

南華大學管理學院企業管理學系管理科學碩士班

碩士論文

Master Program in Management Sciences

Department of Business Administration

College of Management

Nanhua University

Master Thesis

客戶滿意度和客戶忠誠度在越南咖啡廳的影響因素

The Factors Impact on Customer Satisfaction and Customer

Loyalty of Coffee Shops: Evidence in Vietnam

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中華民國 110 年 6 月

June 2021

南 華 大 學
企業管理學系管理科學碩士班
碩 士 學 位 論 文

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The Factor Impact on Customer Satisfaction and Customer Loyalty of
Coffee Shops Evidence in Vietnam

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(2)學術期刊：2021第五屆永續發展與綠色科技研討會

(2021SSDGT)及2nd international conference on Sustainable

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指導教授： 簽章

中華民國 110 年 6 月 20 日

ACKNOWLEDGEMENT

It has been a long and quite difficult road for me to complete this thesis. I would not have been able to complete it without the help of my advisor, friends and family.

The great thanks send to my supervisor, professor Shu Fang Yuan, for your patience, guidance, and support. Your vast expertise and diligent editing have been really beneficial to me. I am grateful that you accepted me as a student and have continued to believe in me throughout the years.

Thank you to my friends who always been very supportive and helpful. My friends helped a lots in translating English – Vietnamese, help me to collect the data, giving me advices and always encourage me in difficult times during the process.

Finally, I could not have become an MBA student and complete this thesis without the support of my family. Mom and Dad, thank you for all of your love and for always reminding me of the end goal , thank you for always telling me I am so good and let me believe in my self.

Thank you your all for helping me to create this thesis.

Sincere.

Nguyen Ha My

2021/06/29

南華大學管理學院企業管理學系管理科學碩士班

110 學年度第 2 學期碩士論文摘要

論文題目：客戶滿意度和客戶忠誠度在越南咖啡廳的影響因素

研究生：阮何嶠

指導教師：袁淑芳博士

論文摘要內容：

越南咖啡市場在國際上佔重要地位，不僅在外銷市場，咖啡在內需市場亦具有高度的成長性，近年連鎖咖啡店或個別咖啡廳林立，故對咖啡店業者來說，這就是機會也是威脅。因此，如何在高度競爭的環境保持客戶滿意度並建立客戶忠誠度是咖啡業者的首要任務。根據過去研究，本文推論影響客戶忠誠度和客戶滿意度之因素包括感知價值，服務質量，品牌形象和公眾輿論。故，本研究的目的即在檢驗這些要素之間的相互影響以及對客戶滿意度和客戶忠誠度造成的影響。本研究採取問卷調查收集的實證數據，做為本研究探討影響客戶忠誠度和客戶滿意度的因素分析資料。

關鍵詞：客戶忠誠度、客戶滿意度、公眾輿論、感知價值、服務質量、品牌形象

Title of Thesis: The Factors Impact on Customer Satisfaction and Customer
Loyalty of Coffee Shops: Evidence in Vietnam

Department: Master Program in Management Sciences, Department of
Business Administration, Nanhua University

Graduate Date: June, 2021

Degree Conferred: M.B.A

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Abstract

In recent years, 2020s, the coffee shop market in Vietnam is extremely vibrant, these are opportunities as well as threats to the coffee shop owners and investors. Retaining customer satisfaction and creating customer loyalty are main priorities of every business. Based on researches in the past, this study suggests that the factors influencing consumer loyalty and customer satisfaction include perceived value, quality of service, brand image and public opinion. Then, the purposes of this study are to examine the impact of these elements on each other and on customer satisfaction and customer loyalty. This research adopted the empirical data collected by questionnaire survey as the analysis data of factors affecting customer loyalty and customer satisfaction.

**Keywords: Customer loyalty, Customer satisfaction, Public opinion,
Perceived value, Service quality, Brand image**

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CHAPTER ONE

INTRODUCTION

1.1. Research Motivation

Coffee business is one of the most attractive industries in Vietnam. Since 2000, Vietnam has always been the second largest coffee exporter in the world.

Besides, Vietnam is a country with the coffee culture, the consumption of coffee in Vietnam has grown dramatically in recently. Lead to a sharp increase in the number of coffee shops and chains. Vietnam's coffee shop market has been one of the most vibrant and attractive industries in Vietnam. As well as, the coffee shop business is one of the outstanding business trends, followed by many people when they want to start a business. The background of Coffee shop market in Vietnam will be present more particular in the part one of literature review.

The intense competitions of coffee shop market in Vietnam make the businesses must do their best to survive. Their ultimate goal is to get loyal customers. Because loyal customers greatly influence the important indicators of the business. Because obviously without the satisfied customers continuing to purchase, the coffee shop certainly would not exist. “A company's goal is to attract and retain customers” said Drucker, P. (1954), the author of *The Practice of Management*. Customers are the source of life of the business, if a large number of loyal clients can be maintained, the business will still have the money to grow them. Many market research shows that the expense to create a new customer much higher than retaining an old customer. Marketing costs for existing brands are much cheaper than in new markets (Mittal et al., 1998). So at the same time with investing on advertising to attract more new

customer, businesses also should focus on "retaining customers" or creating "customer loyalty".

Customer loyalty directly relates with customer satisfaction. From previous decades, the study about customer loyalty are often tied to customer satisfaction. Reichheld and Schefter (2000) said that to gain the loyalty of customers, you must first earn their trust. And to gain the customer's trust, you need to give them the satisfaction. Customers satisfied, they will become a repeat and even loyal customers (Guiltinan, Paul and Madden, 1997). To satisfy customers, it is first and foremost essential to know their thoughts and feelings. For the service industry in particular and the coffee industry in general, it is extremely important to capture the perception of customers about drinks, service, space or staffs. And knowing the thoughts and opinions of customers is the way that coffee shops improve service quality and increase customer loyalty. Customer satisfaction has been directly affected by customer perceived value (El-Adly, 2018). There are many empirical researches improved the significant relationship between customer satisfaction and customer perceived value.

The factors that affect customer perceived value and also impact on customer satisfaction can be listed as below. The first one, products which be offered. Customer satisfaction will be enhanced by the quality of the coffee, the accompanying food, and the diversity of menus. The eye-catching and attractive presentation of the drink is also an advantage. In addition, according to the development of life, the needs of customers are increasingly diverse, in addition to coffee drinks they also want to enjoy other entertainment services: watching movies, listening to music, playing games, and so on. Currently, there are many coffee shops that have caught up with these demands: 3D coffee, book coffee, cat coffee, etc. The second one, services quality, that include style, attitude, and ability to handle situations, is always the most

important factor to satisfy customers. The third one, this is physical environment. The space of the coffee shop will directly determine the perception of customers. The fourth factor, it will be the brand. For customers, especially young people, brand is one of the top concerns. Famous brand is synonymous with high quality, good service, and so on. Sometimes, well-known brand simply is the trendy. And the final, price. Customers always want the price in accordance with the quality of the products and services they receive, the promotion is always attractive to customers.

Based on these, this study infers these factors: brand images, service quality (that including products quality, physical environment and service quality) can be used to determine customer perceived value, and brand images, service quality and customer perceived value (that include customer perceived benefit and price) can be used to determine customer satisfaction and customer loyalty.

On the other hand, the study found that public opinion plays an important role on impacting the process of a satisfied customer turns into a loyal customer. There is a fact note of PwC's Global Consumer Insights Survey which is a study of the behavior, habits, and expectations. Survey subjects are more than 21,000 online consumers across 27 countries. Nearly 50% of participants said will choose travel / resort service providers rely on family and friends' opinions. More than 20% of consumers say they will buy a product because of the influence of a celebrity or influencer on social media. Meanwhile, social media influences up to 61% of customers when deciding to buy, they are influenced and tend to refer to the reviews or feedback of other customers on social media or other platforms about the products/services they intend to buy.

Besides, although there are many empirical studies on perceived value and customer satisfaction have been conducted on the service industry.

However, plural of researches in Vietnam are studying in the retail or hospitality industries, few studies did in coffee shops market. This study found that the attraction of the coffee shop industry in Vietnam is still growing rapidly. At the same time this is also a very fast innovation industry based on trends, therefore, research on the coffee industry is timely and necessary. From the results of this study, it is expected to help coffee business owners in Vietnam to better understand the linkage between perceived value, brand images, service quality, public opinions, customer satisfaction and loyalty. Therefore, they can be more successful in gaining customer satisfaction and loyalty.

In sum, the following, this study will focus on studying the relationship between customer satisfaction and customer loyalty, and also how perceived value, brand images, service quality and public opinions impact on customer satisfaction and its relationship with customer loyalty.

1.2. Research Purpose

Based on the above motive and research background, this study is going to focus on collecting data and conducting surveys of individuals who are customers of coffee shops who have different background of genders, ages, income and employment in Vietnam. These subjects are researched aims to examine the linkage between perceived value, brand images, service quality, price, public opinions, and customer satisfaction and loyalty. Therefore, the main objective of this study can be created as follows:

1. To evaluate the relationship between Customer Satisfaction and Customer Loyalty.
2. To discover the relationship between Perceived Value and Customer Satisfaction.
3. To investigate the directly influences of Brand Image, Service Quality on Perceived Value.

4. To explore the impact of Brand Image, Service Quality on Customer Satisfaction.
5. To assess the mediation effect of Perceived Value on the relationship among Brand Image, Service Quality and Customer Satisfaction.
6. To check the mediation effect of Customer Satisfaction on the relationship between Perceived Value and Customer Loyalty.
7. To identify whether Public Opinion moderate the relationship between Customer Satisfaction and Customer Loyalty.

1.3. Subject and Research Scope

The theme focuses on assessing and analyzing the affecting of factors that impact on customer satisfaction and customer loyalty like: brand image, service quality, price, perceived value and public opinion in the coffee shops industry in Vietnam. On the basis of the topic mentioned above, Table 1.3.1 describes in detail the scope of this research:

Table 1.3.1 The scope of this study

Items	Scope of The Study
Types of the research	This research aims to be a quantitative study which literature reviews will be conducts to construct the framework and develop the research hypotheses. Questionnaire surveys data will be collected to test the hypotheses and discover the results then bring out conclusions.
General Purpose of The Research	Examine the factors impact on customer satisfaction and customer loyalty in the coffee shops industry in Vietnam.
Sample Collecting Methods	Online questionnaires survey will be used.

Population and Location of the Research	Aim to research above 400 individuals who are customers of coffee shops in Vietnam.
Duration of The Survey	Online questionnaires survey will be conducted in 2 months.
Research Method	SPSS will be used to run and analyze the data.

Source: Original Study

1.4. The Procedure and Research Structure

The study explores the factors impact on customer satisfaction and customer loyalty in the coffee shops industry in Vietnam. The first step will be find out about the actual situation of Vietnam's coffee shop market, then realize the necessity of research. And, find out the key words and construct the framework are the following parts. The framework offers theoretical backgrounds and the theories of all dependent and independent variables. The research model is then pointed out, using quantitative research techniques to perform surveys, collecting data to draw final conclusions.

