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The Starbuck's User Satisfaction Toward Service Quality in Nonthaburi Province

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ABSTRACT

This research aims (1) to study the importance level of Starbucks customer service quality in Nonthaburi (2) to study the satisfaction of Starbucks customers in Nonthaburi (3) to study the Influence of service quality that affects Starbucks customer satisfaction in Nonthaburi. The sample group in the research consisted of 400 customers who came to use the Starbucks service in Nonthaburi. The research tool was a questionnaire. The statistics used in the research were percentage analysis, mean, and standard deviation. and multiple regression analysis

The results of the research found that customers who came to use Starbucks services in Nonthaburi. Have a level of opinion regarding the concreteness of the service. (=4.27, S.D = 0.374) Reliability and trust in services (= 4.24, S.D = 0.406) Responsiveness to service providers (= 4.26, S.D = 0.404), giving confidence to service recipients (=4.33 S.D = 0.393), and caring in service. (= 4.33, S.D = 0.402) overall at the highest level. Including the satisfaction factor that also had the highest level of opinion (= 4.41, S.D = 0.376). When testing the hypothesis, it was found that the concreteness factor of the service Reliability, and trust in the service Response to service providers in terms of providing confidence to service recipients, and attention to service affects the satisfaction of Starbucks customers in Nonthaburi. Statistically significant at the 0.05 level and multiple regression analysis was found, $R2=.434$ showed that Service quality factors Affecting the satisfaction of Starbucks customers in Nonthaburi. The caregiving aspect of service had the most effective (B=. 228), followed by the aspect of giving confidence to service recipients (B=.157), the aspect of reliability and trust in service (B =.153). Responsiveness to service providers (B=.121) and concreteness of services (B=.106), respectively.

Keywords: Service quality, coffee shop, Starbucks

Introduction

Nonthaburi is located next to Bangkok and is one of the five metropolitan provinces. It is as developed in almost every aspect as Bangkok and is a province with the second highest population density after Bangkok. It has a total population of 1,295,916 people (Ministry of Public Health 2024,) Nonthaburi is the location of the IMPACT Muang Thong Thani exhibition center and many department stores that can reach a large number of consumer groups with diverse needs. and amid the prosperity of the urban society of Nonthaburi Province, There are also interesting and beautiful tourist attractions with historical stories. traditional culture Traditional Thai and mixed Thai lifestyles Therefore, many tourists are traveling in and out of Nonthaburi Province. and giving opportunities to sell products

more, which is the reason why A large number of coffee shop businesses have arisen in Nonthaburi Province. more, which is the reason why A large number of coffee shop businesses have arisen in Nonthaburi Province. more, which is the reason why A large number of coffee shop businesses have arisen in Nonthaburi Province. The opening of Starbucks Coffee Thailand's first branch in Thailand at Central Chidlom was in July 1998. Starbucks has grown to 409 retail locations in Thailand. Starbucks is dedicated to delivering the Starbucks experience to Thai consumers, while also providing economic, social, and environmental support to coffee growing areas. along with coffee farmers and coffee farmer families from the northern Thai hill tribes in the name Muanjai Blend Coffee (Starbucks, 2024)

Starbucks coffee shops are a popular choice for coffee lovers worldwide due to their trust in the exceptional and unique service. With an inviting atmosphere and a well-roasted strong coffee. Starbucks emphasizes its employees' dedication to making coffee with passion and providing excellent service every time they drink their coffee. They want customers to receive only good things from the coffee shop, including premium tea and delicious desserts. (Starbucks,2024) Starbucks coffee shops' target customers
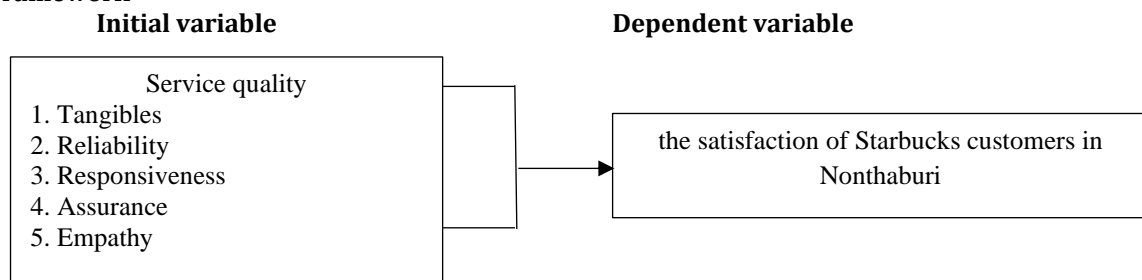
are those who have a passion for coffee, and this can be categorized into three large groups: those who work, those who travel or shop at department stores, and the general public. Starbucks coffee shops will search for locations that are appropriate for each of the three target groups. Starbucks is considered to be the foundation of a new society by providing space for people to sit and work all day with convenient service and friendly staff. Because Starbucks aims to be a place where you can come and feel relaxed from work and free. The shop is decorated to be a comfortable place for reading or working. It's possible to refer to it as the third house. In addition to bringing about a pleasant atmosphere, it also creates a picture of yourself in terms of coffee. that is distinct and stands out from all others.

