



**THE SERVICE QUALITY AND MARKETING MIX AFFECTING  
CUSTOMER SATISFACTION IN COFFEE INDUSTRY IN  
NANNING, CHINA**



**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE MASTER'S DEGREE OF BUSINESS AD-  
MINISTRATION GRADUATE SCHOOL OF BUSINESS  
SIAM UNIVERSITY**

**2022**



**THE SERVICE QUALITY AND MARKETING MIX AFFECTING CUSTOMER SATISFACTION IN COFFEE INDUSTRY IN NANNING, CHINA**

**Thematic Certificate**

**To**

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This Independent Study has been Approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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### Abstract

China's coffee industry is gradually growing, and the market is becoming intensively competitive. Many local and foreign coffee chain stores are providing competitive pricing products and good services to satisfy customers. Besides, with the decrease of growth rates in first and second tier cities, the sinking market is the developmental trend for coffee industry in China becoming more and more competitive, and many customers increase demand for good services with reasonable price products at coffee stores. Hence, the study was conducted with two objectives: 1) to investigate the relationship between service quality and customer satisfaction in coffee industry; 2) to access the relationship between marketing mix and customer satisfaction in coffee industry.

The population in this study is the customers who purchase coffee products at the coffee stores in Nanning China. Questionnaires were to distribute to collect data from a sample size of 400 respondents selected from 6 districts of Nanning, China. Data was analyzed by descriptive analysis, Multiple regression analysis. The descriptive analysis has been employed to analyze the demographic characteristics of the customer of coffee stores. Besides that, the Multiple regression analysis has also employed to analyze the relationship of customer satisfaction and the service quality (tangibility, reliability, re-sponsiveness, assurance and empathy), and the relationship between customer satisfaction and marketing mix 7Ps (product, price, place, promotion, personnel, process and physical evidence). The results showed that there are significant relationships between customer satisfaction and both service quality and Marketing Mix 7Ps.

**Keywords:** coffee industry, customer satisfaction, marketing mix 7Ps, service quality, demographic factors

## ACKNOWLEDGEMENTS

First, I would like to express my gratitude to all those who taught me. Professional knowledge in my master program. My deepest gratitude goes first and foremost to my thesis supervisor, all details and data in this paper cannot be separated from your careful guidance. Without your patient instruction, insightful criticism and expert guidance, the completion of this thesis would not have been possible.

Secondly, thanks to my family, friends and classmates, without your kind support and accompany, I don't think that I would overcome this tough time. Thank you again.

Finally, I wish to give special thanks to the respondents, who participated in the questionnaire survey, I could not have done this without you. Furthermore, I am indebted to my parents, friends and all my relatives for their continuous support and encouragement.



## Declaration

*I, LIU KUN, hereby certify that the work embodied in this independent study entitled “The Service Quality and Marketing Mix Affecting Customer Satisfaction in Coffee Industry in Nanning, China” is result of original research and has not been submitted for a higher degree to any other university or institution.*



(LIU KUN)

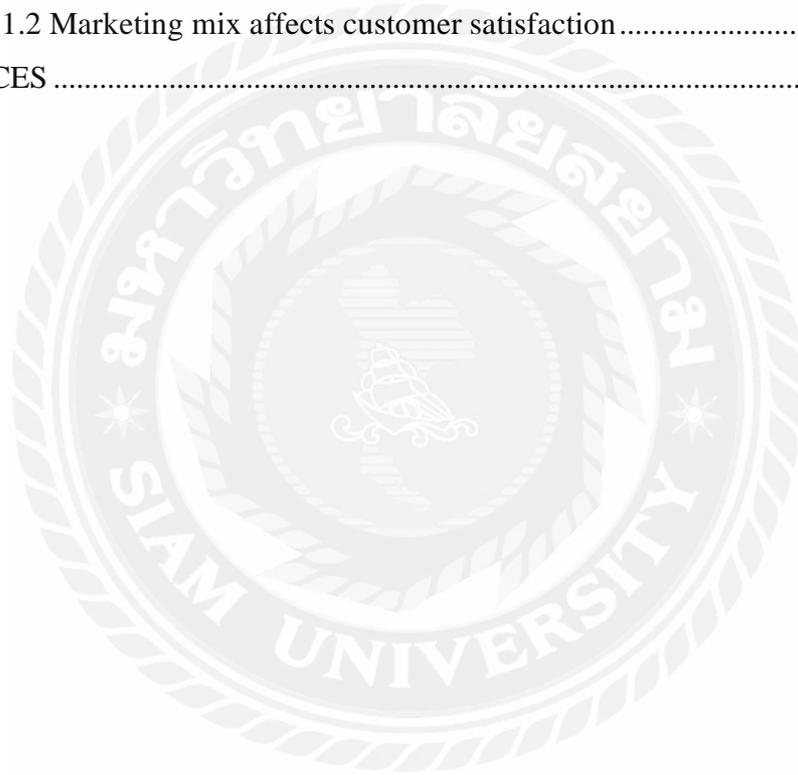
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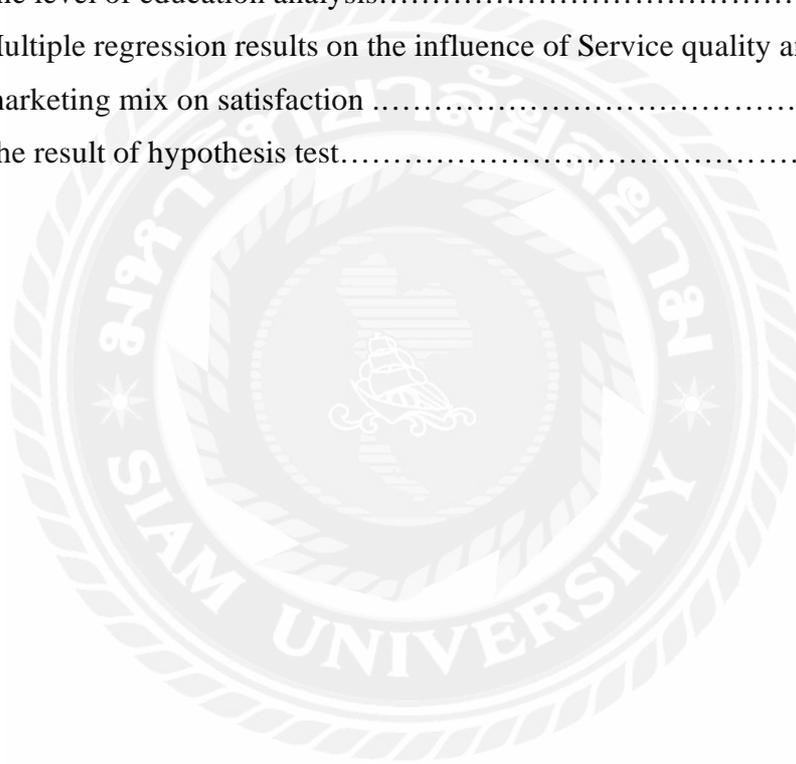
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# CHAPTER 1 INTRODUCTION

