



**THE EFFECT OF SERVICE QUALITY ON CUSTOMER
SATISFACTION OF J'DONUTS CAFÉ SHOP, HLAING
TOWNSHIP, YANGON, MYANMAR**

A Thesis Presented
by
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ABSTRACT

The main objectives of the study are: to identify the service quality of J'Donuts Coffee Shop and to analyze the effects of service quality on customer satisfaction. To achieve these objectives, the survey data were used. Data were collected from 250 customers who are visiting to J'Donuts Coffee Shop at the Gamone Pwint Shopping Mall in Hlaing Township, Yangon by using convenience sampling method. The structured questionnaires with Five-Point Likert scale were used to collect data. Descriptive statistics, correlation analysis and multiple regression analysis were applied. Cronbach's Alpha values of the selected variables (tangibles, reliability, responsiveness, empathy, assurance and customer satisfaction) are more than 0.7. According to overall mean value results, respondents perceived that J'Donuts Coffee Shop provided all dimension of service quality to customers. According to the result of correlation, service quality of tangible, reliability, responsiveness, empathy and assurance have positive and strong correlation with customer satisfaction. According to the result of multiple regression analysis, tangible and assurance have positive and significant effect on customer satisfaction in J'Donuts Coffee Shop.

Keywords: SERVQUAL, Tangibles, Reliability, Responsiveness, Empathy, Assurance

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ABBREVIATION

SERVQUAL	Service Quality Model
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CHAPTER I

INTRODUCTION

The food service coffee industry is one of the developing industries which has seen an extraordinary growth over the last few years and continues to expand rapidly (Fortune Business Insights, 2023). In recent years, the coffee shop industry has experienced rapid growth in Myanmar, driven by increasing demand from young and middle-aged consumers for quality coffee and a pleasant social environment (Khaing & Thu, 2019). A developing coffee culture is supporting a rise in demand for fresh coffee, especially among the country's young urban population (MarketResearch.com, 2022).

For more than 26 years, J'Donuts has been the leading fast-food brand in Myanmar. It is founded in September of 1996, J'Donuts has offered donuts, baked goods, hot and cold beverages of the highest quality to customers. Based on the enormous success of the two products, donuts and butter cakes that J'Donuts has diversified into other baked goods and sweet treats from bread, cakes, brownies, cookies, biscuits to ice cream and various ice treats. J'Donuts has a centralized kitchen which locates in Mingalardon Township, Yangon that distribute to all branches around the city. J'Donuts has also expanded within Yangon to more than 35 branches with J'Donuts dedicated team of more than 450 employees. J'Donuts' main goal is to continue expanding our reach and our menu while upholding our quality control standards.

J'Donuts Coffee Shops have a cool, laid-back vibe, attracting a young urban population, especially people who like to sit back, relax, and enjoy the coffee culture. J'Donuts Coffee Shop is one of the popular coffee shops in Yangon, with multiple branches throughout the city. Among its locations is the Gamone Pwint Shopping Mall in Hlaing Township, Yangon. This branch of J'Donuts Coffee Shop attracts a diverse range of customers, including students, office workers, and families. However, in a highly competitive market, it is crucial for J'Donuts Coffee Shop to understand the effect of service quality on customer satisfaction in order to maintain its position in the market and continue to grow its business.

One of the key factors that can influence customer satisfaction is the quality of service provided by J'Donuts Coffee Shop. Service quality has been widely recognized as a critical component of customer satisfaction and loyalty in the hospitality industry

(Arendell, 2007). Service quality and customer satisfaction are important aspects of business since a company's growth is largely dependent on how well it maintains its customers through service and how well they keep their customers satisfied (Sotirios Zygiaris et al., 2022). It is measured by assessing customers' perceptions of the five dimensions of service quality standards: tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988). Tangibles are the physical appearance of the coffee shop, such as the cleanliness, equipment, decor, personal grooming, communication and layout. Reliability is the ability of the coffee shop to provide services consistently and accurately, such as delivering orders on time and correctly. Responsiveness is the willingness of the coffee shop's employees to provide prompt and helpful service, such as answering questions and addressing complaints. Assurance is the confidence and trust that customers have in the coffee shop's employees, such as their knowledge, courtesy, and professionalism. Empathy is the extent to which the coffee shop's employees understand and address customers' individual needs, preferences, and concerns.

J'Donuts Coffee shops as part of many chains across Yangon that target a young urban population especially people like to enjoy the coffee cultures by offering a variety of baked goods and coffee, coffee free drinks and bakery products with reasonable price to customer and realizes in the importance service quality to meet customers' expectation. Therefore, this study aims to investigate the effect of service quality on customer satisfaction of J'Donuts Coffee Shop in the Gamone Pwint Shopping Mall in Hlaing Township, Yangon, with a particular focus on the five dimensions of service quality. By examining customers' perceptions of J'Donuts Coffee Shop's service quality, this study aims to provide insights into the factors that drive customer satisfaction and loyalty in the coffee shop industry in Yangon. The findings of this study could be useful for J'Donuts Coffee Shop and other coffee shops in the area to improve their service quality and meet the evolving needs and preferences of their customers.

1.1 Background information of the Study

The coffee shop industry in Myanmar has experienced rapid growth in recent years due to increasing demand from consumers for quality coffee and a pleasant social environment (Khaing & Thu, 2019). As a result, coffee shops have become a popular destination for socializing, studying, and working.

To maintain its place in the market and continue to expand its business, J'Donuts Coffee Shop has to understand the impact of service quality on customer satisfaction in

a highly competitive industry. It is necessary to manage customer research at all times given how important of customers in business operations. Customer research has always been necessary because of potential changes in how businesses operate before, during, and after sales. It has been shown by an author that “an organization that consistently satisfies its customers, get higher retention levels and greater profitability due to enlarge customer loyalty” (Wicks & Roethlein, 2009). Customer satisfaction is the key determinant of today's business sector, and researchers constantly conduct studies about the customers, focusing in particular on factors that are related to their satisfaction. Satisfaction is the feeling of happiness or frustration that results from comparing a product with a performance or result related to customer expectations (Parasuraman, 1988). Service quality has been identified as a critical component of customer satisfaction in the hospitality industry (Paraskevas And Aendell, 2007). The five dimensions of service quality, including tangibles, reliability, responsiveness, assurance, and empathy, have been widely used to measure customer perceptions of service quality (Parasuraman et al., 1988).

While previous studies have investigated customer satisfaction and its influencing factors in coffee shops in Myanmar (Khaing & Thu, 2019), there is a lack of research on J' Donuts Coffee Shop in particular, and its branch at the Gamone Pwint Shopping Mall in Hlaing Township, Yangon. This study, which focuses on the five dimensions of service quality, intends to close this gap by investigating how customer satisfaction is affected by service quality at the J'Donuts Coffee Shop in the Gamone Pwint Shopping Mall in Hlaing Township, Yangon.

The study's findings could help J'Donuts Coffee Shop improve their service quality and meet their customers' changing needs and preferences. Additionally, the study could contribute to the broader understanding of the coffee shop industry in Yangon and its potential for further growth and development.

1.2 Problem Statement of the Study

One of the most well-known coffee shops in Yangon is J'Donuts Coffee Shop. The chain of J'Donuts Coffee Shop is located in throughout the Yangon city. However, in order to keep its place in the market and continue expanding its business, J' Donuts Coffee Shop needs to understand the impact of service quality that influences customer satisfaction and loyalty. Although past study has looked into customer satisfaction and the factors that affect it in Myanmar's coffee shops, there hasn't been much done on J'Donuts Coffee Shop in particular, or its location in the Gamone Pwint Shopping Mall

in Hlaing Township, Yangon. Therefore, the problem that this study aims to address is the need to identify the effect of service quality that influence customer satisfaction at J'Donuts Coffee Shop in the Gamone Pwint Shopping Mall in Hlaing Township, Yangon, with a particular focus on the five dimensions of service quality, in order to improve the service quality and meet the evolving needs and preferences of their customers.

1.3 Objectives of the Study

The following is the objective of that study -

The objective of this study is

1. To identify the service quality of J'Donuts Coffee Shop in Gamone Pwint Shopping Mall, Hlaing Township in Yangon.
2. To analyze the effect of service quality on customer satisfaction of J'Donuts Coffee Shop
3. To recommend J'Donuts Coffee Shop on how to improve its service quality and enhance customer satisfaction.

1.4 Research Questions of the Study

What is the most influencing service quality on customer satisfaction of J'Donuts Coffee Shop in Gamone Pwint Shopping Mall, Hlaing Township in Yangon?

1.5 Scope and Limitation of the Study

This study focuses on the effect of service quality that influence customer satisfaction at J'Donuts Coffee Shop in the Gamone Pwint Shopping Mall in Hlaing Township, Yangon. The study used a quantitative research design, specifically a survey questionnaire, to collect data from customers who have visited the coffee shop. The survey questionnaire was developed based on the five dimensions of service quality (tangibles, reliability, responsiveness, assurance, and empathy) or SERVQUAL scale that was proposed by Parasuraman, Zeithaml, and Berry (1988).

The results of the study may not be generalizable to other locations or coffee shops. It is one of the limitations of this study. The study has some limitations, including the use of a convenience sampling technique, which may limit the generalizability of the findings to the wider population of customers in the coffee shop industry in Yangon. Additionally, the study focuses only on the five dimensions of service quality proposed by Parasuraman et al. (1988), SERVQUAL scale, which may not capture all the factors that are important to customers in their evaluation of service quality.

1.6 Organization of the Study

This thesis consists of five chapters. Chapter 1 is the introduction of the study that includes food service coffee industry, specific industrial background, problem statement of the study, objectives of the study, research question and scope and limitation of the study. And then, organization of the study is also described. Chapter 2 is literature review of the study. It consists concept of service management, service characteristics, service quality, dimensions of service quality, customer satisfaction, relationship between service quality and customer satisfaction, findings from previous studies and conceptual framework of the study. Chapter 3 is methodology that includes research method, research design, questionnaires development, sampling size, data collection methods and additionally ethical consideration. Chapter 4 is analysis of the effect of service quality on customer satisfaction of J'Donuts Coffee Shop. Finally, chapter-5 is findings, recommendation and conclusion of the study.

CHAPTER II

LITERATURE REVIEW

This chapter presents the theoretical background of the study with three parts. The definitions of service management and service characteristics are in the first part. The second part is five dimension of service quality by using SERVQUAL model. This part explains about tangible, reliability, responsiveness, assurance and empathy. Finally, customer satisfaction, and relationship between service quality and customer satisfaction are described.

2.1 Concept of Service Management

A way to make sure consumers are happy with the goods or services offered by the stakeholder can be defined as service management. Service supports businesses to create enduring connections with their clients. To preserve a competitive advantage, the majority of businesses work to create new and unique goods. Services, however, make it possible for companies to communicate with their clients. Businesses can then adjust their list of goods and services in accordance with changing needs and concerns of their customers. The goal of top-quality service is a happy, loyal customer base (Stefan Kempter et al, 2023).

The goal of service management is to enhance a company's customer service procedures. It is a comprehensive procedure that customizes the customer's experience from the time they get in touch with the business until they are happy with the transaction. Shopping, billing, and troubleshooting are all possible components of the customer experience. The prevention of service defects or mistakes is one of the most crucial aspects of service management. Customer service goes beyond simply assisting consumers with returns in-store or over the phone. It involves all facets of organizing the interactions a business has with its clients, such as the billing process, the website, and the shopping experience. Unpleasant customer service experiences can deter customers from making repeat purchases, and may drive them to do business with competitors (Bliss, 2023).