The research process is describing in Figure 1.4.1 as below:

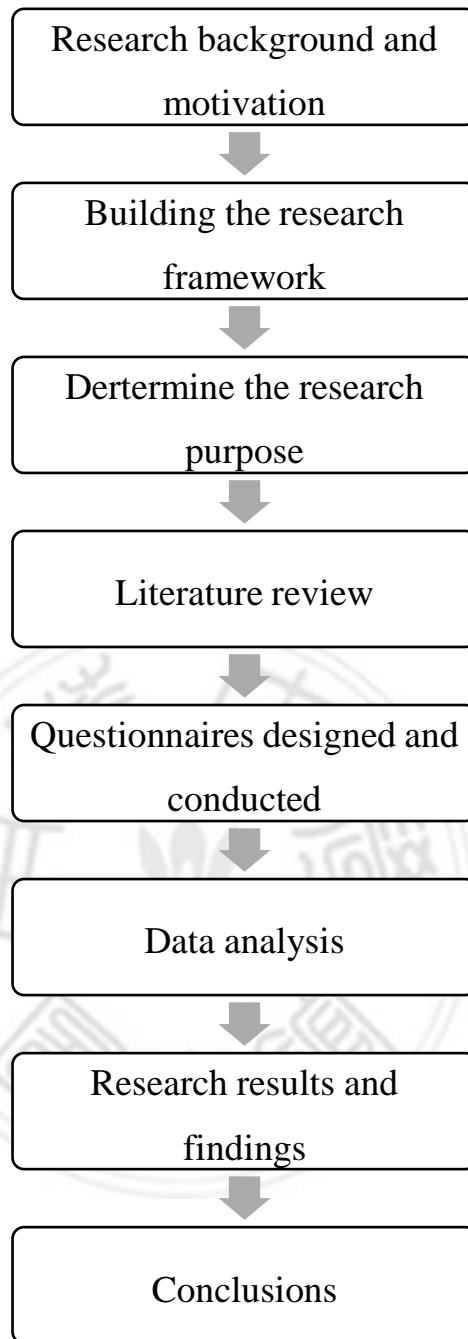


Figure 1.4.1 Research Process

Source: Original Study

CHAPTER TWO

LITERATURE REVIEW

The key content of this chapter will be divided into 3 sections. The first part will show the Vietnam coffee shop business background. The second part will present the definition of the six dimensions discussed, that are: customer loyalty, customer satisfaction, perceived value, brand image, service quality and public opinion. And, the empirical theories to support the relationships among them will be studied and demonstrated in the finally part.

2.1. Coffee Shop Business Background in Vietnam

Coffee business is one of the most attractive industries in Vietnam. Since 2000, Vietnam has always been the second largest coffee exporter in the world. According to Import and Export Department (Ministry of Industry and Trade), accumulated the first 11 months of 2019, coffee exports reached 1.473 million tons, worth 2.538 billion USD. By 2020, the US Department of Agriculture (USDA) estimates that Vietnam's coffee output may reach 32.22 million bags (1.93 million tons), an increase of 6%, and exports may reach about 28.25 million bags (1.17 million tons). (Source: Vietnam: Coffee Annual Report, 2019)

Although being the second largest coffee exporter in the world, and also a country with the coffee culture, the consumption of coffee in Vietnam was not high. However, in recent year, Vietnam's coffee consumption has grown dramatically, from 0.43 kg / per person / year to 1.38 kg / per person / year in the period from 2004 to 2015. This number is forecasted to increase to 2.6 kg / per person / year in 2021 (Source: Vietnam Coffee Industry Comprehensive Report Q2 / 2019). This was followed by a sharp increase in

the number of coffee shops and chains. According to the research of Vietnam Industry Research and Consultancy Company (VIRAC), in 2018, with 240 locations, Highlands Coffee is the largest coffee chain in Vietnam, sales of VND 1,628 billion (USD 70.8 million). The Coffee House ranked second with 140 stores, revenue of nearly VND 669 billion (USD 29 million); Starbucks with 45 stores, revenue of more than VND 593 billion (USD 25.7 million), the Phuc Long chain, which is known for tea drinks but has recently added a strong coffee section, is rated third, with total revenue of VND 473 billion (USD 20.5 million) in 2018, up 39% from 2017.

The coffee chains market in Vietnam is extremely vibrant, it's not mention to the thousands of independent and local coffee shops. The data above can partially show that Vietnam's coffee shop market is vibrant and very attractive for investors and coffee shop business is one of the outstanding business trends, followed by many people when they want to start a business.

The following are some brief and more detailed introductions of the coffee shop industry in Vietnam.

2.1.1. Types of Coffee Shops in Vietnam

There are some types of coffee shops that are most frequent in Vietnam, such as: independent coffee shops, chain coffee shops, local coffee shops, street coffee, canteen at convenience stores and street coffee takeaway. According to a public research of Q&Me Vietnam Market Research, a professional company providing market research services, independent coffee shops are the most favorable choices followed by chain stores and local shops, and with smaller market share coffee shop can be listed as: street coffee, street takeaway or convenience store. The target audiences of this study are the consumers who are customers of independent coffee shops and coffee chain shops.

Independent Coffee Shop

Independent coffee shop is still the most popular and common type of cafe in Vietnam. Opening a coffee shop is a popular business initiative among Vietnamese. Any precise statistics about the sales as well as the profit of these independent cafes are difficult to locate. Because most of them are spontaneous and small businesses. It is very difficult to get a particular number. However, with the naked eye, we can see the enormous number of this sort of coffee shop plus the amount of new ones that have quickly arisen, we can partially see the attractiveness of independent coffee shop model. Simply, you just need to walk along any street in Hanoi or Ho Chi Minh City, you will be amazed by the number of independent cafes there. No exaggeration, in every 5-10 shops, on average, there is one coffee shop.

There are many explanations for such crowded and common cafés, such as: Convenient. These independent cafes sprang up all over even the smallest alleys of the city. Customers just don't have to go too far to drink a coffee cup. They can meet the diverse consumer needs. The independent café often offers individual and diversified style that make them have unique atmosphere and environment. Pleasant atmosphere is the important reason that make independent café be loved. Last but not least, one main strength of independent café is reasonable price.

Chain Coffee Shops:

The coffee chain market in Vietnam is dominated by the names such as: Highlands Coffee, The House Coffe, Trung Nguyen, Starbucks, ... In particular, there are strong brands that have been established for a long time, such as Highlands Coffee (1999), Trung Nguyen Legend Coffee (1996) or Phuc Long (1968). There are also the presence of the chains that developed from young startups such as Cong Coffee and The Coffee House. And the joining of some “giants” in the world likes: Starbucks and The Coffee Bean.

According to a market research conducted by CafeF, as of November 2018, Highlands Coffee leads the market with 233 branches nationwide. Next is the startups brand The Coffee House with a total of 133 stores. Big brands from international markets are more modest, Starbucks with 41 branches and The Coffee Bean with 15 branches. This figures show that the Vietnamese coffee chain market still prefers domestic brands than the global brands.

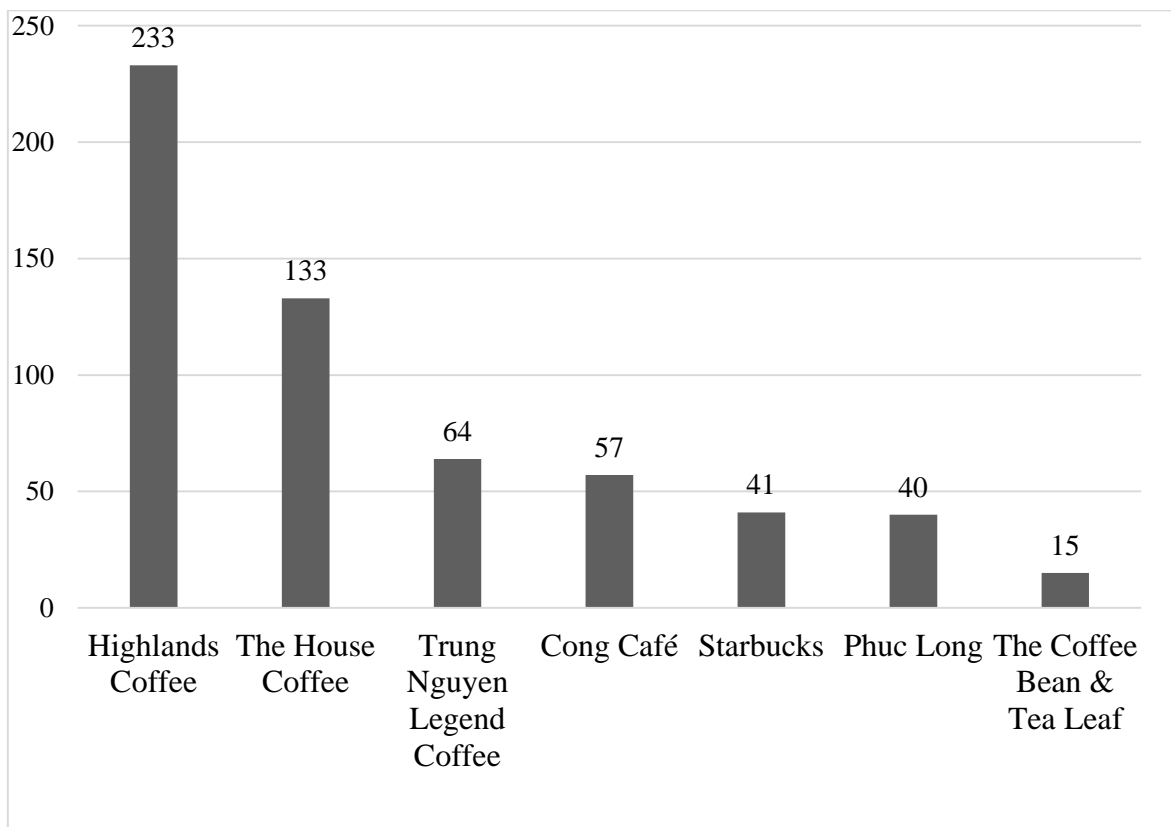


Figure 2.1.1 Number of shops of the coffee chains Nov. 2018

Source: www.CafeF.vn

Some of the reasons why the coffee chain is favorite of many people are: branded products; thus, product quality is guaranteed including the quality of coffee, quality of service.

2.1.2. Customer Distribution

According to Q&Me Vietnam Market Research fact note, the ratio of independent shops goes higher as age goes older, and contrary to chain coffee

shop. 33% with age from 16 to 19 love to go chain coffee shop most, while only 20% in age of 30 to 39; conversely, 53% in age of 30 to 39 chose independent shop and the rate in age of 16 to 19 is 36%. On the other side, they found that female rely more on chain coffee shop than male. And customers those with higher income tend to visit chain coffee shop than independent shop.

Notice differences in consumption behavior among customers of different ages, genders, occupations, and incomes, this study aims to research on objects are both male and female who are students or already had job with low to high salary.

2.2. Definitions of Six Dimensions

The six dimensions discussed are described in this section: customer loyalty, customer satisfaction, perceived value, brand image, quality of service and public opinion.