## 1.1 Research Background

The coffee industry has a long history and is one of the three largest beverages in the world (Lopukhin, 2020). As a kind of soft drinks, it has the characteristics of high profitability in the beverage industry, taking Starbucks as an example, its gross profit margin in 2019 reached 67.8%, significantly higher than other soft drinks (Richey & Ponte, 2021). Although the development of China's coffee market is short compared with that of overseas markets, it has accelerated in recent years. According to Yiguan analysis and Frost & Sullivan data, the total number of cups of coffee consumed in China has increased from 4.4 billion cups/capita 3.2 cups in 2013 to 11.2 billion cups/capita 8.8 cups in 2020. The market size has increased from 46.7 billion yuan in 2015 to 81.5 billion yuan in 2020, with a CAGR of 12% in 2015-2020. China's coffee market has reached 81.5 billion yuan in 2020, compared with coffee market in countries, the penetration rate of China's coffee market is still low, and the per capita coffee consumption has a huge space to increase, of which the current coffee is the main direction in the future (Chang, Li, Yin & Zhao, 2022). With the growth in Chinese living standard and Chinese young people perceived drinking coffee as a fashion behavior to differentiate themselves from elderly peoples' habit of drinking teas, the demand for coffee has increased significantly and the prospects in coffee industry is bright. According to the data of Tmall In 2021, the market scale of China's coffee industry will reach 381.7 billion yuan, with a year-on-year growth of 27.2%, it is estimated that the market size of China's coffee industry will exceed 1 trillion yuan in 2025, and the number of Chinese coffee consumers is expanding year by year: the number of Chinese online coffee consumers in 2021 is 1.5 times that in 2019.

In contrast of developed countries, the per capita coffee consumption in China still has a huge space to increase, it is expected to reach 10.8 cups in 2023 even though there is still exist a huge between developed western countries. However, the per capita consumption of coffee of China's first and second tier cities such as Shanghai, Guangzhou, Zhengzhou, Nanjing Chengdu has reached 326 cups and 261 cups respectively in 2020, which is close to the consumption level of mature coffee markets in Japan, the United States and South Korea. In the long run, the coffee industry still has broad growth space in the sinking market (Chang, Li, Yin & Zhao, 2022).

At present, China's coffee market is in a state of blooming. According to Deloitte China, by the end of 2020, there are 108,000 cafes in China, and 75% of them are in first and second tier cities. From the perspective of chain rate, the chain rate of coffee shops in China was only 13% in 2020, and independent coffee shops occupied an absolute majority. Even though the covid epidemic has slowed down the growth rate of the number of cafes, with the continuous penetration of leading brands and the improvement of consumers' own requirements for coffee products, the chain rate will be improved in the future.

As of July 2021, nearly 6000 Starbucks stores in China have occupied the first

place in the industry. Starbucks has obvious advantages in its market share and number of stores, and its leading position has been relatively stable. Lucking Coffee, a new cutting-edge force, which is in internet based operational model, focuses on cost effective coffee products is rapidly seizing market share with the "mid-range quality and low-grade price", and has established 5034 stores in the China, since its establishment in 2017. Its number of stores directly follows that of Starbucks, and both firmly rank the first in China's freshly ground coffee market. Pacific Coffee, Costa, Shangdao Coffee and other traditional comprehensive chain brands also have a place through years of intensive operation. Peet's Coffee, Arabica coffee and other boutique coffee chain brands pursue the ultimate quality, while the number of entrances under the slow Coffee scene is still limited and the competitiveness needs to be improved.

Table 1.1 Number of coffee shop stores

Brands	Entrance year in China market	Number of stores	The operations in Number of Cities
Starbucks	1999	6491	244
Luckin coffee	2017	6653	218
Pacific Coffee	2011	423	61
NOWWA coffee	2017	1074	21
Costa	2006	418	41
Shangdao Coffee	1997	368	140
Peet's coffee	2017	80	19
Arabica coffee	2018	55	13

Sources: China merchants securities , 2022

## 1.2 Research Questions

There are two questions in this study.

1.What is the relationship between service quality and customer satisfaction in coffee industry?

2.What is the relationship between marketing mix and customer satisfaction in coffee industry?

### **1.3 Objectives of Research**

Coffee market has a significant downward trend to the lower tier city in China. At the beginning of the epidemic recovery, the order volume of the sinking market first recovered, showing a strong demand for coffee. According to CBNdate data, in recent years, nearly 50% of online coffee buyers come from second tier cities, and consumers from third tier, fourth tier and lower tier cities also account for nearly 40%, much higher than those from first tier cities. At the same time, the growth rate of new coffee users in the sinking market is also higher than that of first tier and second tier cities. In the early stage of the epidemic recovery in 2020, the number of orders in the sinking market first recovered, showing a strong demand for coffee. The number of orders in the third to fifth tier cities increased by 100% month on month in March, and the number of orders in April has recovered to 65% before the epidemic. Since China's coffee industry is gradually growing and the market is becoming intensively competitive. Many local and foreign coffee chain stores are providing competitive pricing products and good services to satisfy customers. Besides, with the decrease of growth rates in first and second tier cities, the sinking market is the developmental trend for coffee industry in China, becoming more and more competitive, and many customers increase demand for good services with reasonable price products at coffee stores. So that the coffee industry is tended to maintain the existing customer and. Research about customer satisfaction is rarely found in this market. In response to those problems, this study is:

1. to investigate the relationship between service quality and customer satisfaction in coffee industry.

