

The Sensory Experience Marketing Affecting Repurchasing through Customers' Satisfaction with Cafe Business in Chonburi Province: A Case Study of Mongchang Cafe

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Article Info
Received 21 December 2021
Revised 31 December 2021
Accepted 31 December 2021
Available online 31 December 2021

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Abstract

The purpose of this research was to study the sensory experience marketing on sensory affecting repurchasing through the customers' satisfaction with café business in Chonburi province, a case study of Mongchang Cafe. The questionnaire was used as a tool to collect data from 400 customers who have used the service at the Cafe, selected by non-probability sampling with multi - stage random sampling. The statistics for data analysis were descriptive statistics, namely: percentage, mean, standard deviation as well as the multiple regression analysis, for testing a hypothesis. It was found that the sense experience marketing, sight sense, sound sense, smell sense, taste sense, and touch sense affected the customers' satisfaction of Monchang Cafe significantly at the critical level 0.05. Besides, the testing of mediator variables found that the customers' satisfaction was a mediator variable of the sense experience marketing and repurchasing. Therefore, the results of this study could be applied as a guideline for the café business to develop the sense experience marketing to suit their customers, resulting in creating satisfaction and repurchasing, and leading to creating the marketing strategies for competitive advantages.

Keywords: Sensory Experience Marketing, Customers' Satisfaction, Repurchasing

Introduction

Currently, there have been various forms of food stores arising in Thailand. There are also various supportive factors derived from changes in various aspects, including smaller demographic structures, fast customers' life styles, and the majority of people eating out (Wanthanee and Others, 2017). These factors created food business to have value as high as 440,000 million baht in 2020 which was the highest in five years, but the growth rate was 1.4-2.4% which was inclined from the past year. It was that in the year 2021 the expansion would decrease by 1.4-2.4%, lower than the past year and was expected that the expansion would decrease by 1.4-2.6%, lower than potentiality, while one of the food business like café business conversely grew up with the expansion of 15-30% and with the values more than 20,000 million baht, resulting from coffee consumption of Thai people which increased

1.2 kilograms per person per year. However, there is a chance for an increasing expansion since it is still minimal compared to other countries. These factors make café business to be an eye-catching business for both customers and new entrepreneurs at present (Suwatcharee Phrombunmee, 2019).

Based on the various factors mentioned above, new entrepreneurs have invested in this business, resulting in high competitions and at the same time there are also high close down rates because customers have choices to choose. For this reason, royalty to this business is low. Therefore, the entrepreneurs have to create strategies to make differences in order to attract customers to repurchase (Chatchai Wangmeejongmee, 2009). A study found that marketing strategies on sense experience is one of the strategies that makes customers come back to repurchase. The sense experience marketing comprises five senses, namely: sight sense, sound sense, smell sense, taste sense, and touch sense (Chatchapan Lekcharoen, 2016). It was also found that customers' repurchasing was originated from their satisfaction of what they had previously received (Chatchai Wangmeejongmee, (2009). Satisfaction, therefore, became one of the factors that the entrepreneurs should take into consideration if they wished the customers to come back to repurchase at their businesses.

Mongchang Café is one of the business which is very popular at present because the owner has made differences by bringing a mini zoo into the café in order to create new experience for the customers. This has created social trends a great deal, especially in the online world, making the customers to be interested and make decision to use the services at the café despite the fact that the café has just been opened for only five months by developing from an elephant village, which has been established for 50 years . While there are a lot of new customers coming in, but the rate of repurchasing is still small. This may make Mongchang café go into recession period, a life cycle of the product in the future.

Based on a study on sense experience marketing and customers' royalty in attending a talk show (Chatchapan Lekcharoen, 2016), it was known that the sense experience marketing affected the customers' intention to come back to repurchase again. Together with a study by Chatchai Wangmeechongmee who stated that before the customers returned to repurchase, they would have satisfaction first. So the researcher has to investigate whether the sensory experience marketing affects repurchasing through customers' satisfaction, a case study of Monchang Café, Chonburi province. It is believed that this study would be a guideline for efficient application for researchers, entrepreneurs and marketers.