2.2.1. Customer loyalty

It's really difficult to define customer loyalty. Loyalty may be supposed like the affection that consumers give to their beloved brands, services, stores, product categories or activities. Consumer loyalty to a brand is the tendency of a customer to consume the brand and repeat this behavior (Chaudhuri, 1999). Consumer loyalty includes the possibility of future usage, continuing service contracts, decreased brand transition capacity, and constructive public recommendation, said by Meesala and Paul (2018). Consumer loyalty is determined by the desire to pursue a range of behaviors that suggest a willingness to sustain a partnership with the focal organization. The list includes things like dedicating a large portion of the category wallet to a certain service provider, positive word of mouth, and recurring purchases (Zeithaml, Berry and Parasuraman, 1996). Customers demand more from a company than a standard reaction to their needs. Customers, for example, will

expect your organization to not only fix any problems they may have with your product/service, but also to offer them information about new items or special programs. As a result, you will not have loyal consumers if you merely cater to the needs of the ordinary customer. Customers will stick with you no matter how much you raise the price of your product (moderately) or how much you reduce some of the perks that come with it. They will not seek out new suppliers, nor will they be interested in your competitors.

Due to Bowen (2001), “can measure loyalty through three distinctive approaches”. The behavioral measurements consider persistent, repeated purchasing behavior to be a loyalty tender. Repeating purchasing behavior occurs when a customer is happy with a purchase, they are more likely to buy the same brand or product again if they are happy with it. Marketing initiatives have an impact on repeat purchasing behavior. Brand loyalty tends to decline in marketplaces with a large number of brands to choose from, more pricing methods, and items that are easily replaced. A company want to build the customer loyalty, its marketing efforts often focus the most on their existing customers. This concentration is generally referred to as relationship marketing.

Otherwise, one issue with the behavioral approach is that frequent purchasing is not always the result of a psychological attachment to the brand (Tepeci, 1999). Sometimes convenience takes precedence over preference for a brand. For example, you are a loyal customer of brand A, but, in case you are very thirsty and the store only sells brand B, your choice is still drinking B. You can hardly stand thirsty and walk through another store 2km away just to buy a brand A drink that you like. In other words, a man often goes to Coffee C to buy his morning coffee because the coincidence coffee shop is on his way to work, but that doesn't mean he has to drink coffee at shop C. When the man moves workplace, he will, of course, willing to choose another coffee

shop that was more convenient to him. Thus, repeating purchasing behavior also don't necessarily mean dedication.

Hence, this study aims to use the second approach, attitudinal assessments use attitude data to demonstrate inherent emotional and psychological commitment to loyalty (Fishbein and Ajzen, 1975).

Attitudinal assessments concern the sense of allegiance, dedication and allegiance (Bowen, 2001). At times, attitudes do not determine consumer behavior. We instance, have a customer have good attitude with a restaurant, but he/she does not have a dinner in that restaurant. In somehow, he/she might appreciate it very much, willing to recommend the restaurant to others but they also find it too costly for usage on a daily basis.

In sum, for this study, loyal customers are customers who have favorable attitudes towards the brand, commit to repurchasing the product / service and recommending the product to others. Thus, there are three dimensions of customer loyalty: brand preference, repurchase commitment and brand recommendation.

2.2.2. Customer Satisfaction

There are a lot of different customer satisfaction concepts and there is still a lot of discussion on this one. Many researchers conclude that the difference between client desires and perceived truth is satisfaction.

“Customer satisfaction is the degree of the emotional state of a person resulting from comparing the results obtained from using a product / service with his or her own expectations” said Kotler (2006). Oliver (1980) introduced the theory of expectation – confirmation that consists of two processes: expectation of product/ service before purchasing, and perception of product /service after experience. Customer expectation might be generated from shopping interactions, from friends, family or colleagues, information from sellers and competitors.

Measuring customer satisfaction is about profit and competitive advantage (Cengiz, 2010). Instead of observing and making subjective judgements, conducting surveys will help firms gain a more accurate picture of client happiness. All customer satisfaction surveys share the same basic principle: measuring the efficiency of the goods or services of a company on the basis of how the customer perceives them. Companies can track customer satisfaction signals about goods, services, and relationships to achieve long-term market success. As a result, develop customer satisfaction management tools, and implement continuous quality improvement methods that result in consumer feedback.

Summary, this study treated customer satisfaction base on Kotler (2006), customer satisfaction is the level of satisfaction of a customer when purchasing and consuming a product/service compared to their expectations. Then, the level of customer satisfaction was evaluated by comparing an observation of a product/service in relation to the expectation of customers.

2.2.3. Perceived Value

Perceived value began to be focused on research at the end of the 20th century and is known as an important factor for the existence of businesses because it is one of the two aspects that create brand value and represents the customer's evaluation of the product (service). There are many different customer perceived value concepts. Perceived value is always changing, it varies between customers, cultures and times.

There are two popular methods to conceptualize perceived value. The first conceptualization approach considers perceived value as one-dimensional and tests overall perceptions of consumer value globally. The second approach uses different get (benefit) and give (sacrifice) values to treat perceived value as multidimensional and calculate perceived value.

The first approach considers perceived value as one-dimensional and tests overall perceptions of consumer value globally. A one-dimensional conceptualization strategy is efficient and clear, but it can not distinguish the nuanced nature of perceived value.

For this reason, the second approach, also is the popular perspective of the most studies, is adopted in this research. In this approach, perceived value was gestated as a trade off between quality (benefits) and sacrifice (price). Perceived price may be cash or non-cash such as time expenses, search expenses and psychological expenses (Zeithaml, 1988). Newly, Petrick (2002) established five dimensions of perceived service value. What a customer gets from the purchasing is defined by three of the five dimensions: quality earned from the service, emotional responses to the service, and service reputation. The two remaining dimensions, including monetary price and behavioral prices, are linked to what is given..

In this study, perceived value was defined by a simple equation, customer perceived value will be calculated by difference of benefits and costs ($\text{Customer Value} = \text{Benefit} - \text{Cost}$). The cost that customer pays is not only the price of money (cash, checks, interest, payments during use as fuel and services for cars) but also terms that are not related to the price (such as time costs, effort costs, and mental expenses that customers have spent in the purchasing process. The advantages or quality of the services, the brand, the value, experience, and success that people have when using the product/service, and so on are all examples of benefits.

2.2.4. Brand Images

Brand image is a probably desirable concept. Pascarani (2019) described brand image is the “image associated with the name of an organization”. Bankins (2019) identified the corporate image as an overall impression of an entity on the public. Thus, the brand image has seen as a

community-remembered image, as it produces a brand that is optimistic, welcoming, and memorable to all (Kim and Jang, 2016). Besides, Keller (1993) referred brand image as an agreed opinion of customer base on their own subjective and emotional motives. Customers build the image about a company based on their interactions and experiences with it. These interactions can take many different forms, and they do not always have to do with the purchase or consumption of a product or service. Customers may have various perceptions of a brand.

According to Kotler and Armstrong (2012), brand image was defined as "a set of statements created for a particular brand". Brand image, irrespective of cause or emotion, is an attribute of a brand created by the consumer, based on consumer expectations. In addition, marketing practices, situations and perceived personalities affect and shape the picture of the brand (Hudson et al., 2015).

In short, a brand image is what comes to the mind of consumers when a brand is mentioned. The essence of a brand image is how consumers feel and think about the brand.

2.2.5. Service Quality

“Service quality is defined in different ways depending on the perceptions of the manufacturer or the customer” said Marshall and Murdoch (2001). From the viewpoint of suppliers, service quality is the assurance of the supplier and management team delivering scenario-based services with strong technical skills. Service quality, according to Parasuraman et al. (1988), is about what customers assume about the brilliance or excellence of an overall business. Grönroos (2000) argued that in the contact stage, whatever the customer experience, it will certainly have a strong impact on the customer 's estimate of the quality of service.

Compared to the product quality, the quality of service is difficult to be assessed. The reason is that the service is composed of strange characteristics: intangibility, heterogeneity and inseparability. The previous researches has predicted many ways to quantify the service quality. Among, Grönroos (2000) concluded that the perception of service quality is based on seven factors: skills and professionalism, employee conduct and attitude, versatility and comfort, trustworthiness and efficiency, service recovery, service reach, integrity and reputation. Parasuraman et al. (1988) suggested the SERVQUAL model included five dimensions of service quality, there are: 1. Tangibles; 2. Reliability; 3. Responsiveness; 4. Assurance and 5. Empathy. On the other hand, several studies that studied in the restaurant industry indicated three-dimensions of foodservice quality. They used three quality factors: food/drink quality, service quality and physical environment to measure perceived quality in relation to restaurant experience. (Namkung and Jang, 2008; Ryu and Lee, 2012). Similarly, this research also proposed to add drink quality and physical environment along with service quality on studying the service quality of coffee shops. For the service quality analysis, SERVQUAL model will be used but not all, we tend to use four dimension among fives, they are: reliability, responsiveness, assurance and empathy. Because, the author of this study found that the first dimension – Tangibles – quite similar with the above construct – brand image and the other service quality dimension – physical environment that we already studied.

In short, on studying the service quality of coffee shop, the study used four among five elements of SERVQUAL model: reliability, responsiveness, assurance, and empathy along with the other two factors: drink quality and physical environment.

2.2.6. Public Opinion

Public opinion, in this study, can be understood as the opinions/review/feedback from other consumers about a service/product or a brand. Before, customers could only communicate with other customers by talking directly, word of mouth, making a phone, etc. However, today, consumers can more easily create communication through new ways of interactivity enabled by the internet. The internet has modified the contact paradigm from one-to-many, whereby only the corporation has played an active role in the customer-company relationship, or one-to-one in the customer-customer relationship, to many-to-many, making it essential for customers to cooperate and participate (Kotler, Kartajaya and Setiwan, 2010). The internet built a series of open source applications that allow users to extend their experiences, knowledge and power in an interactive way that is regulated by users (Constantinides and Fountain, 2008). There were several multiple apps enhanced: Blogs, are online blogs that can include audio and video content; Social networks, are software applications that allow users to establish personal pages that are viewable by others and can be used to share information; Sites that organize and distribute specific content are referred to as Communities; Forums, are websites where people can share ideas and information; Material aggregators, on the other hand, are programs that allow users to tailor their content (Gamboa, 2014).

Especially, social media is a place where consumers can easily express themselves, still be up-to-date, discover what interesting people or products are doing, and escape from their routine (Dong-Hun, 2010). Customers share information about a brand and exchange views among peer groups. They also can through compliments, grievances and questions make a communication with the brand (Patterson, 2012; Pehlivan and Weinberg, 2011).

In conclusion, public opinions are the opinion and information that be exchanged from consumers group about a service/ product or a brand, through blogs, forums, websites or social network channel.

2.3. The Relationship among the Factors

In this part, the empirical theories to support the relationships among the factors: customer loyalty, customer satisfaction, perceived value, brand image, quality of service and public opinion will be studied.

