

THE EXPECTATION AND SATISFACTION TOWARDS THE SERVICE BUSINESS OF BLACK CANYON COFFEE AND S&P BLUECUP COFFEE IN RATCHABURI

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Abstract

This research aimed to study and compare the customers' expectations; quality; value; satisfaction; complaints and loyalty towards the product and service of Black Canyon and S&P Blue Cup. The simple random sampling technique was applied to select 301 customers of Black Canyon and S&P Blue Cup in Ratchaburi Province to answer self-reported questionnaire. Data was analyzed by both descriptive consisting of frequency, percentage and mean, and inferential statistics including Pearson correlation analysis.

Research findings revealed as follows. 1) The customers had opinion towards customers' expectations, quality, value, satisfaction and loyalty towards the product and service of Black Canyon and S&P Blue Cup in the high level, excluded complaints. 2) There is positive correlation among expectations, quality, value, satisfaction and loyalty towards the product and service of Black Canyon and S&P Blue Cup. Finally, 3) there is a negative correlation among customers' satisfaction, service loyalty and complaints of Black Canyon and S&P Blue Cup at the significant level as of 0.05.

Keywords: Satisfaction, Black Canyon, S&P Blue Cup

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1. Introduction

There are many types of businesses nowadays in Thailand that cater to the rapidly growing economic and population growth in the country. These businesses include the food and beverage businesses (Onputtha, Marked & Pallsan, 2018). At present, there are many kinds of food and beverage business that are invested by Thai people or foreigners. One of these businesses types that are becoming very popular today is about coffee shop. The coffee is a favorite drink of many people around the world, including Thailand, for a long time, because of its unique smell and color. In ancient times, Thai people used to drink the coffee in the traditional coffee shops or coffee carts (Pongsiri, 2013). However, it has recently evolved into a modern coffee shop with the roasted fresh coffee. The modernized coffee shop has pushed the popularity of coffee. Many coffee shop entrepreneurs are trying their best to improve and develop themselves to meet the needs of their customers, and improve the taste of coffee to respond the favor of many Thai coffee drinkers. They decorated their shop with luxurious and modern view with a pleasant atmosphere for drinking coffee. In addition, the modern coffee shops are now not placed in only modern shopping mall, but they also allocated to the gasoline station since the behavior of Thai people is based on traveling to and from the workplace or attraction place to home (Pongsiri, 2013).

In the past five years (2012 - 2016) shown in Table 1, it was found that the coffee sales by coffee business were 5,641 million baht and this business sector gained profit about 333.63 million baht. In addition, it is likely that there will more investment in the coffee business, especially by the private businesses that they are expecting to expand the coffee shop business.

Table 1 The financial ratios of the coffee business

Financial ratios	2012	2013	2014	2015	2016
Number of juristic persons (persons)	267	301	314	298	292
Revenue (Million Baht)	5,485	6,971	5,578	5,151	5,641
Net Profit (Loss) (Million Baht)	97.94	442.99	70.95	285.71	333.63
Return on assets (%)	2.99	9.78	1.36	6.46	8.21
Revenue Increase Ratio (%)	5.31	27.1	-19.99	-7.64	9.51
Net profit margin (%)	1.8	6.41	1.3	5.66	6.08

Source: Financial Ratios, Business Information Division, Department of Business Development, (2017)

With the growth of the coffee business as mentioned above; therefore, it is important to study the expectations and satisfaction of the coffee shop business. The results will help entrepreneurs who are interested in fresh coffee to study the business model and apply it to suit their business (Giesen et al., 2007) In this study, the study focused on two popular coffee shops including Black Canyon and S&P Blue Cup. In relations to Black Canyon, it can mention that Black Canyon grows directly from the coffee business and is famous in terms of quality of coffee with standardized taste. In addition, it has operated for long time and has also developed new products, menus and bakery as an alternative for customers. Regarding S&P Blue Cup, it can be mentioned that it is another coffee shop

that is well-known. In fact, S&P Blue Cup started with being a bakery-based business with the high quality and variety of bakery products. However, S&P continues to maintain its reputation and reputation in the business and value to the business by extending the bakery-based business to S&P Blue Cup with offering the beverage service (Tasty Thailand, 2018).

Although, both businesses between Black Canyon and S&P Blue Cup have different starting points for their businesses, but they have arrived to have the same market competition on "Coffee". Their business can be seen from the department store and many gasoline stations. The purpose of their business is to satisfy the customers and keep the customers visiting their shops. In a line with this, the study aimed at studying quality of service that can meet the customers' expectations and satisfaction. The results of the research can be used as a guideline for the current and future coffee entrepreneurs to improve the business to meet the needs of customers.

2. Objectives

2.1 To study the customers' expectations, quality, value, satisfaction, complaints and loyalty towards the product and service of Black Canyon and S&P Blue Cup.

2.2 To compare the customers' expectations, quality, value, satisfaction, complaints and loyalty towards the product and service between Black Canyon and S&P Blue Cup.

3. Hypotheses

Hypothesis 1 : The customer's expectation towards product and service were positively correlated with the quality view of product and service of Black Canyon and S&P Blue Cup.

Hypothesis 2 : The customer's expectations towards product and service were positively correlated with the product and service value of Black Canyon and S&P Blue Cup.