Objective

1. To investigate the sensory experience marketing on sight sense affecting repurchasing through customers' satisfaction on café business in Chonburi province, a case study of Mongchang Café.
2. To investigate the sensory experience marketing on sound sense affecting repurchasing through customers' satisfaction on café business in Chonburi province, a case study of Mongchang Café.
3. To investigate the sensory experience marketing on smell sense affecting repurchasing through customers' satisfaction on café business in Chonburi province, a case study of Mongchang Café.
4. To investigate the sensory experience marketing on taste sense affecting repurchasing through customers' satisfaction on café business in Chonburi province, a case study of Mongchang Café.

5. To investigate the sensory experience marketing on touch sense affecting repurchasing through customers' satisfaction on café business in Chonburi province, a case study of Mongchang Café.

Literature Review

1. History of Mongchang Café

Mongchang Café is a business established in 2020 amidst Covid-19 crisis. It is a café business aimed at creating experience through mixing original business of Pattaya elephant village, Chonburi which is the first elephant camp for tourism in Thailand. Inside the compound of Mongchang Café there is a mini zoo to make differences from competitors including a unique food and beverage selling as detailed below.

1.1 Products inside Mongchang Café

1.1.1 Food products with main dishes, snacks and desert with the style of dish decorations emphasizing naturalness using rattan or pinto utensils with banana leaves beneath the food.

1.1.2 Dink products with various kinds such as tea, coffee, fruit juice with dominant love-the world containers using the mugs with the ears made from bamboo, and using bamboo tubes to contain certain drink menus.

1.2 Services inside Mangchang Café

1.2.1 Ridding on elephant's back seeing nature

1.2.2 Bathing the elephant

1.2.3 Feeding the elephant

1.2.4 Khatcha elephant show

1.2.5 Photo view points for tourists

1.2.6 Mini zoo

2. Concepts on sensory experience market

The experiential marketing is a kind of marketing strategy that is able to create good experience and responsive to customers' needs deriving from interaction between the customers and organizations both in the aspects of products and services. It consists of five aspects: 1) sensory, 2) feeling, 3) ideas, 4) action, and 5) linking (North, Hargreaves, David, McKendrick & Jennifer, 1999). In this study , the researcher is interested to investigate the sense experience marketing on sensory experience because it is aimed at creating experience through the five senses of customers, namely: seeing, hearing, smelling, tasting, and touching in various forms in order to response to different customers' needs, and to encourage the customers to be interested in what the organization is presenting which will lead to good feeling and attitudes towards the products or services and create an opportunity to repurchase (Chatchapan Lekcharoen, 2016). The five components of sensory are classified as follows:

1. Sensory on sight: It is the most dominant among the five senses that enables customers to see what they are interested in or what they favor (Chatchapan Lekcharoen, 2016). Thus, creating and presenting physical characteristics that help customers see is a way of creating satisfaction in service providing and eventually make them decide to come back to repurchase or tell other people. The physical characteristics also include interior decoration of the shop, food menus and the atmosphere that shows the concept of the shop.

2. Sensory on sound: It is one of the processes of customers' perception that affects their behavior which can lead to decision making to purchase the product or service. It is in

line with a study by Anchalee Naksisuk (2011) who states that the customer hears the sound can create satisfaction more than not. Different forms of sound affects the customer to have pleasure and good feeling that create good attitude towards the organization and be able to make an opportunity to come back to repurchase the product or service (Anchalee Naksisuk, 2011).

3. Sensory on smell: Smell is the thing that helps activating customers' feeling to have satisfaction in the product or service and incline to buy it more than usual, as well as directly affect customers' behaviors. Smell will create familiarity, binding, arouse memory, pictures, mood, and build better relationship than other touches. Therefore, choosing a unique smell for communication will help customers to have better memory and a much more rate of repurchasing.

4 Sensory on taste: Mostly, taste is usually applied with food and drink products, being a sensory influenced by sensory on smell. When customers receive the smell, the taste will follow. If they do not have the sensory on smell, 80% of the sensory on taste will be lost (Chatchapan Lekcharoen, 2016), being in line with a study of Kanyarat Phanklin (2016) who investigated marketing communication on perception through sensory, stating that mouth sensory receives the taste which is directly related with the smell. Having a specific taste will make the customer to perceive, learn and memorize it and affect the process of decision making to repurchase in a later stage.

