

Investigating the role of brand image in the beverage industry in Danang

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Abstract

Customer satisfaction is becoming the perfect marketing construct in academic research with a preliminary one indicating that it has a crucial construct that not only manifests the outcomes of customers' interactive experience values and the specific company but also enhances a firm's competitive advantages. Contemporaneously, in many fluctuating business environments, customer satisfaction is a support tool in order to achieve building customer relationships, as well as boost business performance. Therefore, customer satisfaction was explored in the Starbucks service context to prove its important role. Results indicate that the brand image factor has the most influence on customer satisfaction, followed by customer experience and service quality. In addition, the implication that outcomes related to Starbucks customer satisfaction may expand to interpret service customer behaviors and consolidate a useful tool in maintaining customer-business relationships. These results, thus, help Starbucks in Da Nang enhance to serve customers and make wise decisions for Starbucks managers in the future.

Keywords: Starbucks, customer satisfaction, customer experience, brand image, service quality

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I. Introduction

Starbucks Coffee is an American brand, founded in 1971 in Seattle by three members Gordon Bowker, Zev Siegl, and Jerry Baldwin, but now Starbucks is just a small-scale coffee shop (Bondarenko, 2022). Until Howard Schultz showed up, who saw the potential of this store and made it the number-one coffee brand in the world (Starbucks, 2022). He transformed Starbucks from a store into a chain of coffee shops with nearly 34,000 stores operating around the world (Starbucks Annual Report 2021). Bringing colors from brown to green, with a mission to inspire and nourish the human spirit, Starbucks is active around the world and serving people (Starbucks 2022).

In the Vietnam market, Starbucks has opened 77 stores across the provinces, however, the stores are mainly present in big cities such as Ha Noi capital, HCM city, and Da Nang city. These are densely populated areas, and people have higher incomes than in other cities and provinces. Although it has only recently entered the Vietnamese market, Starbucks is currently ranked 7th in the list of coffee brands with a large number of restaurants in Vietnam (Thong 2022).

The topic of customer satisfaction has been studied in many large enterprises in countries around the world. For example, in the F&B piece, there are studies on Starbucks satisfaction in two countries, India and Taiwan. Vietnam is a developing country, and the entry of big brands like Starbucks into the market is due to globalization. However, strategies are needed to compete in this country, due to the fact that Vietnam is one of the largest coffee-producing countries in the world and the fact that an international coffee brand competes with other coffee brands. Domestic brands are quite difficult. Therefore, it is proposed to study the customer satisfaction of Starbucks in Da Nang to find out the factors to increase the competitive advantages.

Meeting customer expectations and perceptions is the key to satisfaction, every company has different factors that affect customer experience, and being aware of these factors makes it a company easier to attract more customers (Yuliarmi 2003). Besides, it is easier for the company to make profits from loyal customers. The reason is that they don't care much about the price, because they trust the business and know the value that the company provides them is worth the money they spend (Teal and Reichheld 1996). Moreover, loyal customers often buy from the company, because they have confidence in the quality of the company's products (Reichheld and Sasser 1990). Ultimately, their frequent purchases will make it easier for a company to collect data to develop better products and marketing strategies to serve customers (Teal and Reichheld 1996). The objective of this research is to find out which factors have the most influence on customer satisfaction, then

propose a strategy to deal with that difficulty, to compete with local businesses, and at the same time provide customer satisfaction with Starbucks services.