2.3.1. Customer Satisfaction and Customer Loyalty

In a highly competitive market, the main reason for customer loyalty is that they are satisfied with the business and therefore want to continue the cooperation. Customer satisfaction is the key factor in attracting customers and raising the probability of coming back next time. El-Adly (2019) found that satisfied customers tend to have repurchase intentions. A loyal consumer is a significant commodity that every company strives to obtain. Customers who are loyal are more inclined to buy from you again and again. They will increase their spending with your organization. A returning consumer is more likely to spend more on a purchase than a new one. They might even become a brand ambassador for you. As a result, the happier your customers are, the more likely they are to become loyal to your business. Satisfaction is directly proportional to loyalty, that is, the greater the satisfaction the higher the loyalty, as found by Patterson et al. (1997), which was later tested again in Armstrong and Seng' study (2000) in the Singapore market. Thus, when consumers are truly pleased, they would be willing to introduce products to others.

2.3.2. Perceived Value and Customer Satisfaction

There are many researches which has shown that the perceived value of consumers has been recognized as a reliable indicator of customer satisfaction and consumer purchasing behavioral intentions. Grewal and Ctg (2009) assert

that customer value is a good predictor of repeat purchase and loyalty and that the inherent perception of customer value increases willingness to buy and reduces intention. And the key to enhancing customer choice and loyalty is to give them the highest value (McDougall and Levesque, 2000; Ryu et al., 2008).

2.3.3. Service Quality and Perceived Value and Customer Satisfaction

Parasuraman et al. (1993), argue that service quality and customer satisfaction exist some differences, the main difference being a matter of "cause and effect". Zeithaml et al. (1996) argued that if the customer rated the service quality of a company at a high level, then they would be more likely to appreciate the company and they show their preference for that company than any others. Customer happiness and service quality are inextricably linked. Customer pleasure is determined by the service quality that is created first. In most customer satisfaction studies, the causal relationship between these two criteria is a major concern. Customers will never be satisfied with a service if the quality is increased but not based on their demands. As a result, if the consumer believes the service to be of high quality during the process of utilizing it, they will be satisfied with it. In contrast, if a consumer believes the service is of poor quality, he or she will be unsatisfied.

The quality of service is positively correlated with the perceived value of the customer. The perceived value of the consumer can be described by a result of the personal contrast between the perceived total benefits and the perceived costs incurred by the consumer (Zeithaml, 1988). In which, the perceived total benefits include the advantages or quality of the services, brand, the value, experience, and success that users have when using product/service, etc... Therefore, service quality has a directly impact on customer perceived value.

2.3.4. Brand Image and Perceived Value and Customer Satisfaction

Cretu and Brodie (2007) evaluated the effect of brand image on the perceived value of customers and found that brand image had a positive impact on the perceived value of customers. Lai et al. (2009) showed that customer perceived value was affected by corporate image.

The relationships between the overall perception of quick-casual dining, the importance of the consumer perceived, consumer loyalty were researched by Ryu et al. (2008). Once customers have a good impression and have good faith in the coffee shop's brand image, the positive perceived value for the shop will also increase along with increasing customer satisfaction (Vo and Tran, 2021).

Simultaneously, through contact and experience, the brand image is produced and formed in customer mind. When they are strongly sensed about one company's brand image, clients tend to be more satisfied. A good company image will create a positive effect on customers and increase their satisfaction. Conversely, if customers use the service provided and feel satisfied, it will help strengthen the image of the brand in their hearts.

2.3.5. Public Opinion, Customer Satisfaction and Customer Loyalty

Until spending on such goods, people often listen to the views or opinions of others. Other consumer reviews can act as a quality index for a product of interest and can thus potentially minimize the quality uncertainty faced by a prospective consumer and give the buying decision of the customer a higher degree of confidence (Schubert and Ginsburg, 2000). Due to Naylor, Lamberton and West (2012) the virtual influence of social media supporters of a brand can have a positive effect on the buying behavior of a centered customer. Consumers inclined to social networks would put a greater emphasis on the opportunity to communicate with other customers of a business to share their consumption experience. Moreover, customers who use social media actively emphasize the opinion of people with similar views

(Schulze, Schöler and Skiera 2014) and are likely to display a greater response and messages from other clients in the social media community. It is also easy to see that customer satisfaction and loyalty are influenced by public opinion.

Besides, Jovović (2017) confirmed the gradual growth of customer loyalty and that customers that are satisfied are not necessarily loyal. This means that a customer is satisfactory about a product/service, but not a loyal customer for that product/service. As the above citations have proven, public opinion is a factor affecting both customer satisfaction and loyalty, this study wonder whether public opinion have a moderation role on customer satisfaction and customer loyalty relationship.



CHAPTER THREE

RESEARCH METHODOLOGY

In this chapter, the objective is to clarify the structure model and the hypotheses by measuring the six research constructs. In addition, to test the theories, it also incorporates statistical methods. The chapter appears to be split into two main parts. The proposed conceptual structure and hypotheses to be tested are defined in the first section. The sampling strategy, questionnaire design, and the techniques of data analysis will be seen in the second section.

3.1. Research Model

This thesis constructs a research structure on the basis of the above research literature, as shown in Figure 3.1.1.

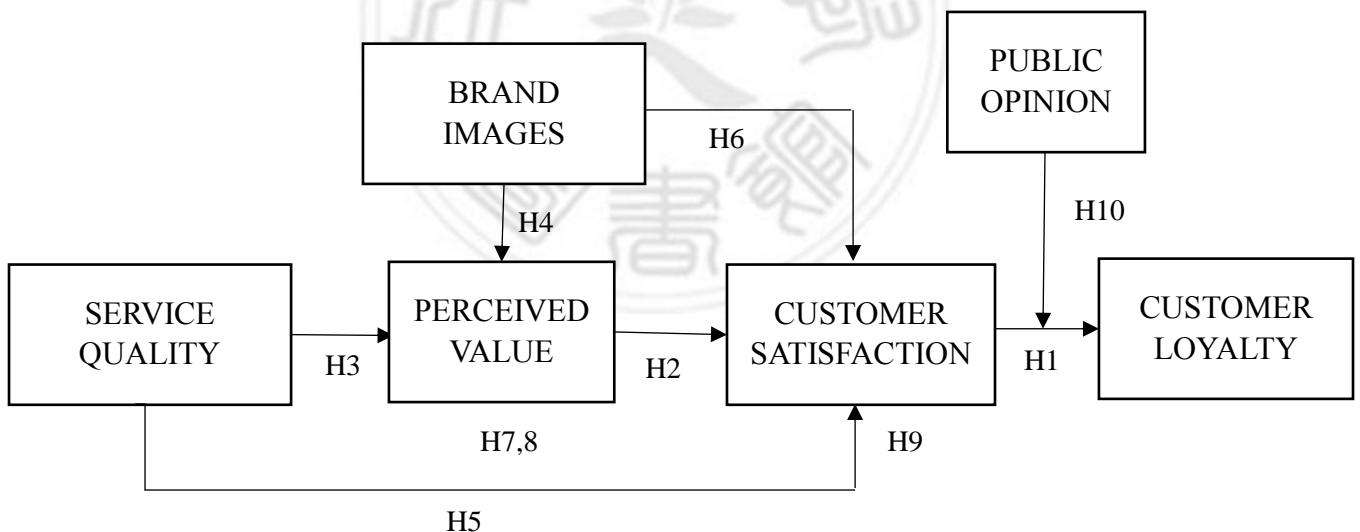


Figure 3.1.1 Research Model

Source: Original Study

3.2. Research Hypotheses

Base on Figure 3.1.1 and the literature above, the authors would like to propose the research hypotheses:

H1: Customer satisfaction will significantly relate with customer loyalty

H2: Perceived value will significantly directly effect on customer satisfaction

H3: Service quality will significantly directly effect on perceived value

H4: Brand image will significantly effect on perceived value

H5: Service quality will significantly effect on customer satisfaction

H6: Brand image will significantly effect on customer satisfaction

H7: Perceived value mediates the relationship between service quality and customer satisfaction

H8: Perceived value mediates the relationship between brand image and customer satisfaction

H9: Customer satisfaction mediates the relationship between perceived value and customer loyalty

H10: Public opinion moderates the relationship between customer satisfaction and customer loyalty

3.3. Instrument

The research uses primary data to assess consumer satisfaction and customer loyalty, and the other factors that impact on customer satisfaction and customer loyalty: perceived value, service quality, brand image and public opinions. The 39-items research questionnaire was designed to obtain answers from those who are coffee shop customers living in Ha Noi City and Bac Ninh City of Vietnam. The research questionnaire was captured into two parts. Questions about the demographic information of respondents that included gender, age, education, job and incomes will be designed in part one. In part two, there was the different questions belong to each constructs: Customer loyalty (4 question items), Customer satisfaction (3 question items), Perceived value (4 question items), Brand image (4 question items), service quality (19 question items), and public opinions (5 question items).

The questionnaire was developed from an analytical framework with a 5-level Likert scale to evaluate the factors affecting customer satisfaction and customer loyalty to coffee shop in Vietnam. Respondents rate their agreement with a statement on a scale of one to five, they are: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree (Preedy, 2010).

3.3.1. Demographic

The demographic features were intended to analyze the various characteristics of each respondent who participated in this survey. Other studies in the past have shown that the demographic variable of the respondent, such as gender, age, jobs, etc... could be the factor that causes the tendency to differ in each dimension. The following measuring instruments could measure the individual demographic characteristics: Gender; Ages; Employment; and Incomes.

3.3.2. Translation

In general, the questionnaire of this survey was designed in English. However, all the respondents are Vietnamese and living in Vietnam. Therefore, translating the questions into Vietnamese is necessary. After all, the questionnaire items were translated back into English to check out the incorrection. Three master degree graduated from Nanhua university (Taiwan) and Ton Duc Thang university (Vietnam), who are really have greate skills in English and have major in business management also, were invited to give the advices for the translation. That make sure there are no differences between the English and Vienamese version. The incorrect words were removed. Double check was required at least two times. And finally, the questionnaire was completed.

3.4. Data Collection and Research Sample

Data used in this thesis were collected from 386 respondents who are customers of six well-known chain coffee shop (Highland coffee, The coffee house, Trung Nguyen, Cong cafe, Starbucks and Phuc Long) and others nineteen independent coffee shops in Vietnam. The respondents have different demographic background, include: age, gender, employment and income.

3.5. Data Analysis Procedure

SPSS version 25 was used to analyze the data that had been collected, calculated them, then examined for the hypotheses developed. This study use five methododical techniques as below:

Fator loading and reliability test

Descriptive satatistic analysis

Idependent sample T-test

One-way analysis of variance ANOVA

Multiple regression analysis

3.5.1. Factor loading and reliability test

The aim of the factor loading analysis is to determine the inherent variance structure and the coefficients of correlation within the research constructs within each research object. This feature of analysis is used to analyze or validate the exact objectives, as well as to summarize and minimize redundant details. Analysis of the factors implies that the association between a large number of variables observed is responsible for a small number of overlooked variables. In other words, it is not possible to explicitly examine the latent variables, but they influence other measurable variables. Using factor analysis, the variance of and observed variable is believed to come from two parts: a common part shared with other variables that correspond with the stimulus between them and a special part that varies from other variables. The common components are called variables and the latent constructs are represented by these factors. Measurement objects with factor loads higher than 0.6 will be selected as members of a given factor.

