VALUE AND SATISFACTION TOWARDS THE NATIONAL BRAND COFFEE SHOP SERVICES: CASE STUDY OF ALL CAFÉ AND CHA PA-YOM

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Abstract

The purposes of this research were: 1) to study expectations and quality perspectives of the consumers towards the service of both All Cafe and Cha Pa-Yom Shop; 2) to study the satisfaction of the consumers towards the perceived quality of All Cafe and Cha Pa-Yom Shop; 3) to compare the satisfaction of the consumers towards the quality of service between All Cafe and Cha Pa-Yom Shop and 4) to study the relationship between the satisfaction of the consumers towards the service consumers' loyalty of All Cafe and Cha Pa-Yom Shop. The conceptual framework was based on American Customer Satisfaction Index (ACSI). Simple random sampling technique was applied to select 320 customers of All Cafe and Cha Pa-Yom in Prachuap Khiri Khan Province to answer self-reported questionnaire. Data was analyzed by bivariate analysis consisted of T- test, F- test and correlation analysis.

Research findings revealed that 1) Customer expectation towards service of All Café and Cha Pa-Yom is positively related to perceived quality, perceived value and customer satisfaction. 2) Perceived quality towards service of All Café and Cha Pa-Yom is positively related to perceived value towards and customer satisfaction. 3) Perceived value towards service of All Café and Cha Pa-Yom is positively related to customer satisfaction. 4) Customer satisfaction towards service of All Café and

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Cha Pa-Yom is negatively related to customer complaints. 5) Customer complaints towards service of All Café and Cha Pa-Yom is negatively related to customer loyalty. 6) Customer satisfaction towards service of All Café and Cha Pa-Yom is positively related to customer loyalty at the statistically significant level as of 0.01.

Keywords: Satisfaction, All Cafe, Cha Pa-Yom

Introduction

Coffee is a drink that Thai people have known and consumed for at least 150 years. Thailand has grown coffee as an important economic crop of the country with 90% of the major planting areas in the southern part of Chumphon Province, Nakhon Si Thammarat and Surat Thani. Popular varieties grown in the south are Robusta. In the north, the major plantations are in Chiang Mai, Chiang Rai and Mae Hong Son and the popular variety are Arabica varieties (Phurich One Co.Ltd, 2007: online). Over the past several years, the growth rate of coffee shop business has steadily increased. The reason is that this kind of coffee business is influenced by major coffee shop players, such as Starbucks Coffee, who created worldwide coffee drinking behavior and awareness for the coffee shop business industry.

At present, the premium fresh coffee shop is a business which continuously grows and has been expanded to many areas, such as the economic districts, major cities and various tourist attractions in order to support the various needs of customers entering the store. In addition, the coffee shop is also a place to meet friends for socializing, off-site meeting or working (Sasithonwan & Khanwong, 2013).

Current coffee shop business can be divided into 3 types of investment, namely 1) stand-alone coffee shop, 2) coffee corner / kiosks and 3) carted-coffee shops. The type of a stand-alone coffee shop is an independent building or rental room located in the community area, department store, office buildings or large plazas. The second type is the coffee corner / kiosks, which is a medium sized coffee shop, is a coffee corner in the shopping center or plaza. This type of coffee shop provides a small amount of seats. The last type is a carted-coffee shop, which is a small coffee shop that can be moved to another place easily (Chinrangsikun, 2009).

Due to the current economic slowdown, income also affects the selection of products and services. It includes the coffee drinking service which most of the people in low and middle class consider the price as an important element. Therefore, the marketing strategy focusing on price as well as place, product and promotion come to take an issue. With a good marketing strategy, many convenience stores, such as CP All Public Company Limited, under the name "All Café", can allow consumers to access 24 hours of fresh coffee, located in many places through 7-Eleven shops closed to people's residence. Compared to conventional coffee shops, the 7-Eleven shop is worth buying, both in terms of quality and convenience. The performance of All Café business operation in the first quarter of 2016 has grown strongly with sales of 283.22 million Baht, an increase of 61.2 million Baht or 27.6% increase, net profit of 23.9 million Baht.

In addition to serving fresh coffee and drinks from All Café, there is also another popular beverage shop which is Cha Pa-Yom Shop (Tea Shop). With the taste and reputation of Cha Pa-Yom shop that has been recognized for over ten years starting from selecting the best tea leaves and raw materials from the source and producing coffee and tea from special formula that is unique, their shop has been well known by many customers. The sales volume of Cha Pa-Yom Shop reaches 300 glasses per day, resulting in an income up to 7,500 / day and 225,000 Baht per month / branch. In addition, Cha Pa-Yom Shop has been expanded throughout Thailand.

From the above information, it can be seen that both coffee businesses have adopted their strategies to offer all consumers the quality of the products, accessible price and simple service techniques. Align with this, the study therefore is interested in studying the consumer's satisfaction towards the service of both beverage shop businesses. The research results can be used as a guideline for business operations to meet consumer needs and guideline for business operations for any person interested in running the fresh coffee business.

