

Abstract

Research Title : Satisfaction of Customers towards the Service of Starbucks Coffee Shop at Victoria Gardens Phetkasem 69

Researcher : Mr. Pichet Songsakul

Degree : Master of Business Administration

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Advisor :
(Professor Dr. Narasri Vaivanijkul)
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The purpose of this research is to explore the individual factors, service behavior and service satisfaction of Starbucks customers at Victoria Garden branch, Phetkasem 69. The samples used for this study are 400 consumers servicing at Starbucks Coffee Shop at Victoria Gardens Phetkasem 69. Questionnaires were used to collect data. The data were analyzed as frequency distribution, percentage, mean and standard deviation. Chi – square test was used for analysis.

The result of the study shows that most of the customers are female, single, worked in private companies, hold bachelor’s degree, and earned between 20,001-30,000 Baht. The service frequency is 5-6 times per month. They prefer to service between 3.01 – 7.00 PM. Most of them spent 151-200 Baht at a time. Most of them consumed with their lover and know the coffee shop from their acquaintances.

In addition, the researcher found that overall of customer satisfaction of Starbucks customers at Victoria Garden branch, Phetkasem 69 was high level. The highest satisfaction was price. Secondly, it was process. The lowest satisfaction was product and service quality. Hypothesis testing revealed that personal factors of gender, age, marital status, occupation, level of

education, income per month associated with customers' service satisfaction of Starbucks customers at Victoria Garden branch, Phetkasem69. In addition, the researcher found that service behavior— the service frequency, period of time spent, the service expense, people who consume with and the media that they know the Starbucks coffee shop associated with customers' service satisfaction of Starbucks customers at Victoria Garden branch, Phetkasem69.