Hypothesis 3 : The customer's expectations towards product and service were positively correlated with service satisfaction of Black Canyon and S&P Blue Cup.

Hypothesis 4: The quality view towards product and service was positively correlated with the product and service value of Black Canyon and S&P Blue Cup.

Hypothesis 5: The quality view towards product and service was positively correlated with service satisfaction of Black Canyon and S&P Blue Cup.

Hypothesis 6: The product and service value were positively correlated with service satisfaction of Black Canyon and S&P Blue Cup.

Hypothesis 7: The service satisfaction is negatively correlated with complaints of Black Canyon and S&P Blue Cups.

Hypothesis 8 : The complaints have a negative relationship to service loyalty of Black Canyon and S&P Blue Cup.

Hypothesis 9 : The service satisfaction was positively correlated with service loyalty of Black Canyon and S&P Blue Cup.

4. Literature Reviews

4.1 Concept related to service quality

For the concept of service quality, Lewis and Booms (1983) defined the quality of service as a measure of service consistency delivered to the needs of service providers to customers. While, Kandampully (1998) states that service quality is a concept that implements service principles to create loyalty of customers to use the service. Indeed, the measure of quality of service is based on 5 factors (Zeithaml et al., 1990; Parasuraman, Berry, and Zeithaml, 1993). These are: reliability, meaning about the ability to provide reliable service; responsiveness, meaning about the willingness to help and service quickly; assurance, referring to the imparting of employee loyalty and the ability to deliver trust and confidence to customers; empathy, referring to the care of a particular customer; and tangible, meaning about the physical characteristics of facilities, personal equipment and communication equipment. When the entrepreneurs have these 5 dimensions in the business, they will be able to reach the customers' satisfaction and loyalty.

4.2 Concept related to customer satisfaction

Customer satisfaction refers to the state of achievement connected with the reinforcement and erosion of the service organization towards the customer or service (Srivastava & Kaul, 2014). Oliver (1980) defined that satisfaction is expressed as the attainment of the customer's service goals and service experience. Srivastava and Kaul (2014) discuss the satisfaction assessment, which can be achieved. However, it is based on analysis of the interaction and assessment of service experience related to the duration of the service. The satisfaction assessment is very important, especially, in organizations or companies providing hospitality and leisure services including food and beverage. Service providers must be able to structure the environment and interact with their customers for convenience.

4.3 Concept related to customer loyalty

Entrepreneurs must be able to impress their customers in terms of product, service and after sales service. When customers are impressed, they will come back to use the service again, or to notify others to come to the service as they have been satisfied. Skogland and Siguaw (2004) states that loyalty is a commitment or commitment between the management and the customer. Frequent purchase or use of the service is a welcome and positive affair, and recipients are expected to return to the service again. The key factor that encourages customers to be loyal to the product or service is customer satisfaction. This satisfaction occurs after deciding to use the service and receive the good service. The thing that will attract customers to decide to use the service is the trustworthy service providers. In addition, the service provider needs much more attention to customers (Hanboonset, 2017).

5. Research Methodology

5.1 Population, sample and study area

The population was customers who used the services from Black Canyon and S&P Blue Cup in Ratchaburi. As the population is large and unknown, the sample size was then determined by those who used to use the services from Black Canyon and S&P Blue Cup. Data were collected from 301 online questionnaires. Probability sampling was a stratified sampling method classifying customers' income degree and traveling behavior as shown in Table 2.

Table 2 Stratified sampling method classifying customers' income degree and traveling behavior

Samples	Customers' Characteristics	
	Regular	Irregular
Customers with low income	42	57
Customers with middle income	50	53
Customers with high income	58	40
Total	134	167

5.2 Research instrument

The research instrument used to collect data was survey questionnaire which was divided into 3 parts, as follows.

Part 1: General information of the respondents: gender, age, marital status, education level, and monthly income. The question is closed-end.

Part 2: Behavior of customers of Black Canyon and S&P Blue Cup.

Part 3: Factors influencing coffee customers' satisfaction towards Black Canyon and S&P Blue Cup, based on the American Consumer Satisfaction Index (ACSI) model. The Likert scale was employed and divided into 6 dimensions.

Dimension 1: Expectations towards products and services of Black Canyon and S&P Blue Cup.

Dimension 2: Quality view towards products and services of Black Canyon products and services and S&P Blue Cup.

Dimension 3: Products and services value of Black Canyon and S&P Blue Cup.

Dimension 4: Service satisfaction towards Black Canyon and S&P Blue Cup.

Dimension 5: Complaints towards service of Black Canyon and S&P Blue Cup.

Dimension 6: Customer's service loyalty towards Black Canyon and S&P Blue Cup.

5.3 Data analysis

To achieve the objectives of the research, the variables were constructed as follows: customer's expectations towards products and services, customer's quality view towards products and services, customer's products and services value, customers' service satisfaction, customers' complaints and customers' service loyalty towards the service from Black Canyon and S&P Blue Cup. Then, the questionnaire was designed to collect the data.