Research objectives

1. To study expectations and quality perspectives of the consumers towards the service of both All Cafe and Cha Pa-Yom Shop.
2. To study the satisfaction of the consumers towards the perceived quality of both All Cafe and Cha Pa-Yom Shop.
3. To compare the satisfaction of the consumers towards the quality of service between All Cafe and Cha Pa-Yom Shop.
4. To study the relationship between the satisfaction of the consumers towards the service consumers' loyalty of All Cafe and Cha Pa-Yom Shop.

Conceptual Framework

In the study of "Value and satisfaction towards the National Brand coffee shop services: Case Study of All Café and Cha Pa-Yom", the researcher compiled a framework based on the model of the American Customer Satisfaction Index (Fornell et. Al., 1996). This model explained that customer expectation is the factor that determines the quality of products and services of customers which is perceived quality. Both factors will affect the view of the value of products and services of customers which is perceived value. All three factors will continue to affect the overall customer satisfaction, which includes the customer satisfaction. When customers are satisfied, they will have loyalty to the products and services which is called "customer loyalty". However, if customers are not satisfied, they will make a complaint which negatively affects customer loyalty at the end.
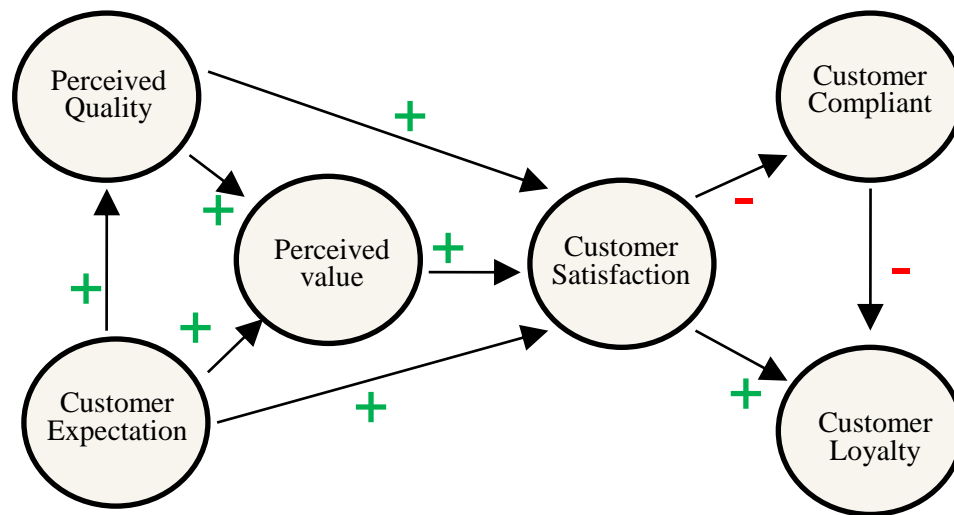
Figure 1 Conceptual Framework

Research Hypotheses

Hypotheses were written as follows.

H_1: Customer expectation towards service of All Café and Cha Pa-Yom is positively related to perceived quality.

H_2: Customer expectation towards service of All Café and Cha Pa-Yom is positively related to perceived value towards service.

H_3: Customer expectation towards service of All Café and Cha Pa-Yom is positively related to customer satisfaction.

H_4: Perceived quality towards service of All Café and Cha Pa-Yom is positively related to value towards service.

H_5: Perceived quality towards service of All Café and Cha Pa-Yom is positively related to customer satisfaction.

H_6: Perceived value towards service of All Café and Cha Pa-Yom is positively related to customer satisfaction.

H_7: Customer satisfaction towards service of All Café and Cha Pa-Yom is negatively related to customer complaints.

H_8: Customer compliant towards service of All Café and Cha Pa-Yom is negatively related to customer loyalty.

H_9: Customer satisfaction towards service of All Café and Cha Pa-Yom is positively related to customer loyalty.

Research Methodology

This research method applied the quantitative research methods and conducted research by asking customers who recently and previously used the service from All Café and Cha Pa-Yom. The data was derived from online questionnaire.

Population and samples

Population: The population is customers who recently and previously used the service from All Café and Cha Pa-Yom in Prachuap Khiri Khan Province.

Samples: Due to the population is large and unknown, the sample size was determined by the number of customers of All Café and Cha Pa-Yom shop. The sampling method employed stratified sampling categorized by occupation characteristics and service behavior. The samples included 320 people as shown in Table 1.

Table 1 Sample Characteristics and Samples Size

Sample (Career)	Service Characteristics	
	Regular customer (person)	Irregular customer (person)
Students	29	71
Civil servants	28	49
Employees of private company	20	52
Owners / Freelancers	32	39
Total	109	211

Research tools

The questionnaire used in data collection was divided into 3 parts.

Part 1: The study included the general characteristics which consist of gender, age, marital status, occupation, education level and monthly income. The type of questionnaire was check-list.

Part 2: The study included consumer behavior towards the service of All Cafe and Cha Pa-Yom. The type of questionnaire was check-list.