II. Literature review

2.1. Customer satisfaction

Customer satisfaction is defined as the intersection of product experience and emotion, making customers feel satisfied. It affects the intention to reuse the product, which in turn makes the business increase profits. This assesses that the value of the product or service that gives users moderate to high satisfaction makes them satisfied (Oliver 1997). In addition, customer satisfaction is also defined as the fulfillment of metrics of expectations that make customers satisfied (Malik et al. 2012). However, there are a few cases where the company does not provide customers with what they need (Roig et al 2006). This will make customers feel satisfied but still not interested in returning or spreading the product to others (Bowen and Shoemaker 2003). Moreover, the lack of attention to the customer's perceived value will lead to a decrease in the satisfaction of customer expectations, which leads to a lack of satisfaction measurement (Woodruff 1997). On the other hand, customer satisfaction with the service or product that the company creates is a strategic competitive advantage (Thorsten and Alexander 1997). This is because retaining customers in today's context reduces costs in the conversion process (Lin and Wu 2011).

2.2. Customer experience

Customer experience is understood in many different ways, there are many different views of customer experience scholars according to their own factors. Some people think that customer experience going through different levels of psychology, reasoning, intelligence, and emotion (Sebald and Jacob 2020). On the other hand, customer experience is also known as the direct or indirect internal contact process between customers and businesses. Examples are packaging, service quality, employee friendliness, product reputation, and advertising (Hult et al 2020). In addition, according to Otterbring and Lu (2018), customer experience is also influenced by touch points with the product according to the number of times of use, creating familiarity with the product.

Customer experience has been studied in many different contexts, the results all showing that this is a key factor leading to customer satisfaction. Specifically, the study of customer experience is the main factor affecting customer satisfaction, through product experience, external environment, and professionalism of employees. All these factors constitute a good experience, making customers feel satisfied. In addition, it is also a criterion to evaluate the viability and success of a business in the future if it provides a good customer experience (Pei et al 2020). Another study of experience has shown that factors such as convenience and social interaction, both directly affect customer satisfaction, it helps each other in making customers satisfied, none of the factors was most influential or weaker than the others (Srivastava and Kaul 2014). Moreover, studying the factors of experience also affects word-of-mouth behavior, and loyalty intentions, not just satisfaction (Klaus and Maklan 2013). The results show that there is a positive relationship between customer experience and interaction (Zaid and Patwayati 2021). Therefore, this study also proposes a study on how customer experience affects customer satisfaction in the context of Starbucks in Danang.

H1: Customer experience has a positive influence on customer satisfaction

2.3. Price

Price is an important factor that makes us choose the right product. For businesses, price is the value or reward that is exchanged to promote the growth of the company. The price must also match the expectations that the customer wants to create satisfaction (Qin and Prybutok 2008). Commodities are very diverse in terms of prices and we can use them all at different prices (Skindaras 2009). In the marketing mix, price plays the role of one of the four main factors in formulating a marketing strategy (Kotler and Armstrong 2012). While this is also the factor that is easiest to change and improve quickly, the cost is also related to the style of the restaurant, for example, large restaurants often have high product prices.

Several studies on price in different contexts have been carried out by the authors, to find out its influence on customer satisfaction. For example, a study on customer satisfaction in a local restaurant in Pakistan showed that price does not affect customer satisfaction much, but service quality is the most important (Sabir et al 2014). The second study, the second study conducted at a coffee shop called Mando, on price, environment, and service quality, this study showed that price did not affect customer satisfaction. The reason is that this coffee shop produces new products and makes them unique, customers want to experiment so they don't care much about the value they pay for using the product (Cristo et al. 2017). Another study on the service quality of retail food found that the price of the product may be equal to the level perceived by the customer, but not equal to its actual value. This study is applied to food products such as ice cream, bread, pizza, etc. As a result, since different products have different values, even if the same company produces them, it is necessary to

compare the values and prices of the products (Bell et al. 1997). Therefore, based on previous studies, we propose that the price factor is one of the factors affecting customer satisfaction for Starbucks in Da Nang.