Starbucks has a fast business expansion in Thailand. Due to the increasing competition and marketing strategies being modified to gain market share, it is crucial to pay attention to the quality of service. Providing customers with a satisfactory experience at Starbucks in the Nonthaburi province will be beneficial for the company. Customers are going to reuse and share, which is the best marketing. Business confidence will be greatly affected if many consumers are dissatisfied with the quality of services work. By evaluating after the purchase or service, the service business can understand customer satisfaction.

Research Objective
   1. to study the importance level of Starbucks customer service quality in Nonthaburi
   2. to study the satisfaction of Starbucks customers in Nonthaburi
   3. to study the Influence of service quality that affects to Starbucks customer satisfaction in Nonthaburi.

Framework
   Initial variable   **Dependent variable**

| Service quality
1. Tangibles
2. Reliability
3. Responsiveness
4. Assurance
5. Empathy | → | the satisfaction of Starbucks customers in Nonthaburi |

Research Methodology
   Population and sample
   The population is customers who come to use the Starbucks store in Nonthaburi. The exact population size is unknown
   The sample is a customer who came to use the Starbucks store in Nonthaburi province, 400 people who used the shop services.
   Determining the size of the sample according to Cochran's formula, using the calculation formula in case of unknown population size. Which determines the population proportion by 50%, determines the confidence level by 95%, and determines the discrepancy by 0.05%
   The population used in this research is $n = P(1-P)z^2/e^2$
   By n = number of samples
    P = Population proportion
    Z = 1.96 confidence value, 95% confidence level
    e = tolerances
   Instead of the formula value as follows: $n = 0.5(1-0.5)(1.96)^2/0.05^2$
     $= (0.5×0.5×3.84)/0.0025$
   Sample group = 385 Example
   This sampling, the researcher conducted a multi-step sampling (Multistage sampling) as follows
   Step 1 Sampling the stratified sampling by dividing the regional administrative divisions into 6 districts of Nonthaburi

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ครั้งที่ 11 และระดับนานาชาติ ครั้งที่ 9
"การพัฒนาเศรษฐกิจชุมชนด้วย BCG Model"

มหาวิทยาลัยภาคตะวันออกเฉียงเหนือ

Step 2. Researchers used the Sampling Random Sampling method by raffle to define the Starbucks store area into 4 branches in 3 districts, including Bang Kruai District, Bang Bua Thong District, and Bang Yai District.

Step 3. The researcher used a quota sampling method. Set the sample group according to the desired number by randomly sampling each branch, 4 branches, 100 people per branch

Step 4 Sampling by Specific Random Methods Purposive Sampling by distributing questionnaires to respondents who are general public using services at Starbucks stores in the past 1 year

This research uses quantitative methods (Quantitative Method) using questionnaires to collect data from sample groups. A specific random method, Purposive Sampling, by distributing questionnaires to respondents. That is a general group of people who have used Starbucks store services in the past 1 year A total of 400 samples comprised of a sample of Starbucks stores in Bang Kraui District. Nonthaburi Province includes the Central Westville Branch. And the Crystal Branch, Ratchaphruek branch, each branch has 100 copies, a total of 200 copies. Bang Bua Thong District includes 100 copies and Bang Yai District includes Central WestGate 100 copies.

Research tools

Part 1: General information questionnaire of respondents. Consists of 5 questions.

Part 2: Questionnaire on the behavior of using Starbucks services in Nonthaburi Province. Consists of 3 questions.

Part 3: Questionnaire on service quality of Starbucks stores in Nonthaburi Province. It is divided into 5 areas and consists of 25 questions.