The perspective of Van Doorn (2014), who focused on the non-transactional nature by advancing the concept of customer management behavior, was consistent with that of Zahir (2015). Van Doorn (2014) defined service management as behavioral manifestation toward a brand or firm, beyond purchase, resulting from motivational

drivers. The above requirements have been expanded, especially as the digital and social media revolution had strengthened the importance of customer engagement behavior, as customers became active co-producers of value or destroyers of value for firms (Sridevi, 2017). Coffee shop management must have a solid awareness of the variables that affect customer loyalty and happiness in order to make informed choices about how to improve the offerings, attract in more customers, and keep them coming back.

2.2 Service Characteristics

Globally, the service industry is expanding quickly. Most developed and emerging nations are seeing the growth of numerous service industries, which play a key role in their respective national economies. P. Kotler suggested that "service is an activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product" (Kotler, P., Keller, K. L., 2007). There are four key characteristics of service: Intangibility, Inseparability, Heterogeneity, and Perishability.

Intangibility

Services are intangible because purchaser are unable to touch the services. and services are not physical items. When it comes to the commodities, customers are unable to touch, see, or taste the services. When a service is provided, customer only experience its benefits as a result. For example, when using smartphones to do transactions or dealing with bank employees at branch locations, we experience the advantages of banking services. However, we can sense the advantages. It is challenging for us to evaluate its benefits using any physical facts. If service providers wish to influence their consumers' purchasing habits, they must prioritize customer satisfaction. Tangible parts of the service experience can serve as a representative of service quality (Zeithaml, 1988). According to Kotler (2003) and Gronroos (1990), service intangibility can be experienced as it is delivered. Service providers should manage tangible parts of service experience to build positive attitude towards service quality (Berry, 1983). As services are defined as an intangible process, customers can only measure its quality through their own subjective perception (MacKay & Crompton, 1990). (Laroche, Bergeron, & Goutaland, 2001) described there are three dimensions of intangibility of service, namely, physical intangibility, mental

intangibility, and generality. Intangibility, therefore, involves a subjective engagement of the consumer in assessing the process.

Inseparability

One of the service characteristics is inseparability. Service inseparability indicates that the service cannot be separated from the service provider. That is, every aspect of the experience is connected. The term "inseparability" refers to the simultaneous production and consumption of the Services and it was believed to enable consumers to affect or shape the performance and quality of the service. The indivisible attribute was introduced by Say (1836), who claimed that the production and consumption of services occur simultaneously. They were seen as being inseparable as a result. Berry (1980) correspondingly stated in the following that “simultaneous production and consumption means that the service provider was often physically present when consumption took place.” Common examples of inseparable services were education, consultations of physicians, or concerts. (Edgett & Parkinson, 1993). Services assumed to be first sold, then produced and consumed simultaneously, whereas goods were first produced then sold and afterwards consumed (Regan, 1963).

Heterogeneity

Heterogeneity, or variability, is another crucial aspect of a service. Heterogeneity reflected the potential for high variability in service delivery (Zeithaml et al., 1985). This was a particular problem for high-wage services, as service provision made by different people and people's performance could vary from day to day (Rathmell, 1966) . It permitted some degree of service flexibility and customization, enabling heterogeneity. Services are provided on an individual basis and are never the same twice. Consequently, people are less consistent and standardized than things. As a result, businesses struggle to maintain consistency. Depending on when, where, and who offers the services, customer satisfaction varies. As a result, customers could encounter the same service in varied ways at various times, even when using the same persons or equipment. Because every customer experience is unique, businesses must provide the best for every service they provide.

Perishability

The services cannot be moved, stored, saved, or sold again. As a result, customer won't be able to use the same services moving future. They are also not transferable. (Zeithaml et al., 1985) suggested that services are “time dependent” and “time important” which make them very perishable. When customers use them and

communicate with service providers or assistive technology, we gain advantages. But once it's been given, it's totally failed. For example, when speaking with consultants, customers receive health consulting services. The same service, though, may offer a different kind of joy when customers use it a few hours later. For instance, the consultant won't say the same thing exactly as before.

2.3 Service Quality

Service quality is a fundamental concept in the field of services marketing, which refers to customers' perception of the extent to which a service meets their expectations (Parasuraman et al., 1985). Service quality was an attitude related to satisfaction, but not the same as satisfaction (Parasuraman et al., A Multiple-item Scale for measuring consumer perceptions of service quality, 1988). Service quality is considered a key determinant of customer satisfaction and loyalty in the service industry, and it is therefore crucial for service providers to understand the factors that influence service quality and how they can be managed effectively to enhance customer satisfaction (Kumar, Service quality, customer satisfaction and loyalty in coffee shops, 2021).

A term used in the business world to describe how well a service performed. It could be used to increase performance and streamline processes. With regard to service businesses, profitability, market share, return on investment, established customer happiness, and future purchase intentions were all positively correlated with quality. Service quality was an attitude related to satisfaction, but not the same as satisfaction (Parasuraman et al., 1988). The potentials of the service, such as worker competency, service process timeliness or service timeliness, and service outcome or customer satisfaction, could all be related to the quality of the service. For employees to provide a high-quality service, they must have the requisite abilities and expertise.

The success of a service firm comes from respect to service quality that lead to satisfaction of customers (Bateson, 1995). Service quality is an important factor in customer evaluation and determining customer satisfaction (Zeithaml et al., 2006). The coffee shop industry is highly competitive, and providing high-quality services is a key differentiator for success. Service quality has been recognized as a critical factor that influences customer satisfaction, loyalty, and retention in the coffee shop industry (Kumar, 2021). To remain competitive, coffee shops need to focus on improving their service quality to meet the evolving needs and expectations of their customers.

2.3.1 Dimension of Service Quality

The SERVQUAL model is one of the most widely used frameworks for measuring service quality and identifying its dimensions (Parasuraman et al., A Multiple-item Scale for measuring consumer perceptions of service quality, 1988). This model identifies five service quality dimensions that customers use to evaluate service quality: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions represent customers' expectations of the physical environment, reliability and consistency of service, promptness and willingness to help, competence and credibility of service providers, and caring and individualized attention provided by service providers, respectively (Parasuraman et al., A Multiple-item Scale for measuring consumer perceptions of service quality, 1988). The dimensions of SERVQUAL have been used to measure service quality in various sectors. Below the components, the five dimensions were further separated to make it more applicable to the coffee shop business.

Tangible

The appearance of tangible objects, such as buildings, machinery, people, and communication tools, is included. Physical evidence of the service provider's care and attention to detail can be found in the general state of the surroundings. The behavior of other clients who use the services can be included in the assessment of this component. Physical facilities, staff appearance, tools or equipment required to provide service, and tangible representations of the service, such as business cards used in hotels, are examples of tangibles.

Reliability

The capacity to deliver the promised service precisely and without error defines reliability. Customer expectations for reliable service performance include timely, consistent, error-free, and consistent performance every time. For instance, some people place importance on receiving their mail at the same time each day. Reliability extends to areas where accurate billing and record keeping are expected, as well as the back office. Invoices that are error-free, accurately capture orders and data, and provide clients with the proper service at the appropriate time are all examples of reliability.

Responsiveness

The willingness to assist clients with prompt service is referred to as responsiveness. Customers' perceptions of service quality are unnecessarily damaged when they are kept waiting for no obvious cause. In the event of a service interruption or outage, the service provider's capacity to resume operations quickly and competently can produce extremely favorable opinions of quality. Because providing free drinks on a delayed aircraft can improve what could otherwise be a bad customer experience. Response relates to an employee's eagerness or readiness of employees to offer service, timeliness of services such as without delay correcting errors, reassigning workers where needed and serving for special request.

Assurance

The assurance dimension has to do with the competence, politeness, and trustworthiness of customer service representatives. The competence to provide the service offered, respect for the customer, good customer communication, and a general mindset that the customer is the server's top priority are some of the assurance dimensions. It involves skilled workers, professionals, consideration for customers, and information sharing with customers.

Empathy

Empathy is a component of the company's service quality, along with relationship comfort, effective communication, and understanding of customers. (Potluri et al., 2016) described empathy as the capability to take care of customers and encompass devotion to them independently, particularly while giving services. Customers want businesses to understand them, to be familiar with their requirements and wants, and to offer convenient service times. Empathy in customer service is the ability to validate a client's emotions and show that you share their dissatisfaction or grief, even if the issue was beyond your control. To put it another way, empathy is comprehending someone else's perspective from their point of view.

2.4 Customer Satisfaction

Customer satisfaction is another important concept in services marketing, which refers to customers' overall evaluations of their experiences with a service provider (Oliver R. L., 1980). Satisfaction was a feeling that surfaces from an evaluation process, i.e. when the consumer of a good or service compares what was received against what was expected from the utilization of that good or service (Kotler et al., 2009). Customer satisfaction was a judgment made by comparing pre-purchase expectations with post-purchase evaluations of a product or service experience (Oliver R. A., 1980). It is

considered a key determinant of customer loyalty and repeat purchase behavior, as satisfied customers are more likely to return to a service provider and recommend it to others (Noor et al., 2020). To remain successful in the markets, the coffee shop sector must contend with fierce competition. Their main goal is to satisfy customers in order to maintain their businesses and, following, develop their satisfaction into loyalty in order to succeed over a long duration. Recurrent sales from loyal customers are necessary for businesses to remain sustainable in the face of rising consumer competition. For businesses, the value of loyal customers has a big impact on business earnings. (Kotler, 1973) simply described customer satisfaction as the happiness or disappointment of a person by comparing the perceived product or service performance with the product or service expectations.

2.5 Relationship between Service Quality and Customer satisfaction

The importance of service quality and customer satisfaction in the coffee shop industry has been widely recognized in the literature. The relationship between service quality and satisfaction continues to be an important theme in the service marketing literature (Jamal, 2002). Improved customer satisfaction therefore leads to behavioral outcomes such as engagement, customer retention, building mutually rewarding relationships, increased customer tolerance, and positive word of mouth (Reichheld, 1996). Previous studies have shown that service quality is a critical determinant of customer satisfaction, loyalty, and retention (Hossain et al., 2021). Service quality has been defined as the degree to which the service meets or exceeds the customer's expectations (Gronroo, 2000). In the coffee shop industry, service quality is closely related to the physical environment, service delivery, and the behavior of the service providers (Paraskevas et al., 2009).

Several studies have been conducted to investigate the factors that influence service quality and customer satisfaction in the coffee shop industry. For example, (Hossain et al., 2021) found that service quality dimensions such as tangibles, reliability, responsiveness, assurance, and empathy had a significant impact on customer satisfaction in coffee shops in Bangladesh. Similarly, (Noor et al., 2020) found that service quality dimensions such as reliability, responsiveness, and empathy were critical factors that influenced customer satisfaction in coffee shops in Malaysia.

Furthermore, studies have also explored the relationship between service quality, customer satisfaction, and loyalty in the coffee shop industry. For example, (Kumar, 2021) found that service quality had a significant positive impact on customer

satisfaction and loyalty in coffee shops in India. Similarly, (Lee & Kim, 2021) found that service quality had a significant positive effect on customer satisfaction and loyalty in coffee shops in South Korea.

In summary, the literature shows that service quality is a critical determinant of customer satisfaction, loyalty, and retention in the coffee shop industry. Understanding the factors that influence service quality and customer satisfaction can help coffee shops to make informed decisions to improve their services and attract and retain customers.

