



The hypothesis testing revealed that demographic related to service behavior of Doi Chang Fresh Coffee Shop in Pakkret, Nonthaburi were gender, age, marital status, level of education, occupation, and income. In addition, the researcher found that marketing mix factors: product, price, place, promotion, people, process and physical evidence related to service behavior of Doi Chang Fresh Coffee Shop in Pakkret, Nonthaburi at 0.05 level of significant.

Most customers are impressed with the quick service; the staff is friendly and polite. The shop manager at Doi Chang Fresh Coffee Shop in Pakkret, Nonthaburi should be trained the staff in order to achieve the skills and manner in serving to the customers. In the peak time, there should be regular employees to greet the customers and provide adequate seating arrangements with a number of customers using the service.