2. To access the relationship between marketing mix and customer satisfaction in coffee industry.

Since there are limited research about customer satisfaction in coffee industry, and the importance of customer satisfaction has been recognized as vital factor for customer retention, re-purchase and the success of the coffee business. Hence this study combined services quality and marketing mix 7ps to study on the customer satisfaction for coffee providers to know better their customer needs and wants very well, and delivers the good value to meet customer satisfaction. Besides the combination of services quality and marketing mix in the model for study customer satisfaction in the coffee industry were proposed in this research, it would be also able to guide the following researchers to study similar topics in the future.

### **1.4 Theoretical Significance**

Since there are limited research about customer satisfaction in coffee industry, and the importance of customer satisfaction has been recognized as vital factor for customer retention, re-purchase and the success of the coffee business. Hence this study combined services quality and marketing mix 7ps to study on the customer satisfaction for coffee providers to know better their customer needs and wants very well, and delivers

the good value to meet customer satisfaction. Besides the combination of services quality and marketing mix in the model for study customer satisfaction in the coffee industry were proposed in this research, it would be also able to guide the following researchers to study similar topics in the future.

## 1.5 Research Framework

According to literature and theory review, the Research frameworks of this study will be shown as follows. It shows the affecting elements, that is, marketing mix and service quality, on customer satisfaction.

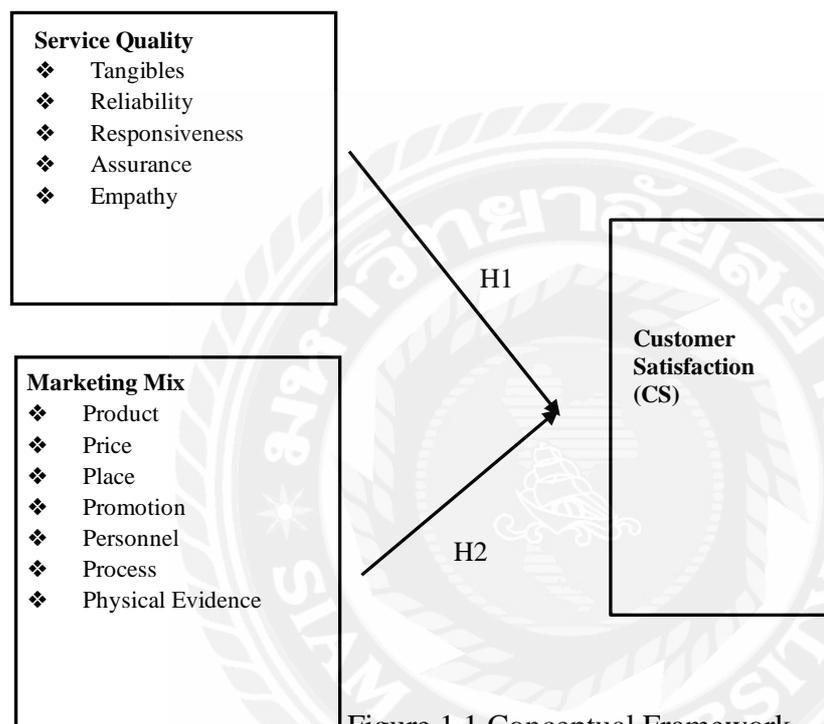


Figure 1.1 Conceptual Framework

## 1.6 Research hypotheses

According to the aforesaid formed conceptual framework, there are two the research hypotheses could be made as followed:

H1: Service quality affects customer satisfaction

H2: Marketing mix affects customer satisfaction

## **CHAPTER 2 LITERATURE REVIEW**

This chapter reviewed the relevant variables: Customer satisfaction, Demographic factors, Service quality based on SERVQUAL theory, and marketing mix based on 7p theory in coffee industry to support the aforesaid conceptual framework and form the hypotheses for this study.

### **2.1 Customer Satisfaction**

Satisfaction is the personnel feeling after customer obtaining good service from coffee stores with reasonable price, served by staffs with good performance and getting benefits with the consumption at coffee stores. Also, satisfaction is an emotion or a feeling related to the customer expectation, once customer expectation be fulfilled, the feeling of satisfaction would be generated, vice versa (Tukiran & Sunaryo, 2021). That means satisfaction is the personnel feeling of joy, after obtaining product or service, and comparison between the actual and expected performance. soft drinking industry is full of competition, and the switch cost of customer is relatively low, hence studying customer satisfaction to keep the higher customer retention is very critical to survive in the competitive commercial environment (Utama, 2022). Many researchers found that satisfaction is an attitude or feeling by comparing pre-purchase expectations of customers in which they will get from product or service to their perceptions of the performance they one (Juliana& Klarissa, 2021). However, from the services/ products providers' view, some researchers said that satisfaction refers to the company providing value to meet or satisfy customers' needs and aspirations (Son&Kim, 2021). Customer satisfaction is the key to the company's success and long-term market share. The literature shows that customer satisfaction helps to understand customers' needs and wants, to better fulfill their customers expectation, hence a more positive sense of satisfaction would be generated by their customers. (Syafarudin, 2021).

### **2.2 Service Quality**

Quality is a very critical factor that customer expect from the consumption process. Quality can also be described as the value of products or services provided by commercial institutions to meet customer needs and wants. In the coffee industry, the product would be the coffee itself, the quality of the coffee would be its tastes, favors, volumes so on. Service is an intangible activity between customers and service providers, which can meet the needs of customers (Ren& Song, 2023). Service quality is an elevation standard which customer use to judge the performance of provided Services and the staff behavior in the coffee stores. Also, service quality is an improvement standard in a specific service, which is the impression that customers must judge the company or service performance (George & Mallery, 2003). In coffee industry, the services are staff friendliness, the environment and decoration of the stores. Service quality is described as a measure of customer service, while other researchers believe that it is

a basic tool used by customers to meet customer perceptions or needs (Pérez-Morón; Chin & García, 2022).