2.6 Finding from the Previous Studies

Several previous studies have investigated the relationship between service quality and customer satisfaction in the coffee shop industry. For instance, Hossain et al.,(2021) conducted a study in Bangladesh and found that the dimensions of service quality, including tangibles, reliability, responsiveness, assurance, and empathy, significantly affected customer satisfaction in coffee shops (Hossain et al., 2021). Similarly, Kumar (2021) conducted a study in India and reported that service quality had a positive and significant impact on customer satisfaction and loyalty in coffee shops (Kumar, 2021).

Cibro & Hudrasyah (2017) studied the factors that influence customer's intentions to revisit café based on the case (Cibro & Hudrasyah, 2017). Their study utilized both primary and secondary methods to analyze the data in their quantitative research approach. 184 customers who have been to Siete Café contained the sample size. The findings indicated that in Siete Cafe, the factors of food quality, location, cost, and promotion have no significant effect on customer satisfaction. While customer satisfaction in Siete Cafe value is significantly influenced by the quality of service and the availability of physical evidence.

Delicious food, safe food, menu variety, and food presentation are not the only factors that affect customer satisfaction, according to (Liu & Jang, 2009); other important factors include service dependability, environmental cleanliness, interior design, and employees who are dressed neatly.

In Malaysia, Noor et al., (2020) conducted a study to investigate the effect of service quality dimensions on customer satisfaction in coffee shops (Noor et al., 2020). They found that all the dimensions of service quality had a positive and significant impact on customer satisfaction. Moreover, Paraskevas et al. (2017) found that service quality significantly affected customer satisfaction and loyalty in coffee shops in Cyprus. Lee & Kim (2021) conducted a study in South Korea and reported that service

quality had a significant positive impact on customer satisfaction and loyalty in coffee shops, and age moderated the relationship between service quality and customer loyalty (Lee & Kim, 2021). The study concluded that service quality was an essential factor in customer satisfaction and loyalty in coffee shops.

Overall, these previous studies suggest that service quality is a critical factor that significantly affects customer satisfaction and loyalty in the coffee shop industry. The findings of these studies can guide coffee shop managers and owners to improve their service quality to enhance customer satisfaction and loyalty.

2.7 Conceptual Framework of the Study

In this study, the independent variable is the service quality dimensions of J'Donuts Coffee Shop. The service quality dimensions refer to the various aspects of the coffee shop's services that customers experience, including:

Tangibles: The physical appearance of the coffee shop, such as the cleanliness, decor, and layout.

Reliability: The ability of the coffee shop to provide services consistently and accurately, such as delivering orders on time and correctly.

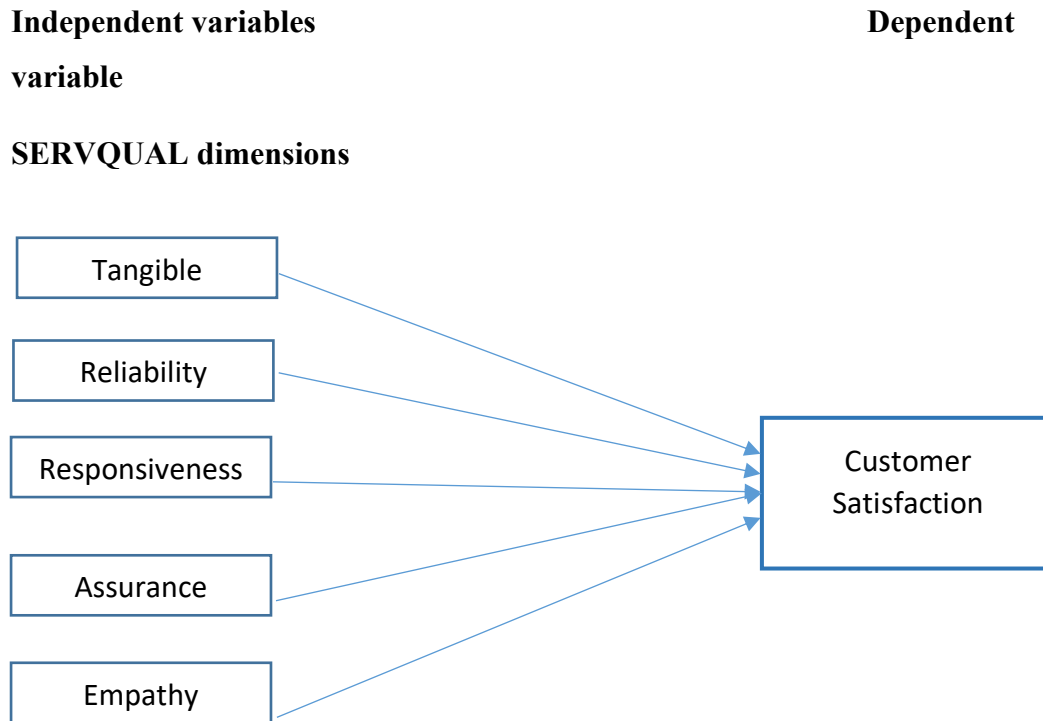
Responsiveness: The willingness of the coffee shop's employees to provide prompt and helpful service, such as answering questions and addressing complaints.

Assurance: The confidence and trust that customers have in the coffee shop's employees, such as their knowledge, courtesy, and professionalism.

Empathy: The extent to which the coffee shop's employees understand and address customers' individual needs, preferences, and concerns.

The dependent variable is customer satisfaction, which refers to the customers' overall evaluation of the quality of services provided by J'Donuts Coffee Shop. Customer satisfaction is measured through survey responses and is dependent on the independent variables (i.e., service quality dimensions) of the coffee shop. In other words, the study aims to determine how much each service quality dimension influences customer satisfaction. The conceptual framework of the study is shown in the following figure (2.1).

Figure (2.1) Conceptual Framework of the Study



HYPOTHESIS

Here are the five hypotheses regarding the independent variable of service quality dimensions and dependent variable of customer satisfaction in this study:

H1: Tangibles have a significant positive impact on customer satisfaction at J'Donuts Coffee Shop.

This hypothesis suggests that the tangibles service quality dimension is the independent variable, and customer satisfaction is the dependent variable.

H2: Reliability has a significant positive impact on customer satisfaction at J'Donuts Coffee Shop.

This hypothesis suggests that the reliability service quality dimension is the independent variable, and customer satisfaction is the dependent variable.

H3: Responsiveness has a significant positive impact on customer satisfaction at J'Donuts Coffee Shop.

This hypothesis suggests that the responsiveness service quality dimension is the independent variable, and customer satisfaction is the dependent variable.

H4: Assurance has a significant positive impact on customer satisfaction at J'Donuts Coffee Shop.

This hypothesis suggests that the assurance service quality dimension is the independent variable, and customer satisfaction is the dependent variable.

H5: Empathy has a significant positive impact on customer satisfaction at J'Donuts Coffee Shop.

This hypothesis suggests that the empathy service quality dimension is the independent variable, and customer satisfaction is the dependent variable.

By testing these hypotheses, the study aims to identify which service quality dimensions have the greatest impact on customer satisfaction at J'Donuts Coffee Shop. This information can help the coffee shop's management team to prioritize improvements in these areas to enhance customer satisfaction and loyalty.

CHAPTER III

Methodology

This chapter provides a methodological review of the methodologies used to analyze the primary research objectives and examine the study's aims. In particular, this chapter presents the data gathering methodologies and quantitative research methods that used in the study. This chapter consists of research method, research design, questionnaire development, sample size, data collection process and Ethical Consideration.

3.1 Research Methods

The first stage, J'Donuts coffee shop at Gamone Pwint Shopping Mall in Hlaing Township, Yangon was selected among 37 outlets. 250 respondents were chosen using convenience sampling method for the second stage. Therefore, every customer who have visited to the J'Donuts Coffee Shop at Gamone Pwint Shopping Mall were invited to fill the structured questionnaire. To reach its objectives, the current study combined some statistical methods (descriptive statistics, correlation analysis, multiple regression analysis). First, descriptive statistics was used to describe the profile of the respondents, their perception on service quality of J'Donuts Coffee shop at Gamone Pwint Shopping Mall in Hlaing Township, Yangon and their perception on customer satisfaction. Second, using the correlation analysis method, the relationships between the dependent variable (customer satisfaction) and independent variables (tangible, reliable, responsive, empathy, and assurance) used for this study were examined. After that, the impact of service quality on customers' satisfaction at J'Donuts Coffee Shop was examined using multiple regression analysis. All of the analysis was carried out using SPSS software.

3.2 Research Design

A research design was a blueprint for achieving research goals and answering research questions. Study design was a critical step that helps to collect and analyzed the necessary statistics, determined study location, sample length, population, etc. (Adams et al., 2007). The research model is being tested through examining the relationship between the relative importance of service quality dimensions (tangibles, reliability, responsiveness, assurance, and empathy) and customer satisfaction. Quantitative research' and 'qualitative research' were the two main domains that were

frequently seen in the literature. However, this study mostly used the quantitative research method. A convenience sampling method was used to collect data from 250 customers who have visited J'Donuts Coffee Shop at Gamone Pwint Shopping Mall in Hlaing Township, Yangon, during the data collection period (April to May 2023) was invited to participate in the survey.

3.2.1 Questionnaire Development

The SERVQUAL model's questionnaire items served as a framework for developing the questionnaire. The study by Parasuraman et al. (1988) was especially relevant to this component of the research. There are many research techniques involves many methods of data gathering such as by personal and telephone interviewing, mail survey and self-administered questionnaire that filled out by respondents with no interviewer present (Daniel & Roger , 2004). The survey was designed after specified the research problems and questions in the research, and designing and developing the survey must be related to the goals of the research (Czaja & Blair, 2005).

The questionnaire is designed to gather information about respondents' overall satisfaction. There were two parts of statements on the questionnaire form and a total of 61 questions. The respondents' profile information was provided in part A and service quality perceptions was covered in part B. Seven questions were included in part A to help identify the respondents' demographic details. Five-point Likert scales have been added into part B for the surveys to capture respondents' opinions. Using a 5-point Likert scale (5 = Strongly agree; 1 = Strongly disagree), 54 service quality questions were used to describe the service quality of the coffee shop in relation to customer satisfaction.

Therefore, the main intention of applying a five-point Likert scale in this study is to make it simple for respondents to see and allow them to freely express their opinions. In part B, it contained five dimensions of service quality that were tangible of 10 items questions, reliability of 9 items questions, responsiveness of 10 items questions, assurance of 8 items questions, empathy of 10 items questions and customer satisfaction of 7 items questions.

Before starting the data collection, pilot research with 15 participants was carried out to confirm that the study sample fully understood the questionnaire in more detail. After receiving all necessary approvals, the survey must finally be put into action. Data was collected through a structured questionnaire consisting of closed-

ended questions. This research is descriptive analytical research of the actual relationships that may exist between independent and dependent variables. The descriptive part is needed to describe and identify the effect of service quality that influence customer satisfaction at J'Donuts Coffee Shop. Additionally, the survey had taken thought of the requirement that respondents' data be kept fully confidential and for ethical reasons.

3.2.2 Sample Size

It was important to choose an adequate sample size in order to highlight the study's objectives. This study adhered to a complete ethical approach to data collecting in order to maintain reliability and gather data ethically. Initially, permissions from J'Donuts Management to collect data were requested. When permissions were received and coffee shop's employees were informed about the study, and then every customer who have visited to J'Donuts Coffee Shop at Gamone Pwint Shopping Mall in Hlaing Township, Yangon, during the data collection period (April to May 2023) was invited to participate in the survey. The study used a convenience sampling method to select participants. A convenience sampling technique was used to select the sample for the study, which consist of 250 customers.