Part 3: The study included perceived service quality, customer expectation and value towards customer satisfaction. The type of questionnaire was Likert scale derived from the model of American Customer Satisfaction Index. This model was divided into 6 areas.

1. Customer expectations towards services of the All Cafe and Cha Pa-Yom Shop.

2. Perceived quality towards services of the All Cafe and Cha Pa-Yom Shop.

3. Perceived value towards services of the All Cafe and Cha Pa-Yom Shop.

4. Customer satisfaction towards services of the All Cafe and Cha Pa-Yom Shop.

5. Customer complaints towards services of the All Cafe and Cha Pa-Yom Shop.

6. Customer loyalty towards services of the All Cafe and Cha Pa-Yom Shop.

Factor Analysis and Reliability of All Café and Cha Pa-Yom

Table 2 Factor Analysis and Reliability of All Café and Cha Pa-Yom

Items	Factor Loading	% Total Variance	Cronbach Alpha
Customer Expectation		0.5978998	0.82865
Flavor is intense.	0.6977054		
Product has good smell.	0.7936327		
Place is clean.	0.8136869		
Service is fast.	0.8116406		
Employees are polite.	0.7429713		
Perceived Quality		0.5555844	0.8390044
Taste is good.	0.6741151		
Product has good smell.	0.7459235		
Place is clean.	0.7290268		
Waiting time is appropriate.	0.7510035		
Employees are polite.	0.7615688		
Employees service accurately.	0.8044873		
Perceived Value		0.6674347	0.7502232
Price is reasonable.	0.8503987		
Products are worth the cost.	0.7719973		
Service is worth the cost.	0.8265267		
Customer Satisfaction		0.5990382	0.865397
Taste is good.	0.7400134		
Price is reasonable.	0.6954447		
Service is fast.	0.7701491		
Employees are polite.	0.8029975		
Employees service accurately.	0.8245618		
Place is clean.	0.8031995		
Customer Complaints		0.8981665	0.9429881
You inform the problem to the managers.	0.9606402		
You inform the problem to the acquaintance.	0.9159835		
You inform the problem to the publics.	0.965735		

Table 2 Factor Analysis and Reliability of All Café and Cha Pa-Yom (Cont.)

Items	Factor Loading	% Total Variance	Cronbach Alpha
Customer Loyalty		0.8310983	0.7961101
You will recommend this shop to others.	0.9116459		
Next time you will select this shop.	0.9116459		

From the Table 2, it is found that reliability analysis resulted Cronbach Alpha value of all measurements higher than 0.7 which means that all measurements can be used for further analysis.

Results

In the study of "Value and satisfaction towards the National Brand coffee shop services: Case Study of All Café and Cha Pa-Yom", the researchers described the frequency and percentage of measurements based on the model of American Customer Satisfaction Index (ASIC). The result including customer expectation; perceived quality; perceived value; customer satisfaction; customer complaints and customer loyalty towards the products and service of All Café Shop and Cha Pa-Yom Shop, was displayed as follows.

Study of All Café and Cha Pa-Yom Shop

Table 3 Frequency and percentage regarding American Customer Satisfaction Index of All Café and Cha Pa-Yom Shop.

Items	1	2	3	4	5	Mean
Customer Expectation						
Flavor is intense.	2	2	53	77	186	4.38
	0.60%	0.60%	16.60%	24.10%	58.10%	
Product has good smell.	1	3	33	139	144	4.31
	0.30%	0.90%	10.30%	43.40%	45.00%	
Place is clean.	3	4	33	104	176	4.39
	0.90%	1.30%	10.30%	32.50%	55.00%	
Service is fast.	0	7	33	137	143	4.3
	0.00%	2.20%	10.30%	42.80%	44.70%	
Employees are polite.	2	3	31	96	188	4.45
	0.60%	0.90%	9.70%	30.00%	58.80%	
Perceived Quality						
Taste is good.	0	2	41	90	187	4.44
	0.00%	0.60%	12.80%	28.10%	58.40%	

Table 3 Frequency and percentage regarding American Customer Satisfaction Index of All Café and Cha Pa-Yom Shop. (Cont.)

Items	1	2	3	4	5	Mean
Product has good smell.	0	4	30	144	142	4.32
	0.00%	1.30%	9.40%	45.00%	44.40%	
Place is clean.	2	2	38	115	163	4.35
	0.60%	0.60%	11.90%	35.90%	50.90%	
Waiting time is appropriate.	1	7	28	175	109	4.20
	0.30%	2.20%	8.80%	54.70%	34.10%	
Employees are polite.	1	5	3	121	156	4.33
	0.30%	1.60%	11.60%	37.80%	48.80%	
Employees service accurately.	2	4	32	136	146	4.31
	0.60%	1.30%	10.00%	42.50%	45.60%	
Perceived Value						
Price is reasonable.	1	3	24	127	165	4.41
	0.30%	0.90%	7.50%	39.70%	51.60%	
Products are worth the cost.	0	1	30	142	147	4.35
	0.00%	0.30%	9.40%	44.40%	45.90%	
Service is worth the cost.	1	3	31	91	194	4.48
	0.30%	0.90%	9.70%	28.40%	60.60%	
Customer Satisfaction						
Taste is good.	1	1	40	94	184	4.43
	0.30%	0.30%	12.50%	29.40%	57.50%	
Price is reasonable.	0	2	17	177	124	4.32
	0.00%	0.60%	5.30%	55.30%	38.80%	
Service is fast.	2	1	26	122	169	4.42
	0.60%	0.30%	8.10%	38.10%	52.80%	
Employees are polite.	1	5	22	141	151	4.36
	0.30%	1.60%	6.90%	44.10%	47.20%	
Employees service accurately.	1	5	30	121	163	4.37
	0.30%	1.60%	9.40%	37.80%	50.90%	
Place is clean.	1	3	24	129	163	4.4
	0.30%	0.90%	7.50%	40.30%	50.90%	