5. Sensory on touch is sending information on feeling through the touch of products, environments, uniqueness and what the organization presents. It takes part in creating perception and memory that link to the mind and emotion which lead to purchasing behavior eventually (Kanyaratana Phanklan, 2016), being in line with a study of Kanyaratana Phanklan (2016) who studied sensory strategies on touching stating that stimuli can be stimulated by the touch sensory to the brain to be evaluated and make decision to purchase. Besides, touching also increase an opportunity for customers and brand to be much closer. Therefore, it is one of the instruments in making good experience for the customers till they become satisfied and return to repurchase the products or services.

3. Concepts on Satisfaction

Satisfaction is a positive behavior originated from evaluation of the relation among people. On business term it is the relation between the customer and the organization after consumption of the product or service of the organization

When consumers have satisfaction, they will become customers of the organization and will be pleased to purchase the product or service later eventually. Thus, satisfaction is an important factor in building relationship or building royalty between the organization and the consumers (Mekkla Sangtrakun, 2014).

For this reason, building satisfaction is necessary for an organization should emphasize in marketing, particularly creating good experience for consumers since it makes them feel good (Rust & Oliver, 1994) and receive positive emotion and feeling in such a way that they become satisfied and eventually repurchase (Benchapha Jaengwetchchai, 2016) making

incomes that are beneficial for the growth of the organization (Wiele, Boselie & Hesselink, 2000).

4. Concepts on Repurchasing

Repurchasing is the customers' behavior that chooses the service of the previous service provider (Thanakrit Tapanee and Surasit Bunchunon, 2019). It is brought about by the experience firstly received and evaluated. Because of the service provider's care and attention, given to the customers, they have satisfied attitude, satisfaction and perceive the value (Bolton & Bramlett, 2000), resulting in returning for repurchasing or using the service again with no organization to replace it. This leads to positive words of mouth to tell close people, the family and acquaintance. Apart from this, customers' repurchasing is also an indicator that shows the organization's ability and how much potential it has and whether it can create advantages over its competitor.

Conceptual Framework of the Study

The conceptual framework of the study derived from literature review and related studies consists of independent variable, namely sensory experience marketing, mediating variable, namely customers' satisfaction, and dependent variable, namely repurchasing.

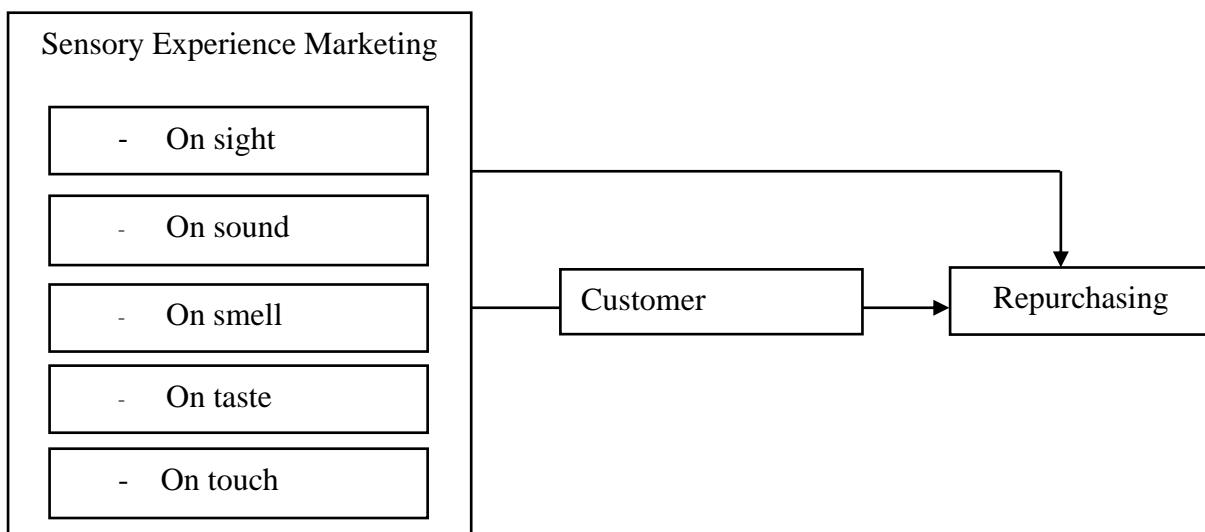


Figure 1: Conceptual framework

Research Methodology

This is study is a quantitative research collected data by a survey using a closed-end questionnaire and the samples were selected from those who used the service of Mongchang Café, both male and female, in Chonburi province, calculated by Cochran's formula (Cochran, 1977 in Kalaya Vanichbancha, 2007) because the exact number of the population was not known.