Following the reliability test, the item-to-total correlation and Cronbach's alpha will be displayed. These findings calculate the relationship between each item and the sum of the remaining things in one dimension. This method presupposes that the overall score is correct and that the item's convergent validity is determined by how closely it matches the whole score. Items with a correlation of less than 0.5 will be omitted from the analysis.

3.5.2. Descriptive Statistic Analysis

This research employs two approaches to descriptive satisfaction methods, which list frequency distribution tables to display the sample properties gathered by the research. Then, the basic statistical variables for each question will be presented, such as the standard deviation and mean of the outcome of the respondents. For the questions built in this report, this result table will provide a detailed understanding of respondent attitude.

3.5.3. Independent sample T-test

The objects of this research included both male and female as respondents. To assess whether there is a difference between these two groups, the study applied independent sample T-test method.

An independent sample t-test is used to test whether the discrepancies between two groups are linked to a single variable. Independent sample t-tests were used in this analysis to compare the differences between male and female in the six constructions: customer loyalty, customer satisfaction, perceived value, brand image, service quality and public opinion.

3.5.4. ANOVA

The same reason as above, this research's respondents also have differences of the demographic background (i.e. ages, levels of education and income). One-way ANOVA was used in this case, in order to assess if the discrepancies in relation to one variable are between more than two classes (Munro, 2005). In this research, the differences between the demographic variables of the respondents in the six constructs were compared: customer loyalty, customer satisfaction, perceived value, brand image, service quality and public opinion. The analysis will be significant with t-value higher than 1.96, also the p-value lower than 0.05.

3.5.5. Multiple Regression analysis

For the study of the relationship between a single dependent variable and many independent variables, multiple regression analysis is used. Therefore, the primary objective of multiple regression analysis is to estimate a number of independent variables for the dependent variable. Another goal of multiple regression analysis is to optimize the overall predictive capacity as expressed in the variance of the independent variables. The goal of comparing two or more sets of independent variables to assess the predictive power of each variate can also be fulfilled by multiple regression

analysis. The analysis will be significant when the r-square higher than 0.1, correlation higher than 0.3 and F-value is higher than 4.



CHAPTER FOUR

DATA ANALYSIS AND RESULTS

This chapter shows the empirical results of the research. The first section is the descriptive analysis, factors analysis and reliability test. The second section is the result of correlation test among the variables. The third part presents multiple regression analysis results. And the final section about t-Test and ANOVA.

4.1. Descriptive Analysis, Factors Analysis and Reliability Tests

4.1.1. Characteristics of Respondents

The respondents' characteristics are shown in the table 4.1. Four major categories were collected and measured: gender, age, employment and income.

Table 4.1.1 Characteristics of Respondents (n=386)

Item	Description	Frequency	Percentage (%)
Gender	Female	208	53.9
	Male	178	46.1
Age	15-19 years old	69	17.9
	20-29 years old	156	40.4
	30-39 years old	105	27.2
	Older than 39	56	14.5
Employment	No. Not yet	103	26.7
	Yes. Had a job	283	73.3
Income	Less than 8,000,000 VND	123	31.9

	8,000,000 VND - 15,000,000 VND	92	23.8
	15,000,000 VND - 25,000,000 VND	132	34.2
	More than 25,000,000 VND	39	10.1

Source: Original Study

Table 4.1.1 shows that 46.1% of respondents are male and 53.9% are female respondents. 17.9% of the respondents are from 15 to 19 years old, from 20 to 29 years old is 40.4%, from 30 to 39 years old is 27.2% and other is 14.5% for older than 39 years old. 73.3% of the respondents had a job and 26.7% had none.

4.1.2. Measurement Results for Relevant Research Variables

The questionnaire items are presented as descriptive analyzes in Table 4.1.2. The statistics describe the mean and standard deviation of the research questionnaire. The description of each item will also be shown in this table. This descriptive analysis recruits 19 items for service quality (physical environment with 3 items, drink quality with 2 items, reliability with 4 items, responsiveness with 3 items, assurance with 3 items and empathy with 4 items), 4 items for brand image, 4 items for perceived value, 5 items for public opinion, 3 items for customer satisfaction and 4 items for customer loyalty. The table 4.1.2 shows the mean and standard deviations. For all of the elements in the research components of the framework, the mean values were above 5.5, indicating that respondent report levels were high. Furthermore, on a seven-point scale, the construct had mean scores of over 6.0, which demonstrated brand association (BAS).

Table 4.1.2 Descriptive Analysis for questionnaire items

Items	Descriptions	Mean	Standard Deviation
Service Quality			
PHE1	The coffee shop had attractive interior design and de'cor	3.62	.788
PHE2	The coffee shop are thoroughly clean	3.72	.819
PHE3	The background music is pleasing	3.69	.797
DRQ1	The coffee shop offered a variety of menu items	3.53	.710
DRQ2	The drinks was delicious and visually attractive	3.59	.730
REL1	When the coffee shop promises to do something by a certain time they will do so	3.97	.843
REL2	When I have a problem, the coffee shop shows a sincere interest in solving it	3.83	.841
REL3	The coffee shop performs the service right the first time	3.91	.853
REL4	The coffee shop insists on error-free records	4.02	.784
RES1	Employees provided prompt and quick service	3.53	.819
RES2	Employees are always willing to help me	3.44	.904
RES3	Employees of the coffee shop are never too busy to respond to my requests	3.44	.899
ASU1	The behavior of employees of the coffee shop instills confidence in customers	4.04	.767
ASU2	I feel safe in the coffee shop	3.85	.826
ASU3	Employees of the coffee shop have the	3.86	.804

	knowledge to answer my questions		
EMP1	The coffee shop gives me individual attention	3.47	.859
EMP2	Employees made me feel comfortable in dealing with them	3.53	.812
EMP3	Employees of the coffee shop understand my special needs	3.49	.860
EMP4	The coffee has operationg hours convenient to all its customers	3.46	.846
Brand Image			
BI1	This coffee shop is really well-known	3.60	.830
BI2	This coffee shop always has good reputation	3.64	.807
BI3	This coffee shop has a standard coffee taste	3.67	.786
BI4	This coffee shop has a cheerful, enchanting atmosphere	3.64	.781
Perceived Value			
PV1	This coffee shop offered good value for the price	3.46	.802
PV2	The coffee shop experience was worth the money and time	3.47	.753
PV3	This coffee shop provides me great value as compared to others	3.51	.790
PV4	I am generally aware about the value of service that I had purchased in this coffee shop	3.48	.760
Public Opinion			
PO1	I often use the social media	3.28	.892
PO2	Opinions in social media really influence my views	3.32	.911

PO3	I refer to other people's review of this coffee shop	3.52	.822
PO4	I followed the good reviews in internet and came to this coffee shop	3.25	.892
PO5	I wouldn't go to this coffee shop anymore if a bad review is found	3.48	.856
Customer Satisfaction			
CS1	I am very pleased with my overall experience at this coffee shop	3.45	.727
CS2	This coffee shop is putting me in a good mood overall	3.43	.715
CS3	I really enjoy myself at this coffee shop	3.44	.686
Customer Loyalty			
CL1	I go to this coffee shop more than 3 times a week	3.51	.700
CL2	I'm willing to speak well about this coffee shop to others	3.51	.685
CL3	I will recommend this coffee shop to my friends, family or other	3.48	.721
CL4	Despite there are many coffee shops, I would like to come back this coffee shop in the future	3.47	.696

Source: Original Study

4.1.3. Factor Analysis and Reliability Tests

To specify the dimensionalities and reliability of the study constructs, the measurement item purification technique is carried out as needed. The purification process includes factor analysis, which includes Factor Loading, the eigenvalue of the factors produced from the measurement products. The

item-to-total correlation and Cronbach's alpha was determined after factor analysis to resolve the construct measurement's internal accuracy and reliability.

Criterion for the Factor Analysis:

- Factor Loading higher than 0.6;
- KMO higher than 0.5;
- Eigen value higher than 1.

Criterion for the reliability test:

- Item-to-total correlation equal or higher than 0.5;
- Cronbach's Alpha equal or higher than 0.6.

Table 4.1.3 Factor Analysis and Reliability Tests on Service Quality

Items	Factor Loading	Eigen Value	Cumulative Explained Variance	Item – total Correlation	Cronbach's Alpha
Physical Environment		2.200	73.334%		.818
PHE3	.866			.686	
PHE2	.864			.683	
PHE1	.839			.644	
Drink Quality		1.500	75.006%		.667
DRQ2	.866			.500	
DRQ1	.866			.500	
Reliability		2.558	63.955%		.811
REL3	.851			.701	
REL4	.807			.638	
REL2	.771			.593	
REL1	.767			.587	

Responsiveness		2.163	72.092%		.806
RES3	.865			.680	
RES2	.852			.729	
RES1	.830			.765	
Assurance		2.243	74.752%		.831
ASU2	.873			.704	
ASU3	.863			.688	
ASU1	.857			.678	
Empathy		2.789	69.735%		.855
EMP4	.847			.715	
EMP2	.843			.709	
EMP3	.827			.687	
EMP1	.823			.680	
Service Quality KMO = .836 Sig. Bartlett's test value < 0.001					

Source: Original Study

Table 4.1.3 presents the results of factor loading for measurement of service quality. There are a total of nineteen variables that have been chosen for future investigation, with six components. They have a significant high loading score, with all elements having factor loading more than 0.6, as indicated in table 4.1.3. AUS2 “I feel safe in the coffee shop” has the highest factor loading 0.873, and the lowest is REL1 “When the coffee shop promises to do something by a certain time they will do so” with factor loading of 0.767. Table 4.1.3 also shows that the item to total correlation for the

construct of service quality are all larger than 0.5, Cronbach's α are all higher than 0.6 and all eigen values are higher than 1.

For the first factors Physical Environment, included PHE1, PHE2, PHE3, Cronbach's alpha = 0.818, eigen value = 2.200 and cumulative explained variance = 73.334%. For the second factors Drink Quality, included DRQ1, DRQ2, Cronbach's alpha = 0.667, eigen value = 1.500 and cumulative explained variance = 75.006%. For the third factors Reliability, included REL1, REL2, REL3, REL4, Cronbach's alpha = 0.811, eigen value = 2.558 and cumulative explained variance = 63.955%. For the fourth factors Responsiveness, included RES1, RES2, RES3, Cronbach's alpha = 0.806, eigen value = 2.163 and cumulative explained variance = 72.092%. For the fifth factors Assurance, included ASU1, ASU2, ASU3, Cronbach's alpha = 0.831, eigen value = 2.243 and cumulative explained variance = 74.752%. For the final factors Empathy, included EMP1, EMP2, EMP3, EMP4, Cronbach's alpha = 0.855, eigen value = 2.789 and cumulative explained variance = 69.735%.

Based on all criteria, this study concluded that the factors are acceptable and high reliability.