In general, service quality is very important indicators for customer to reconsider the satisfaction and repurchasing decision, hence a sound and comprehensive evaluation instrument is very crucial for services providers to know how their customers perceived their service and products quality. As Parasuraman et al (1988) proposed that SERVQUAL can help the service company profitability by meeting customer's expectation and the perception of service quality. The five dimensions of service quality measured by the SERVQUAL instrument there are respectively are stated that "service quality is a focused evaluation that reflects the customer's perception of reliability, assurance, responsiveness, empathy, and tangibles".

### **2.2.1 Tangibility**

Tangibility is an important factor affecting offering services, due to service is invisible, customers experience service in an invisible way. it contains the appearance of physical facilities, tools, and equipment used to provide services (Kushwaha & Mandal, 2013). Tangible assets are important factors for the company to provide customers with security and availability.

### **2.2.2 Reliability**

Reliability is the ability to perform committed services in an accurate and reliable manner. Reliability is defined as the company's ability to provide services accurately (Gabrow, 2021). It is proposed that reliability is the ability of enterprises to implement services reliably. It was also mentioned that the reliability of service. quality is related to customer experience.

### **2.2.3 Responsiveness**

Responsiveness is the willingness of employees to help customers and provide better services. In other words, this means that employees are willing to help customers by providing them with high-quality services, such as fast service, processing and recovery expertise (Nguyen, 2021). Otherwise, determining the waiting time is a key factor affecting customer satisfaction. Therefore, if the company wants to succeed, it needs to pay more attention to customers than the company.

### **2.2.4 Assurance**

Assurance refers to the knowledge, skills manners, abilities of employees, as well as their ability to generate trust and confidence in customers (Lubis, Pratiwi, & Yuherisna, 2021). It includes competence, courtesy, credibility and security. the assurance also shown by employees who have contact with customers provides trust and confidence (Putri & Kastaman, 2021). Besides that, employees have a crucial influence

on the overall performance of service quality.

### **2.2.5 Empathy**

Empathy means that the company is willing to pay more attention to and help customers, including personal attention to customers and showing understanding and interest in customers (Hartono, 2011). In addition, there are some ways to show empathy to customers, such as better understanding their names, preferences and needs. More and more companies regard it as a tool against competitors and pay more attention to customers than other companies.

## **2.3 The Relationship between Service Quality and Customer Satisfaction**

There is a positive correlation between service quality and customer satisfaction in coffee industry (Putri & Kastaman, 2021). Hartono (2011) found that improving service quality could significantly improve customer satisfaction. Customer satisfaction is the result of comparing customer expectation and customer perception. Customer satisfaction is based on some factors, such as reliability, responsiveness, assurance, empathy and tangibility, as well as some additional factors, such as price and personal performance in the coffee stores service delivery process.

### **2.4 Marketing Mix**

As a commercial tool, marketing mix is widely used by marketers in marketing. The marketing mix is crucial to the formulation of strategies for providing products or services, and the four Ps: price, product, promotion and place are related to product marketing (Fachriyan, Irham, & Waluyati, 2021). In service marketing, four Ps are expanded to seven P's to determine the different nature of services. This means that the marketing mix includes the product and service marketing mix. Product marketing mix means 4P, which includes product, price, place and promotion. In addition, the service marketing portfolio includes products, prices, place, promotions, personnel, physical evidence and processes, referred to as Marketing mix 7P which has been widely used in a lot of researches, it is viewed as a controllable variable that a company can use to affect customer satisfaction (Abdurrahman & Nuraisyah, 2021).

The marketing mix 7Ps is a framework used in marketing to encompass all the elements that contribute to the overall marketing strategy of a product or service. The 7Ps represent different aspects that need to be considered and managed effectively in order to meet customer needs and achieve marketing objectives. Here is a breakdown of each component:

### **2.4.1 Product**

Product refers to the tangible or intangible offering that is being marketed. It includes the features, quality, design, packaging, branding, and any additional services associated with the product. In the coffee industry, the product refers to the range of coffee offerings, including different types of coffee beans, blends, flavors, and variations such as espresso, cappuccino, or cold brew. It also includes additional offerings like snacks, pastries, or coffee-related merchandise (Erlina, & Hermawan, 2021).

### **2.4.2 Price**

Price involves determining the monetary value placed on the product or service. Price considerations include pricing strategies, pricing models, discounts, and payment options. Qian & Tiangsoonern (2017) stated that Price considerations in the coffee industry involve determining the cost of various coffee offerings, taking into account factors such as the quality of the beans, the brewing process, the level of customization, and the overall value proposition. Pricing strategies may include premium pricing for specialty coffees or competitive pricing for mainstream products.

### **2.4.3 Place**

Place focuses on the distribution channels and methods used to make the product available to the target customers. Place in the coffee industry refers to the distribution channels through which coffee products are made available to customers (Faria & Ferreira, 2021). This includes coffee shops, cafes, retail stores, online platforms, or even vending machines. The location and accessibility of these outlets play a vital role in reaching the target market effectively.

### **2.4.4 Promotion**

Promotion encompasses the various marketing activities aimed at promoting the product or service to the target audience. This includes advertising, public relations, sales promotions, personal selling, direct marketing, and digital marketing strategies. Promotion activities in the coffee industry encompass various marketing efforts aimed at raising awareness and driving sales (Tantra, 2014). This may include advertising campaigns across different media channels, social media marketing, influencer partnerships, public relations initiatives, loyalty programs, and sampling events to engage customers and create brand preference (Rahmatika, 2022).

### **2.4.5 People**

People refers to the individuals involved in delivering and supporting the product or service, including employees, sales representatives, customer service personnel, and

other stakeholders. The people element emphasizes the importance of hiring, training, and empowering competent staff to provide excellent customer experiences. The people aspect in the coffee industry pertains to the employees who play a crucial role in delivering a positive customer experience. Well-trained baristas and knowledgeable staff can enhance customer satisfaction and loyalty (Berlianto, 2019) Additionally, it includes building relationships with coffee bean suppliers, distributors, and other industry stakeholders.