3.2.3 Data Collection Method

The questionnaire method was used to collect the data for the research. Data collection is follows after the research design and sample plan have been developed. The respondents who are voluntarily answered the questionnaires were selected.

Overall, this research methodology is designed to collect and analyze data on the effect of service quality that influence customer satisfaction at J'Donuts Coffee Shop. The study provided insights into the specific areas where the company can improve its service quality to enhance customer satisfaction and loyalty.

The collected data was analyzed through the use of multiple regression analysis to identify the significant effect of service quality that influence consumer satisfaction at J'Donuts Coffee Shop. SPSS software was employed to conduct the analysis.

3.4 Ethical Consideration

Ethical considerations are an essential part of any research study. In this study, the following ethical considerations were taken into account:

Informed Consent: The participants in the study were informed about the study's purpose, the expected outcomes, and the risks and benefits of participation. They were

given the opportunity to voluntarily participate in the study, and their informed consent was obtained before administering the survey.

Anonymity and Confidentiality: The participants' identities were kept anonymous throughout the study, and their responses were treated with strict confidentiality. The data collected were used only for the purpose of this study and were not shared with any third party.

Data Security: The data collected during the study were stored securely and were accessible only to the research team. The data were protected from unauthorized access and were destroyed after the completion of the study.

Research Integrity: The researcher conducted the study with integrity and avoided any misconduct or unethical behavior. The study's findings were reported truthfully, accurately, and without any manipulation of data.

By adhering to these ethical considerations, the study ensured that the participants' rights and welfare were protected while contributing to the advancement of knowledge in the field of service quality and customer satisfaction.

CHAPTER IV

ANALYSIS ON THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION OF J'DONUTS COFFEE SHOP

Data analysis is a process that results in the collection, processing, modeling, and reworking of data with the goal of highlighting relevant information, recommendations, conclusions, and decision-making. Information that is essential to the study is provided by the results and interpretation of data analysis. For an observer who makes a specialty of the satisfaction of the customer in addition to the internal and exterior checking, this data analysis has become a crucial input. First, it was determined whether returned questionnaires contained complete responses. In this study, a five-point Likert scale was utilized, with 1 representing strongly disagree, 2 representing disagree, 3 representing neutral, 4 representing agree, and 5 representing strongly agree.

Data transformation and evaluation were monitored once the surveys had been collected and the record had been coded. The data analysis has been investigated using a variety of descriptive statistical techniques. These included correlation, reliability, and frequency analysis. The statistical bundle for the social sciences (SPSS Version 23) software was used to collect the data. This chapter provides a demographic profile of the respondents, reliability analysis, correlation analysis, and multiple regression analysis of service quality and customer satisfaction.

4.1 Demographic Profile of the Respondents

A descriptive statistical analysis was conducted on respondents' demographic profiles. To gain a better understanding of the customer satisfaction from coffee shop, the demographic characteristics of the respondents were analyzed. In this study, the customers who are coming to J'Donuts Coffee Shop were requested to collect data. These shop is located in Gamone Pwint Shopping Mall in Hlaing Township, Yangon. The data had been collected from 250 respondents during April to May 2023. The demographic profile of respondents consists of gender, age, education, marital status, income level, occupation and frequency of shop visit.

4.1.1 Respondents by Gender

Males and females are the two groups of respondents in this study based on their gender. Table (4.1) shows the respondents' gender ratio from J'Donuts coffee shop at Gamone Pwint Shopping Mall in Hlaing Township, Yangon.

Tables (4.1) Respondents by Gender

Sr. No.	Gender	No. of Respondents	Percentage
1	Male	93	37.20
2	Female	157	62.80
	Total	250	100.00

Source: Survey Data (2023)

According to Table (4.1), there are 250 respondents. Out of 250 total respondents, 157 are female and 93 are male. The total sample is made up of 62.8% of female respondents and 37.2% of male respondents. It can be said that female are more using J'Donuts service than male.

4.1.2 Respondents by Age

In this study, the age of respondents is classified into four groups based on their actual age: under 20, 20–30, 31–40, and above 40. Table (4.2) shows the respondents' ages from J'Donuts coffee shop at Gamone Pwint Shopping Mall in Hlaing Township, Yangon.

Table (4.2) Respondents by Age

Sr. No.	Age	No. of Respondents	Percentage
1	Under 20 years	10	4.00
2	20 – 30 years	110	44.00
3	31 – 40 years	80	32.00
4	Above 40 years	50	20.00
	Total	250	100.00

Source: Survey Data (2023)

Table (4.2) shows age of the respondents from J'Donuts coffee shop. Age of respondents are divided into four groups as under 20 years, 20 – 30 years, 31 – 40 years and above 40 years. Majority of the respondents are between the ages of 20 – 30 years which is made up of 44% (110) of total respondents, followed by the age of between 31 – 40 years is made up of 32% (80). The reason might be that young and middle – aged consumers were accounted for in the group. Age above 40 years is approximately 20% (50), age under 20 years is approximately at 4% (10).

Majority of respondents fall in age group between 20 – 30 years and minority of respondents fall in age group under 20 years. It can be said that young and middle – aged consumers like to enjoy eating out activity at J'Donuts Coffee Shop.

4.1.3 Respondents by Education Level

In this study, the education level of the respondents is classified into five groups; high school and below, university student, graduate, post graduate and others. Table (4.3) shows the respondents' numbers according to their levels of education from J'Donuts coffee shop at Gamone Pwint Shopping Mall in Hlaing Township, Yangon.

Table (4.3) Respondents by Education Level

Sr. No.	Education Level	No. of Respondents	Percentage
1.	High school and below	2	0.80
2.	University student	39	15.60
3.	Graduate	171	68.40
4.	Post graduate	32	12.80
5.	Others	6	2.40
	Total	250	100.00

Source: Survey Data (2023)

Table (4.3) shows the education level of respondents. According to table (4.3), majority of respondents are graduated at 68.4% (171), followed by university student with 15.6% (39) of total respondents. 32 respondents are post graduate at 12.8%, and followed by others of professional degree is 2.4% (6) and high school and below with 0.8% (2). It can be said that most of consumers are well educated.

4.1.4 Respondents by Marital Status

In this study, the marital status of respondents is classified into three groups based on their marital status; single, married and others. Table (4.4) shows the marital status of respondents from J'Donuts coffee shop at Gamone Pwint Shopping Mall in Hlaing Township, Yangon.

Tables (4.4) Respondents by Marital Status

Sr. No.	Marital Status	No. of Respondents	Percentage
1	Single	122	48.80
2	Married	125	50.00
3	Others	3	1.20
	Total	250	100.00

Source: Survey Data (2023)

According to table (4.4), the majority of the coffee shop goers were the married respondents reflecting 50% (125) of the sample respondents. On the other hand, the single respondents were represented by 48.8% (122) of the sample and the least respondents of other customer were 1.2% (3) of the sample. It can be said that J'Donuts Coffee Shop is accessible to everyone.

4.1.5 Respondents by Income Level

In this study, the income level of respondents is classified into five groups based on their income level such as less than 150,000 kyats, 150,000 – 300,000 kyats, 300,001 – 450,000 Kyats, 450,001 – 600,000 Kyats and above 600,000 Kyats. Tables (4.5) shows the respondents' monthly income level from J'Donuts coffee shop at Gamone Pwint Shopping Mall in Hlaing Township, Yangon.

Tables (4.5) Respondents by Income Level

Sr. No.	Income	No. of Respondents	Percentage
1	Less than 150,000 Kyats	4	1.60
2	150,000 – 300,000 Kyats	43	17.20

3	300,001 – 450,000 Kyats	39	15.60
4	450,001 – 600,000 Kyats	39	15.60
5	Above 600,000 Kyats	125	50.00
	Total	250	100.00

Source: Survey Data (2023)

According to table (4.5), half of respondents' monthly income are above 600,000 Kyats (50%) and the monthly income of least respondents are less than 150,000 Kyats (1.6%). According to the table (4.5), customers are purchasing the coffee shop service based on income level. It can be concluded that the monthly income of most respondents who visit the coffee shop are above 600,000 Kyats which can be attributed to the fact that most employers offer competitive salaries and that customers enjoy socializing to release their stress.

4.1.6 Respondent by Occupation

In this study, occupation of respondents is classified into six groups based on their occupation; student, government staff, company staff, self-employed, unemployed and others. Table (4.6) shows occupation of the respondents from J'Donuts coffee shop at Gamone Pwint Shopping Mall in Hlaing Township, Yangon.

Table (4.6) Respondents by Occupation

Sr. No.	Occupation	No. of Respondents	Percentage
1	Student	9	3.60
2	Government Staff	11	4.40
3	Company Staff	186	74.40
4	Self-employed	36	14.40
5	Unemployed	5	2.00
6	Others	3	1.20
	Total	250	100.00

Source: Survey Data (2023)

According to table (4.6), the employment status of the most respondents showed that the group of company staff is 186 (74.4%). The group of “Self-employed” is the second largest group of the respondents 36 (14.4%). 11 respondents are government staff at 4.4% and followed by students with 9 (3.6%). The least respondents of unemployed and other categories (intern employed and retired of other respondents) are 5 (2%) and 3 (1.2%). It can be said that most of respondents are company staff because this J'Donuts Coffee Shop is located in the downtown and office building area.

Respondents by Frequency Visit

In this study, frequency visit of respondents is classified into three groups as once a month, twice a month, once a week. Table (4.7) shows frequency of visit from J'Donuts coffee shop at Gamone Pwint Shopping Mall in Hlaing Township, Yangon. Table (4.7) Respondents by Frequency Visit

Sr. No	Frequency of Visit	No. of Respondents	Percentage
1	Once a month	193	77.20
2	Twice a month	39	15.60
3	Once a week	18	7.20
	Total	250	100.00

Source: Survey Data (2023)

According to table (4.7), most of the respondents under survey take a monthly visit to coffee shop 77.2% (193) of the total respondents, followed by a twice-a month visit to coffee shop by 15.6% (39) of the total respondents. The proportion of respondents who visit a coffee shop once a week is approximately 7.2% (18). It can be concluded that most of the respondents make monthly visits to J'Donut coffee shop at Gamone Pwint Shopping Mall in Hlaing Township, Yangon.

4.2 Analysis of the Effect of Service Quality on Customer Satisfaction at J'Donuts Coffee Shop

Structured surveys are utilized to gather the primary data in order to find out how the J'Donuts Coffee Shop's service quality effects customer satisfaction. The first step was to assess the descriptive statistics, reliability, and mean values of the five dimensions of service quality. The findings of the variables' reliability analysis show

that each variable's items support the acceptable level of reliability test. After that the selected variables represented the acceptable level.

4.2.1 Reliability Test

The findings of the reliability analysis of the independent and dependent variables chosen for the study are discussed in this section. According to Cronbach (1951), reliability is the overall consistency of a measure. A measure is said to have a high reliability if it produces similar results under consistent conditions. Cronbach's alpha is one of the most popular measures of internal consistency (reliability). Cronbach's alpha determines the internal consistency or average correlation of items in a survey instrument to gauge its reliability. It is most frequently used when a scale made up of several Likert questions in a survey or questionnaire needs to be tested for reliability. In general, a score of greater than 0.7 is acceptable. Table (4.8) shows the reliability of the variables for this study.