H3: Price has an influence on customer satisfaction

2.4. Brand Image

Brand image is defined as the customer's memory of the brand perception (Keller 1993). Anything of a business such as a company or a name can become a trademark (Davies et al 2003). Each company's brand image is an invaluable asset, it has different characteristics from the product brand because it emphasizes the value of the company, especially since it is difficult to copy because each company is different. A good brand image in the eyes of customers will make them repurchase and help businesses strengthen competition with competitors (Porter and Claycomb 1997). If customers have a favorable impression of the brand image, they will perceive more value, quality, and satisfaction (Johnson et al 2001). It represents customers' feelings and perceptions towards a particular product (Amstrong et al. 2020). Moreover, this is a direct impact on the increase in sales of the enterprise's products (Niode and Hinele 2020).

Brand image has been studied in many different businesses. A typical example of the influence of brand image on customer satisfaction in Starbucks businesses in India, the results show that the Starbucks brand image has a substantial impact on customer satisfaction because this is the number 1 coffee brand in the world, the indicators related to the Starbuck brand are highly rated by customers (Pandey et al 2021). Another study on the brand image of Starbucks was also done in Taiwan, the study found that the brand image not only affects satisfaction and creates loyal customers as well (Tu et al. 2012). Finally, the study of the brand image of the customers of the sports club in Taiwan. The results show that brand image plays an important role in developing the base and marketing advertising to customers, thereby creating customer satisfaction (Chao 2015). From the above studies, it is expected that brand image is a factor in customer satisfaction for Starbucks businesses in Da Nang.

H3: Brand Image has a positive influence on customer satisfaction

2.5. Service quality

Service quality is determined by two factors. First, quality must ensure that it meets or exceeds expectations (Juran 1988). The second is service, which is the performance made by aggregation into a solution and has its practicality (Kotler and Keller 2006). The researchers believe that providing more service quality will increase customer satisfaction, conversely, reducing service quality will make customers feel uncomfortable. It is difficult to assess and quantify service quality because it is not a specific product that must be assessed based on customer perceptions (George and Jones 1991).

A study on service quality at fast food restaurants, it was found that service quality did not have much influence on customer satisfaction as well as purchasing decisions, the reason is that fast food restaurants usually operate in a self-service mode (Qin and Prybutok 2008). Conducted in the service factory on the factors of satisfaction, and service quality, the results show that the direct influence of service quality is weaker than the indirect influence on behavioral intentions (Olorunniwo et al 2006). Another study that sought to unify the role of service quality on satisfaction in a transnational context showed that there is a relationship between purchase intention, satisfaction, and service quality. In particular, satisfaction is a mediating factor between service quality and purchase intention (Brady and Robertson 2001). Based on the research done, the hypothesis is proposed.