After the questionnaire was designed, the reliability test by using Cronbach's Alpha Coefficient was conducted. The result indicated that Cronbach's Alpha Coefficient of customer's expectations towards products and services, customer's quality view towards products and services, customer's products and services value, customers' service satisfaction, customers' complaints and customers' service loyalty towards the service from Black Canyon and S&P Blue Cup was 0.82, 0.79, 0.76, 0.80, 0.94 and 0.82 which they were higher than 0.70 as recommended by Hair, et al (2006:773).

After the data were collected, the researchers checked the completion of the questionnaire and key in the data to the data analysis software. The statistics was both descriptive and inferential. The descriptive statistics included frequency, percentage, mean and standard deviation. The inferential statistics included Independent Sample t-test, One-way Analysis of Variance (ANOVA) and Pearson Correlation.

6. Results

6.1 General characteristics of respondents

The study found that most of respondents were female (54.15%), aged between 25 – 30 (26.59%), were married (46.18%), were studying and graduated in Bachelor's degree (40.53%), worked as civil servants and governmental employees (40.53%), earned monthly income of 20,001-25,000 baht (25.25%), drank a glass of coffee a day (46.85%), drank coffee at the shop (50.83%), traveled pass the area of study (55.48%).

6.2 Factors influencing coffee customers' satisfaction towards Black Canyon and S&P Blue Cup

According to the study of the expectation and satisfaction towards the service business of Black Canyon Coffee and S&P Blue Cup Coffee, the study indicated the frequency, percentage and mean of factors influencing coffee customers' satisfaction towards Black Canyon and S&P Blue Cup. The variables were regarding American Customer Satisfaction Index (ASIC). The detail described below.

The study result of frequency, percentage and mean of factors influencing coffee customers' satisfaction towards Black Canyon and S&P Blue Cup was shown in detail in Table 3.

Table 3 Frequency, percentage and mean of factors influencing coffee customers' satisfaction towards Black Canyon and S&P Blue Cup

Items	1	2	3	4	5	Mean
Expectations towards products and services						
Flavor is strong.	0	1	6	41	253	4.81
	0.00%	0.30%	2.00%	13.60%	84.10%	
Smell is good.	0	1	9	73	218	4.68
	0.00%	0.30%	3.00%	24.30%	72.40%	
Place is clean.	0	1	22	73	205	4.6
	0.00%	0.30%	7.30%	24.30%	68.10%	

Table 3 Frequency, percentage and mean of factors influencing coffee customers' satisfaction towards Black Canyon and S&P Blue Cup (Cont.)

Items	1	2	3	4	5	Mean
Service is fast.	0	1	18	85	197	4.58
	0.00%	0.30%	6.00%	28.20%	65.40%	
Staff is gentle.	0	2	24	69	206	4.59
	0.00%	0.70%	8.00%	22.90%	68.40%	
Quality view towards products and services						
Flavor is good.	0	1	3	57	240	4.78
	0.00%	0.30%	1.00%	18.90%	79.70%	
Smell is nice.	0	1	9	90	201	4.63
	0.00%	0.30%	3.00%	29.90%	66.80%	
Place is clean.	0	1	20	79	201	4.59
	0.00%	0.30%	6.60%	26.20%	66.80%	
Waiting time is appropriate.	0	1	25	132	143	4.38
	0.00%	0.30%	8.30%	43.90%	47.50%	
Staff is gentle.	0	2	21	111	167	4.47
	0.00%	0.70%	7.00%	36.90%	55.50%	
Staff services correctly.	0	1	27	88	185	4.51
	0.00%	0.30%	9.00%	29.20%	61.50%	
Products and services value						
Product price is reasonable.	1	2	10	91	197	4.59
	0.30%	0.70%	3.30%	30.20%	65.40%	
The product is worth for the paid.	1	2	10	117	171	4.51
	0.30%	0.70%	3.30%	38.90%	56.80%	
The service is worth for the paid.	1	1	19	89	191	4.55
	0.30%	0.30%	6.30%	29.60%	63.50%	
Service satisfaction						
Taste is good.	0	1	6	48	246	4.79
	0.00%	0.30%	2.00%	15.90%	81.70%	
Price is appropriate.	0	2	9	114	176	4.54
	0.00%	0.70%	3.00%	37.90%	58.50%	
Service is fast.	0	2	18	135	146	4.41
	0.00%	0.70%	6.00%	44.90%	48.50%	
Staff services gently.	1	1	14	89	196	4.58
	0.30%	0.30%	4.70%	29.60%	65.10%	

Table 3 Frequency, percentage and mean of factors influencing coffee customers' satisfaction towards Black Canyon and S&P Blue Cup (Cont.)

Items	1	2	3	4	5	Mean
Staff services correctly.	1	1	14	91	194	4.58
	0.30%	0.30%	4.70%	30.20%	64.50%	
Place is clean.	0	1	16	80	204	4.61
	0.00%	0.30%	5.30%	26.60%	67.80%	
Complaints						
There is opportunity inform the problem to the manager.	123	12	14	44	107	3
	40.90%	4.00%	5.00%	14.60%	35.50%	
There is opportunity to inform the problem to known person.	81	25	25	88	82	3.21
	26.90%	8.30%	8.30%	29.20%	27.20%	
There is opportunity to inform the problem to the publics.	109	26	26	60	80	2.92
	36.20%	8.60%	8.60%	19.90%	26.60%	
Customer's service loyalty						
You will inform the good thing to others you know.	0	4	9	43	245	4.75
	0.00%	1.30%	3.00%	14.30%	81.40%	
Next time you will choose this shop.	0	2	14	63	222	4.67
	0.00%	0.70%	4.70%	20.90%	73.80%	

From the Table 3, the result of frequency, percentage and mean of factors influencing coffee customers' satisfaction towards Black Canyon and S&P Blue Cup indicated that:

Expectations towards products and services: The study indicated that the customers mostly agreed that the flavor is strong as the first rank, and followed by the smell is good, the place is clean, the service is fast and the staff is gentle with the mean score as of 4.81, 4.68, 4.60, 4.59 and 4.58, respectively. As a result, it can be concluded that the customers agreed highly towards products and services of Black Canyon and S&P Blue Cup.