Table (4.8) Reliability of the Variables

Sr. No.	Variables	No. of items	Cronbach's Alpha
1	Tangible	10	0.859
2	Reliability	9	0.848
3	Responsiveness	10	0.870
4	Assurance	8	0.893
5	Empathy	10	0.944
6	Customer Satisfaction	7	0.707

Source: Survey Data (2023)

The Cronbach's Alpha values of the chosen variables (tangibles, reliability, responsiveness, empathy, assurance, and customer satisfaction), as shown in Table (4.8), are greater than 0.7. This is considered as acceptable. Because Cronbach's alpha values are greater than 0.7, scale items on questionnaires are reliable and consistent.

4.3 Analysis of Respondents Perception on Service Quality and Customer Satisfaction of J'Donuts

This section explains the analysis on service quality and customer satisfaction of J'Donuts Coffee Shop in Hlaing Township, Yangon. There are five different types of

measurements: (i) tangibles, (ii) reliability, (iii) responsiveness, (iv) empathy, and (v) assurance. A structured survey built using a five-point Likert scale was used to reach out to the 250 J'Donuts respondents.

Best (1977) explained how to interpret the five-point likert scale's mean value as follows:

- (i) The score among 1.00-1.80 means strongly disagree.
- (ii) The score among 1.81-2.60 means disagree.
- (iii) The score among 2.61-3.40 means neither agree nor disagree.
- (iv) The score among 3.41-4.20 means agree.
- (v) The score among 4.21-5.00 means strongly agree.

4.3.1 Respondent Perception on Tangible

The analysis of respondents' perceptions of tangibles is presented in this section. In Table (4.9), respondents' perceptions of J'Donuts tangibles are shown with mean values.

Table (4.9) Respondents Perception on Tangible

Sr. No.	Description	Mean
1	Cleanliness and maintenance of the J'Donuts coffee shop.	3.75
2	Quality of furniture and equipment in the J'Donuts coffee shop.	3.90
3	Appearance of the staff members in the J'Donuts coffee shop.	3.67
4	Visual appeal of the J'Donuts menu and product displays.	4.00
5	Quality of packaging of J'Donuts food items.	4.09
6	Availability of adequate lighting in the J'Donuts coffee shop.	3.90
7	Comfort level of the seating arrangements in the J'Donuts coffee shop.	3.68
8	Adequacy of air conditioning or heating in the J'Donuts coffee shop.	3.81
9	Accessibility of the J'Donuts coffee shop for customers with disabilities.	3.39

10	Availability of parking facilities near the J'Donuts coffee shop.	3.84
	Overall Mean	3.80

Source: Survey Data (2023)

According to Table (4.9), the respondents agree with tangible service of J'Donuts Coffee Shop because overall mean value of tangible is 3.80. Among the questionnaire statements of tangible, the maximum mean value is 4.09. It is quality of packaging of J'Donuts food items. This statement has maximum mean value, respondent's answers are agree on quality of packaging of J'Donuts food items. Accessibility of the J'Donuts coffee shop for customers with disabilities statement has minimum mean value 3.39. Respondents neither agree nor disagree on this statement.

4.3.2 Respondent Perception on Reliability

The analysis of respondents' perceptions of reliability is presented in this section. In Table (4.10), respondents' perceptions of J'Donuts reliability are shown with mean values.

Table (4.10) Respondents Perception on Reliability

Sr. No.	Description	Mean
1	Consistency of the quality of J'Donuts coffee and other products.	3.90
2	Accuracy of billing and order fulfillment.	3.62
3	Ability of J'Donuts staff members to resolve issues or complaints promptly.	3.46
4	Promised delivery time of orders.	3.60
5	Reliability of the J'Donuts coffee shop in meeting your expectations.	3.54
6	Availability of J'Donuts staff members during busy periods.	3.50
7	Accuracy of product information provided by J'Donuts staff members.	3.56
8	Reliability of product availability.	3.61

9	Reliability of J'Donuts staff members in following hygiene and safety protocols.	3.64
	Overall Mean	3.60

Source: Survey Data (2023)

According to Table (4.10), the respondents are agree on reliability services of J'Donuts Coffee Shop. It is confirmed with the overall mean value of 3.60 for reliability. Consistency of the quality of J'Donuts coffee and other products statement has the maximum mean value of 3.90 and the result means that respondents are agree that J'Donuts has consistency of the quality. The minimum result of mean value is 3.46 in ability of J'Donuts staff members to resolve issues or complaints promptly. It means that respondents also agree on this statement.

4.3.3 Respondent Perception on Responsiveness

The perception level of respondents on responsiveness of J'Donuts Coffee Shop is measured with ten statements and is shown in table (4.11) with mean value.

Table (4.11) Respondents Perception on Responsiveness

Sr. No.	Description	Mean
1	The speed of service in the J'Donuts coffee shop.	3.58
2	Availability of J'Donuts staff members when you need assistance.	3.58
3	Flexibility of J'Donuts staff members in accommodating your requests.	3.50
4	The willingness of J'Donuts staff members to help you choose items from the menu.	3.77
5	The time taken to address your complaints or issues.	3.55
6	Responsiveness of J'Donuts staff members in handling special requests.	3.57
7	Ability of J'Donuts staff members to anticipate your needs.	3.52
8	Ability of J'Donuts staff members to handle peak-hour demand.	3.64

9	Responsiveness of J'Donuts staff members to changes in customer behavior or preferences.	3.66
10	Availability of special deals or promotions.	3.62
	Overall Mean	3.59

Source: Survey Data (2023)

According to Table (4.11), the respondents are agree on responsiveness of J'Donuts Coffee Shop. It is confirmed with the overall mean value of 3.59. The willingness of J'Donuts staff members to help you choose items from the menu statement has the maximum mean value of 3.77 and the result means that respondents are agree on this statement. The minimum result of mean value is 3.50 in flexibility of J'Donuts staff members in accommodating your requests. Respondents also agree on that statement.

4.3.4 Respondent Perception on Assurance

The perception level of respondents on assurance of J'Donuts Coffee Shop is measured with eight statements and is shown in table (4.12) with mean value.

Table (4.12) Respondents Perception on Assurance

Sr. No.	Description	Mean
1	The knowledge and expertise of J'Donuts staff members.	3.51
2	Professionalism and courtesy of J'Donuts staff members.	3.56
3	Confidence in J'Donuts staff members to handle your orders.	3.60
4	Availability of product information provided by J'Donuts staff members.	3.49
5	Availability of hygiene and safety protocols in the J'Donuts coffee shop.	3.68
6	Availability of J'Donuts staff members to answer your queries.	3.72
7	Availability of accurate and complete information about product ingredients.	3.62

8	Ability of J'Donuts staff members to handle sensitive customer data.	3.58
	Overall Mean	3.59

Source: Survey Data (2023)

According to Table 4.12, the respondents agree that J'Donuts is considered an assurance when determining customer satisfaction. It is confirmed by the overall mean value of 3.59. The statement Availability of J'Donuts staff members to answer your queries statement has a maximum mean value of 3.72, and the result means that respondents agree with this statement. The minimum result of the mean value is 3.51 in the knowledge and expertise of J'Donuts staff members. Respondents also agree with that statement.

4.3.5 Respondent Perception on Empathy

The perception level of respondents on empathy of J'Donuts Coffee Shop is measured with ten statements and is shown in table (4.13) with mean value.

Table (4.13) Respondents Perception on Empathy

Sr. No.	Description	Mean
1	The staff at J'Donuts Coffee Shop listens carefully to your concerns.	3.58
2	The staff at J'Donuts Coffee Shop treats you with respect and dignity.	3.69
3	The staff at J'Donuts Coffee Shop understands your needs and preferences.	3.53
4	The staff at J'Donuts Coffee Shop is attentive to your requests.	3.67
5	The staff at J'Donuts Coffee Shop shows empathy towards you.	3.68
6	The staff at J'Donuts Coffee Shop is friendly and approachable.	3.68
7	The staff at J'Donuts Coffee Shop is patient when dealing with your questions or concerns.	3.57

8	The staff at J'Donuts Coffee Shop is willing to help you with any issue.	3.72
9	The staff at J'Donuts Coffee Shop makes you feel comfortable during your visit.	3.62
10	The staff at J'Donuts Coffee Shop shows genuine interest in your well-being.	3.50
	Overall Mean	3.62

Source: Survey Data (2023)

According to Table 4.13, the respondents agree that J'Donuts considers empathy when determining customer satisfaction. It is confirmed by the overall mean value of 3.62. The staff at J'Donuts Coffee Shop is willing to help you with any issue statement that has a maximum mean value of 3.72, which means that respondents agree with this statement. The minimum result of the mean value is 3.50, and the staff at J'Donuts Coffee Shop shows genuine interest in your well-being. Respondents also agree with that statement.

4.3.6 Summary of Respondent Perception on Service Quality Dimension

In this part, an overview of the chosen variables (tangibles, reliability, responsiveness, assurance, and empathy) is conducted. Table 4.14 shows an overall mean value summary of respondents' perceptions on the service quality dimension.

Table (4.14) Summary of Respondent Perception on Service Quality Dimensions

Sr. No.	Description	Overall Mean
1.	Tangibles	3.80
2.	Reliability	3.60
3.	Responsiveness	3.59
4.	Assurance	3.59
5.	Empathy	3.62

Source: Survey Data (2023)

According to Table (4.14), the maximum overall mean value of service quality dimensions is tangibles. It shows that respondents agree on tangibles of J'Donuts Coffee Shop. The respondents are also agree in reliability, responsiveness, assurance and empathy. Those overall mean value are reliability 3.60, responsiveness 3.59, assurance 3.59 and empathy 3.62. So, J'Donuts should maintain their service levels (tangible, reliability, responsiveness assurance and empathy) to achieve customer satisfaction for more success in the future.

4.3.7 Respondent Perception on Customer Satisfaction

The analysis of customer satisfaction at J'Donuts Coffee Shop is presented in this section. Customer satisfaction are measured with seven items. The analysis of J'Donuts Coffee Shop's consumer satisfaction shows in the following Table (4.15).

Table (4.15) Respondent Perception on Customer Satisfaction

Sr. No.	Description	Mean
1	Satisfied by up-to-date equipment and system	4.05
2	Satisfied by sympathetic and reassuring	3.71
3	Satisfied by quick respond	3.82
4	Satisfied by willing to help customers	3.87
5	Satisfied by food hygiene and safety protocols	3.52
6	Satisfied by opening hours	3.87
7	Satisfied by individualized attention	3.81
	Overall Mean	3.80

Source: Survey Data (2023)

According to Table (4.15), the overall mean value of customer satisfaction is 3.80. It means that respondents agree on their satisfaction on J'Donuts Coffee Shop.

The respondents are also agree that J'Donuts Coffee Shop achieve customer satisfaction on up-to-date equipment and system because this statement's mean value is 4.05. In addition, the overall mean values of satisfied by sympathetic and reassuring, satisfied by quick respond, satisfied by willing to help customers with, satisfied by food hygiene and safety protocols, satisfied by operation hours and satisfied by individualized attention are 3.71, 3.82, 3.87, 3.52, 3.87, 3.81. It can be assume respondents are agree that J'Donuts Coffee Shop has competitive position to pursue customer satisfaction.

4.4 Correlation between Service Quality and Customer Satisfaction

Correlation is a statistical approach that can determine whether and how strongly two variables are related. Following the reliability test, the independent factors (tangibles, reliability, responsiveness, empathy, assurance) are assessed for correlation with the dependent variable (consumer satisfaction). Pearson's correlation coefficient, according to Evans (1996), is a statistical measure of the strength of a linear relationship between paired data.