#### **2.4.6 Process**

Process involves the procedures, systems, and workflows used to deliver the product or service to customers. This includes order processing, customer support processes, service delivery processes, and any other operational processes that impact the customer experience during the coffee delivery process (Koojaroenprasit, 2018).

#### **2.4.7 Physical Evidence**

Physical evidence represents the tangible or visible elements that shape the customer's perception of the product or service. Physical evidence in the coffee industry refers to the physical elements that contribute to the overall customer experience. It includes the ambiance and decor of coffee shops, the layout and design of the serving area, packaging materials, branded merchandise, signage, and other sensory cues that create a positive and memorable atmosphere (Frieda,2022).

By carefully considering and managing these 7Ps, coffee businesses can develop a comprehensive marketing strategy that meets customer expectations, establishes a strong brand identity, and differentiates themselves in a competitive market.

### **2.5 The Relationship between Marketing Mix and Customer Satisfaction**

The coffee industry business has its own characteristics, what its' customer expect is not only the coffee product, more importantly are also value highly staying time at the coffee stores, so it is very suitable to employ the marketing mix 7P to explore the customer satisfaction in the coffee industry. In addition, a study about 7Ps marketing mix and customer satisfaction of coffee brand named Kathua Coffee has been study by Abdurrahman, & Nuraisyah in 2021. The study aimed to explore if product, price, place, promotion, people, process and physical evidence affect the Katuhu Coffee's customer satisfaction. The result found that those elements are significantly related to customer satisfaction.

According to literature and theory review, the research frameworks of this study has been shown in the chapter 1. It shows the affecting elements, that is, marketing mix and service quality, and the relationship with customer satisfaction.

## CHAPTER 3 METHODOLOGY

This chapter is devoted to describe the research plan which guides the investigation. It consists of the following three aspects: population and sample, data collection, research tool Development.

### 3.1 Population and Sample

#### 3.1.1 Population

The population in this study is the people who purchase coffee at the Nanning city China. According to Nanning Seventh Population Census in 2021, there are 8.83 million residents in Nanning, and based on the data from, Poland (2019) stated that coffee consumer in Nanning city is around 800,000, so there the study population would be 800,000 coffee consumers in Nanning city, China.

#### 3.1.2 Sample size

The sample size is calculated by the formula of Yamane (1993) with the error 5% points and confidence coefficient of 95%. It is as follow:

$$n = \frac{N}{(1 + N)(e)^2} \quad (1)$$

Where N = the size of population

n = the size of sample

e = the error of sampling

Setting the error of 5 percentage points, hence:

$$= 800,000 / [(1+800,000) (0.05) (0.05)] = 399.9$$

Consequently, the sample size need to be rounded up to at 400 respondents who are selected from six districts of Nanning by stratified sampling method (1. Xingning District, 2. Qingxiu District, 3. Jiangnan District, 4. Xixiangtang District, 5 Liangqing District and 6. Yongning District).

### 3.2 Data Collection

Data of the study was collected by questionnaire from 5, October 2022 to 15, May 2023. In order to get the accurate data and facilitate the respondent, questionnaires were designed in English and Chinese two versions. Therefore, the 400 questionnaires were delivered to coffee consumers in Nanning. Due to the covid pandemic, the research was distributed the questionnaire online through the social media such as WeChat, QQ, and Weibo.

### 3.2.1 Tools

In this study, the research tool used for collecting data was the five likert scale-questionnaire in this study, it is a very reliable psychometric response scale. Meanwhile, the levels of agreement in statement specified by respondents range from strongly agree to strongly disagree (showed as table 3.2). The questionnaire about the level of customer satisfaction It was designed as followed Table 3.1, as to the final version of questionnaire showed as appendix 1. Furthermore, Statistical Package for the Social Sciences (SPSS) was used to analyze the collected data with multiple regression analysis.

Table3.1 Questionnaire construction of general information

Part 1	Items		References
demographic factors	Gender	What is your gender?	(Ashworth& Goodall, 1988)
	Age	What is your age range?	
	Income	What is your approximate annual income in yuan?	
	Education	What is your level of education?	
Part 2	Items		
Service Quality	Tangibility	. Service staffs appear neat and appropriately dressed.	(Hartono, 2011)
		Service provider has up-to-date Music background.	
		Distribution channel is diversification and convenience for customer to buy.	
	Reliability	When service providers promise to do something by a certain time, they do it.	
		The coffee stores` waiter can give a service to you on time.	
		The waiter remembers your orders accurately	
	Responsive-ness	The waiter is always willing to help customers.	
		The waiter gives prompt services to customers.	
		I receive quickly service from the waiter.	
		The waiter has knowledge to answer customers' questions.	

	Assurance	Customers feel safe in their transactions with the waiters.	
		I can trust the waiter in coffee store.	
Part 3	Items		
Marketing Mix	Product	This coffee stores have a variety of coffees.	(Abdurrahman& Nuraisyah,2021)
		The service in the coffee stores is very efficient.	
		The coffee stores meet my demand.	
	Price	The coffee stores provide a reasonable price.	
		The coffee stores have a clearly information about the product prices	
	Place	The coffee stores provide many channels to selling coffee in which customer can purchase it conveniently.	
		There are many brands to serve consumers.	
		The store is close to my home and work place.	
	Promotion	Sale promotion is very attractive me.	
		There are many promotion channels to sell (call, email)	
		The adverting persuades me to by the coffee offerings.	
	Personnel	The waiters are very patient to answer my question.	
		The waiters always willing to help me when I have problem.	
		The waiters understand my special need.	
	Process	The purchasing process is very efficient.	
		The after-purchase service provided by this coffee store is very well.	
		I can get purchased coffee very fast.	