Part 4: Satisfaction questionnaire of users of Starbucks stores in Nonthaburi province, consisting of 5 questions. In parts 3 and 4 of the questionnaire, the questionnaire is a rating scale (Rating Scale) with criteria for determining the evaluation value. Satisfaction levels are divided into 5 levels as follows:

Score level 5 means the highest level of opinion.

Score level 4 means the level of opinion is very high.

Score level 3 means the level of opinion is moderate.

Score level 2 means the level of opinion is low.

Score level 1 means the lowest level of opinion.

After collecting the data, the scores are summarized. and calculate the average to use in interpreting However, the average criteria have been divided into 5 levels as follows:

An average of 4.21-5.00 means there is the highest level of satisfaction.

An average of 3.41-4.20 means a high level of satisfaction.

An average of 2.61-3.40 means that there is a moderate level of satisfaction.

An average of 1.81-2.60 means there is a low level of satisfaction.

An average of 1.00-1.80 means there is the least level of satisfaction.

Inspection of tool quality

Checking validity (Validity) The researcher will check the content validity (Content Validity) of each statement. Accuracy requires the tool to cover the entire story to meet the study objectives. Each question has an index of consistency (IOC) ranging from 0.50 - 1.00. It is considered a question whose content validity is within acceptable criteria. (Thiravit Phraimahaniyom,2023)

Data collection

Data collection in this research the researcher has collected research data. The steps are as follows:

1. Collect data to get information that is true Therefore, the researcher hired a research assistant to collect the data. And data collection was done between January - March 2024, resulting in 400 questionnaires with a response rate of 100 percent.

2. Check the completeness of the questionnaire responses, code and analyze the data using statistical methods.

Data processing and analysis

1. Analysis of personal factors of Starbucks customers in Nonthaburi province with frequency distribution (Frequency) and (Percentage)

2. Data analysis to study the service quality of Starbucks stores in Nonthaburi province with an average (Mean) and standard deviation (Standard Deviation: S.D.)

3. Inference statistics or reference statistics (Inferential Statistics Analysis) are the use of statistical methods for testing hypotheses (Hypothesis Testing) to find the relationship between 1 (Y) variable and 2 or more independent variables (X). Statistical Relying on the linear relationship between variables used in prediction by knowing one variable value, another variable can be predicted. It can be written in a linear equation in the raw score.

$$Y = b_0 + b_1X_1 + b_2X_2 + ... + b_kX_k$$

When Y is the forecast score of the variable according to Y

b_0 is the constant of the forecasting equation in the raw score format

$b_1, ..., b_k$ is the score weight or regression coefficient of the independent variable 1 to respectively

$X_0, ..., X_k$ is the independent variable score 1 to k

k is the number of independent variables

Summary of Research Results

Summary of personal factor analysis results

A study of 400 Starbucks users in Nonthaburi province found that most samples were Female (54.80 percent) aged 21 - 30 years (50.50 percent) had a bachelor's degree (64.80 percent) had a career as a student/Students (30.50 percent) and earning less than or equal to 10,000 baht (20.40 percent)

Summary of analysis of consumer behavior data

This research is the study and analysis of consumer behavior data. Purpose of service, Frequency of access to service, weeks and monthly expenses summarized according to the table as follows

1. Regarding the purpose of using the service, it was found that most samples were intended to use the service. To buy a drink (63.25 percent). Followed by sitting, working/reading books (14.25 percent) socializing (11 percent) relaxing/using the internet (percent 10.25), and for travel (1.25 percent)

2. Regarding the frequency of access per week, it is found that most sample groups have access frequency per week 1 – 2 times (54.5 percent) Frequency of service 3 – 4 times a week (30.8 percent) and frequency of service 5 – 6 times a week (14.7 percent)

3. On monthly expenses, it is found that most samples have monthly expenses of 1,001 - 2,000 Baht (47.20 percent), followed by less than or equal to 1,000 baht (37.50 percent), the next is 2,001 - 3,000 baht (12.50 percent) and more than 3,000 baht (percent2.80)

Summary of service quality analysis

1. Concerning the concreteness of the service, it was found that the sample group of respondents had a high level of evaluation results. In the picture included in highest level When considering the details, it was found that the clothing of employees looking trustworthy had the greatest influence, followed by: (1) The design of the store layout and decoration makes it easily accessible for use. (2) The parking lot supports customer service and is convenient and sufficient (3) Equipment and tools for making coffee or making various beverage menus are modern and (4) There are table and seating facilities, internet, drinking water

2. Regarding reliability and trust in services, it was found that the sample group of respondents had a high level of evaluation results. In the picture included in the highest level When considering the details, it was found that the coffee shop's employees can make consistently good-tasting coffee every time. The most influential times, followed by (1) customers always receive service that meets their needs (2) employees can recommend menus (3) the service is accurate and appropriate, and (4) the employees are skilled.