Table 3 Frequency and percentage regarding American Customer Satisfaction Index of All Café and Cha Pa-Yom Shop. (Cont.)

Items	1	2	3	4	5	Mean
Customer Complaints	-	-	-	-	-	-
You inform the problem to the managers.	73	9	48	107	83	3.36
	22.80%	2.80%	15.00%	33.40%	25.90%	
You inform the problem to the acquaintance.	51	16	63	112	78	3.46
	15.90%	5.00%	19.70%	35.00%	24.40%	
You inform the problem to the publics.	64	18	55	74	109	3.45
	20.00%	5.60%	17.20%	23.10%	34.10%	
Customer Loyalty	-	-	-	-	-	-
You will recommend this shop to others.	0	5	44	109	162	4.33
	0.00%	1.60%	13.80%	34.10%	50.60%	
Next time you will select this shop.	1	1	37	100	181	4.43
	0.30%	0.30%	11.60%	31.30%	56.60%	

From Table 3, the result was as follows.

In terms of customer expectation, the customers expected on "Employees are polite" is the first priority, followed by "Place is clean", "Flavor is intense", "Product has good smell" and "Service is fast" with the mean score of 4.45, 4.39, 4.38, 4.31 and 4.30, respectively.

In terms of perceived quality, the customers perceived "Taste is good" is the first rank, and it was followed by "Place is clean", "Employees are polite", "Product has good smell", "Employees service accurately" and "Waiting time is appropriate" with the mean score of 4.44, 4.35, 4.33, 4.32, 4.31 and 4.20, respectively.

In terms of perceived value, the customers perceived "Service is worth the cost" is the first rank, and it was followed by "Price is reasonable" and "Products are worth the cost" with the mean score of 4.48, 4.41 and 4.35, respectively.

In terms of customer satisfaction, the customers satisfied on "Taste is good" is the first rank, and it was followed by "Service is fast", "Place is clean", "Employees service accurately", "Employees are polite" and "Price is reasonable" with the mean score of 4.43, 4.42, 4.40, 4.37, 4.36 and 4.32, respectively.

In terms of customer complaints, the customers had opinions towards "You inform the problem to the acquaintance" as the first rank and it was followed by "You inform the problem to the public" and "You inform the problem to the managers" with the mean score of 3.46, 3.45 and 3.36, respectively.

In terms of customer loyalty, the customers had opinion towards "Next time you will select this shop" as the first rank and it was followed by "You will recommend this shop to others" with the mean score of 4.43 and 4.33, respectively.

Study of All Café Shop

The researchers described the frequency and percentage of measurements based on the model of American Customer Satisfaction Index (ASIC). The result including customer expectation; perceived quality; perceived value; customer satisfaction; customer complaints and customer loyalty towards the products and service of All Café Shop, was displayed as follows.

Table 4 Frequency and percentage regarding American Customer Satisfaction Index of All Café

Items	1	2	3	4	5	Mean
Customer Expectation						
Flavor is intense.	2	1	29	33	95	4.36
	1.30%	0.60%	18.10%	20.60%	59.40%	
Product has good smell.	1	1	20	69	69	4.27
	0.60%	0.60%	12.50%	43.10%	43.10%	
Place is clean.	2	2	17	43	96	4.43
	1.30%	1.30%	10.60%	26.90%	60.00%	
Service is fast.	0	4	22	62	72	4.26
	0.00%	2.50%	13.80%	38.80%	45.00%	
Employees are polite.	2	1	20	37	100	4.45
	1.30%	0.60%	12.50%	23.10%	62.50%	
Perceived Quality						
Taste is good.	0	0	24	41	95	4.44
	0.00%	0.00%	15.00%	25.60%	59.40%	
Product has good smell.	0	2	20	72	66	4.26
	0.00%	1.30%	12.50%	45.00%	41.30%	
Place is clean.	1	0	15	55	89	4.44
	0.60%	0.00%	9.40%	34.40%	55.60%	
Waiting time is appropriate.	0	2	18	87	53	4.19
	0.00%	1.30%	11.30%	54.40%	33.10%	
Employees are polite.	1	2	20	50	87	4.37
	0.60%	1.30%	12.50%	31.30%	54.40%	
Employees service accurately.	1	2	15	70	72	4.31
	0.60%	1.30%	9.40%	43.80%	45.00%	

Table 4 Frequency and percentage regarding American Customer Satisfaction Index of All Café (Cont.)