It is indicated by r and is restricted by design as follow:

$$-1 \leq r \leq 1$$

Furthermore:

- (i) positive values represent positive linear correlation;
- (ii) negative values represent negative linear correlation;
- (iii) a value of 0 represent no linear correlation; and
- (iv) the closer the value is to 1 or -1, the stronger the linear correlation.

Pearson Correlation is an effect size, also verbally (Learn About Pearson Correlation Coefficient, 2023). In turn, it describe the strength of the correlation, using Evans' (1996) guide for determining the absolute value of ' r ':

- 0.00-0.19: Very Weak
- 0.20-0.39: Weak
- 0.40-0.59 : Moderate
- 0.60-0.79 : Strong
- 0.80-1.0: Very strong (Learn About Pearson Correlation Coefficient, 2023).

The results of the correlation level of the measured variables are shown in Table (4.16).

Table (4.16) Correlation of Service Quality and Customer Satisfactions

Sr. No.	Variables	Pearson Correlation Coefficient	p-value
1	Tangibles	.702**	.000
2	Reliability	.598**	.000
3	Responsiveness	.697**	.000
4	Assurance	.773**	.000
5	Empathy	.705**	.000

Source: Survey Data (2023)

***Correlation is significant at 1% level (2-tailed)

Dependent Variable: Customer Satisfaction

According to Table (4.16), tangible dimension is strongly and positively correlated with customer satisfactions. The result indicates that service quality considerations, furniture and equipment, appearance of staff members, visual appeal of display, packaging items, lighting, seat arrangement, adequacy of air condition, accessibility for customer with disabilities and parking facilities have positive and strong correlation with customer satisfactions. According to tangible considerations result (.702**) of service quality, customers considered that J'Donuts Coffee Shop have tangible service quality. According to the correlation result for reliability (.598**), reliability is moderately and positively correlated with customer satisfaction. Therefore, customer are determining their satisfaction on consistency of J'Donuts' product, accuracy of billing and order fulfillment, the ability of staff member to resolve issues, promised delivery time of orders, meeting your expectations, availability of staff member during busy periods, accuracy of product information, reliability of product availability and reliability of staff members in following hygiene and safety protocols in J'Donuts Coffee Shop.

According to the correlation result of responsiveness (.697**), service quality of responsiveness is strongly related with customer satisfaction. Service speed, availability of staff when you need assistance, flexibility of staff in accommodating your requests, willingness of staff to help you, time taken to address your issues,

responsiveness of staff in handling special requests, the ability of staff to handle peak-hour demand, responsiveness of staff to changes in customer behavior, and availability of special promotions in J'Donuts Coffee Shop are all factors of satisfaction considered by customers. According to correlation result of assurance (.773**), service quality of assurance are strongly and positively correlated with customer satisfaction. The knowledge and expertise of staff members, professionalism and courtesy of staff members, confidence in staff members to handle your orders, availability of product information provided by staff, availability of hygiene and safety protocols, the availability of staff to answer your queries, the availability of accurate and complete information about product ingredients and the ability of staff to handle sensitive customer data in J'Donuts Coffee Shop are all factors of satisfaction considered by customers.

The last one is empathy. It is positively and strongly correlated (.705**) with customer satisfaction. Therefore, listening carefully to customer concerns, treating customer with respect and dignity, understanding customer needs, attentiveness to customer requests, showing empathy towards customer, friendly and approachable, patient when dealing with customer concerns, willing to help customer with any issue, feel comfortable during visit and showing genuine interest in customer well-being of empathy in J'Donuts Coffee Shop are correlated with customer satisfaction.

4.5 Multiple Regression Analysis of Service Quality and Customer Satisfaction

Multiple regression analysis is conducted to test the propose objective of the analysis on the effect of service quality on customer satisfaction of J'Donuts Coffee Shop. Multiple regression is a statistical technique that can be used to analyze the relationship between a single dependent variable and several independent variables (Learn About Multiple Regression Analysis, 2023). The objective of multiple regression analysis is to use the independent variables whose values are known to predict the value of the single dependent value (Learn About Multiple Regression Analysis, 2023). This research conducted to examine the effect of service quality and customer satisfaction. In regression equation, customer satisfactions are used as dependent variable and service quality dimensions (tangible, reliability, responsiveness, assurance, empathy) are used as independent variables. The relationship between independent variables and dependent variables is described by the following equation.

The proposed model is:

$$Y_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon_i$$

Where:

Y_i = Customer Satisfaction

β_0 = Constant (Intercept)

$\beta_1, \dots, \beta_5$ = Regression Coefficients

X_1 = Tangible

X_2 = Reliability

X_3 = Responsiveness

X_4 = Assurance

X_5 = Empathy

ε_i = Random Error

The result of multiple regression analysis of the effect of service quality and customer satisfaction is described in Table (4.17).

Table (4.17) Multiple Regression Analysis of Service Quality and Customer Satisfaction

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig p
	B	Std. Error	Beta		
Constant	1.280	.163		7.870	.000
Tangibles (X1)	.273***	.048	.311	5.750	.000
Reliability (X2)	.019	.059	.020	.319	.750
Responsiveness (X3)	-.123	.106	-.133	-1.157	.248
Assurance (X4)	.467***	.081	.599	5.758	.000
Empathy (X5)	.050	.078	.067	.637	.525
R	.805				
R Square	.649				

Adjusted R Square	.641
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Source: Survey Data (2023)

*** Significant at 1% level, **Significant at 5% level, *Significant at 10% level

Dependent Variable: Customer Satisfaction

Table (4.17) shows regression analysis of service quality dimensions (tangible, reliability, responsiveness, assurance, empathy) on customer satisfactions. The result of multiple regression analysis provided that tangibles was significantly and positively influence on customer satisfaction at 1 % level, tangible (b=0.273, t=5.750, p=.000). Assurance has significant and positive effect on customer satisfaction at 1% level, (b=0.467, t=5.758, p=.000). Reliability, responsiveness and empathy were not significant as shown in Table (4.10). The coefficient of determination, adjusted R-squared, describes the variation in the dependent variable caused by changes in the independent variables. Adjusted R-squared is coefficient of determination which describes the variation in the dependent variable due to changes in the independent variables. According to the summary results of the model, adjusted R-squared value of 0.641 specified that the independent variables (tangible, reliability, responsiveness, assurance, empathy) collectively explain 64.1% changes in customer satisfaction of J'Donuts Coffee Shop in Hlaing Township, Yangon.

The estimated model is:

$$\hat{Y} = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$

$$\text{Customer satisfaction} = 1.280 + 0.273 \text{ Tangible} + 0.019 \text{ Reliability} - 0.123 \text{ Responsiveness} + 0.467 \text{ Assurance} + 0.050 \text{ Empathy}$$

The results reveal that holding tangible, reliability, responsiveness, assurance, empathy to a constant zero, customer satisfaction on J'Donuts Coffee Shop would be 1.280. A unit increase in Tangible would lead to increase in customer satisfaction of J'Donuts Coffee Shop as 0.273 and a unit increase in assurance would lead to increase in customer satisfaction of the shop as 0.467.

According to Table (4.17), the coefficient for tangible is 0.273. It shows that customer satisfaction would increase by 0.273 for every unit change in tangible when all others variables are constant. The results show that there is a positive relationship between tangible and customer satisfaction at 1% significance level. Hence, if J'Donuts Coffee Shop have good tangible of service quality, customer satisfaction will increase.

The coefficient of assurance is 0.467. It shows that customer satisfaction would increase by 0.467 for every unit change in assurance of service quality when all others variables are constant. The results show that there is a positive relationship between assurance and customer satisfaction at 1% significance level.

It is true that if good tangible and assurance of service quality are provided by J'Donuts Coffee Shop, it will increase customer satisfaction. These service lead to increase customer satisfaction in J'Donuts Coffee Shop. And then, according to the multiple regression analysis, assurance was the most significant factor to influence on customer satisfaction in J'Donuts Coffee Shop. The result of multiple regression analysis for J'Donuts Coffee Shop was described in Figure (4.1).

Figure (4.1) Conceptual Framework with Multiple Regression Results

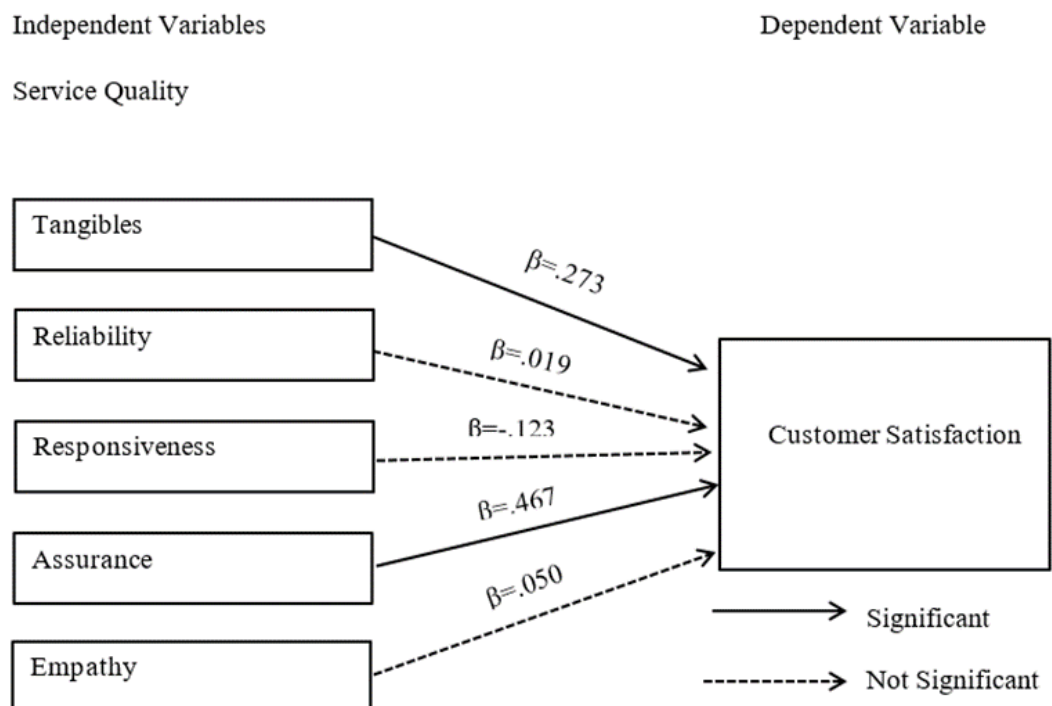


Figure (4.1) shows the final results of this study. According to the results overall tangibles and assurance are significantly related with customer satisfaction. J'Donuts Coffee Shop considered about overall tangibles because of furniture and equipment, appearance of staff members, visual appeal of display, packaging items, lighting, seat arrangement, adequacy of air condition, accessibility for customer with disabilities and parking facilities are important in considering on customer satisfaction. Assurance is also important for customer satisfaction to influence on customer because of knowledge and expertise of staff members, professionalism and courtesy of staff members, confidence in staff members to handle your orders, availability of product information provided by staff, availability of hygiene and safety protocols, the availability of staff to answer your queries, the availability of accurate and complete information about product ingredients and the ability of staff to handle sensitive customer data.

However, reliability, responsiveness and empathy are not significantly related on customer satisfaction. It means that reliability, responsiveness, empathy do not effect on customer satisfaction of J'Donuts Coffee Shop. According to the result of the study, customer satisfaction will not increase or decrease due to reliability, responsiveness and empathy.