3. In terms of response to service providers, it was found that the sample group of respondents had a high level of evaluation results in the evaluation results included at the highest level. When considering the details, it is found that the employees are willing and committed to providing services. so that customers can receive the best service The most influential, followed by (1) employees being able to communicate and serve customers quickly (2) Starbucks stores, there are sufficient employees to provide services. (3) Employees provide equal service to customers at all levels. And (4) Employees provide services equally fast to meet needs

4. In terms of providing confidence to service recipients, it was found that the sample group of respondents had overall evaluation results at the highest level when considering the details, it is found that employees with good personalities create the confidence of service recipients and have the greatest influence. Followed by: (1) Employees are polite, neat, and good-natured in providing service. (2)

Employees are arranged in order of providing service first - last. (3) Employees make payments correctly and quickly, and (4) Starbucks stores have confidence in the company's reputation and stability.

5. In terms of care in service, it was found that the sample group of respondents had overall evaluation results at the level. Most of all, when considering the details, it was found that the employees were polite and gentle. Speak politely to customers has the most influence, followed by: (1) Starbucks stores have open channels for customers to make complaints or give suggestions. To improve service quality next time (2) Employees pay attention and care in providing service. (3) Employees are respectful and give importance to customers. And (4) Starbucks stores have drinks and various menus to choose from summary of results of data analysis at the level of evaluation results of service user satisfaction factors.

In terms of satisfaction, it was found that the sample group of respondents had the overall evaluation results at the highest level when considering the details, it is found that you received service as expected. and you receive details and conditions of service exactly as you expected, the most influential second is (1) using the service creates loyalty and creates a positive experience for you. (2) You feel satisfied overall and (3) You made the right decision in choosing to use the service.

Summary of hypothesis test results

(H1) Service quality affects the satisfaction of Starbucks users in Nonthaburi Province.

(H1.1) Service quality in terms of the concreteness of the service affects the satisfaction of service users. Starbucks in Nonthaburi Province the results of the hypothesis testing found that the quality of service in terms of the concreteness of the service affected the satisfaction of Starbucks users in Nonthaburi Province

(H1.2) Service quality in terms of reliability and trustworthiness in services affects service user satisfaction Starbucks in Nonthaburi Province the results of the hypothesis testing found that the service quality in terms of reliability and trust in the service affected the satisfaction of Starbucks users in Nonthaburi Province

(H1.3) The quality of service in terms of responsiveness from service providers affects the satisfaction of service users Starbucks in Nonthaburi Province the results of the hypothesis testing found that service quality in terms of responsiveness to service providers affects the satisfaction satisfaction of Starbucks users in Nonthaburi Province

(H1.4) The quality of services in providing confidence to service recipients affects the satisfaction of service users. Starbucks in Nonthaburi Province the results of the hypothesis testing found that the quality of services in providing confidence to service recipients affected the Satisfaction of Starbucks users in Nonthaburi Province

(H1.5) Service Quality in Terms of Care and Attention that Affects Service User Satisfaction Starbucks in Nonthaburi Province the results of the hypothesis testing found that service quality in terms of attentiveness in service affects the satisfaction Satisfaction of Starbucks users in Nonthaburi Province

Research Discussion

Consumer behavior factors found that the questionnaire Classified by purpose, use of services Mostly to buy the drink was 253 people, representing 63.25 percent, followed by 57 people working/reading, representing 14.25 percent To meet, there were 44 people, representing 11 percent to relax/use the internet, with 41 people representing 10.25 percent and for travel amounted to 5 people, representing 1.25 percent respectively, in line with the research of Arisra Promkaew (2560) studied factors affecting the purchase of fresh coffee by consumers who use Kaew Coffee Shop at Khlong Yai District, Trat Province. The research results show that purpose of purchase Most respondents have the purpose of purchasing. To create energy / reduce drowsiness 206 people, accounting for 51.5 percent, followed to relax the stress. 123 people, representing 30.8 percent, used as a meeting place 48 people, representing 12.0 percent, and finally using free wifi/internet services, 23 people, representing 5.7 percent, respectively.