Items	1	2	3	4	5	Mean
Perceived Value						
Price is reasonable.	1	2	10	67	80	4.39
	0.60%	1.30%	6.30%	41.90%	50.00%	
Products are worth the cost.	0	0	16	86	58	4.26
	0.00%	0.00%	10.00%	53.80%	36.30%	
Service is worth the cost.	1	1	17	42	99	4.48
	0.60%	0.60%	10.60%	26.30%	61.90%	
Customer Satisfaction						
Taste is good.	0	0	19	47	94	4.46
	0.00%	0.00%	11.90%	29.40%	58.80%	
Price is reasonable.	0	0	8	98	54	4.28
	0.00%	0.00%	5.00%	61.30%	33.80%	
Service is fast.	1	0	15	66	78	4.37
	0.60%	0.00%	9.40%	41.30%	48.80%	
Employees are polite.	1	2	12	68	77	4.36
	0.60%	1.30%	7.50%	42.50%	48.10%	
Employees service accurately.	1	2	20	57	80	4.33
	0.60%	1.30%	12.5%%	35.60%	50.00%	
Place is clean.	0	2	10	64	84	4.43
	0.00%	1.30%	6.30%	40.00%	52.50%	
Customer Complaints						
You inform the problem to the managers.	34	5	24	52	45	3.43
	21.30%	3.10%	15.00%	32.50%	28.10%	
You inform the problem to the acquaintance.	24	8	29	65	34	3.48
	15.00%	5.00%	18.10%	40.60%	21.30%	
You inform the problem to the publics.	31	8	26	35	60	3.53
	19.40%	5.00%	16.30%	21.90%	37.50%	
Customer Loyalty						
You will recommend this shop to others.	0	2	27	46	85	4.33
	0.00%	1.30%	16.90%	28.80%	53.10%	
Next time you will select this shop.	0	0	20	46	94	4.46
	0.00%	0.00%	12.50%	28.80%	58.80%	

From Table 4, the result was as follows.

In terms of customer expectation towards All Café Shop, the customers expected on "Employees are polite" as the first priority, and it was followed by "Place is clean", "Flavor is intense", "Product has good smell" and "Service is fast" with the mean score of 4.45, 4.43, 4.36, 4.27 and 4.26, respectively.

In terms of perceived quality towards All Café Shop, the customers perceived "Taste is good" and "Place is clean" as the first rank, and it was followed by "Employees are polite", Employees service accurately", "Product has good smell", "and "Waiting time is appropriate" with the mean score of 4.44, 4.37, 4.31, 4.26 and 4.19, respectively.

In terms of perceived value towards All Café Shop, the customers perceived "Service is worth the cost" as the first rank, and it was followed by "Price is reasonable" and "Products are worth the cost" with the mean score of 4.48, 4.39 and 4.26, respectively.

In terms of customer satisfaction towards All Café Shop, the customers satisfied on "Taste is good" as the first rank, and it was followed by "Place is clean", "Service is fast", "Employees are polite", "Employees service accurately" and "Price is reasonable" with the mean score of 4.46, 4.43, 4.37, 4.36, 4.33 and 4.28, respectively.

In terms of customer complaints towards All Café Shop, the customers had opinion towards "You inform the problem to the publics" as the first rank and it was followed by "You inform the problem to the acquaintance" and "You inform the problem to the managers" with mean score of 3.53, 3.48 and 3.43, respectively.

In terms of customer loyalty towards All Café Shop, the customers had opinion towards "Next time you will select this shop" as the first rank and it was followed by "You will recommend this shop to others" with the mean score of 4.46 and 4.33, respectively.

Study of Cha Pa-Yom Shop

The researchers described the frequency and percentage of measurements based on the model of American Customer Satisfaction Index (ASIC). The result including customer expectation; perceived quality; perceived value; customer satisfaction; customer complaints and customer loyalty towards the products and service of Cha Pa-Yom Shop, was displayed as follows.

Table 5 Frequency and percentage regarding American Customer Satisfaction Index of Cha Pa-Yom

Items	1	2	3	4	5	Mean
Customer Expectation						
Flavor is intense.	0	1	24	44	94	4.4
	0.00%	0.60%	15.00%	27.50%	56.90%	
Product has good smell.	0	2	13	70	75	4.36
	0.00%	1.30%	8.10%	43.80%	46.90%	

Table 5 Frequency and percentage regarding American Customer Satisfaction Index of Cha Pa-Yom (Cont.)

