุขภาพแข็งแรง มีมารยาท และดูแลลูกค้าอย่างดี V42					
34. พนักงานยินดีที่จะให้บริการ V43					
35. ร้านต้องสะอาด V44					
36. บรรยากาศภายในร้าน V45					

ขอบคุณค่ะ