Service quality factors affecting the satisfaction of Starbucks service users in Nonthaburi province were found that the sample group of respondents gave importance in their evaluation of service quality factors. The averages are arranged in order from highest to lowest as follows:

1. In terms of providing confidence to service recipients, it was found that the sample group of respondents had overall evaluation results in providing confidence to service recipients at the highest level. When considering the details, it is found that employees with good personalities create the confidence of service recipients and have the greatest influence. Followed by: (1) Employees are polite, neat, and good-natured in providing service. (2) Employees are arranged in order of providing service first - last. (3) Employees make payments correctly and quickly, and (4) Starbucks stores have confidence in the

company's reputation and stability. which is consistent with the research of Ornicha Wongsa and colleagues (2019) studied the Service quality that affects service use behavior and satisfaction of coffee shop users, at Cafe Amazon within the Supreme Complex Department Store, the results of the research found that service quality affects service satisfaction of users of Café Amazon coffee shops. It was found that coffee shop users' opinions on the overall service quality variable were at the highest level. When considering each item, it was found that the highest level of opinions was in the aspect of giving confidence to service recipients, followed by the aspect of trustworthiness. and give importance to the concrete aspect of the service is minimal, so it's best to add variety to the drink menu. To increase satisfaction and increase the frequency of using the service

2. In terms of care in service, it was found that the overall evaluation results were at the highest level. When considering the details, it was found that the staff are polite and gentle. Talking sweetly with customers has the greatest influence, followed by (1) Starbucks has an open channel for customers have complain or give suggestions. To improve service quality next time (2) Employees are interested and attentive in providing service (3) employees are respectful and give importance to customers and (4) Starbucks stores have a variety of drinks and menus to choose from, which is consistent with the research of Phawat Wannapin (2011), he studied the Evaluating the service quality of True Coffee branches in university. The results of the research found that students who came to use the services of the True Coffee shop in the university branch. Have the highest level of expectation service quality in terms of care and attention which has an average level of overall expectation of 6.37 and a standard deviation of equal to 0.61. In addition, when considering each issue, it was found that students had the highest level of expectation regarding the time to the opening of services and the convenience of coming to use the service The mean level of expectation was 6.41 and the standard deviation was 0.70.

3. Concerning the concreteness of the service, it was found that the overall evaluation results were at the highest level. When considering the details when considering the details, it was found that the clothing of employees looking trustworthy had the greatest influence, followed by (1) Designing the store layout and decorations to make it easily accessible for use. (2) Parking for customer service is convenient and adequate. (3) The equipment and tools for making coffee or making various beverage menus are modern and (4) There are facilities such as tables, seats, internet, and drinking water. Which consistent with the research of Krittayaphon Sukpat (2023) who studied the quality of service that affects the decision to use coffee shop service In Chachoengsao Municipality Chachoengsao Province. The results of the research found that the quality of service that affects decide to use the coffee shop service. In Chachoengsao Municipality Chachoengsao Province is at a relatively high level, including the concreteness of the service is the priority, followed by the response to the consumer. Giving confidence to consumers Understanding and acknowledging consumer needs and trustworthiness It affects the decision to choose the coffee shop business service in the municipality Chachoengsao City Chachoengsao Province Statistically significant 0.05

4. In terms of response to service providers, it was found that the overall evaluation results were at the highest level. When considering the details, it was found that employees are attentive and committed to providing service. For customers to receive the best service has the most influence, followed by (1) employees able to communicate and provide service to customers quickly. (2) Starbucks stores have adequate staff to provide service. (3) to service Customers at all levels equally and (4) employees provide quick service in response to needs. This is consistent with Jiratcha Ponlamuang (2022), which influenced the service usage of consumers at Café Amazon in the Bangkok metropolitan area. These variables had an effect of 31.7% and were statistically significant at a level of 0.05. Concerning the service quality of Café Amazon in terms of reliability, responsiveness, and assurance. These variables had an effect of 41.6% and were statistically significant at a level of 0.05.