After conducting regression analysis, all of the hypotheses are tested. Detailed results of the tested hypotheses are provided in Table (4.18).

Table (5.10) Results of Hypotheses Testing

Hypotheses	Hypothesised Relationship	Unstandardized Coefficient (B)	P- value	Result
H1	Tan  CS	-0.033	Significant at 1%	Supported
H2	Rel  CS	0.082	Not Significant	Unsupported
H3	Res  CS	0.310	Not Significant	Unsupported
H4	Ass  CS	0.240	Significant at 1%	Supported

H5	Emp  CS	0.024	Not Significant	Unsupported
Significant at 1% ***				
Tan	Tangibles			
Rel	Reliability			
Res	Responsiveness			
Ass	Assurance			
Emp	Empathy			
CS	Customer Satisfaction			

Source: SPSS output (Appendix B)

The review of the hypotheses testing table clearly reveals that two hypotheses are supported at 1% significant level and other three hypotheses are unsupported. For J'Donuts Coffee Shop service quality scale, H4 (assurance quality has a significant positive effect on overall customer satisfaction) resulted with a stronger impact compared to H1 (Tangibles has a significant positive effect on customer satisfaction).

CHAPTER V

CONCLUSION

This chapter is the conclusion of the study that is organized with findings and discussions, suggestions and recommendations of the study. This chapter also includes suggestions for further research needs for J'Donuts Coffee Shop. Finding and discussions are based on the results data analysis on service quality and customer satisfaction of J'Donuts Coffee Shop. Suggestions and recommendations are based on findings and needs for further study is explored.

5.1 Findings and Discussions

This study aimed to explore service quality and customer satisfaction of J'Donuts Coffee Shop in Hlaing Township, Yangon. The most important objectives of the study are to identify service quality of J'Donuts Coffee Shop and to analyze the effects of service quality on customer satisfaction of J'Donuts Coffee Shop. All of these topics were covered in chapter 4, and the conclusions were made from the findings. The customer satisfaction is measured with service quality of tangible, reliability,

responsiveness, assurance and empathy, several major discussions are evolved. To examine the research, a sample of 250 customers are requested to participate in the survey. Five-point Likert scales and structured questionnaires were utilized to collect the data.

According to the demographic factors of the respondent, the gender distributions for female are more than the gender distributions for male because of the Myanmar population 2023 and mainly aged between 20 to 30 years, most of whom are married. Therefore, it can be demonstrated that the young adulthood people between 20 to 30 years old enjoy eating out with their families and would want to consume J'Donuts. Regarding to the level of occupation, the majority of the respondents are company staff and most of them are graduated from university. According to this survey outcome, the majority of consumers are well educated, with over half earning a bachelor's degree. Concerning income level, it was shown that the majority of respondent have above 600,000 Kyats and most of respondents take monthly visit to J'Donuts Coffee Shop. This data indicates that salaried employees make up the majority of J'Donuts' clients because most employers offer competitive pay and customers like socializing with friends, family, and coworkers to relax after a long day at the office.

Cronbach's Alpha values of the selected variables (tangibles, reliability, responsiveness, empathy, assurance, empathy and customer satisfaction) are more than 0.7. The maximum overall mean value of tangible that respondents agrees at J'Donuts Coffee Shop and this mean value is 3.80. The respondents are agree in reliability, responsiveness, assurance and empathy. Those overall mean value are reliability 3.60, responsiveness 3.59, assurance 3.59, and empathy 3.62. So, J'Donuts should considered tangibles for making customer satisfaction. The overall mean value of customer satisfaction is 3.80. It means that respondents have satisfaction on the service quality of J'Donuts Coffee Shop.

In addition, overall mean score of responsiveness and assurance service quality of J'Donuts Coffee Shop are relatively low with those of other service quality dimensions. Some responsiveness items such as service speed, availability of staff when you need assistance, willingness to help customer, time taken to address your issues, responsiveness of staff in handling special requests, the ability of staff to handle peak-hour demand, responsiveness of staff to changes in customer behavior, and availability of special promotions have high mean score and it can be said that J'Donuts Coffee Shop have these service quality and customers realized and noticed these

responsiveness factors. However, some responsiveness qualities of J'Donuts Coffee Shop are necessary to improve. These weak responsiveness qualities are flexibility of staff in accommodating customer requests and ability to anticipate customer needs. Some assurance items such as courtesy of staff, confidence to handle customer orders, hygiene and safety, availability to answer queries, availability of accurate information about product ingredients, ability of staff to handle sensitive customer data have high mean score and it can be said that J'Donuts Coffee Shop have these service quality and customers realized and noticed these assurance factors. These weak assurance qualities are availability of product information and knowledge and expertise of staff.

However, overall mean score of other service quality dimensions of J'Donuts Coffee Shop have average score 3.6 and above. Therefore, it can be interpreted that tangibles, reliability and empathy service quality are actually provided by J'Donuts Coffee Shop. Customers also noticed that J'Donuts Coffee Shop have good service quality concern with these service quality dimensions (tangibles, reliability and empathy).

According to the correlation results, all dimensions of service quality are positively and significantly correlated with customer satisfaction. The result indicates that tangibles, reliability, responsiveness, empathy and assurance have positive and strong correlation with customer satisfaction. According to the correlation result of tangibles, furniture and equipment, appearance of staff members, visual appeal of display, packaging items, lighting, seat arrangement, adequacy of air condition, accessibility for customer with disabilities and parking facilities are facilitating to enhance customer satisfaction.

According to the correlation result of reliability, surely considered consistency of J'Donuts' product, accuracy of billing and order fulfillment, the ability of staff member to resolve issues, promised delivery time of orders, meeting your expectations, availability of staff member during busy periods, accuracy of product information, reliability of product availability and reliability of staff members in following hygiene and safety protocols are correlated with customer satisfaction. According to the correlation result of responsiveness, service quality of responsiveness such as seriously considered service speed, availability of staff when you need assistance, flexibility of staff in accommodating your requests, willingness of staff to help you, time taken to address your issues, responsiveness of staff in handling special requests, the ability of

staff to handle peak-hour demand, responsiveness of staff to changes in customer behavior, and availability of special promotions can improve customer satisfaction. According to the correlation result of assurance, some service quality items such as thoughtful as the knowledge and expertise of staff members, professionalism and courtesy of staff members, confidence in staff members to handle your orders, availability of product information provided by staff, availability of hygiene and safety protocols, the availability of staff to answer your queries, the availability of accurate and complete information about product ingredients and the ability of staff to handle sensitive customer data are correlated with customer satisfaction. According to the correlation result of empathy, service quality items such as surely considered as listens carefully to customer concerns, treats customer with respect and dignity, understands customer needs, attentiveness to customer requests, shows empathy towards customer, friendly and approachable, patient when dealing with customer concerns, willing to help customer with any issue, feel comfortable during visit and shows genuine interest in customer well-being have relationship with customer satisfaction. In J'Donuts Coffee Shop, customer satisfaction is really positively correlated with service quality dimensions.

According to the results of multiple regression analysis, tangible and assurance have positive and significant effect on customer satisfaction in J'Donuts Coffee Shop. According to the multiple regression result of tangibles, service quality of tangibles such as furniture and equipment, appearance of staff members, visual appeal of display, packaging items, lighting, seat arrangement, adequacy of air condition, accessibility for customer with disabilities and parking facilities can influence on customer satisfaction. According to the multiple regression result of assurance, service quality of assurance such as the knowledge and expertise of staff members, professionalism and courtesy of staff members, confidence in staff members to handle your orders, availability of product information provided by staff, availability of hygiene and safety protocols, the availability of staff to answer your queries, the availability of accurate and complete information about product ingredients and the ability of staff to handle sensitive customer data have positive and significant effect on customer satisfaction. However, reliability, responsiveness and empathy have not significantly effect on customer satisfaction.

5.2 Suggestions and Recommendations

This study provides insights for service quality dimensions (tangibles, reliability, responsiveness, empathy and assurance) of J'Donuts Coffee Shop in Hlaing Township, Yangon. The main objective of the study is to analyze the effect of service quality dimensions on customer satisfaction. After analyzing the data, the results of the study are obtained and these results can be applied to the improvement and success of J'Donuts Coffee Shop. Therefore, J'Donuts Coffee Shop needs to emphasize on service quality dimensions that can help to improve in making customer satisfaction.

Generally, customer perceived that most of the service quality are providing by J'Donuts Coffee Shop. In other words, some service quality items have high mean score but other items have not strong mean score. Although these low mean score items have agree level of customers, J'Donuts Coffee Shop needs to enhance these services to achieve enough level and to be excellent service qualities. These service qualities are accessibility of the J'Donuts coffee shop for customers with disabilities, ability of J'Donuts staff members to resolve issues or complaints promptly, ability of J'Donuts staff members to resolve issues or complaints promptly and showing genuine interest in customers' well-being.

According to the multiple regression result, the coefficient for tangible is 0.273. It shows that customer satisfaction would increase by 0.273 for every unit change in tangible when all others variables are constant. The results show that there is a positive relationship between tangible and customer satisfaction. Hence, if J'Donuts Coffee Shop have good tangible of service quality, customer satisfaction will increase. Therefore, J'Donuts Coffee Shop should necessarily emphasizes on the tangible service quality to pursue the satisfaction of customers.

In addition, the coefficient of assurance is 0.467. It shows that customer satisfaction would increase by 0.467 for every unit change in assurance of service quality when all others variables are constant. The results show that there is a positive relationship between assurance and customer satisfaction. Assurance service quality are very important service quality for J'Donuts Coffee Shop to achieve customer satisfaction. Therefore, J'Donuts Coffee Shop should focus on the assurance service quality such as the knowledge and expertise of J'Donuts staff members, professionalism and courtesy of J'Donuts staff members, confidence in J'Donuts staff members to handle customers' orders, availability of product information, availability of hygiene and safety, availability of J'Donuts staff members to answer customers'

queries, availability of accurate and complete information and ability of J'Donuts staff members to handle sensitive customer data.

In spite of other service quality dimensions (Reliability, Responsiveness and Empathy) have not positive and significant effect on customer satisfaction. J'Donuts coffee shop should pay attention on these insignificant service quality. Finally, It can be concluded that service quality is of great importance of attracting customers to be satisfaction. Therefore, every factor of service quality must be well suited with one another and with the various needs of target markets of business. Customer are satisfied with the services that provided by J'Donuts, they will communicate about services and products of J'Donuts to the other customer.

5.3 Suggestions for Further Research

In this study, there are several limitations. This study focuses on customer satisfaction made by J'Donuts Coffee Shop. This study only focuses on customer satisfaction of J'Donuts Coffee Shop in Hlaing Township, Yangon. Further study should examine other businesses in Myanmar and also study with other theoretical frameworks. The survey questions were collected only from 250 customers who have visited to J'Donuts (Gamone Pwint Shopping Mall) in Hlaing Township, Yangon. For further research, it is advisable to include the new J'Donuts Coffee Shop locations. This made it possible to get more responses and more different point of view.

As a result, the study does not reflect the overall satisfaction of the city's residents with J'Donuts. Customers behave differently in different townships at the market. To better accurately examine the data, future research should collect a large number of respondents from several townships. In addition, other factors like brand image and marketing mix should be applied as metrics for customer satisfaction in future research.