Quality view towards products and services: The study indicated that the customers mostly agreed that the flavor is good as the first rank, and followed by the smell is nice, the place is clean, the staff services correctly, the staff is gentle and the waiting time is appropriate with the mean score as of 4.78, 4.63, 4.59, 4.51, 4.47 and 4.38, respectively. As a result, it can be concluded that the customers agreed highly towards the quality towards products and services of Black Canyon and S&P Blue Cup.

Products and services value: The study indicated that the customers mostly agreed that the product price is reasonable as the first rank, and followed by the service is worth for the paid and the product is worth for the paid with the mean score as of 4.59, 4.55 and 4.51, respectively. As a result, it

can be concluded that the customers agreed highly towards products and services value of Black Canyon and S&P Blue Cup.

Service satisfaction: The study indicated that the customers mostly agreed that the taste is good as the first rank, and followed by the place is clean, the staff services correctly, the staff services gently, the price is appropriate and the service is fast with the mean score as of 4.79, 4.61, 4.58, 4.54 and 4.41, respectively. As a result, it can be concluded that the customers agreed highly towards service satisfaction of Black Canyon and S&P Blue Cup.

Complaints: The study indicated that the customers mostly agreed that there is opportunity to inform the problem to known person as the first rank, and followed by there is opportunity inform the problem to the manager and there is opportunity to inform the problem to the publics with the mean score as of 3.21, 3.00 and 2.92, respectively. As a result, it can be concluded that the customers agreed moderately on complaints of Black Canyon and S&P Blue Cup.

Customer's service loyalty: The study indicated that the customers mostly agreed that they will inform the good thing to others they know as the first rank, and followed by next time, they will choose this shop with the mean score as of 4.75 and 4.67, respectively. As a result, it can be concluded that the customers agreed highly on customer's service loyalty of Black Canyon and S&P Blue Cup.

The study result of frequency, percentage and mean of factors influencing coffee customers' satisfaction towards Black Canyon was shown in detail in Table 4.

Table 4 Frequency, percentage and mean of factors influencing coffee customers' satisfaction towards Black Canyon

Item	1	2	3	4	5	Mean
Expectations towards products and services						
Flavor is strong.	0	1	3	19	128	4.81
	0.00%	0.70%	2.00%	12.60%	84.80%	
Smell is good.	0	1	4	28	118	4.74
	0.00%	0.70%	2.60%	18.50%	78.10%	
Place is clean.	0	1	6	43	101	4.61
	0.00%	0.70%	4.00%	28.50%	66.90%	
Service is fast.	0	1	10	47	93	4.53
	0.00%	0.70%	6.60%	31.10%	61.60%	
Staff is gentle.	0	1	11	35	104	4.6
	0.00%	0.70%	7.30%	23.20%	68.90%	
Quality view towards products and services						
Flavor is good.	0	1	0	36	114	4.74
	0.00%	0.70%	0.00%	23.80%	75.50%	
Smell is nice.	0	1	5	43	102	4.62
	0.00%	0.70%	3.30%	28.50%	67.50%	

Table 4 Frequency, percentage and mean of factors influencing coffee customers' satisfaction towards Black Canyon (Cont.)

Item	1	2	3	4	5	Mean
Place is clean.	0	1	6	45	99	4.6
	0.00%	0.70%	4.00%	29.80%	65.60%	
Waiting time is appropriate.	0	1	12	62	76	4.41
	0.00%	0.70%	7.90%	41.10%	50.30%	
Staff is gentle.	0	2	8	55	86	4.49
	0.00%	1.30%	5.30%	36.40%	57.00%	
Staff services correctly.	0	1	12	48	90	4.5
	0.00%	0.70%	7.90%	31.80%	59.60%	
Products and services value						
Product price is reasonable.	0	1	7	47	96	4.57
	0.00%	0.70%	4.60%	31.10%	63.60%	
The product is worth for the paid.	0	1	3	62	85	4.52
	0.00%	0.70%	2.00%	41.10%	56.30%	
The service is worth for the paid.	0	1	6	48	96	4.58
	0.00%	0.70%	4.00%	31.80%	63.60%	
Service satisfaction						
Taste is good.	0	1	3	28	119	4.75
	0.00%	0.70%	2.00%	18.50%	78.80%	
Price is appropriate.	0	2	4	50	95	4.57
	0.00%	1.30%	2.60%	33.10%	62.90%	
Service is fast.	0	1	7	77	66	4.37
	0.00%	0.70%	4.60%	51.00%	43.70%	
Staff services gently.	0	1	4	50	96	4.59
	0.00%	0.70%	2.60%	33.10%	63.60%	
Staff services correctly.	0	1	6	52	92	4.55
	0.00%	0.70%	4.00%	34.40%	60.90%	
Place is clean.	0	1	5	44	101	4.62
	0.00%	0.70%	3.30%	29.10%	66.90%	
Complaints						
There is opportunity inform the problem to the manager.	57	10	6	23	55	3.05
	37.70%	6.60%	4.00%	15.20%	36.40%	

Table 4 Frequency, percentage and mean of factors influencing coffee customers' satisfaction towards Black Canyon (Cont.)