5. Regarding reliability and trust in services, it was found that the overall evaluation results were at the highest level. When considering the details It was found that coffee shop employees' ability to make consistently good-tasting coffee every time was the most influential, followed by (1) Customers always receive service that meets their needs. (2) Employees can recommend the recommended menus appropriately. (3) Provide accurate and appropriate services and (4) The staff is skilled. Agile in providing services is consistent with the research of Passorn Thanasuwichakorn (2020) studied the topic of Service Quality at Krua Mai Nam Restaurant, the results found that the service quality, concrete aspects of the service, reliability, response, confidence, and attention influenced the service satisfaction of Krua Mai Nam Restaurant with statistical significance at the level of .05.

When considering the details, it was found that You received service as expected. and you receive details and conditions of service Exactly as you expected most influential Second is (1) using the service

creates loyalty and creates a positive experience for you. (2) You feel satisfied overall and (3) You made the right decision in choosing to use the service. This is consistent with the research of Ketwalee Srichan (2014). Studied the quality of service at True Shop service centers that affect the satisfaction of users of the 4GLTE service, TrueMove H network. Chiang Mai Province The research results found that Respondents had satisfaction levels in using TrueMove telephone networks. in Bangkok.Overall it was at a high level (mean = 4.40, S.D. = 0.70). Considering each finding, it was found that overall, there was a high level of satisfaction in using TrueMove mobile phone services (Average = 4.44, S.D. = 0.80). and they feel connected to the True Move network phone signal service provider that they use and are happy every time they receive service from the service provider. It was at a high level (mean = 4.43, S.D. = 0.74) Do you think you will continue to choose the same telephone network even though you have other people recommend you to use another network signal provider? They were at a high level (mean = 4.33, S.D. = 0.86) respectively.

Research results
Table 1 shows the average and standard deviation of service quality of Starbucks stores in Nonthaburi

Service quality factors	($\bar{x}$)	(S.D.)	The meaning
Concrete aspects of service	4.27	0.374	The most
Reliability, trust in service	4.24	0.406	The most
Responsiveness to service providers Giving	4.26	0.404	The most
confidence to service recipients	4.33	0.393	The most
Caring in service	4.33	0.402	The most

From Table 1, the average and standard deviation of service quality factors, it is found that the first factor that respondents have agreed with is the confidence of service recipients, followed by service attention. Concrete aspects of service in response to service providers and trustworthiness in service respectively

Table 2 Shows the average and standard deviation of the respondents classified by satisfaction

Satisfaction	($\bar{x}$)	(S.D.)	The meaning
1. You have been serviced as expected	4.53	0.600	The most
2. You have received the details and conditions of service as you had hoped	4.53	0.596	The most
3. You feel satisfied in the whole	4.33	0.589	The most
4. You have made the right decision to choose the service	4.32	0.589	The most
5. Using the service to build loyalty and create a positive experience for you	4.35	0.635	The most
Total	4.41	0.376	The most

From Table 2, the average and the standard deviation of overall satisfaction are found that the evaluation results in the image are at the highest level. When considering the details, found that You have been serviced according to and you have received the details and conditions of service exactly as you expected Hope to have the most influence, followed by the use of services to build loyalty and create positive notation for you. You feel satisfied as a whole. And you make the right decision to choose the service respectively

Table 3 shows the results of multiple regression, service quality factors, to the satisfaction of Starbucks users in Nonthaburi province Multiple Linear Regression

Variance source	SS	Df	MS	F	Sig.
Regression	24.514	5	4.903	60.491	.000
Residual	31.934	394	.081		
Total	56.448	399			

From Table 3, the analysis results show that variables can predict Service quality factors to the satisfaction of Starbucks users in Nonthaburi province There is a linear relationship with the independent

variable group. Statistically significant at the level of 0.05 and able to create linear forecasting equations Which from the multiple regression analysis Can calculate the multiple correlation coefficient as follows

Table 4 shows the results of the analysis of service quality factors on the satisfaction of Starbucks users in Nonthaburi. By using the multiplex regression analysis method (Stepwise Linear Regression Analysis)

Variable	B	SE	t	Sig.
Constant	1.124	.193	5.816	.000
Concrete aspects of service (X_2)	.106	.052	2.027	.043
Reliability, Trust in Services (X_3)	.153	.051	3.030	.003
Responsiveness to service providers (X_4)	.121	.050	2.436	.015
Giving confidence to service recipients (X_5)	.157	.050	3.134	.002
Caring in service (X_6)	.228	.051	4.493	.000

r = .659 Adjusted R^2 = .427 R^2 = .434   SE= 28469

From Table 4, it is found that the coefficient of determination (R2 = .434) shows that Service quality factors Affect the satisfaction of Starbucks users in Nonthaburi. With the most attention to the service (B =. 228), a minor is the provision of confidence to service recipients (B = .157) regarding reliability and trust in services (B =.153) in response to service providers (B = .121), and the concrete aspects of the service (B=.106) respectively