Table 4.1.4 Factor Analysis and Reliability Tests on Brand Image

Items	Factor Loading	Eigen Value	Cumulative Explained Variance	Item – total Correlation	Cronbach's Alpha
Brand Image		2.830	70.758%		.862
BI1	.849			.721	
BI4	.849			.720	
BI2	.846			.716	
BI3	.820			.680	

Brand Image
KMO = .830
Sig. Bartlett's test value < 0.001

Source: Original Study

The results of factor loading for brand image measurement are presented in Table 4.1.4. A total of 4 items were chosen for further investigation.. The table shows that they have a significant high loading score, with factor loading more than 0.6 for all of the items. The highest factor loading .849 are BI1 “This coffee shop is really well-known” and BI4 “This coffee shop has a cheerful, enchanting atmosphere” and the lowest is BI3 “This coffee shop has a standard coffee taste” with factor loading .820. And, the Brand Image, which includes BI1, BI2, BI3, BI4, has the Cronbach’s alpha = 0.862, eigen value = 2.830 and cumulative explained variance = 70.758%. This study indicated that the variables are appropriate and have excellent dependability based on all criteria.

Table 4.1.5 Factor Analysis and Reliability Tests on Perceived Value

Items	Factor Loading	Eigen Value	Cumulative Explained Variance	Item – total Correlation	Cronbach’s Alpha
Perceived Value		2.889	72.236%		.872
PV2	.861			.743	
PV1	.860			.741	
PV3	.850			.725	
PV4	.828			.695	
Perceived Value KMO = .832					

Sig. Bartlett's test value < 0.001

Source: Original Study

The results of factor loading for measuring perceived value are shown in Table 4.1.5. There are total 4 items were selected for further analysis. The table is shown that they have significant high loading score with all of the items have factor loading greater than 0.6. The highest factor loading .861 is PV2 “The coffee shop experience was worth the money and time” and the lowest is PV4 “I am generally aware about the value of service that I had purchased in this coffee shop” with factor loading .828. And, the Perceived Value, which includes PV1, PV2, PV3, PV4, has the Cronbach's alpha = 0.872, eigen value = 2.889 and cumulative explained variance = 72.236%. Therefore, this study found that the factors are acceptable and have a high level of reliability.

Table 4.1.6 Factor Analysis and Reliability Tests on Public Opinion

Items	Factor Loading	Eigen Value	Cumulative Explained Variance	Item – total Correlation	Cronbach's Alpha
Public Opinion		3.242	64.831%		.864
PO2	.828			.714	
PO1	.825			.711	
PO4	.808			.689	
PO5	.786			.659	
PO3	.778			.651	
Public Opinion KMO = .844 Sig. Bartlett's test value < 0.001					

Source: Original Study

Table 4.1.6 presents the results of factor loading for measurement of public opinion. There are total 5 items were selected for further analysis. The table is shown that they have significant high loading score with all of the items have factor loading greater than 0.6. The highest factor loading .828 is PO2 “Opinions in social media really influence my views” and the lowest is PO3 “I refer to other people's review of this coffee shop” with factor loading .778. And, the Public Opinion, which includes PO1, PO2, PO3, PO4, PO5, has the Cronbach’s alpha = 0.864, eigen value = 3.242 and cumulative explained variance = 64.831%. This study indicated that the variables are appropriate and have excellent reliability.

Table 4.1.7 Factor Analysis and Reliability Tests on Customer Satisfaction

Items	Factor Loading	Eigen Value	Cumulative Explained Variance	Item – total Correlation	Cronbach’s Alpha
Customer Satisfaction		2.057	68.551%		.770
CS3	.840			.621	
CS2	.838			.617	
CS1	.806			.573	
Customer Satisfaction KMO = .696 Sig. Bartlett’s test value < 0.001					

Source: Original Study

Table 4.1.7 presents the results of factor loading for measurement of customer satisfaction. A total of three items were chosen for further investigation. The table shows that they have a significant high loading score, with factor loading more than 0.6 for all of the items. The highest factor loading .840 is CS3 “I really enjoy myself at this coffee shop” and the lowest

is CS1 “I am very pleased with my overall experience at this coffee shop” with factor loading .806. And, the Customer Satisfaction, which includes CS1, CS2, CS3, has the Cronbach’s alpha = 0.770, eigen value = 2.057 and cumulative explained variance = 68.551%. According to all criteria, the elements are acceptable and have a good level of reliability.

Table 4.1.8 Factor Analysis and Reliability Tests on Customer Loyalty

Items	Factor Loading	Eigen Value	Cumulative Explained Variance	Item – total Correlation	Cronbach’s Alpha
Customer Loyalty		2.587	64.685%		.818
CL4	.813			.650	
CL2	.809			.646	
CL3	.806			.641	
CL1	.788			.618	
Customer Loyalty KMO = .807 Sig. Bartlett’s test value < 0.001					

Source: Original Study

The findings of factor loading for assessing customer loyalty are presented in Table 4.1.8. A total of four items have been chosen for further investigation. They have a significant high loading score, as seen in the table, with factor loading more than 0.6 for all of the items. The highest factor loading .813 is CL4 “Despite there are many coffee shops, I would like to come back this coffee shop in the future” and the lowest is CL1 “I go to this coffee shop more than 3 times a week.” with factor loading .788. And, the Customer Loyalty, which includes CL1, CL2, CL3, CL4, has the Cronbach’s alpha = 0.818, eigen value = 2.587 and cumulative explained variance =

64.685%. This study indicated that the variables are appropriate and have a good level of reliability based on all criteria.

4.2. Correlation Test

Descriptive statistics and bivariate correlations among the variables under study are shown in the Table 4.2.1. There are 6 variables including: service quality, brand image, perceived value, public opinion, customer satisfaction and customer loyalty.

Table 4.2.1 Descriptive Statistics and Bivariate Correlations

Variables	Mean	Std.Dev	SQ	BI	PV	PO	CS	CL
SQ	3.674	.427	1					
BI	3.636	.673	.408**	1				
PV	3.477	.659	.434**	.447**	1			
PO	3.369	.704	.341**	.236**	.354**	1		
CS	3.439	.586	.421**	.260**	.509**	.284**	1	
CL	3.496	.563	.489**	.296**	.601**	.349**	.554**	1

Note 1: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Note 2: SQ: Service Quality, BI: Brand Image, PV: Perceived Value, PO: Public Opinion, CS: Customer Satisfaction, CL: Customer Loyalty.

Source: Original Study

The study conducted correlation analysis to test the relationship among variables. The results (Table 4.2.1) show that CS has a positive and significant relationship with CL ($r = .554$, $p < 0.01$). The results also show that SQ ($r = .421$, $p < 0.01$), BI ($r = .260$, $p < 0.01$), PV ($r = .509$, $p < 0.01$) are positively and significantly related to CS. Another side, SQ ($r = .434$, $p < 0.01$) and BI ($r = .447$, $p < 0.01$) in the same time have positive and significant relationships with perceived value. Therefore, hypotheses 1,2,3,4,5,6 are supported.

4.3. Multiple Regression Analysis

4.3.1. The Mediating Effect of Perceived Value between Service Quality and Customer Satisfaction

The study uses the Baron and Kenny (1986) technique to see how perceived value influences the link between service quality (H4). Mediation can be reached in four ways, according to Baron and Kenny (1986). The first step, determining whether the mediator and the independent variable have a meaningful relationship. The second, identifying whether the independent variable and the dependent variable have a substantial relationship. the next step is to conduct a test to see if the dependent variable is related to the mediator, when the independent variable be controlled. The final stage is to determine if there is any mediating between the mediator and the independent - dependent variables relationship, and when the mediator is taken into account, the influence of the independent variable on the dependent variable is zero.

Table 4.3.1 Mediation Test of Perceived Value between Service Quality and Customer Satisfaction

Variables	Model 1	Model 2		Model 3
	Perceived Value	Customer Satisfaction	Customer Satisfaction	Customer Satisfaction
Service Quality	.669***	.578***		.339***
Perceived Value			.453***	.358***
R2	.188	.177	.259	.309
Adj-R2	.186	.175	.257	.305
F-value	88.717	82.708	134.435	85.527
P-value	.000	.000	.000	.000
D-W	2.027	2.015	2.059	2.068
Max VIF	1.000	1.000	1.000	1.231

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study

According to table 4.3.1, model 1 tested the link between Service quality (independent variable) and Perceived value (mediator variable). It showed that SQ is significant and positively affected to PV ($\beta = .669$, $p < .001$). Next, SQ and PV are the independent variables and CS is inputted as dependent variable in second model; the results performed that both of them are significant and positively affected to CS. For SQ, $\beta = .578$, $p < .001$; for PV, $\beta = .453$, $p < .001$. Finally, SQ and PV with CS was tested. As the results, SQ regressed with CS ($\beta = .339$, $p < .001$), and PV has $\beta = .358$, $p < .001$, significant. Therefore, Perceived value partially mediate the relationship between Service quality and Customer Satisfaction. Hypothesis 7 is supported.

4.3.2. The Mediating Effect of Perceived Value between Brand Image and Customer Satisfaction

Table 4.3.2 Mediation Test of Perceived Value between Brand Image and Customer Satisfaction

Variables	Model 1	Model 2		Model 3
	Perceived Value	Customer Satisfaction	Customer Satisfaction	Customer Satisfaction
Brand Image	.438***	.226***		.035
Perceived Value			.453***	.437***
R2	.200	.068	.259	.261
Adj-R2	.198	.065	.257	.257
F-value	95.920	27.812	134.435	67.496
P-value	.000	.000	.000	.000
D-W	2.061	1.970	2.059	2.051
Max VIF	1.000	1.000	1.000	1.250

Note: * $p < .05$, ** $p < .01$, *** $p < .001$

Source: Original Study

According to table 4.3.2, model 1 examined the association between Brand image (independent variable) and Perceived value (mediator variable). It showed that BI is significant and positively affected to PV ($\beta = .438$, $p < .001$). Next, BI and PV are the independent variables and CS is inputted as dependent variable in second model; the results performed that both of them are significant and positively affected to CS. For BI, $\beta = .226$, $p < .001$; for PV, $\beta = .453$, $p < .001$. Finally, SQ and PV with CS was tested in the model 3. However, only PV regressed with CS ($\beta = .437$, $p < .001$), and BI has $\beta = .035$, $p < .001$, significant. Therefore, Perceived value perfectly mediate the relationship between Service quality and Customer Satisfaction. Hypothesis 8 is supported.

4.3.3. Mediation Test of Customer Satisfaction between Perceived Value and Customer Loyalty

Table 4.3.3 Mediation Test Customer Satisfaction between Perceived Value and Customer Loyalty

Variables	Model 1	Model 2		Model 3
	Customer Satisfaction	Customer Loyalty	Customer Loyalty	Customer Loyalty
Perceived Value	.453***	.513**		.368***
Customer Satisfaction			.531***	.321***
R2	.259	.362	.307	.444
Adj-R2	.257	.360	.305	.441
F-value	134.435	217.474	169.929	153.162
P-value	.000	.000	.000	.000
D-W	2.059	1.887	1.941	1.906
Max VIF	1.000	1.000	1.000	1.250

Note: * $p < .05$, ** $p < .01$, *** $p < .001$

Source: Original Study

According to table 4.3.3, model 1 make the testing the relationship between Perceived value (independent variable) and Customer satisfaction (mediator variable). It showed that PV is significant and positively affected to CS ($\beta = .453$, $p < .001$). Next, PV and CS are the independent variables and CL is inputted as dependent variable in second model; the results performed that both of them are significant and positively affected to CL. For PV, $\beta = .513$, $p < .001$; for CS, $\beta = .531$, $p < .001$. Finally, PV and CS with CL was tested in model 3. As the results, PV regressed with CL ($\beta = .386$, $p < .001$), and CS has $\beta = .321$, $p < .001$, also regressed with CL, significant . Therefore, Perceived value partially mediate the relationship between Customer satisfaction and Customer loyalty. Hypothesis 9 is supported.