Item	1	2	3	4	5	Mean
There is opportunity to inform the problem to known person.	36	13	12	42	48	3.35
	23.80%	8.60%	7.90%	27.80%	31.80%	
There is opportunity to inform the problem to the publics.	51	15	10	32	43	3
	33.80%	9.90%	6.60%	21.20%	28.50%	
Customer's service loyalty						
You will inform the good thing to others. know.	0	3	3	26	119	4.72
	0.00%	2.00%	2.00%	17.20%	78.80%	
Next time you will choose this shop.	0	1	3	28	119	4.75
	0.00%	0.70%	2.00%	18.50%	78.80%	

From the Table 4, the result of frequency, percentage and mean of factors influencing coffee customers' satisfaction towards Black Canyon indicated that:

Expectations towards products and services: The study indicated that the customers mostly agreed that the flavor is strong as the first rank, and followed by the smell is good, the place is clean, the staff is gentle and the service is fast with the mean score as of 4.81, 4.74, 4.61, 4.60 and 4.53, respectively. As a result, it can be concluded that the customers agreed highly towards products and services of Black Canyon.

Quality view towards products and services: The study indicated that the customers mostly agreed that the flavor is good as the first rank, and followed by the smell is nice, the place is clean, the staff services correctly, the staff is gentle and the waiting time is appropriate with the mean score as of 4.74, 4.62, 4.60, 4.50, 4.49 and 4.41, respectively. As a result, it can be concluded that the customers agreed highly towards the quality towards products and services of Black Canyon.

Products and services value: The study indicated that the customers mostly agreed that the service is worth for the paid as the first rank, and followed by the product price is reasonable and the product is worth for the paid with the mean score as of 4.58, 4.57 and 4.52, respectively. As a result, it can be concluded that the customers agreed highly towards products and services value of Black Canyon.

Service satisfaction: The study indicated that the customers mostly agreed that the taste is good as the first rank, and followed by the place is clean, the staff services gently, the price is appropriate, the staff services correctly and the service is fast with the mean score as of 4.75, 4.62, 4.59, 4.57, 4.55 and 4.37, respectively. As a result, it can be concluded that the customers agreed highly towards service satisfaction of Black Canyon.

Complaints: The study indicated that the customers mostly agreed that there is opportunity to inform the problem to known person as the first rank, and followed by there is opportunity to inform the problem to the manager and there is opportunity to inform the problem to the publics with the mean score as of 3.35, 3.05 and 3.00, respectively. As a result, it can be concluded that the customers agreed moderately on complaints of Black Canyon.

Customer's service loyalty: The study indicated that the customers mostly agreed that next time, they will choose this shop as the first rank, and followed by they will inform the good thing to others they know with the mean score as of 4.75 and 4.67, respectively. As a result, it can be concluded that the customers agreed highly on customer's service loyalty of Black Canyon.

The study result of frequency, percentage and mean of factors influencing coffee customers' satisfaction towards S&P Blue Cup was shown in detail in Table 5.

Table 5 Frequency, percentage and mean of factors influencing coffee customers' satisfaction towards S&P Blue Cup

Items	1	2	3	4	5	Mean
Expectations towards products and services						
Flavor is strong.	0 0.00%	0 0.00%	3 2.00%	22 14.70%	125 83.30%	4.81
Smell is good.	0 0.00%	0 0.00%	5 3.30%	45 30.00%	100 66.70%	4.63
Place is clean.	0 0.00%	0 0.00%	16 10.70%	30 20.00%	104 69.30%	4.58
Service is fast.	0 0.00%	0 0.00%	8 5.30%	38 25.30%	104 69.30%	4.64
Staff is gentle.	0 0.00%	1 0.70%	13 8.70%	34 22.70%	102 68.00%	4.58
Quality view towards products and services						
Flavor is good.	0 0.00%	0 0.00%	3 2.00%	21 14.00%	126 84.00%	4.82
Smell is nice.	0 0.00%	0 0.00%	4 2.70%	47 31.30%	99 66.00%	4.63
Place is clean.	0 0.00%	0 0.00%	14 9.30%	34 22.70%	102 68.00%	4.58
Waiting time is appropriate.	0 0.00%	0 0.00%	13 8.70%	70 46.70%	67 44.70%	4.36
Staff is gentle.	0 0.00%	0 0.00%	13 8.70%	56 37.30%	81 54.00%	4.45
Staff services correctly.	0 0.00%	0 0.00%	15 10.00%	40 26.70%	95 63.30%	4.53
Products and services value						
Product price is reasonable.	1 0.70%	1 0.70%	3 2.00%	44 29.30%	101 67.30%	4.62
The product is worth for the paid.	1 0.70%	1 0.70%	7 4.70%	55 36.70%	86 57.30%	4.49

Table 5 Frequency, percentage and mean of factors influencing coffee customers' satisfaction towards S&P Blue Cup. (Cont.)