The reliability was specified at 95% with 5% reserved for loss of the questionnaire and the calculation formula was $n = \frac{Z^2}{4e^2}$.

n = size of population

Z = Z value at 95 % of reliability or at critical level 0.05 with Z = 1.96

e = level of error of acceptable sampling with error level the at 0.05.

The formula could be represented as:

$$n = \frac{(1.96)^2}{4(0.05)^2} = 384.16 \approx 385 \text{ samples}$$

Based on the formula and calculation, the samples were 385 with 15 samples reserved in case of loss of the questionnaires. However, as for correctness, completeness and appropriateness, the researcher used 400 samples in order to create more reliability by calculating for the samples without using probability. Therefore, multi-stage random sampling was used, namely: (1) using convenience sampling by choosing from the population that clicked to follow the page or checked-in at Mongchang Café through Facebook platform and Instagram because it was convenient in collecting the questionnaire through online, (2) using survey sampling to collect the information from both male and female customers at Changmong Café, and using purposive sampling by through a screening question as to meet the qualification the researcher wished to investigate, that is "Have you ever used the service of Mongchang Café?"

As for the questionnaire, it was divided into four parts: Part 1 was on general information of the respondent, Part 2 was about the information on behavior of using Mongchang Café with close-ended response question using a check list, Part 3 was a survey of customers' opinions about variables the researcher wanted to investigate whether they were related or not and to what extent through close-ended response questions using Likert's five-point rating scale (1-5), Part 4 was about opinions and suggestions from the respondent in the form of open-ended questions. As a whole the questionnaire had reliability more than 0.7 through Cronbach' Alpha Coefficient (Stanley and Hopkin, 1972).

The data were analyzed using percentage to explain the general demographic information of the respondents and their behavior using the service of Mongchang Café. Mean was used to analyzed the opinions of the respondents, and to find the standard deviation in analyzing the relation among the variables, multiple regression analysis was used to test the relation of the mediating variable towards the independent variable and the dependent variable.

Research Findings

The study of the sensory experience marketing on sensory affecting repurchasing through the customers' satisfaction with café business in Chonburi province, a case study of Mongchang Café. Based on 400 samples of customers found that most of the respondents were female with a total number of 257 people or 62.25 %, 201 people or 50.25% aged 21-30, 243 people or 60.75 were single, 293 people or 73.25 % received a bachelor's degree or equivalence as the highest education level, 167 people or 41.75% were employees in private companies, 175 people or 43.75% had a monthly income of 15,001 – 30,000 baht. Considering the behavior of using Mongchang Café, Chonburi, it was found that the sample group lastly used its service during the last 1 – 2 months with a total number of 251 people or 62.75%, and 334 people or 83.50 % using fewer than 1 time or equal per month. The most popular menu was Thai style fried noodles with 98 customers or 24.50%, and the popular drink was green tea ordered by 114 people or 28.5%. The popular activity in the café was photo-point for tourists favored by 140 people or 35%. What they wanted more, by 200 people or 50% was a quick service.

Based on an analysis of the average of the factors affecting repurchasing, it was found that most samples formed a sensory experience on sight the most. They could memorize the café's image with an average 4.40, followed by sensory experience on touch by receiving experience with friendly animals in the shop with an average 4.32, experience on sound that is the employees' voice tone with an average 4.28, experience on taste with an average 4.07, and experience on smell--the smell of food and drink in the shop 4.05 respectively. On satisfaction, it was found that the samples were satisfied with the employees' service with an average 4.33. On repurchasing, it was found that various kinds of experience above have stimulated the samples to return for repurchasing again when there is a chance.