	Physical evidence	The environment of the store has a good image of safety.	
		The decoration of the store is very good.	
		The dress of waiter is very professionally.	
Part 4	Items		
Satisfaction	The service is very efficient.		(Abdurrahman&Nuraisyah,2021)
	The coffee stores have good reputation and image in this industry		
	The coffee stores provide many kinds of coffee which customer can purchase it conveniently.		
	The coffee stores provide good service.		
	The after-purchase service provided by the coffee stores is very well.		

the range is shown at the following table.

Table 3.2 The range of the scale

Range of the scale	Levels
4.21 – 5.00	strongly agree
3.41 – 4.20	agree
2.61–3.40	neutral
1.81 – 2.60	disagree
1.00–1.80	strongly disagree

### 3.3 Reliability

Reliability is to test the consistency of the results of a test/scale under the same conditions (Armor, 1974). Cronbach's alpha is the most used for testing reliability of psychometric test such as questionnaires in the field of social sciences. In general, Cronbach`s alpha is known as the internal consistency estimate of reliability of test scores, and it ranges from 0 to 1.00, the higher value meaning the higher consistency

for the test/ scales. Normally, the value bigger than 0.7 could be considered as acceptable (Cronbach, 1951).

Prior to collect the data, a pilot study has been conducted to collect 30 questionnaires and test the reliability of the questionnaires, the results are as showed below table:

Table 3.3 The Cronbach`s Alpha of pre-test

Variable	Item	Cronbach's Alpha
		Pre-test (30)
<b>Service Quality</b>	<b>15</b>	0.985
Tangibility	3	0.890
Reliability	3	0.974
Responsiveness	3	0.952
Assurance	3	0.984
Empathy	3	0.950
<b>Marketing Mix</b>	<b>20</b>	0.989
Product	3	0.932
Price	3	0.950
Place	2	0.935
Promotion	3	0.958
Personnel	3	0.959
Process	3	0.949
Physical evidence	3	0.958
<b>Customer Satisfaction</b>	<b>5</b>	0.982

based on the results above, it is easy to know that the Cronbach`s Alpha value of service quality, marketing mix, and customer satisfaction are bigger than 0.9 which is also bigger than 0.7. Hence, the reliability of the questionnaire in this research are acceptable.

### 3.4 Validity

Validity is also an important criterion to measure the accuracy of test. Furthermore,

Content validity means that extent which a measure represents all facets of a given social construct (Pennington,2018). Besides that, the questionnaire Items need to be examined by professional experts to see the wording properness and suitability of research domain, and tested by the potential respondents to check easiness of understanding of each item.

In this study, a professional English-Chinese translator was employed to translate English version of questionnaire into Chinese version due to the respondents were Chinese people, besides that another professional English- Chinese translator also was employed to do the backward translation to ensure the both Chinese and English version of questionnaires delivering the same meaning. Furthermore, three experts in coffee industry were invited to evaluated the questionnaires. At the end, 30 questionnaires were distributed to targeted respondents to check the easiness of understanding questionnaire items. In conclusion, the validity result of questionnaire was satisfying.



## CHAPTER 4 DATA ANALYSIS AND FINDINGS

Data analysis is one of the most important processes in the research. This chapter presents the results of data analysis from research questionnaires which designed from research framework, and explain the test of hypotheses of this study. the descriptive statistic used to interpret the demographic characteristics with presenting the frequency and the percentage. Therefore, the Multiple regression analysis was employed to test the hypotheses. The data collected from 400 valid questionnaires which distributed online to respondents of 6 districts in Nanning, China.

### 4.1 Descriptive analysis of demographic information

The majority respondents are males as shown in table 4.1, accounting for 68.5%. Moreover, the rest of 126 respondents are females and accounted for 31.5%.

Table 4.1 Gender analysis

Gender of respondents		
Items	Frequency	Percentage
Male	274	68.5%
Female	126	31.5%
Total	400	100%

The number of respondents aged less than 21 years old is 2 or 0.5% as shown in table 4.2, aged between 21-30 years old have 191 respondents, accounted for 47.75%. The age between 31-40 years old is 100 or 25% and age from 41 to 50 years old have 94 respondents, accounted for 23.5%. Otherwise, the between 51 to 60 years old is 12 or 3%, and the age above 60 is 1, accounted for 0.25%.

Table 4.2 Age analysis

Age of respondents		
Items	Frequency	Percentage
Less than 21	2	0.5%
21-30	191	47.75%
31-40	100	25%
41-50	94	23.5%
51-60	12	3%
Above 60	1	0.25%
Total	400	100%

In terms of monthly income, 20 or 5% respondents' monthly income is less than 1999 Yuan, the income between 2000-2999 has 82 or 20.5% respondents shown on table 4.3 Moreover, monthly income between 3000-3999 have 104 respondents, accounted for 26%, income from 4000 to 4999 have 63 or 15.75% respondents and 64 or 16% respondents at the rank 5000-5999. Therefore, 67 or 16.75% respondents' monthly income are above 6000.

Table 4.3 Monthly income analysis

Monthly income of respondents		
Items	Frequency	Percentage
Less than 1999	20	5%
2000-2999	82	20.5%
3000-3999	104	26%
4000-4999	63	15.75%
5000-5999	64	16%
Above 6000	67	16.75%
Total	400	100%

The table 4.4 shows that 211 or 52.75% respondents' education level is under bachelor degree, and bachelor degree has 142 respondents, accounted for 35.5%. Besides, master degree has 41 respondents or 10.25% and PhD has 6 or 1.5% respondents.

Table 4.4 The level of education analysis

Education level of respondents		
Items	Frequency	Percentage
Under bachelor	211	52.75%
Bachelor	142	35.5%
Master	41	10.25%
PhD	6	1.5%
Total	400	100%

## 4.2 Hypothesis test

Multiple regression analysis was performed in order to examine the relationships between experiential value, technology acceptance and user satisfaction.

The multiple linear regression equation is  $y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \dots + \beta_pX_p$ .

The dependent variable (Y) is satisfaction, and the independent variables are Tangibility (X<sub>1</sub>), Reliability (X<sub>2</sub>), Responsiveness (X<sub>3</sub>), Assurance(X<sub>4</sub>), Empathy(X<sub>5</sub>), Product(X<sub>6</sub>), Price(X<sub>7</sub>), Place (X<sub>8</sub>), Promotion (X<sub>9</sub>), Personnel (X<sub>10</sub>), Process(X<sub>11</sub>) and Physical evidence(X<sub>12</sub>).