H4: Service quality has a positive influence on customer satisfaction

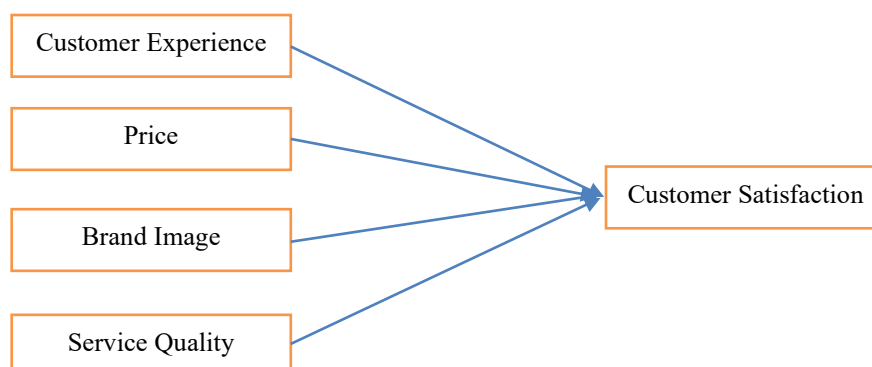


Figure 1: Research models

III. Methodology

This study was carried out from April 2022 to July 2022. The subjects of the study are customers of Starbucks business. Including office employees, students, tourists, and other customers of Starbucks. The scale of the survey is in Da Nang city, which is one of the famous cities for tourism in Vietnam. The research method selected in this project is the quantitative method. This is a method of data collection and analytical evaluation based on collected data, it shows correlations and trends. In addition, it provides results and predictions for each causal relationship and aggregates the results for large numbers (Pritha 2020). The way to do this research is to create a questionnaire that focuses on factors affecting customer satisfaction, such as price, customer experience, brand image, and service quality. To check the question, the author uses a 5-point Likert scale. In addition to data analysis, SPSS software will be used in this study, and the results of the factors will be aggregated by different tables. Quantitative methods will give more reliable results because the numbers cannot be wrong. However, there are still difficulties in data collection such as customer answers being dishonest, and lack of context, the research focus is still narrow because there are only 3 Starbucks stores in Da Nang.

3.1. Scale design

The questions used to measure this study were created from previous research questions on customer satisfaction and similar variables

Items are derived from previous studies, customer experience, customer satisfaction & service quality (Ha 2022), price (Pandey et al. 2021), and brand image (Bernarto et al 2020; Rosanti et al. 2021).

3.2. Questionnaire Design

The questionnaire used a Likert 5 scale with a range from strongly disagree to strongly agree, to measure the change of the variable. Consists of two main parts: The demographic question and the research variable question.

Part 1 consists of 5 questions about demographics, these questions focus on personal factors to provide preliminary information about survey respondents such as gender, age, job, income, and frequency utilization rate of Starbucks service. This is important information to investigate in this study because it describes the individual characteristics of the group of customers using Starbucks services in Da Nang city.

Part 2 consists of 25 questions representing the 5 variables selected in this study. At the beginning of the 20 questions are independent variables including customer experience, price, service quality, and brand image. Finally, the last 5 questions are about customer satisfaction and represent the dependent variable.

3.3. Practice Research

This study will be carried out by quantitative method by surveying the factors affecting customer satisfaction through the Microsoft forms application.

This study is to clarify the concepts and role of customer satisfaction in the post-covid-19 context in the Da Nang market. This study was conducted at Starbucks stores operating in Da Nang city, the subjects were customers using services at Starbucks. These subjects differ in terms of job, age, and income. Only customers who have been using Starbucks services will participate in the survey.

The choice of the number of samples is one of the necessary decisions to make the EFA factor easier to analyze. The EFA factor needs a minimum number of samples for analysis, the sample size needs to be based on the minimum size and measurable variables for analysis (Pearson 2008).

The minimum sample to use in factor analysis should be at least 100 subjects (Gorsuch 1983). On the other hand, another author advises on the number of samples: 50 is very weak 100 is weak 200 is good, 300 is good, and 1000 is extremely good (Comrey and Lee 1992). For this study, the minimum number of samples will be $N = 150 (5 \times 30)$. Therefore, a minimum of 150 questionnaires is required to conduct this research.

There are two ways of sampling: random and non-probability (or non-random). This study was randomly sampled, the data was collected through the Microsoft Forms application and the results were sent directly to the application via the internet.

SPSS application was used in this study to analyze the data, after surveying with Microsoft forms.

Demographic analysis, are questions related to gender, age, job, income, and frequency of service use at Starbucks of research subjects.

The research was done on Microsoft forms. However, because the survey respondents are Vietnamese, there are 2 survey questionnaires in 2 languages: Vietnamese and English. The Vietnamese version of the survey was used for the field survey, while the English version was used as a sample for the research

IV. Results

4.1. Descriptive statistical analysis

As analyzed above, this study required a minimum of 150 samples to perform the analysis. However, based on actual data, the survey was quite successful with more than 300 responses sent back to the author. Specifically, about 301 votes, equivalent to 301 survey respondents, belong to customers who are using the drinks and services of Starbucks Da Nang. However, only 283 questions were valid after filtering out the 301 questions to conduct the survey.

The first is about gender, the subjects who participated in the study included 132 men, accounting for 46.6%, and 151 women, accounting for 53.4%. The ratio did not differ too much between the number of sexes participating in the survey.