Items	1	2	3	4	5	Mean
The service is worth for the paid.	1 0.70%	0 0.00%	13 8.70%	41 27.30%	95 63.30%	4.52
Service satisfaction						
Taste is good.	0 0.00%	0 0.00%	3 2.00%	20 13.30%	127 84.70%	4.82
Price is appropriate.	0 0.00%	0 0.00%	5 3.30%	64 42.70%	81 54.00%	4.5
Service is fast.	0 0.00%	1 0.70%	11 7.30%	58 38.70%	80 53.30%	4.44
Staff services gently.	1 0.70%	0 0.00%	10 6.70%	39 26.00%	100 66.70%	4.58
Staff services correctly.	1 0.70%	0 0.00%	8 5.30%	39 26.00%	102 68.00%	4.6
Place is clean.	0 0.00%	0 0.00%	11 7.30%	36 24.00%	103 68.70%	4.61
Complaints						
There is opportunity inform the problem to the manager.	66 44	2 1.30%	9 6.00%	21 14.00%	52 34.70%	2.94
There is opportunity to inform the problem to known person.	45 30.00%	12 8.00%	13 8.70%	46 30.70%	34 22.70%	3.08
There is opportunity to inform the problem to the publics.	58 38.70%	11 7.30%	16 10.70%	28 18.70%	37 24.70%	2.83
Customer's service loyalty						
You will inform the good thing to others you know.	0 0.00%	1 0.70%	6 4.00%	17 11.30%	126 84.00%	4.78
Next time you will choose this shop.	0 0.00%	1 0.70%	11 7.30%	35 23.30%	103 68.70%	4.6

From the Table 5, the result of frequency, percentage and mean of factors influencing coffee customers' satisfaction towards S&P Blue Cup indicated that:

Expectations towards products and services: The study indicated that the customers mostly agreed that the flavor is strong as the first rank, and followed by the service is fast, the smell is good,

the place is clean and the staff is gentle with the mean score as of 4.81, 4.64, 4.63 and 4.58, respectively. As a result, it can be concluded that the customers agreed highly towards products and services of S&P Blue Cup.

Quality view towards products and services: The study indicated that the customers mostly agreed that the flavor is good as the first rank, and followed by the smell is nice, the place is clean, the staff services correctly, the staff is gentle and the waiting time is appropriate with the mean score as of 44.82, 4.63, 4.58, 4.53, 4.45 and 4.36, respectively. As a result, it can be concluded that the customers agreed highly towards the quality towards products and services of S&P Blue Cup.

Products and services value: The study indicated that the customers mostly agreed that the product price is reasonable as the first rank, and followed by the service is worth for the paid and the product is worth for the paid with the mean score as of 4.62, 4.52 and 4.49, respectively. As a result, it can be concluded that the customers agreed highly towards products and services value of S&P Blue Cup.

Service satisfaction: The study indicated that the customers mostly agreed that the taste is good as the first rank, and followed by place is clean, the staff services correctly, the staff services gently, the price is appropriate and the service is fast with the mean score as of 4.82, 4.61, 4.60, 4.58, 4.50 and 4.44, respectively. As a result, it can be concluded that the customers agreed highly towards service satisfaction of S&P Blue Cup.

Complaints: The study indicated that the customers mostly agreed that there is opportunity to inform the problem to known person as the first rank, and followed by there is opportunity inform the problem to the manager and there is opportunity to inform the problem to the publics with the mean score as of 3.08, 2.94 and 2.83, respectively. As a result, it can be concluded that the customers agreed moderately on complaints of S&P Blue Cup.

Customer's service loyalty: The study indicated that the customers mostly agreed that next time, they will choose this shop as the first rank, and followed by they will inform the good thing to others they know with the mean score as of 4.78 and 4.60, respectively. As a result, it can be concluded that the customers agreed highly on customer's service loyalty of S&P Blue Cup.

6.3 Comparison of six dimensions of Black Canyon and S&P Blue Cup

The factor of customer's satisfaction based on American Consumer Satisfaction Index (ACSI) model was analyzed. The factors included customer's expectations towards products and services, customer's quality view towards products and services, customer's products and services value, customers' service satisfaction, customers' complaints and customers' service loyalty towards the service from Black Canyon and S&P Blue Cup. As shown in Figure 1, the result indicated that the expectation, quality view and satisfaction towards products and services yielded the similar value because the customers were not differently serviced by the both shops. In the meantime, in terms of product and service value, the customers perceived more product and service value of Black Canyon

than S&P Blue Cup. This is perhaps due the reason that Black Canyon was established before S&P Blue Cup so that the value created by Black Canyon may be perceived better. Another interesting dimension is about the complaints. The customers of Black Canyon had more complaints than S&P Blue Cup. The reason may be that the customers may more expect to receive good flavor, nice smell, clean place, appropriate waiting time, gentle staff and accurate service from the employees when they had to purchase the higher price of product and service from Black Canyon. The other dimension is service loyalty. The results indicated that customers agreed more to come back to use the service of Black Canyon than S&P Blue Cup because the customers may more rely on product and service quality of Black Canyon which it has experience in running the coffee drink business comparing to S&P Blue Cup which was originated from bakery shops.