The multiple regression equation calculated to express the relationship between the dependent variable and the twelve independent variables were as follows (individual values are shown in Table 4.5):

$$Y = 0.94 + 0.076X_1 + 0.046X_2 + 0.063X_3 + 0.068X_4 + 0.044X_5 + 0.118X_6 + 0.125X_7 + 0.078X_8 + 0.065X_9 + 0.104X_{10} + 0.105X_{11} + 0.111X_{12}$$

Table 4.5 Multiple regression results on the influence of Service quality and marketing mix on satisfaction

	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	R <sup>2</sup>	F	Sig.
	B	Std. Error	Beta						
(Constant)	.197	.094			2.090	.037	0.792	212.858	0.000
X1	.287	.038	.076		2.937	.030			
X2	.268	.035	.046		3.398	.033			
X3	.123	.047	.063		2.635	.009			
X4	.122	.044	.068		2.784	.006			
X5	.041	.044	.044		1.933	.045			
X6	.263	.045	.118		5.834	.000			
X7	.282	.040	.125		7.026	.000			
X8	.285	.046	.078		2.045	.013			
X9	.283	.033	.065		3.056	.040			

	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	R <sup>2</sup>	F	Sig.
	B	Std. Error	Beta						
(Constant)	.197	.094			2.090	.037	0.792	212.858	0.000
X1	.287	.038	.076		2.937	.030			
X2	.268	.035	.046		3.398	.033			
X10	.274	.048	.104		4.626	.003			
X11	.276	.035	.105		1.606	.000			
X12	.289	.033	.111		2.026	.000			

### **H1: Service quality affects customer satisfaction**

For the hypothesis 1, Service quality including Tangibility (X<sub>1</sub>), Reliability (X<sub>2</sub>), Responsiveness (X<sub>3</sub>), Assurance(X<sub>4</sub>), Empathy(X<sub>5</sub>), their sig values are smaller than 0.05, repetitively are 0.03,0.033, 0.09,0.006 and 0.045. Hence, all of them have positive relationship with customer satisfaction, that leads to the service quality has a positive relationship with customer satisfaction.

### **H2: Marketing mix affects customer satisfaction**

Marketing mix including Product(X<sub>6</sub>), Price(X<sub>7</sub>). Place (X<sub>8</sub>), Promotion (X<sub>9</sub>), Personnel(X<sub>10</sub>), Process(X<sub>11</sub>) and Physical evidence(X<sub>12</sub>), their sig values also are smaller than 0.05, repetitively are 0.00,0.00, 0.13,0.040, 0.03,0.00 and 0.00. Hence, all of them have positive relationship with customer satisfaction, that leads to the Marketing mix has a positive relationship with customer satisfaction.

So, two hypothesis tests in this study could be conclude as followed table 4.6.

Table 4.6 The result of hypothesis test

Items	Hypothesis	Result
H1	Service quality affects customer satisfaction	Accepted
H2	Marketing mix affects customer satisfaction	Accepted

## CHAPTER 5 DISCUSSION AND CONCLUSION

The conclusion of this study focuses on the objectives of this study, the finding of this study and the analysis of hypothesis. A discussion was conducted based on the study finding in chapter 4. Furthermore, relevant recommendations for the coffee providers also be made.

### 5.1 Conclusion and Recommendations

Based on the demographic data, it is evident that the coffee industry primarily caters to male customers, emphasizing the need for coffee providers, including coffee chain cafes and independent cafes, to prioritize the retention of their male customer base. To achieve this, they should offer a diverse range of coffee products and services that specifically cater to male preferences, such as creating coffee packages with flavors and themes that resonate with male customers. Additionally, allocating a portion of the advertising budget to target male-oriented communities on social media can maximize the effectiveness of their marketing efforts. However, it's important to note that the data also highlights a potential for growth in the female customer segment, as only 31.5% of the customer base comprises females. To tap into this potential, coffee providers should conduct further surveys and research to understand the desires and needs of female customers regarding coffee products. By developing female-focused offerings and incorporating female-oriented themes, flavors, and marketing strategies, coffee providers can attract and expand their female customer base. Ultimately, by considering the preferences and needs of both genders, coffee providers can effectively retain existing customers while also tapping into untapped markets and fostering long-term growth. Third, the coffee industry primarily attracts customers between the ages of 21 and 30, indicating that young people form the majority of coffee consumers. Therefore, it is crucial for coffee providers to dedicate attention to designing products that align with the characteristics and preferences of this demographic, as it greatly influences the success of their business. Additionally, there is an opportunity to tap into the older population as potential customers by developing products specifically tailored to their needs and preferences. This strategic approach can serve as a growth point for acquiring new customers in the future. Fourth, considering that customers in the coffee industry come from diverse economic backgrounds, it becomes imperative for coffee service providers to offer a range of pricing options that cater to different income levels. By providing products at various price points, coffee providers can ensure inclusivity and accessibility for customers across the economic spectrum. Furthermore, research findings indicate that a significant portion of coffee customers hold bachelor's degrees. This presents an excellent opportunity for coffee providers to target their advertising efforts in university campuses, enabling them to engage in precise and effective advertising campaigns. By strategically focusing their marketing initiatives in these educational settings, coffee providers can effectively reach their desired audience and establish brand awareness among university students and graduates.