4.3.4. Moderation Test of Public Opinion between Customer Satisfaction and Customer Loyalty

Table 4.3.4 Moderation Test of Public Opinion between Customer Satisfaction and Customer Loyalty

Variables	Model 1	Model 2	Model 3	Model 4
	Customer Loyalty	Customer Loyalty	Customer Loyalty	Customer Loyalty
Independent variable Customer Satisfaction	.531***		.475***	.463***
Moderating variable Public Opinion		.279***	.167***	.164***
Interaction variable CS*PO				-.030
N	386	386	386	386
R2	.307	.122	.347	.350
Adj-R2	.305	.119	.343	.345
F-value	169.929	53.203	101.641	68.587

P-value	.000	.000	.000	.162
Max VIF	1.000	1.000	1.088	1.056

Note: * $p < .05$, ** $p < .01$, *** $p < .001$

Source: Original Study

To evaluate the relationship of moderating impact, Baron and Kenny's employed independent, dependent, and interacting factors in 1986. We employ hierarchical regression in this study to analyze the moderating effect of public opinion in the link between customer satisfaction and customer loyalty.

In model 1, CS has a positive and significant impact on CL with $\beta = .531$, $p < .001$. Model 2 tested the relationship between PO and CL. $\beta = .279$, $p < .001$ showed the positive effect of PO on CL. Both two variables CS and PO also have a positive relation to CL with $\beta = .475$, $p < .001$ and $\beta = .167$, $p < .001$ in respectively in model 3. When the interactive variable of CL and PO was tested in model 4, the result was showed $\beta = -.030$, $p > .05$, no significant. So can be concluded that customer satisfaction and loyalty relationship is not moderated by public opinion. Thus, hypothesis 10 is not supported.

4.4. Independent T Test sample

This stage of analysis was aimed at identifying the sources of differences. The independent sample t-test procedure compares means for cases with two groups. For this test, independent sample t-test was adopted to compare the differences between male and female customer on customer loyalty. According to Hair et al. (2006), the significant was observed mean scores of the t-test and the significance level of p-values smaller than 0.05, and t-value is higher than 1.96. The independent t-test results were present in Table 4.4.1 and Table 4.4.2.

Table 4.4.1 T-test Results Comparing Male and Female on Customer Loyalty

	Groups	N	Mean	SD	t-value	p-value	Different btw groups
Customer Loyalty	Male	178	3.518	.566	.714	.476	Non Significant
	Female	208	3.477	.560			

Note: *p< .05, **p< .01, ***p< .001

Source: Original Study

As we can see in table 4.4.1, male only slightly higher than female on the test of customer loyalty, with male M=3.518 and female M=3.477. And, the difference was not large enough to be statistically significant (t = 0.714, p = .476). Therefore, we can have a conclusion that there are no difference of loyalty between male and female customer.

Table 4.4.2 T-test Results Comparing Having Job and Not Having Job Customer on Customer Loyalty

	Groups	N	Mean	SD	t-value	p-value	Different btw groups
Customer Loyalty	No. Not yet	103	3.330	.578	-3.546	.000	Significant
	Having a job	282	3.555	.546			

Note: *p<0.05, **p<0.01, ***p<0.001

Source: Original Study

In comparisons of the two groups customer that already having a job and having not, we do see statistically significant differences on test of customer loyalty, with the result showed in table 4.4.2, t =-3.546, p =.000. Therefore, there are the differences of customer loyalty in having job and not having job customers.

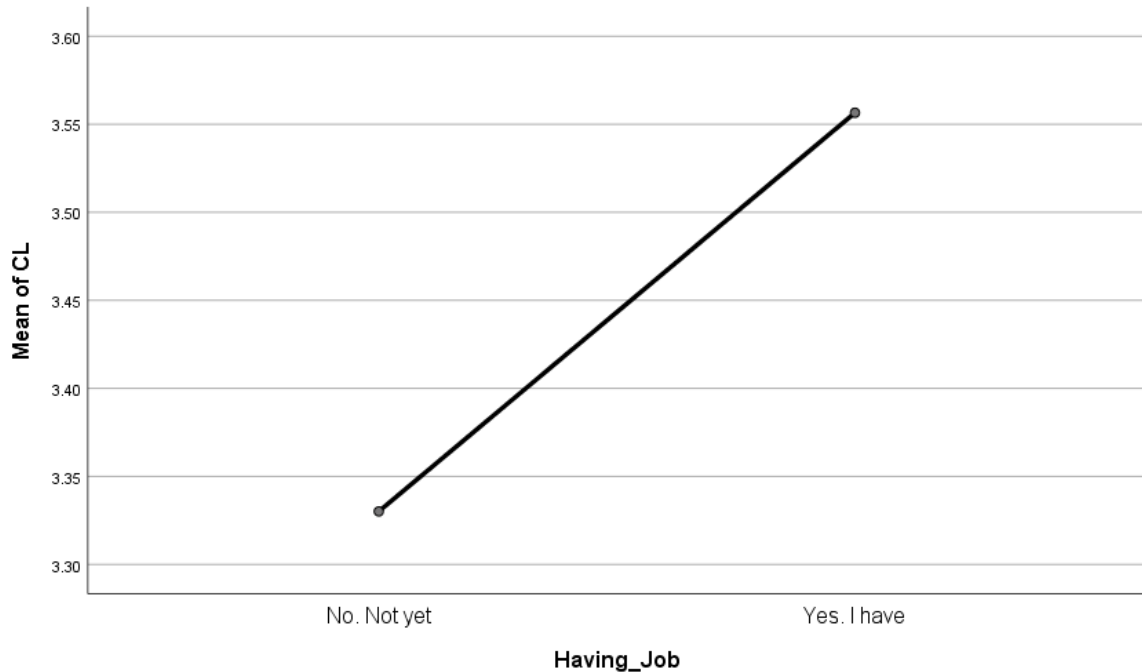


Figure 4.4.1 Effects of Having Job and Not Having Job Customer on Customer Loyalty

Source: Original Study

In Figure 4.4.1, the graph presented the effect of customer loyalty for the not having job and having job customer. The effect showed that the having job customers have higher loyalty than not having job customers.

4.5. One-way ANOVA

The one-way ANOVA was used to compare the differences of the dimensions ages and incomes of customers. This technique is used to study involving two or more groups. With the aim of gaining further understanding, one-way ANOVA was performed so as to find the significant difference of customer loyalty among each group. According to Girden (1992), the significant was observed mean scores of the one-way ANOVA test and the significance level of p-values smaller than 0.05, and F-value is higher than 3.

Before compare different among groups, the test of homogeneity of variances was adopted. For the test comparing groups of different ages

customer, Levene's test of p-value equal to 0.966 (>0.05), non significant. So, we continue to ANOVA and Post hoc test. According to the numbers shown on table 4.5.1, $F=9.201 (>3)$, $p=0 (<0.05)$, significant. There are differences of customer loyalty among the groups of ages of customers. Base on the mean score, the different level of customer loyalty is the higher age the higher level of customer loyalty. Older 39 > Ages of 30- 39 > Ages of 20-29 > Ages of 15-19.

Table 4.5.1 One-way ANOVA Results Comparing Different Ages of Customers on Customer Loyalty

Variables	15-19 years old	20-29 years old	30-39 years old	Older than 39	F- value	p- value	
	N=69	N=156	N=105	N=56			
Customer Loyalty	3.271	3.431	3.647	3.669	9.201	.000	Older 39 > 30-39 > 20-29 > 15-19

Source: Original Study

For the test comparing groups of different incomes customer, Levene's test of p-value equal to 0.168 (>0.05), non significant. So, we continue to ANOVA and Post hoc test. According to the numbers shown on table 4.5.2, $F=10.325 (>3)$, $p=0 (<0.05)$, significant. The different level of customer loyalty is significant among groups of incomes. Base on the mean score, the higher income level customer with different level of customer loyalty is the higher the higher level of customer loyalty.

Table 4.5.2 One-way ANOVA Results Comparing Different Incomes of Customers on Customer Loyalty

Variables	A	B	C	D	F- value	p- value	
	N=123	N=92	N=132	N=39			

Customer Loyalty	3.325	3.410	3.664	3.666	10.325	.000	D > C > B > A
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Note: A: Less than 8,000,000 VND; B: 8,000,000 VND to 15,000,000 VND; C: 15,000,000 VND to 25,000,000 VND; D: More than 25,000,000 VND

Source: Original Study

CHAPTER FIVE

CONCLUSIONS AND SUGGESTIONS

Chapter five presents the conclusions found after researching, as well as the limitations of the study. Thus, provide a quantity of suggestions.

5.1. Research Conclusions

Based on the results of data analysis in chapter four, this study draws conclusions based on the hypothesis as shown in the table below.

Table 5.1 Research Conclusions

Hypothesis		Results
H1	Customer satisfaction will significantly relate with customer loyalty	Supported
H2	Perceived value will significantly directly	Supported

	effect on customer satisfaction	
H3	Service quality will significantly directly effect on perceived value	Supported
H4	Brand image will significantly effect on perceived value	Supported
H5	Service quality will significantly effect on customer satisfaction	Supported
H6	Brand image will significantly effect on customer satisfaction	Supported
H7	Perceived value mediates the relationship between service quality and customer satisfaction	Supported
H8	Perceived value mediates the relationship between brand image and customer satisfaction	Supported
H9	Customer satisfaction mediates the relationship between perceived value and customer loyalty	Supported
H10	Public opinion moderates the relationship between customer satisfaction and customer loyalty	Not Supported

Source: Original Study

5.2. Research Discussions and Implications

Firstly, the study's major findings show that there are substantial correlations between service quality, perceived value, customer satisfaction, and customer loyalty. The findings show how crucial service quality and company image are in the Vietnamese coffee shop business. Service quality was discovered to have a considerable impact on both perceived value and

customer satisfaction, whereas brand image had a minor impact on perceived value but a substantial influence on customer satisfaction. This research suggests that coffee shop customers in Vietnam place a high value on service quality and brand image. In Vietnam, service quality and the brand image of service providers have a considerable impact on customer perceptions of value.

Secondly, the statistical findings indicate ways for coffee shops in Vietnam to improve customer engagement and loyalty in order to achieve long-term success. Shops should focus on enhancing service quality and brand image, which are considered to be the primary drivers of consumer satisfaction and loyalty. Several practices can improve service quality, including: improving the physical environment of coffee shops (attaching importance to décor, employee uniforms, etc.), improving the quality of drinks, diversifying the menu, performing service quickly and attentively to each customer's needs, and maintaining a positive attitude toward customers. Coffee shops should train their employees on a regular basis (from professional skills to attitude), especially to foster empathy and trust among consumers. The following are the seven golden rules for service sector employees can be referred: S-E-R-V-I-C-E (S: always smiles, E: eye contact, R: customer recognition, V: kind, open and trustworthy voice, I: information for customers, C: clean, neat and tidy appearance, E: equitable treatment of all customers). The aspect of service space should be given special consideration in coffee shops. In addition to the shop's overall design, discrete spaces or unique tables can be created for clients who require check-in or have specific interests. A service area must also be "correct" before it can be considered "beautiful." Customers can walk and converse freely due to the acceptable arrangement of equipment for the staff's business, convenience, and comfort. Scent and music are also factors that should be studied to satisfy customers.