The second is age, which is divided into 4 groups with different ages. The age group under 18, is the age of high school students, this group of guests is quite active and likes to learn many new things, but they do not have much money to spend, as evidenced by the number of participants in the survey. There are 15 people under 18 years old, accounting for 5.3% out of 283 people. Next is the group of people from 18-25 years old, this is the age group of students or recent graduates, this age group is younger and more financially comfortable than the first group, as evidenced by 154 people in the age group. These people participated in the survey, accounting for 54.4%. The third age group is from 25 to 35 years old, this is the age group of people who have a stable income, the number of participants is about 81 people, the second most after the four groups. The last is the age group over 35, accounting for 11.7%, about 33 respondents.

The third is work, with about 48 participants being students or students, accounting for 17%, followed by office workers, with about 138 people, accounting for 48.8%, nearly half of the number of participants. This proves that the main customer of the store is this object. Next is business managers, there are about 43 people, accounting for 15.2%, and these are managers or business owners. The next object is workers, non-office workers, accounting for 11%, equivalent to 31 people. Finally, there are other jobs, accounting for 8.1%, about 23 survey respondents do other jobs.

Fourth, the next factor selected for the survey is income, including 4 levels of less than 5 million a month, the data shows that there are about 41 people or 14.5%. Next is the income level from 5 to 10 million, this is the main income level because it accounts for 53%, and about 150 survey respondents have this income level. In addition, the next income level is about 10-20 million, accounting for 21.2%, about 60 people. Finally, the income level is over 20 million, accounting for 11.3%, about 32 participants.

Finally, the final demographic survey factor is the frequency of Starbucks service use in a week. Consists of 4 levels: going for the whole week, going from 5 to 6 days a week, from 3 to 4 days a week, and finally 1 day a week. The data obtained are 24 people (8.5%), 46 people (16.3%), 89 people (31.4%), and 124 people 43.8%. The percentage of people who use Starbucks once a week is the highest in this survey.

4.2. Cronbach's Alpha reliability analysis

By using Cronbach's Alpha to analyze the reliability of 4 independent variables and 1 dependent variable. The results show that for the Customer Experience (EX) variable, the author has to remove EX3, to get a coefficient of 0,896. Next is for the variable Price (PR), we have to remove PR2, to get a coefficient of 0,893. The third is the Brand Image (BI) variable, the author has to remove BI4, to get a coefficient of 0,897. Besides, the Quality of Service (SQ) variable, the author has to remove SQ4, to get a coefficient of 0,898. Finally, the Customer Satisfaction (CS) variable, the author has to remove CS1, to get a coefficient of 0,896. In addition, all variable-sum correlation coefficients are greater than 0,3.

4.3. Exploratory factor analysis

This analysis was performed after removing the observed variables EX3, PR2, BI2, BI4, SQ2, SQ4 and CS1. The number of observed variables remaining to conduct the survey is 18 variables. The results show that:

First, after analyzing KMO and Barlett's Test, we get $KMO = 0,907 > 0,5$; sig and Barlett's Test = 0,000 < 0,05; So we conclude that the factor is suitable.

Next is Total Variance Explained, the data shows that there are 5 factors that meet the criteria greater than 1 in the eigenvalue, the lowest factor is 1,122 > 1; the total variance of this factor is 81,942% > 50%, concluding that These 5 factors skewed the data of 18 observed variables involved in the EFA analysis. The last is Rotated Component Matrix, the data shows that 5 factors are divided into 5 different branches and all have Factor Loading > 0,5 and all variables are good.