### **5.1.1 Service quality affects customer satisfaction**

The research findings demonstrate that all dimensions of service quality, namely Tangibility, Reliability, Responsiveness, Assurance, and Empathy, exhibit statistically significant positive relationships with customer satisfaction. The significance values consistently fall below the threshold of 0.05, with specific values of 0.03, 0.033, 0.09, 0.006, and 0.045, respectively. This signifies that each aspect of service quality plays a crucial role in influencing customer satisfaction. Notably, reliability emerges as the highest impacting factor, indicating that customers place significant emphasis on consistent and dependable service experiences. Based on these results, coffee sellers should prioritize the protection of consumers' rights and interests, instilling a sense of security and ensuring the privacy of customers. Furthermore, the development of smartphone software applications can be explored to facilitate the sale and display of coffee products, providing convenience to customers. Leveraging the popularity of WeChat and Weibo as prominent social media platforms in China, coffee sellers can establish official accounts to disseminate coffee-related knowledge, offer suggestions, and provide online question and answer services, delivering timely and high-quality customer support. Moreover, it is essential for coffee sellers to invest in employee training programs that focus on improving professional competence. Employees should be encouraged to prioritize customer value, provide valuable information on insurance, and efficiently resolve customer issues, thereby enhancing the overall service quality. Alongside reliability, attention should also be given to the other four dimensions of service quality. Coffee service and product suppliers should concentrate on training employees to expedite the delivery of coffee products and leverage their expertise to solve problems efficiently.

By considering and enhancing all aspects of service quality, coffee sellers can foster a positive relationship with customer satisfaction. This entails delivering reliable, responsive, and empathetic service while also ensuring tangible and trustworthy elements. Prioritizing the training and development of employees will contribute to seamless product delivery and effective problem-solving, ultimately creating a superior customer experience in the competitive coffee industry.

### **5.1.2 Marketing mix affects customer satisfaction**

The results of the analysis indicate that all elements of the marketing mix, including Product, Price, Place, Promotion, Personnel, Process, and Physical evidence, have significant positive relationships with customer satisfaction, as denoted by significance values consistently below 0.05 (repetitively 0.00, 0.00, 0.13, 0.040, 0.03, 0.00, and 0.00). This suggests that the marketing mix plays a vital role in shaping customer satisfaction. Notably, Promotion stands out as a particularly influential factor, emphasizing the need for coffee sellers to prioritize the establishment of effective promotional strategies. To leverage this insight, coffee sellers should focus on implementing well-crafted promotion tactics. Apart from traditional methods such as sending out coupons, they can also offer customized and bundled discounts to attract customer attention. Emphasizing the importance of the physical environment, coffee sellers can utilize advertising

platforms, including social media, television, and radio, to promote coffee culture and showcase the features that customers value, such as professional staff, excellent service, efficient processes, and safety measures. Furthermore, coffee sellers can actively participate in local business activities or auto show events to display their products and services, prompting customers to engage with coffee culture and the coffee environment. Additionally, ensuring a convenient and accessible place for customers to make purchases is crucial and highly effective. Alongside this, delivering high-quality service, offering cost-effective coffee products, setting reasonable prices, implementing efficient processing procedures, and maintaining a team of knowledgeable and skilled personnel are all vital factors for coffee sellers to prioritize.

By carefully considering and optimizing all aspects of the marketing mix, coffee sellers can enhance customer satisfaction. Providing a seamless and enjoyable experience through a combination of product quality, pricing strategies, accessible locations, effective promotion, well-trained personnel, streamlined processes, and tangible physical evidence will contribute to a positive perception of the brand and create customer loyalty in the competitive coffee market.



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# Appendix

## Appendix 1

### QUESTIONNAIRE

---

This survey is intent to study The Service Quality and Marketing Mix Affecting Customer Satisfaction in Coffee Industry in Nanning, China. It is part of my thesis at the Saim University, your information will be kept confidential. Thanks for your contributions to this study. Please check only one answer by marking **X** in the box that most represent your background.

1. What is your Gender

Male

Female

2. What is your age range?

Below 21

21-30

31-40

41-50

51-60

Above 60

3. What is your approximate annual income in Chinese Yuan?

Less than 1999

2000-2999

3000-3999

4000-4999

5000-5999

More than 6000

4. What is your Educational level?

Under Bachelor degree

Bachelor degree

Master degree

Doctor degree or higher

Please indicate your agreeing level with the following statements. mark the answer with X based on your agreeing extent to the following reasons

1=Strongly disagree 2=Disagree 3 =Neutral 4=agree 5=Strongly agree

No	Items	1	2	3	4	5
1	Service staffs appear neat and appropriately dressed.					
2	Service provider has up-to-date Music background.					
3	Distribution channel is diversification and convenience for customer to buy.					
4	When service providers promise to do something by a certain time, they do it.					
5	The coffee stores` waiter can give a service to you on time.					
6	The waiter remembers your orders accurately					
7	The waiter is always willing to help customers.					
8	The waiter gives prompt services to customers.					
9	I receive quickly service from the waiter.					
10	The waiter has knowledge to answer customers` questions.					
11	Customers feel safe in their transactions with the waiters.					
12	I can trust the waiter in coffee store.					
13	This coffee stores have a variety of coffees.					
14	The service in the coffee stores is very efficient.					
15	The coffee stores meet my demand.					
16	The coffee stores provide a reasonable price.					
17	The coffee stores have a clearly information about the product prices					
18	The coffee stores provide many channels to selling coffee in which customer					

	can purchase it conveniently.					
19	There are many brands to serve consumers.					
20	The store is close to my home and work place.					
21	Sale promotion is very attractive me.					
22	There are many promotion channels to sell (call, email)					
23	The adverting persuades me to by the coffee offerings.					
24	The waiters are very patient to answer my question.					
25	The waiters always willing to help me when I have problem.					
26	The waiters understand my special need.					
27	The purchasing process is very efficient.					
<p>Please indicate your agreeing level with the following statements. mark the answer with X based on your agreeing extent to the following reasons</p> <p>1=Strongly disagree 2=Disagree 3 =Neutral 4=agree 5=Strongly agree</p>						
No	Items	1	2	3	4	5
28	The after-purchase service provided by this coffee store is very well.					
29	I can get purchased coffee very fast.					
30	The environment of the store has a good image of safety.					
31	The decoration of the store is very good.					
32	The dress of waiter is very professionally.					
33	The service is very efficient.					
34	The coffee stores have good reputation and image in this industry					

35	The coffee stores provide many kinds of coffee which customer can purchase it conveniently.					
36	The coffee stores provide good service.					
37	The after-purchase service provided by the coffee stores is very well.					