Besides, it is vital to establish uniformity and consistency of service quality throughout the chain of outlets and at each experience in order for customers to have more faith from customers. Announcements and advertisements should not instill unrealistic expectations in customers, as this will result in dissatisfied customers. So the coffee shops 's general principles and dedication to customers are extensively reviewed by the employees to guarantee that there are no discrepancies between the information presented and the reality that customers encounter.

Thirdly, the findings of this study's literature evaluation reveal connections between public opinion and consumer happiness and loyalty. The statistical findings reveal that public opinion has an impact on consumer happiness and loyalty. However, public opinion is not acting as a moderator on the relationship between customer satisfaction and customer loyalty. That means, public opinion is not strong enough to affect customer loyalty in case customers are satisfied. This may be due to the fact that the main research subjects of this study are mature customers with stable income, these are customers who have their own opinions and difficult to be influenced by others.

Forthly, the study found that there are different level of customer loyalty with customers have different level of age, job and incomes. Older customer will tend to be more loyal. In other side, customer having job are more loyal than customer who not having job. The same, customer with higher income level will have higher loyalty level. From here can have some recommendations for coffee shops. For older and high-income customers, their loyalty is very great, so for this groups of customers just need to maintain the quality of service that made them satisfied, they will always be loyal customers of the shop. Conversely, for young and low-income customers, there is lower loyalty. Coffee shops can focus on advertising and

promotion campaigns to attract more new customers. Of course, maintaining service quality is also indispensable.

5.3. Research Limitations

There are several drawbacks to this study as well. In terms of research methods, this study relies on survey data collected using self-reported questionnaires, which could lead to individual bias in reporting. Due to time and resource constraints, this study can only rely on a small number of customers at a few coffee shops in Hanoi and Bacninh, with a limited diversity of respondents. These restrictions limited the breadth of the research and the study's findings.

To solve these limitations, future study should include a larger sample of people from different parts of Vietnam. Then, in addition to the existing scales employed in this study, future studies should design a new measurement construct to capture consumer views of brand image, service quality, and so on.

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APPENDIX QUESTIONNAIRE

PHIẾU KHẢO SÁT

Demographic Information			
Please take a short look on the questions below related with the Demographic Information , and then tick the answer correct to you. Hãy đọc những câu hỏi khảo sát liên quan đến thông tin cá nhân dưới đây, sau đó chọn câu trả lời của bạn cho từng câu hỏi.			
What is your gender? (Giới tính của bạn là?)	<input type="checkbox"/> Male		<input type="checkbox"/> Female
How old are you? (Bạn bao nhiêu tuổi?)	<input type="checkbox"/> 15-19	<input type="checkbox"/> 20-29	<input type="checkbox"/> 30-39 <input type="checkbox"/> Older than 39
Have you got a job yet? (Bạn đã đi làm chưa?)	<input type="checkbox"/> No. Not yet. (Chưa)		<input type="checkbox"/> Yes. I have. (Rồi)

Which is your personal income (per month)? (Thu nhập mỗi tháng của bạn là khoảng bao nhiêu?)	<input type="checkbox"/> Less than 8,000,000 VND (~ \$346) (Dưới 8 triệu đồng)	<input type="checkbox"/> 8,000,000 VND to 15,000,000 VND (~\$346 to \$649) (Từ 8 đến 15 triệu đồng)	<input type="checkbox"/> 15,000,000 VND to 25,000,000 VND (~\$649 to \$1080) (Từ 15 đến 25 triệu đồng)	<input type="checkbox"/> More than 25,000,000 VND (~\$1080) (Trên 25 triệu đồng)
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Please take a short look on the questions below related with the Customer loyalty, Customer satisfaction, Perceived value, Service quality, Brand image and Public opinion, and then CIRCLE the level of agreement on each of the items below base on your opinion.

(Hãy đọc những câu hỏi khảo sát liên quan đến lòng trung thành, sự hài lòng, giá trị cảm nhận của khách hàng, chất lượng dịch vụ, hình ảnh thương hiệu và ý kiến công chúng dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.)

Levels of agreement (Mức độ đồng ý)

1	2	3	4	5
Strongly disagree (Hoàn toàn không đồng ý)	Disagree (Không đồng ý)	Neutral (Trung lập)	Agree (Đồng ý)	Stongly agree (Hoàn toàn đồng ý)

Section 1. Service Quality (Chất lượng dịch vụ)

Levels of agreement (Mức độ đồng ý)

Physical Environment	1. The coffee shop had attractive interior design and de'cor (Quán cà phê trang trí đẹp và bắt mắt)	1	2	3	4	5
	2. The coffee shop are thoroughly clean (Khu vực quán rất sạch sẽ)	1	2	3	4	5
	3. The background music is pleasing (Quán cà phê mở nhạc rất êm tai)	1	2	3	4	5
Drink Quality	4. The coffee shop offered a variety of menu items (Thực đơn đa dạng)	1	2	3	4	5
	5. The drinks was delicious and visually attractive (Đồ uống ngon và bắt mắt)	1	2	3	4	5
Reliability	6. When the coffee shop promises to do something by a certain time they will do so (Quán luôn giữ lời hứa sau khi hứa với khách hàng)	1	2	3	4	5
	7. When I have a problem, the coffee shop shows a sincere interest in solving it (Khi tôi gặp trở ngại, quán cà phê tỏ ra thực sự muốn giải quyết vấn đề đó)	1	2	3	4	5
	8. The coffee shop performs the service right the first time (Quán cà phê phục vụ đúng)	1	2	3	4	5

	yêu cầu ngay từ lần đầu tiên.)					
	9. The coffee shop insists on error-free records (Quán cà phê luôn cố gắng để không xảy ra sai sót)	1	2	3	4	5
Responsiveness	10. Employees provided prompt and quick service (Nhân viên phục vụ nhanh chóng)	1	2	3	4	5
	11. Employees are always willing to help me (Nhân viên luôn sẵn sàng giúp đỡ tôi)	1	2	3	4	5
	12. Employees of the coffee shop are never too busy to respond to my requests (Nhân viên quán không bao giờ quá bận đến nỗi không đáp ứng yêu cầu của tôi.)	1	2	3	4	5
Assurance	13. The behaviour of employees of the coffee shop instills confidence in customers (Cách cư xử của nhân viên quán khiến tôi tin tưởng.)	1	2	3	4	5
	14. I feel safe in the coffee shop (Tôi cảm thấy an toàn khi ở trong quán.)	1	2	3	4	5
	15. Employees of the coffee shop have the knowledge to answer my questions (Nhân viên quán có đủ hiểu biết để trả lời câu hỏi của tôi.)	1	2	3	4	5
Empathy	16. The coffee shop gives me individual attention (Quán cà phê luôn chú ý đến tôi.)	1	2	3	4	5
	17. Employees made me feel comfortable in dealing with them (Nhân viên khiến tôi thoải mái khi giao tiếp.)	1	2	3	4	5
	18. Employees of the coffee shop understand my special needs (Nhân viên quán hiểu rõ những nhu cầu của tôi.)	1	2	3	4	5
	19. The coffee has operating hours convenient to all its customers (Quán cà phê có giờ đóng – mở cửa rất tiện lợi cho tôi.)	1	2	3	4	5
Section 2. Brand Image (Hình ảnh thương hiệu)						
	20. This coffee shop is really well-known (Quán cà phê này rất nổi tiếng)	1	2	3	4	5
	21. This coffee shop always has good reputation (Quán cà phê này luôn có danh tiếng tốt)	1	2	3	4	5
	22. This coffee shop has a standard coffee taste (Quán cà phê này có cà phê đúng chuẩn)	1	2	3	4	5
	23. This coffee shop has a cheerful, enchanting atmosphere (Quán cà phê này có bầu không khí vui vẻ và dễ chịu)	1	2	3	4	5
Section 3. Perceived Value (Giá trị cảm nhận)						

24. This coffee shop offered good value for the price. (Quán cà phê này cung cấp giá trị tốt so với giá)	1	2	3	4	5
25. The coffee shop experience was worth the money and time. (Quán cà phê này xứng đáng với tiền và thời gian mà tôi đã bỏ ra)	1	2	3	4	5
26. This coffee shop provides me great value as compared to others. (Quán cà phê này cung cấp cho tôi giá trị tuyệt vời so với những quán khác)	1	2	3	4	5
27. I am generally aware about the value of service that I had purchased in this coffee shop (Tôi thật sự hiểu về giá trị của dịch vụ mà tôi đã mua ở quán cà phê này)	1	2	3	4	5
Section 4. Public Opinion (Ý kiến cộng đồng)					
28. I often use the social media. (Tôi thường xuyên dùng mạng xã hội)	1	2	3	4	5
29. Opinions in social media really influence my views (Ý kiến trên mạng xã hội thực sự ảnh hưởng cách nhìn của tôi)	1	2	3	4	5
30. I refer to other people's review of this coffee shop (Tôi tham khảo những ý kiến của người khác về quán cà phê này)	1	2	3	4	5
31. I followed the good reviews in internet and came to this coffee shop (Tôi nghe theo đánh giá tốt ở trên mạng và đến quán cà phê này)	1	2	3	4	5
32. I wouldn't go to this coffee shop anymore if a bad review is found (Tôi sẽ không đến quán cà phê này nữa nếu phát hiện đánh giá không tốt)	1	2	3	4	5
Section 5. Customer Satisfaction (Sự hài lòng của khách hàng)					
33. I am very pleased with my overall experience at this coffee shop. (Nhìn chung, tôi hài lòng với trải nghiệm ở quán cà phê này)	1	2	3	4	5
34. This coffee shop is putting me in a good mood overall. (Nhìn chung, quán cà phê này khiến tôi rất thoải mái)	1	2	3	4	5
35. I really enjoy myself at this coffee shop. (Tôi thật sự thích bản thân mình ở quán cà phê này)	1	2	3	4	5
Section 6. Customer Loyalty (Lòng trung thành của khách hàng)					
36. I go to this coffee shop more than 3 times a week. (Tôi đến quán cà phê này nhiều hơn 3 lần một tuần)	1	2	3	4	5
37. I'm willing to speak well about this coffee shop to others. (Tôi sẵn sàng nói tốt về quán cà phê này với người khác.)	1	2	3	4	5
38. I will recommend this coffee shop to my friends, family or other. (Tôi sẽ giới thiệu quán cà phê này của mình với gia đình, bạn bè hoặc những người khác.)	1	2	3	4	5
39. Despite there are many coffee shops, I would like to come back this coffee shop in the future. (Mặc dù có rất nhiều quán cà phê khác, nhưng tôi vẫn tiếp tục đến quán cà phê này trong tương lai)	1	2	3	4	5