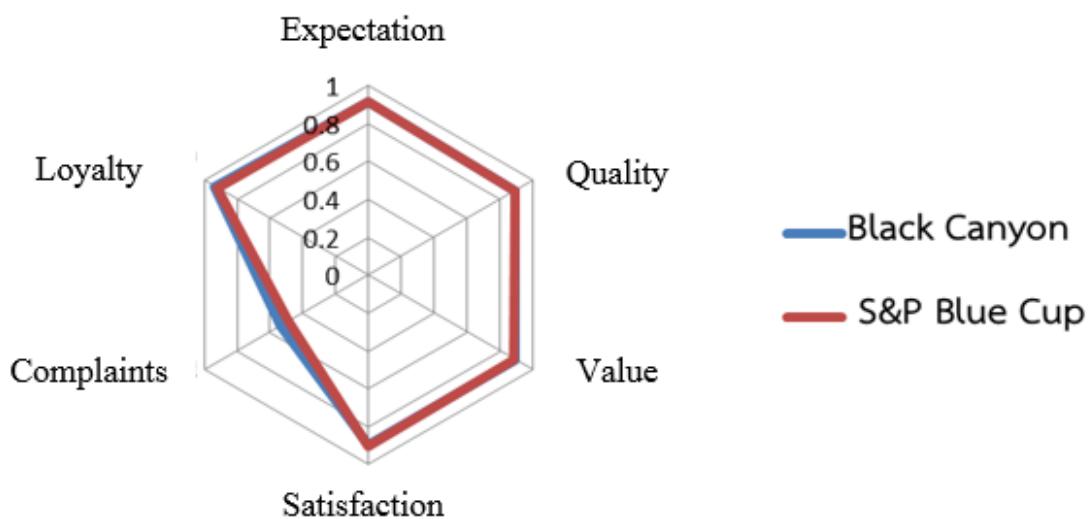


Figure 1 Comparison of Six Service Satisfaction Dimensions of Black Canyon and S&P Blue Cup

6.4 Hypothesis testing

From the study of customer's satisfaction dimensions, based on American Consumer Satisfaction Index (ACSI) model, the hypotheses were tested and the results were displayed as follows:

Hypothesis 1 : The customer's expectation towards product and service were positively correlated with the quality view of product and service of Black Canyon and S&P Blue Cup.

After the hypothesis was tested, the finding discovered that the customer's expectation towards product and service were positively correlated with the quality view of product and service of Black Canyon and S&P Blue Cup at the statistically significant level as of 0.01.

Hypothesis 2 : The customer's expectations towards product and service were positively correlated with the product and service value of Black Canyon and S&P Blue Cup.

After the hypothesis was tested, the finding discovered that the customer's expectations towards product and service were positively correlated with the product and service value of Black Canyon and S&P Blue Cup at the statistically significant level as of 0.01.

Hypothesis 3 : The customer's expectations towards product and service were positively correlated with service satisfaction of Black Canyon and S&P Blue Cup.

After the hypothesis was tested, the finding discovered that the customer's expectations towards product and service were positively correlated with service satisfaction of Black Canyon and S&P Blue Cup at the statistically significant level as of 0.01.

Hypothesis 4 : The quality view towards product and service was positively correlated with the product and service value of Black Canyon and S&P Blue Cup.

After the hypothesis was tested, the finding discovered that the quality view towards product and service was positively correlated with the product and service value of Black Canyon and S&P Blue Cup at the statistically significant level as of 0.01.

Hypothesis 5 : The quality view towards product and service was positively correlated with service satisfaction of Black Canyon and S&P Blue Cup.

After the hypothesis was tested, the finding discovered that the quality view towards product and service was positively correlated with service satisfaction of Black Canyon and S&P Blue Cup at the statistically significant level as of 0.01.

Hypothesis 6 : The product and service value were positively correlated with service satisfaction of Black Canyon and S&P Blue Cup.

After the hypothesis was tested, the finding discovered that the product and service value were positively correlated with service satisfaction of Black Canyon and S&P Blue Cup at the statistically significant level as of 0.01.

Hypothesis 7 : The service satisfaction is negatively correlated with complaints of Black Canyon and S&P Blue Cups.

After the hypothesis was tested, the finding discovered that the service satisfaction is negatively correlated with complaints of Black Canyon and S&P Blue Cups at the statistically significant level as of 0.01.

Hypothesis 8 : The complaints of Black Canyon and S&P Blue Cup have a negative relationship to service loyalty.

After the hypothesis was tested, the finding discovered that the complaints have a negative relationship to service loyalty of Black Canyon and S&P Blue Cup at the statistically significant level as of 0.01.

Hypothesis 9 : The service satisfaction was positively correlated with service loyalty of Black Canyon and S&P Blue Cup.

After the hypothesis was tested, the finding discovered that the service satisfaction was positively correlated with service loyalty of Black Canyon and S&P Blue Cup at the statistically significant level as of 0.01.