Items	1	2	3	4	5	Mean
Place is clean.	1	2	16	61	80	4.35
	0.60%	1.30%	10.00%	38.10%	50.00%	
Service is fast.	0	3	11	75	71	4.33
	0.00%	1.90%	6.90%	46.90%	44.40%	
Employees are polite.	0	2	11	59	88	4.45
	0.00%	1.30%	6.90%	36.90%	55.00%	
Perceived Quality						
Taste is good.	0	2	17	49	92	4.44
	0.00%	1.30%	10.60%	30.60%	57.50%	
Product has good smell.	0	2	10	72	76	4.38
	0.00%	1.30%	6.30%	45.00%	47.50%	
Place is clean.	1	2	23	60	74	4.27
	0.60%	1.30%	14.40%	37.50%	46.30%	
Waiting time is appropriate.	1	5	10	88	56	4.2
	0.60%	3.10%	6.30%	55.00%	35.00%	
Employees are polite.	0	3	17	71	69	4.28
	0.00%	1.90%	10.60%	44.40%	43.10%	
Employees service accurately.	1	2	17	66	74	4.31
	0.60%	1.30%	10.60%	41.30%	46.30%	
Perceived Value						
Price is reasonable.	0	1	14	60	85	4.43
	0.00%	0.60%	8.80%	37.50%	53.10%	
Products are worth the cost.	0	1	14	56	89	4.45
	0.00%	0.60%	8.80%	35.00%	55.60%	
Service is worth the cost.	0	2	14	49	95	4.48
	0.00%	1.30%	8.80%	30.60%	59.40%	
Customer Satisfaction						
Taste is good.	1	1	21	47	90	4.4
	0.60%	0.60%	13.10%	29.40%	56.30%	
Price is reasonable.	0	2	9	79	70	4.35
	0.00%	1.30%	5.60%	49.40%	43.80%	
Service is fast.	1	1	11	56	91	4.46
	0.60%	0.60%	6.90%	35.00%	56.90%	
Employees are polite.	0	3	10	73	74	4.36
	0.00%	1.90%	6.30%	45.60%	46.30%	

Table 5 Frequency and percentage regarding American Customer Satisfaction Index of Cha Pa-Yom (Cont.)

Items	1	2	3	4	5	Mean
Employees service accurately.	0	3	10	64	83	4.41
	0.00%	1.90%	6.30%	40.00%	51.90%	
Place is clean.	1	1	14	65	79	4.37
	0.60%	0.60%	8.80%	40.60%	49.40%	
Customer Complaints						
You inform the problem to the managers.	39	4	24	55	38	3.3
	24.40%	2.50%	15.00%	34.40%	23.80%	
You inform the problem to the acquaintance.	27	8	34	47	44	3.45
	16.90%	5.00%	21.30%	29.40%	27.50%	
You inform the problem to the publics.	33	10	29	39	49	3.38
	20.60%	6.30%	18.10%	24.40%	30.60%	
Customer Loyalty						
You will recommend this shop to others.	0	3	17	63	77	4.33
	0.00%	1.90%	10.60%	39.40%	48.10%	
Next time you will select this shop.	1	1	17	54	87	4.4
	0.60%	0.60%	10.60%	33.80%	54.50%	

From Table 5, the result was as follows.

In terms of customer expectation towards Cha Pa-Yom Shop, the customers expected on "Employees are polite" in the first priority, and it was followed by "Flavor is intense", "Product has good smell", "Place is clean" and "Service is fast" with the mean score of 4.45, 4.40, 4.36, 4.35 and 4.33, respectively.

In terms of perceived quality towards Cha Pa-Yom Shop, the customers perceived "Taste is good" as the first rank, and it was followed by "Product has good smell", "Employees service accurately", "Employees are polite", "Place is clean" and "Waiting time is appropriate" with mean score of 4.44, 4.38, 4.31, 4.28, 4.27 and 4.20, respectively.

In terms of perceived value towards Cha Pa-Yom Shop, the customers perceived "Service is worth the cost" as the first rank, and it was followed by "Products are worth the cost" and "Price is reasonable" with the mean score of 4.48, 4.45 and 4.43, respectively.

In terms of customer satisfaction towards Cha Pa-Yom Shop, the customers satisfied on "Service is fast" as the first rank, and it was followed by "Employees service accurately", "Taste is

good", "Place is clean", "Employees are polite" and "Price is reasonable" with the mean score of 4.46, 4.41, 4.40, 4.37, 4.36 and 4.35, respectively.

In terms of customer complaints towards Cha Pa-Yom Shop, the customers had opinion towards "You inform the problem to the acquaintance" as the first rank and it was followed by "You inform the problem to the publics" and "You inform the problem to the managers" with the mean score of 3.45, 3.38 and 3.30, respectively.

In terms of customer loyalty towards Cha Pa-Yom Shop, the customers had opinion towards "Next time you will select this shop" as the first rank and it was followed by "You will recommend this shop to others" with the mean score of 4.40 and 4.33, respectively.

Dimensions Comparison towards Products and services of All Café and Cha Pa-Yom

From the study of "Value and satisfaction towards the National Brand coffee shop services: Case Study of All Café and Cha Pa-Yom" in accordance with the model of ASCI in terms of customer expectation; perceived quality; perceived value; customer satisfaction; customer complaints and customer loyalty towards the products and service of All Café and Cha Pa-Yom Shop, the study found as follows.