4.4. Correlation analysis

Table 1: Correlations

		CS	EX	PR	BI	SQ
CS	Pearson Correlation	1	,562**	,531**	,542**	,544**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	283	283	283	283	283
EX	Pearson Correlation	,562**	1	,534**	,492**	,511**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	283	283	283	283	283
PR	Pearson Correlation	,531**	,534**	1	,473**	,577**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	283	283	283	283	283
BI	Pearson Correlation	,542**	,492**	,473**	1	,436**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	283	283	283	283	283
SQ	Pearson Correlation	,544**	,511**	,577**	,436**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	283	283	283	283	283

Correlation analysis is performed by dependent variable customer satisfaction with independent margins such as Customer Experience, Price, Brand image, and Quality of Service. The obtained results show that the dependent variable is correlated with all independent margins at the 99% confidence level, or 1% significance equivalent. Especially the independent variable Customer experience has the strongest correlation with the dependent margin of Customer satisfaction, as evidenced by the highest Pearson coefficient = 0.562. This is followed by the Service Quality, Brand Image, and Price, respectively. With the corresponding Pearson values of 0.544, respectively; 0.542; 0.531. The correlation also shows the ability to be influenced by the factors in that study.

4.5. Multivariate regression analysis

Table 2: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,689 ^a	0,475	0,468	0,69510	2,263

Table 3: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121,580	4	30,395	62,909	0,000 ^b
	Residual	134,318	278	0,483		
	Total	255,898	282			

Table 4: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	0,590	0,212		2,784	0,006		
EX	0,241	0,056	0,241	4,313	0,000	0,604	1,656
PR	0,154	0,057	0,155	2,686	0,008	0,565	1,771
BI	0,246	0,051	0,253	4,807	0,000	0,681	1,468
SQ	0,216	0,055	0,221	3,926	0,000	0,597	1,676

Multivariate regression analysis of customer satisfaction dependent margin to other independent variables.

The first is the Model Summary table, the important information in this table is Adjusted R Square (R²) and Durbin-Watson. The value of Adjusted R Square (R²) = 0.468 shows that the independent variable has little effect, about 46.8% of the variation for the dependent. The remaining 53.2% is of external variables. The reason the R² shield has a slightly low value is that there are no standard factors, it is necessary to add or select other factors. However, the rate of 46.8% can still be temporarily accepted. In addition, the Durbin-Watson value must be between 1,5, and 2,5 to represent the first-order correlation series. The results show that DW = 2,263; so the result does not violate the first-order series correlation assumption.

Finally, in the coefficients table, the important factors include Sig and VIF. Data analysis shows that all Sig variables are less than 0,05. It shows that all independent variables (EX, PR, BI, SQ) have an impact on the

dependent variable (CS). In addition, the variance exaggeration factor VIF, the lower it is, the less likely it is to have multicollinearity. Acceptable accommodation prices exist in the range of less than 2, the survey results show that the VIF values of the collected variables fluctuate in the range of 1,468 to 1,771. All are less than 2, which indicates that the data does not violate multicollinearity.

Based on regression analysis, the author has found through the survey that 4 factors affect customer satisfaction, including Customer experience, price, brand image, and service quality. Especially, brand image has the biggest impact with a regression index of 0,253; In contrast, the price factor has the least impact with a regression index of 0,155. The results are presented in the form of a formula:

$$CS = 0,241*EX + 0,155*PR + 0,253*BI + 0,221*SQ$$

V. Conclusion and implication

5.1. Conclusion

After analysis, the collected results show that all factors have a positive impact on customer satisfaction.

Table 5 : Path analysis results

Hypothesis	Path	Normalization Coefficient	Sig	Result
H1	EX -> CS	0,241	0.000	Accept
H2	PR -> CS	0,155	0.008	Accept
H3	BI -> CS	0,253	0.000	Accept
H4	SQ -> CS	0,221	0.000	Accept

Regression coefficient of 0,241 and Sig of 0,000 show that customer experience has a positive relationship with customer satisfaction, so hypothesis H1 is reasonable. This result is consistent with previous studies on how customer experience affects customer satisfaction. In markets such as shopping, international, online, services, and retail, the country Indonesia (Pei et al. 2020; Jaiswal and Singh 2020; Zaid and Patwayati 2021).