Table 1 shows coefficient value between creating sensory experience on touch consisting sight, smell, taste, touch, and satisfaction affecting repurchasing of the samples (n= 400)

Variable	Sight	Sound	Smell	Taste	Touch	Satisfaction	Repurchasing
On sight	1.000**						
On sound	0.630**	1.000**					
On smell	0.576**	0.462**	1.000**				
On taste	0.577**	0.452**	0.669**	1.000**			
On touch	0.599**	0.464**	0.599**	0.700**	1.000**		
Satisfaction	0.526**	0.452**	0.297**	0.471**	0.653**	1.000**	
Repurchasing	0.305**	0.226**	0.329**	0.359**	0.592**	0.660**	1.000**

** significant at $\alpha = 0.01$.

The results of an analysis of coefficient between sensory experience marketing consisting of sight, sound, smell, taste, touch and satisfaction that affected repurchasing of the samples, it was found that the independent variable has relation between 0.22-0.70 which does not exceed 0.80 and when considering the VIF, it was found between 1.38-2.482, not exceeding 10, and that the tolerance value was between 0.403-0.725 which is between $0 > 1$. Thus, it can be concluded that the coefficient value of the factors on every side has relation in the same direction at the critical level at $\alpha = 0.01$, and there is no Multicollinearity, so that the information can be analyzed using multiple regression.

An analysis of the relation of independent variable affecting repurchasing is a kind of sensory experience marketing on sight, sound, smell, taste and touch which include an analysis of the relation of independent variable affecting repurchasing when there is satisfaction as a mediating variable, and the result is shown below.

Table 2 The result of testing the influence of the mediating variable in hypothesis 1.

Research Hypothesis	Total effect	Direct effect	Indirect effect	P=0.000
H1	0.305	-0.058	0.363	0.000

R = 0.662 R² = 0.438 Adjusted R² = 0.435 F = 154.693 S.E. = 0.685

Hypothesis 1, the sensory experience marketing on sight affected repurchasing significantly (Beta = 0.305, Sig. <0.05). Afterward, when bringing the variable in relation to satisfaction as an mediating variable, the value of sensory experience marketing on sight affected repurchasing in an opposite direction with a decrease significantly (Beta = 0.058, Sig. <0.05). Therefore, it can be said that the sensory experience marketing on sight affected repurchasing through satisfaction significantly (Beta = 0.363, Sig. <0.05). Thus, hypothesis 1 is accepted.

Table 3 The result of testing the influence of the mediating variable in hypothesis 2.

Research Hypothesis	Total effect	Direct effect	Indirect effect	P=0.000
H2	0.226	-0.091	0.317	0.000

R = 0.665 R² = 0.442 Adjusted R² = 0.439 F = 157.290 S.E. = 0.683

Hypothesis 2, the sensory experience marketing on sound affected repurchasing significantly (Beta = 0.226, Sig. <0.05). Afterward, when bringing the variable in relation to satisfaction as an mediating variable, the value of sensory experience marketing on sound affected repurchasing in an opposite direction with a decrease significantly (Beta = 0.091, Sig. <0.05). Therefore, it can be said that the sensory experience marketing on sound affected repurchasing through satisfaction significantly (Beta = 0.317, Sig. <0.05). Thus, hypothesis 2 is accepted.

Table 4 The result of testing the influence of the mediating variable in hypothesis 3.

Research Hypothesis	Total effect	Direct effect	Indirect effect	P=0.000
H3	0.329	0.146	0.183	0.000

R = 0.674 R² = 0.455 Adjusted R² = 0.452 F = 156.665 S.E. = 0.675

Hypothesis 3, the sensory experience marketing on smell affected repurchasing significantly (Beta = 0.329, Sig. <0.05). Afterward, when bringing the variable in relation to satisfaction as an mediating variable, the value of sensory experience marketing on smell

affected repurchasing with a decrease significantly ($\text{Beta} = 0.146$, $\text{Sig.} < 0.05$). Therefore, it can be said that the sensory experience marketing on smell affected repurchasing through satisfaction significantly ($\text{Beta} = 0.183$, $\text{Sig.} < 0.05$). Thus, hypothesis 3 is accepted.

Table 5 The result of testing the influence of the mediating variable in hypothesis 4.