The variable that can predict the quality of service factors to the satisfaction of Starbucks users in Nonthaburi is the service quality factor. Concrete aspects of service Reliability, trust in service Responding to service providers in terms of providing confidence to service providers and Service attention Which can predict service quality factors Concrete aspects of service Reliability, trust in service In response to service providers Confidence in service recipients And 1.9% attention to service (Adjusted R2 = .427)

The researchers then wrote the coefficient of the predictor as a prediction. Service quality factors to the satisfaction of Starbucks users in Nonthaburi province by using the raw points as follows

Y = 1.124 + .106X2 + .153X3 + .121X4 + .157X5 + .228X6

The results of the study are summarized as follows

Variables that have a positive relationship with the satisfaction of Starbucks users in Nonthaburi. Significantly at the level of 0.05, namely service quality factors Concrete aspects of service Reliability, trust in service Responding to service providers in terms of providing Confidence for service recipients and attention to service with a coefficient pair equal to .106, .153, .121, .157 and .228 respectively

This means that the quality of service provided is a concrete aspect of the service Reliability, trust in service, response to service providers in terms of providing confidence to service recipients and attention to service Is a factor that determines User satisfaction at Starbucks in Nonthaburi Province. This coefficient can be discussed as follows

If not considering the quality of service factors that affect the satisfaction of Starbucks users in Nonthaburi province, it is found that

Satisfaction of Starbucks users in Nonthaburi Province Valued at 1.124 units

If the Starbucks users in Nonthaburi are satisfied Overall, an increase of 1 unit will result in Starbucks users there are service quality factors. The concrete aspects of the service increased by .106 units

If the Starbucks users in Nonthaburi are satisfied Overall, an increase of 1 unit will result in Starbucks users there are service quality factors. Reliability, and trust in service increased .153 units

If the Starbucks users in Nonthaburi are satisfied Overall, an increase of 1 unit will result in Starbucks users there are service quality factors. Response to service providers increased .121 units

If the Starbucks users in Nonthaburi are satisfied Overall, an increase of 1 unit will result in Starbucks users there are service quality factors. Giving confidence to service recipients increased by .157 units

If the Starbucks users in Nonthaburi are satisfied Overall, an increase of 1 unit will result in Starbucks users there are service quality factors. Caring service increased by 228 units

Recommendations

        1. Attentiveness in service to Starbucks users in Nonthaburi Province Give importance to employees being polite. Be gentle and speak sweetly with customers, and Starbucks stores open channels for customers to make complaints or give suggestions. To develop the quality of service next time, Starbucks stores in Nonthaburi Province Should provide services to all users equally. There is no discrimination and should sincerely help all service users

        2. Giving confidence to service recipients and Starbucks users in Nonthaburi Province. Give importance to employees having good personalities. Creates confidence for those receiving services. And the employees are polite, neat and good-natured in providing service. Therefore, service users Starbucks in Nonthaburi Province should have regular training to provide knowledge about Starbucks services. so that employees can serve users smoothly without any interruptions.

        3. Reliability and trust in the service of Starbucks users in Nonthaburi Province Give importance to the employees of the coffee shop. the ability to brew coffee that has good, consistent flavor every time and that customers always receive service that meets their needs. Therefore, the shop Starbucks in Nonthaburi Province should be training employees about their work. So that employees will be able to solve problems for users quickly

        4.Response to service providers and users of Starbucks in Nonthaburi Province Give importance to employees who are attentive and committed in providing services in order for customers to receive the best service and employees can communicate and serve customers quickly. Starbucks in Nonthaburi Province Should be ready to provide service at all times. Providing convenience and responding to needs of service users at the time that service users want

        5. Concrete aspect of service: Starbucks users in Nonthaburi Province Pay attention to the dress of the employees looks reliable and the design of the store layout and decoration makes it easily accessible for use. Therefore, Starbucks stores in Nonthaburi should determine the dress code of employees to be standard and look good on a regular basis. Including designing the store to be easy to see and access

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