Regression coefficient of 0,155 and Sig of 0,008 show that price has a positive relationship with customer satisfaction, so hypothesis H2 is reasonable. This result is consistent with previous studies on the impact of price on customer satisfaction, in the fast food, restaurant, and corporate markets (Ribeiro Soriano 2002). However, this is in contrast to studies in the Pakistani restaurant and coffee shop markets (Sabir et al. 2014; Crist et al. 2017).

Regression coefficient of 0,253 and Sig of 0,000 show that customer experience has a positive relationship with brand image, so hypothesis H3 is reasonable. This result is consistent with previous studies of Starbucks in India and Taiwan, where the brand image is the strongest influencing factor (Pandey et al 2021; Tu et al. 2012). In addition, the remaining studies in car sales, sports, and pine markets all show similarities in the influence of image on satisfaction (Waluya et al. 2019; Chao 2015).

Regression coefficient of 0,221 and Sig of 0,000 show that customer experience has a positive relationship with service quality, so hypothesis H4 is reasonable. This result is consistent with previous studies on service quality customer satisfaction, service market, and purchase intention (Brady and Robertson 2001). In addition, the study is not consistent with studies in the fast food or other service markets (Qin and Prybutok 2008; Olorunniwo et al 2006).

Research has shown that brand image factors (with $\beta = 0,253$) have the most influence on customer satisfaction. Followed by customer experience (with $\beta = 0,241$) and service quality (with $\beta = 0,221$) have an influence on satisfaction. Finally, price (with $\beta = 0,155$) has the least effect on customer satisfaction. The results show that the scales are reliable and appropriate, and all the independent variables have more or less an impact on the dependent variable.

5.2. Practical implications

This study helps Starbucks in Da Nang improve to serve customers better, especially brand image because this is the factor that shows that it has the most influence on customer satisfaction. Moreover, the analysis of other factors will make Starbucks have better marketing or service strategies in the future.

The results indicated that brand image has the strongest impact on satisfaction. Therefore, managers need to focus mainly on the brand image such as creating accompanying products with the Starbucks logo. In addition, based on analysis, to offer appropriate marketing campaigns and incentives for member customers who have used the service. Join the local community to increase image recognition with many other potential customers.

This also reinforces the conceptual ideas of brand influence on customer satisfaction such as, if customers have a good impression of the brand, they will feel better when using the service or product in the store (Johnson et al. 2001).

Customers or consumers when buying or using services at a store are not only for personal needs but also for enjoyment and experience, they can evaluate the service of the store through their feelings. received by them in the purchasing process. In Vietnam, coffee shops have improved their service quality, customers come not only to drink coffee but also to relax, and this creates a good experience, hence customer happiness. in-experience affects satisfaction. Therefore, customer experience in the business process is extremely important. On the other hand, experience is an individual action, it has meaning with human emotions based on the agent that is the product or service consumed. However, because experiences are so complex and everyone's experiences are different, the challenge is to create a unique trigger point that every customer can feel when experiencing in-store (Grundey 2008).

5.3 Limitations and directions for future research

Although sufficient data and survey questionnaires were provided, there are still limitations in this study. The first is about the geographical location, this study was done at Starbucks Da Nang stores, so the scale is small. Second, the participants are only customers using the service at a certain location. Third, the sample size was satisfactory, but still small compared to the local population. Finally, the factors selected for analysis affecting customer satisfaction are four factors, which are less than other factors that also affect customer satisfaction. As a result, it was judged by only a small group of the region.

Although there are still many limitations, research has shown that the influence of factors on customer satisfaction is there. This study will serve as a document to support other projects in the future, such as larger scale, surveying a wider audience and using other factors instead of the selected ones. In addition, it is recommended to interview store heads or experts in the field to have the best conclusions for future projects.

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