Research Hypothesis	Total effect	Direct effect	Indirect effect	P=0.000
H4	0.359	0.063	0.297	0.000

$R = 0.662$ $R^2 = 0.439$ Adjusted $R^2 = 0.436$ $F = 155.057$ S.E. = 0.685

Hypothesis 4, the sensory experience marketing on taste affected repurchasing significantly ($\text{Beta} = 0.359$, $\text{Sig.} < 0.05$). Afterward, when bringing the variable in relation to satisfaction as an mediating variable, the value of sensory experience marketing on taste affected repurchasing with a decrease significantly ($\text{Beta} = 0.063$, $\text{Sig.} < 0.05$). Therefore, it can be said that the sensory experience marketing on taste through satisfaction at a high level, so it affected repurchasing significantly ($\text{Beta} = 0.297$, $\text{Sig.} < 0.05$). Thus, hypothesis 4 is accepted.

Table 6 The result of testing the influence of the mediating variable in hypothesis 5.

Research Hypothesis	Total effect	Direct effect	Indirect effect	P=0.000
H5	0.592	0.281	0.311	0.000

$R = 0.693$ $R^2 = 0.481$ Adjusted $R^2 = 0.478$ $F = 183.874$ S.E. = 0.658

Hypothesis 5, the sensory experience marketing on touch affected repurchasing significantly ($\text{Beta} = 0.592$, $\text{Sig.} < 0.05$). Afterward, when bringing the variable in relation to satisfaction as an mediating variable, the value of sensory experience marketing on touch affected repurchasing with a decrease significantly ($\text{Beta} = 0.281$, $\text{Sig.} < 0.05$). Therefore, it can be said that the sensory experience marketing on touch affected repurchasing through satisfaction significantly ($\text{Beta} = 0.311$, $\text{Sig.} < 0.05$). Thus, hypothesis 5 is accepted.

Discussion

Based on the analysis of the relation of the mentioned factors, the question and the objectives set by the researcher could be answered and met respectively. That is every independent variable affected repurchasing at Mongchang Café. The variable which affected repurchasing most was sight through a mediating variable satisfaction. This means that the way the entrepreneur decorated the café, the food and drink menu and other factors in the cafe appropriately and the customers feel satisfied because of the experience they receive in the café. Then they come back again for repurchasing. But it is contradict with a study by Kotchakorn Detkamhaeng and Rachanon Taweephon (2020) who state that sensory strategy on sight does not affect decision making to use the café's services since internal decoration in the shop does not reflect the menu in the shop. Such a conflict research result may arise from the factors other than the variables used in the research, whether it be the business used as a case study, difference of respondents, as the case maybe. Besides, there are also experiential

marketing on other aspects which affects repurchasing, namely experience on sound, smell, taste, and touch that could create satisfaction in such a way that customers come back for repurchasing at Mongchang Café respectively.

Suggestions

Suggestions for Business Application

Those who run a café business should give emphasis on five sensory experience marketing strategies that affect customers to have satisfaction and return for repurchasing in order to be guidelines for effective business running that could be summarized as follow.

1. On sight, consumers will experience on seeing from memorizing the shop's image. If the entrepreneur could use the sensory experience marketing strategy on seeing in building the image for the consumers to remember, it would affect satisfaction and return for repurchasing continuously.

2. On sound, consumers will be satisfied by the voice of employees, thus the entrepreneur should place importance on the sensory experience marketing strategy on hearing. If the entrepreneur could make the consumers to have satisfaction from hearing the voice of the employees and other services in the shop, it would affect repurchasing.

3. On smell, consumers will have experience on smell from the smell of food and drinks in the shop. If the entrepreneur could attract the consumers by using the food and drink smell or other smell in the shop, it would affect the customer to have satisfaction and return for repurchasing continuously.

4. On taste, customers will have experience on taste from consuming the food and drink in the shop and they would have satisfaction. The entrepreneur should give importance with the taste of food and drinks in order to satisfy the customer and return to repurchase again.

5. On touch, consumers would have experience on a good touch from receiving experience with friendly animals in the shop that the entrepreneur who runs animal café business could use sensory experience marketing on touch in running business by bringing animals to create good experience for the consumer to have satisfaction in order to result in repurchasing.

Suggestions for Future Study

1. An interested researcher should study the factors that affect repurchasing of café business in Chonburi province, a case study of Mongchang Café by changing variables on other aspects such as marketing mix in order to have different results.

2. An interested researcher should study the sensory experience marketing that affects repurchasing of customers of the café business in other provinces where there are a lot of café businesses and service users in the study area in order to have different results.

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