In terms of customer expectation, the study revealed that there is similarity between the expectation of customer towards the products and service All Café and Cha Pa-Yom Shop since the customers need to consider how much they had to pay and what they obtained. In terms of perceived quality, the study revealed that both All Café and Cha Pa-Yom have similar score which reflected that the service and products of these two shops were best given to the customers. However, All Café has a slightly higher score. Since All Café has been managed by a large size company, it can provide better services and product structures. In terms of perceived value, the study found that the value of Cha-Pa-Yom shop has been more perceived by the customers than All Café. The reason is perhaps that the price of the products and services provided by Cha Pa-Yom cost lower than All Café which makes them accessible, reasonable and consumable. This is true, especially in the period of economic recession which all product and service prices are quite high. In terms of customer satisfaction, Cha Pa-Yom is slightly higher than All Café since the perceived value of Cha Pa-Yom is higher than All Café, matching the expectation of customers towards the products and services. In terms of customer complaint, it is found that All Café has more score than Cha Pa-Yom. The reason is that All Café charges higher price for the products and services than Cha Pa-Yom which also affects the higher expectation of the customer. However, All Café has lower score in value the customer perceived from them and it finally creates the customer complaints. In terms of customer loyalty, the study revealed that All Café is more possible to generate the customer loyalty due to the fact that the customers have considered the price as the primary while the taste and quality play bigger roles. When comparing to the products and service provided by All Café and Cha Pa-Yom, the prices of them are quite similar and affordable.
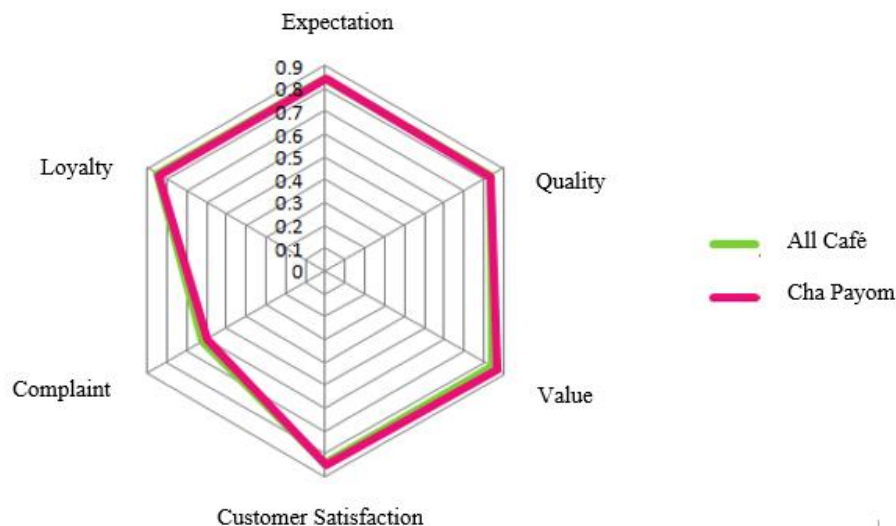
Figure 2 Comparison of the six elements of All Café and Cha Pa-Yom

Hypothesis Testing

Note Statistical significance of 0.01

The research hypotheses of the study of "Value and satisfaction towards the National Brand coffee shop services: Case Study of All Café and Cha Pa-Yom" in accordance with the model of ASCI in terms of customer expectation; perceived quality; perceived value; customer satisfaction; customer complaints and customer loyalty towards the products and service of All Café and Cha Pa-Yom Shop, were tested as follows.

H1: Customer expectation towards service of All Café and Cha Pa-Yom is positively related to perceived quality.

From the study, the research revealed that the customer expectation towards service of All Café and Cha Pa-Yom is positively related to perceived quality at the statically significant level as of 0.01.

H2: Customer expectation towards service of All Café and Cha Pa-Yom is positively related to perceived value towards service.

From the study, the research revealed that the customer expectation towards service of All Café and Cha Pa-Yom is positively related to perceived value towards service at the statically significant level as of 0.01.

H3: Customer expectation towards service of All Café and Cha Pa-Yom is positively related to customer satisfaction.

From the study, the research revealed that the customer expectation towards service of All Café and Cha Pa-Yom is positively related to customer satisfaction at the statically significant level as of 0.01.

H4: Perceived quality towards service of All Café and Cha Pa-Yom is positively related to value towards service.

From the study, the research revealed that the perceived quality towards service of All Café and Cha Pa-Yom is positively related to value towards service at the statically significant level as of 0.01.

H5: Perceived quality towards service of All Café and Cha Pa-Yom is positively related to customer satisfaction.

From the study, the research revealed that the perceived quality towards service of All Café and Cha Pa-Yom is positively related to customer satisfaction at the statically significant level as of 0.01.

H6: Perceived value towards service of All Café and Cha Pa-Yom is positively related to customer satisfaction.

From the study, the research revealed that the perceived value towards service of All Café and Cha Pa-Yom is positively related to customer satisfaction at the statically significant level as of 0.01.

H7: Customer satisfaction towards service of All Café and Cha Pa-Yom is negatively related to customer complaints.