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APPENDIX A

Questionnaires

Effect of Service Quality On Customer Satisfaction of J'Donuts Coffee Shop at Gamone Pwint Shopping Mall in Hlaing Township, Yangon

The information is obtained from the questionnaires will be used only for the MBA (Master of Business Administration) thesis. It is not related to any other business purpose and the information about respondents will be kept as confidential. Thank you for your time and cooperation. Please kindly answer the following questions.

Part (A)

Demographic Factors

(1) Gender:

☐ Male

☐ Female

(2) Age:

☐ Under 20 years

☐ Between 20 – 30 years

☐ Between 31 - 40 years

☐ Above 40 years

(3) Education:

☐ High School and Below

☐ University Student

☐ Graduate

☐ Post Graduate

☐ Others (Please specify) -----

(4) Marital Status

- ☐ Single
- ☐ Married
- ☐ Others (Please Specify)

(5) Income

- ☐ Less than 150,000 kyats
- ☐ Between 150,000 and 300,000 Kyats
- ☐ Between 300,001 and 450,000 Kyats
- ☐ Between 450,001 and 600,000 Kyats
- ☐ Above 600,000 Kyats

(6) Occupation

- ☐ Student
- ☐ Government Staff
- ☐ Company Staff
- ☐ Self-employed
- ☐ Unemployed
- ☐ Others (Specify).....

(7) Frequency Visit:

- ☐ Once a month
- ☐ Twice a month
- ☐ Once a week

Part (B)

Dimensions of Service Quality [SERVQUAL]

Please describe your perception on the service quality. Please tick under the number represents for your perception. Scales (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)

Tangibles

Sr.	Statement	1	2	3	4	5
1	The cleanliness and maintenance of the J'Donuts coffee shop.					
2	The quality of furniture and equipment in the J'Donuts coffee shop.					
3	The appearance of the staff members in the J'Donuts coffee shop.					
4	The visual appeal of the J'Donuts menu and product displays.					
5	The quality of packaging of J'Donuts food items.					
6	The availability of adequate lighting in the J'Donuts coffee shop.					
7	The comfort level of the seating arrangements in the J'Donuts coffee shop.					
8	The adequacy of air conditioning or heating in the J'Donuts coffee shop.					
9	The accessibility of the J'Donuts coffee shop for customers with disabilities.					
10	The availability of parking facilities near the J'Donuts coffee shop.					

Reliability

Sr.	Statement	1	2	3	4	5
11	The consistency of the quality of J'Donuts coffee and other products.					
12	The accuracy of billing and order fulfillment.					
13	The ability of J'Donuts staff members to resolve issues or complaints promptly.					
14	The promised delivery time of orders.					

15	The reliability of the J'Donuts coffee shop in meeting your expectations.					
16	The availability of J'Donuts staff members during busy periods.					
17	The accuracy of product information provided by J'Donuts staff members.					
18	The reliability of product availability. (i.e., stock-outs)					
19	The reliability of J'Donuts staff members in following hygiene and safety protocols.					

Responsiveness

Sr.	Statement	1	2	3	4	5
20	The speed of service in the J'Donuts coffee shop.					
21	The availability of J'Donuts staff members when you need assistance.					
22	The flexibility of J'Donuts staff members in accommodating your requests.					
23	The willingness of J'Donuts staff members to help you choose items from the menu.					
24	The time taken to address your complaints or issues.					
25	The responsiveness of J'Donuts staff members in handling special requests.					
26	The ability of J'Donuts staff members to anticipate your needs.					
27	The ability of J'Donuts staff members to handle peak-hour demand.					
28	The responsiveness of J'Donuts staff members to changes in customer behavior or preferences.					
29	The availability of special deals or promotions.					

Assurance

Sr.	Statement	1	2	3	4	5
30	The knowledge and expertise of J'Donuts staff members.					
31	The professionalism and courtesy of J'Donuts staff members.					
32	The confidence in J'Donuts staff members to handle your orders.					

33	The availability of product information provided by J'Donuts staff members.					
34	The availability of hygiene and safety protocols in the J'Donuts coffee shop.					
35	The availability of J'Donuts staff members to answer your queries					
36	The availability of accurate and complete information about product ingredients.					
37	The ability of J'Donuts staff members to handle sensitive customer data. (e.g., payment information)					

Empathy

Sr.	Statement	1	2	3	4	5
38	The staff at J'Donuts Coffee Shop listens carefully to your concerns.					
39	The staff at J'Donuts Coffee Shop treats you with respect and dignity.					
40	The staff at J'Donuts Coffee Shop understands your needs and preferences.					
41	The staff at J'Donuts Coffee Shop is attentive to your requests.					
42	The staff at J'Donuts Coffee Shop shows empathy towards you.					
43	The staff at J'Donuts Coffee Shop is friendly and approachable.					
44	The staff at J'Donuts Coffee Shop is patient when dealing with your questions or concerns.					
45	The staff at J'Donuts Coffee Shop is willing to help you with any issue.					
46	The staff at J'Donuts Coffee Shop makes you feel comfortable during your visit.					
47	The staff at J'Donuts Coffee Shop shows genuine interest in your well-being.					

Customer Satisfaction

Sr.	Statement	1	2	3	4	5
48	I am satisfied J'Donuts' equipment and system.					
49	I am satisfied the sympathetic and reassuring, when the customer has problems.					

50	I am satisfied for quick respond to customer requests.					
51	I am satisfied that J'Donuts employees are willing to help customers.					
52	I am satisfied that the food hygiene and safety protocols in J'Donuts when buying with J'Donuts' employees.					
53	I am satisfied that the convenient of J'Donuts' opening hours.					
54	I am satisfied with J'Donuts individualized attention.					

Thank you very much for your kind cooperation.

APPENDIX B

Descriptive Statistics

	N	Mean	Std. Deviation
Cleanliness and maintenance of the J'Donuts coffee shop	250	3.75	.597
Quality of furniture and equipment in the J'Donuts coffee shop	250	3.90	.609
Appearance of the staff members in the J'Donuts coffee shop	250	3.67	.732
Visual appeal of the J'Donuts menu and product displays	250	4.00	.685
Quality of packaging of J'Donuts food items	250	4.09	.761
Availability of adequate lighting in the J'Donuts coffee shop	250	3.90	.670
Comfort level of the seating arrangements in the J'Donuts coffee shop	250	3.68	.636
Adequacy of air conditioning or heating in the J'Donuts coffee shop	250	3.81	.649
Accessibility of the J'Donuts coffee shop for customers with disabilities	250	3.39	.528

Availability of parking facilities near the J'Donuts coffee shop	250	3.84	.531
Consistency of the quality of J'Donuts coffee and other products	250	3.90	.623
Accuracy of billing and order fulfillment	250	3.62	.557
Ability of J'Donuts staff members to resolve issues or complaints promptly	250	3.46	.659
Promised delivery time of orders	250	3.60	.633
Reliability of the J'Donuts coffee shop in meeting your expectations	250	3.54	.523
Availability of J'Donuts staff members during busy periods	250	3.50	.509
Accuracy of product information provided by J'Donuts staff members	250	3.56	.544
Reliability of product availability	250	3.61	.644
reliability of J'Donuts staff members in following hygiene and safety protocols	250	3.64	.600
The speed of service in the J'Donuts coffee shop	250	3.58	.569
Availability of J'Donuts staff members when you need assistance	250	3.58	.630
Flexibility of J'Donuts staff members in accommodating your requests	250	3.50	.690
The willingness of J'Donuts staff members to help you choose items from the menu	250	3.77	.588
The time taken to address your complaints or issues	250	3.55	.639
Responsiveness of J'Donuts staff members in handling special requests	250	3.57	.605
Ability of J'Donuts staff members to anticipate your needs	250	3.52	.532
Ability of J'Donuts staff members to handle peak-hour demand	250	3.64	.536
Responsiveness of J'Donuts staff members to changes in customer behavior or preferences	250	3.66	.627

Availability of special deals or promotions	250	3.62	.577
The knowledge and expertise of J'Donuts staff members	250	3.51	.509
Professionalism and courtesy of J'Donuts staff members	250	3.56	.613
Confidence in J'Donuts staff members to handle your orders	250	3.60	.665
Availability of product information provided by J'Donuts staff members	250	3.49	.756
Availability of hygiene and safety protocols in the J'Donuts coffee shop	250	3.68	.621
Availability of J'Donuts staff members to answer your queries	250	3.72	.608
Availability of accurate and complete information about product ingredients	250	3.62	.708
Ability of J'Donuts staff members to handle sensitive customer data	250	3.58	.578
The staff at J'Donuts Coffee Shop listens carefully to your concerns	250	3.58	.819
The staff at J'Donuts Coffee Shop treats you with respect and dignity	250	3.69	.613
The staff at J'Donuts Coffee Shop understands your needs and preferences	250	3.53	.678
The staff at J'Donuts Coffee Shop is attentive to your requests	250	3.67	.662
The staff at J'Donuts Coffee Shop shows empathy towards you	250	3.68	.641
The staff at J'Donuts Coffee Shop is friendly and approachable	250	3.68	.560
The staff at J'Donuts Coffee Shop is patient when dealing with your questions or concerns?	250	3.57	.592
The staff at J'Donuts Coffee Shop is willing to help you with any issue	250	3.72	.567
The staff at J'Donuts Coffee Shop makes you feel comfortable during your visit	250	3.62	.525

The staff at J'Donuts Coffee Shop shows genuine interest in your well-being	250	3.50	.524
I am satisfied J'Donuts' equipment and system.	250	4.05	.436
I am satisfied the sympathetic and reassuring, when the customer has problems.	250	3.71	.587
I am satisfied for quick respond to customer requests.	250	3.82	.675
I am satisfied that J'Donuts employees are willing to help customers.	250	3.87	.667
I am satisfied that the food hygiene and safety protocols in J'Donuts when buying with J'Donuts' employees.	250	3.52	.532
I am satisfied that the convenient of J'Donuts' opening hours.	250	3.87	.679
I am satisfied with J'Donuts individualized attention.	250	3.81	.741
Valid N (listwise)	250		

Correlations

		AVtangible	AVreliability	AVresponsiveness	AVassurance	AVempathy	AVcustomersatisfaction
AVtangible	Pearson Correlation	1	.538**	.663**	.706**	.673**	.702**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	250	250	250	250	250	250
AVreliability	Pearson Correlation	.538**	1	.780**	.772**	.765**	.598**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	250	250	250	250	250	250
AVresponsiveness	Pearson Correlation	.663**	.780**	1	.911**	.922**	.697**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	250	250	250	250	250	250
AVassurance	Pearson Correlation	.706**	.772**	.911**	1	.894**	.773**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	250	250	250	250	250	250
AVempathy	Pearson Correlation	.673**	.765**	.922**	.894**	1	.705**
	Sig. (2-tailed)	.000	.000	.000	.000		.000

N	250	250	250	250	250	250
AVcustomersatisfaction	Pearson Correlation	.702**	.598**	.697**	.773**	.705**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
N	250	250	250	250	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.280	.163	7.870	.000		
	AVtangible	.273	.048	.311	5.750	.000	.491
	AVreliability	.019	.059	.020	.319	.750	.363
	AVresponsiveness	-.123	.106	-.133	-1.157	.248	.109
	AVassurance	.467	.081	.599	5.758	.000	.133
	AVempathy	.050	.078	.067	.637	.525	.129

a. Dependent Variable: AVcustomersatisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.805 ^a	.649	.641	.2248	1.746

a. Predictors: (Constant), AVempathy, AVtangible, AVreliability, AVassurance, AVresponsiveness

b. Dependent Variable: AVcustomersatisfaction