7. Conclusion, Discussion and Recommendation

7.1 Conclusion and discussion

In terms of expectations, the study indicated that customers are more likely to use the service from Black Canyon than from S&P Blue Cup. This may be because the products and services from Black Canyon are higher than S&P Blue Cup, the customers need to pay more; therefore, the customers may expect more service satisfaction from Black Canyon. The result of this study is matched with the study done by Surachetpong & Jiangprasert (2015), studying about consumer expectations on the marketing mix of coffee shops and found that consumers had an expectation on marketing mix factors. The first important factor is product and followed by price, place, personnel, process, physical evidence, and promotion, respectively. In addition to considering into sub-factors, the study found that the highest average of sub-factors is about the taste of coffee, the convenient and visible location, the suitability of the price, the speed process, the service-minded personnel, the atmosphere and decoration of shop and the membership privileges.

In terms of quality view of products and services, the study indicated that customers of Black Canyon and S&P Blue Cup had very similar opinion. This shows that the customers feel about the quality of products and services from both shops similarly. The reason is perhaps about the brand of these two shops which have been in the market for long time so that they can experience and operate the coffee shop business impressively. Black Canyon was established for long time and originated from the coffee business, meanwhile, S&P Blue Cup originated from bakery shop and expanded to the coffee business which it can draw attention from the existing customers. The result of this study also corresponds to the study done by Wannapin (2012), studying about the service quality assessment of True Coffee Shop at Bangkok University. His study found that the customers had high expectation and perceived high satisfaction towards the service quality from the True Coffee Shop located at Bangkok University.

In terms of product and service value, the study indicated that the customers slightly differently perceived the value of products and services from Black Canyon and the S&P Blue Cup. When considering to detail in terms of paid service, the customers feel worthier to Black Canyon than S&P Blue Cup. However, in terms of paid product, the customers feel worthier to S&P Blue Cup than Black Canyon. The reason of this may be because the products at S&P Blue Cup is cheaper; therefore, the expectation of customers is lesser.

In terms of service satisfaction, the study found that customers who come to S&P Blue Cup are more satisfied than Black Canyon. However, when considering into detail, it is found that the customers had slightly different satisfactions Black Canyon and S&P Blue Cup. The customers agreed with the nice taste, reasonable price, quick service, gentle staff, accurate services and clean place. The study is line with the research result done by Areeprasertkul (2006) who studied about the customer satisfaction towards marketing mix factors: a case of Ban Rai Coffee in Bangkok. The study found that the

promotion had the most effect on customer satisfaction, followed by product taste, product quality and the brand image of Ban Rai Coffee.

In terms of complaints, the study found that Black Canyon stores had a higher complaints rate than S&P Blue Cup. This may result from higher priced service and products from Black Canyon so that the customers may have higher expectations from the shop. In addition due to the long period of business operation of Black Canyon and high number of customers, it has therefore been complained easily by the customers. The more customers had the more different opinion regarding the service. The result is consistent with the study conducted by Paisansuthidej (2013) who studied the attitudes and behavior of Starbucks Coffee consumption among Thai and Koreans. The study found that both of Korean and Thai people have the different attitude towards the service and product from Starbucks Coffee. Korean people desired to go to the Starbucks coffee shop for drinking and chatting meanwhile Thai people visited Starbucks coffee shop for drinking the original fresh coffee taste.

In terms of service loyalty, the result found that customers who already visited Black Canyon, comparing to S&P Blue Cup, will return to use the service and are willing to inform the product and service quality to others they know. This may be because the brand of Black Canyon is well-known and widely accepted both in domestic and international level. However, the score rating the service loyalty of both Black Canyon and S&P Blue Cup is similar. Black Canyon can utilize their long-period brand image on coffee business meanwhile S&P Blue Cup can utilize the well-known bakery store to draw attention from the existing customers. The results of this study are consistent with the study of Eamlaorpakdee (2009) on the role of brand identity in defining the brand popularity. The study result indicated that reputation management of the brand is beneficial to the business in terms of competitive advantage from creating differentiated products or services. Establishing a brand reputation starts with the organization brand building by making the brand distinguished in the market. Also, the brand should be communicating with both internal and external customers in order to create brand awareness generating the brand reputation and maintain the brand image in the customer's mind.

7.2 Recommendation from researches

1. The entrepreneur should provide the product and service with the strong flavor, good smell, clean place, fast service and gentle staff that been expected by customers.
2. The entrepreneurs should create the complaint channel for the customers in case they have feedback to the product and service in order to prevent them spilling over the complaint to the publics.
3. The entrepreneurs should train the staff about servicing customers with service-minded and gentle behaviors because the customers have high expectation. In addition, the entrepreneurs should train the staff about maintaining the standardized service production and service so that their service will be good standard.
4. The entrepreneurs should create promotion such as score accumulation, product and service discount and others for the customers to return to the shop.

7.3 Recommendation for future researches

The future research should study people who have not used the services from Black Canyon and S&P Blue Cup or other coffee shops in order to understand their attitude and expectation towards the coffee business. In addition, the future research should expand the study area to other provinces in order to see the geographical dimension whether it has an effect on attitude and expectation towards the service and products of coffee shops. Lastly, the study should be conducted in qualitative technique and employ other data collection processes such as interview or focused group in order to gain in-depth and insight detail.

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