From the study, the research revealed that the customer satisfaction towards service of All Café and Cha Pa-Yom is negatively related to customer complaints at the statically significant level as of 0.01.

H8: Customer compliant towards service of All Café and Cha Pa-Yom is negatively related to customer loyalty.

From the study, the research revealed that the customer compliant towards service of All Café and Cha Pa-Yom is negatively related to customer loyalty at the statically significant level as of 0.01.

H9: Customer satisfaction towards service of All Café and Cha Pa-Yom is positively related to customer loyalty.

From the study, the research revealed that the customer satisfaction towards service of All Café and Cha Pa-Yom is positively related to customer loyalty at the statically significant level as of 0.01.

Discussion

In analyzing the data obtained from the study according to the ACSI conceptual framework, the discussion can be made as follows.

In terms of customer expectation, the customers who use the service from Cha Pa-Yom Shop have more expectations than the All Café which may be due to the area of Prachuap Khiri Khan Province where Cha Pa-Yom has been established widely by new franchisees that offer lower price. In addition, comparing to Cha Pa-Yom shop, All Café has been established in convenience stores which can help customers, especially working aged people who need fast services, easily make a decision to purchase and use the service from All Café.

In terms of perceived quality, it is found that All Cafe stores have higher quality levels in products and services than Cha Pa-Yom shops. This is due to the fact that there are many factors that

affect different quality, such as locations, brand names and promotions that can attract customers. In this case, All Café has many branches where the products and services are standardized. This standard can make the consumers more confident on the quality of the product and service. In addition, the products and service valuably and suitably meet the need and expectation of customers (Ziethaml, Parasuraman, and Berry, 1990).

In terms of perceived value, the study revealed that the customers who used service and products from Cha Pa-Yom perceived more cost-effective than All Cafe. In this case, comparing the price of the product and service, Cha Pa-Yom can offer products and service with cheaper price while All Café has difficulty to do so since All Café has to take responsible for 24 service which consumes cost of labor and energy. Therefore, the customers who used the service from Cha Pa-Yom feel more comfortable with the price paid to the seller and received acceptable products and services. This is also corresponding to the study mentioning that income can also affect the customer decision to purchase products and services.

In terms of customer satisfaction, the study found that the customers who used to purchase the products and services from Cha Pa-Yom were more satisfied than the All Café. This is due to the fact that Cha Pa-Yom has to service one product and service, which is beverage, making employees in Cha Pa-Yom able to produce the products and service more effectively; for example, fast service, service accurateness, and cheaper price. This is different from All Café where the employees will not only produce coffee and drinks to the customer, but they also need to do other jobs within the 7-11 convenience store. Working many tasks in the same time can also create difficulty in working, such as slower service, less accurate and others. The study is consistent with Phamornpongsak (2011) studying about the influence of service quality and marketing strategies that affect consumer confidence and satisfaction: a case study of coffee shops in Bangkok. The study found that customers who come to use the service in the coffee shop are satisfied with the uniqueness of the coffee, good aroma of coffee and acceptable price. When the customers are more satisfied, there will be a positive linkage to customer satisfaction.

In terms of customer complaints, the study found that All Café and Cha Pa-Yom have similar result. However, All Cafe has more customer complaints than Cha Pa-Yom. This is due to the fact that All Café has more stores than Cha Pa-Yom, and also served more products than Cha Pa-Yom. Such complaints can come from other products and services. In the meantime, Cha Pa-Yom has less complaints because Cha Pa-Yom provides only single product and service creating fewer customers and finally fewer complaints.

In terms of customer loyalty, the study found that All Cafe customers have more intention to revisit and repurchase since All Café has provided more qualified products and service. In addition, the customers can perceive more standard and cleanness comparing to Cha Pa-Yom. Moreover, All Café has not only provided coffee products and services, but it has also provided other business activities which persuade and interest customers to revisit and purchase. Therefore, it can be mentioned that there

are many factors that can create the customer loyalty, making customers happy to return to use the service and continue to recommend the service to other people.

Suggestions

1. The company can use this study as a guideline for developing new products and services to meet consumer demand.

2. The result of this study can help company to create and select the good marketing strategies to create customer satisfaction and loyalty. For example, the company can offer promotion to promote more sale and repurchase of the customer.

3. The company can plan the employee development plan in order to train employees to provide accurate services and performance in order to create customer satisfaction and fewer complaints.

4. The company should provide some communication channel where customers can review and give feedback towards the products and services. This can benefit to the company if the customers can recommend the products and service to other people.

Future research

This research focused more on the study of product and service value perspective and satisfaction provided by All Café and Cha Pa-Yom revealing customer expectation, perceived quality, perceived values, customer satisfaction, customer complaints and customer loyalty. Therefore, the next research should expand the area of the study to other brands offering coffee and beverage products and services in order to see the different marketing strategies to create customer loyalty and fewer customer complaints. Also, the study area expansion can be across the provinces in order to see the different viewpoints of customer interests and needs. Lastly, the future study should also emphasize on using other research techniques, such as depth interview, behavior observation and others in order to gain the insight of factors creating customer loyalty.

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