

The Factors affecting Customer Satisfaction and Repurchase Intention: A Case Study of Bubble Tea in Bangkok, Thailand

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Received: March 2022;

Revised: May 2022;

Accepted: May 2022

Abstract

The purpose of this study is to examine the factors that influence customer satisfaction and repurchase intent using Bubble Tea as a case study in Bangkok, Thailand. The following are the objectives of this research, which include each variable: (1) Identify the effect utilitarian value has on customer satisfaction. (2) To examine the relationship between perceived value and customer satisfaction. (3) To determine how product quality affects customer satisfaction. (4) To examine the relationship between hedonic value and customer satisfaction. (5) To ascertain the effect of knowledge of customer satisfaction on repurchase intent. (6) To ascertain the effect of utilitarian value on the intention to repurchase. (7) To ascertain the effect of knowledge of hedonic value on repurchase intention. The sample (402 respondents) was collected from online questionnaires by using convenience sampling technique. The data were analyzed by using multiple linear regression to confirm the hypotheses testing. The results revealed perceived value, product quality, hedonic value has significant effect on customer satisfaction while utilitarian value has non-significant effect on customer satisfaction. For repurchase intention, the findings revealed that utilitarian value and hedonic value have significantly effect on repurchase intention in bubble tea.

Keywords Product quality, Utilitarian value, Hedonic value, Customer satisfaction, Repurchase intention

JEL Classification Code: M00, M10, M30, M31

1. Introduction¹²

Bubble tea was invented in the 1980s in the cities of Tainan and Taichung, as one type of Taiwanese tea. This tea is made with various kinds of tea leaves, various flavors of milk, and optional sugar to enhance the flavor. As Southeast Asia's most popular beverage, it has been dubbed bubble tea, Boba milk tea, Boba tea, bubble milk tea, pearl milk tea, and others. The global bubble tea industry is valued USD 2.1 billion in 2019 and is expected to grow at an 8.9 percent compound annual growth rate (CAGR)

between 2020 and 2027. Tea and coffee consumption as nootropic beverages is increasing among students and the working-class population, which is a significant driver of market growth. Furthermore, the low-fat and low-calorie contents of such drinks are increasing demand. The growing popularity of various beverages is expected to boost demand for bubble tea, extending market growth. Furthermore, health professionals advise that moderate consumption of such beverages improves concentration and brain function (Expertmarketresearch, 2021).

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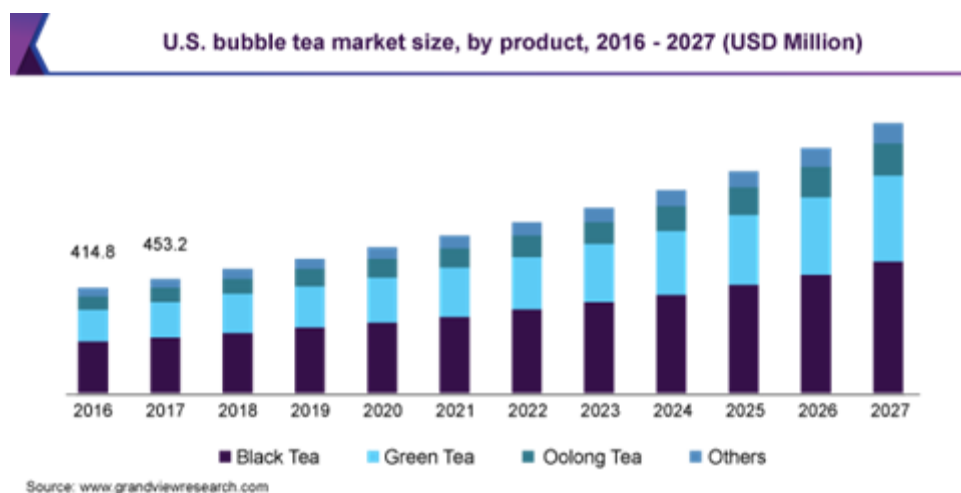


Figure 1. The US bubble tea market size, by product, (2016-2027)

Source: <https://www.grandviewresearch.com/industry-analysis/bubble-tea-market>

According to a Grab survey, the bubble milk tea market in Southeast Asia grew by 3000 percent in 2018, from 1500 brands to over 4000 locations, with Thais consuming the most bubble tea, averaging six cups per person per month, followed by the Philippines at five cups per person per month. Malaysia, Singapore, Vietnam, and Indonesia consume three glasses of wine per month (Nalisa, 2019).

Jitpleecheep (2019) said that Bubble milk tea first gained popularity in Thailand over a decade ago. In early 2018, Social media posts, bloggers, marketing gimmicks, new tastes, and appealing store décor helped the product regain popularity. The bubble milk tea market in Thailand is estimated to be worth 2.5 billion baht. In this market, numerous tea brands, both domestic and international, compete. Ochaya, Seoulcial Club (Fire Tiger) Bake a Wish, Seven Twenty-Two, Gaga, Brix, The Alley, Coco Fresh Tea, Fuku, Mikucha, Kamu, Tiger Sugar, and KOI The comprise a preliminary list. Tiger Sugar, and KOI The. In 2019 Mr.Isareit Chirathivat, senior vice-president for Central Pattana Plc (CPN), the operator of Central malls, said, "Bubble tea started to blossom in Thailand early last year, and the popularity has sustained, as evidenced by long queues of customers in front of bubble tea stores in our complexes," he said. The market currently has over 30 Thai and international bubble milk tea brands, with dozens more on the waiting list to enter Thailand market, and at least ten brands are scheduled to open in Central group shopping centers." At the same time, the Kasikorn Research Center estimates that the bubble tea market in Thailand is worth between 2,000 and 2,500 million baht in 2019 (Ratirita, 2019). Thus,

the researcher chose the target population of people who have purchased bubble tea to investigate the factors influencing customer satisfaction and repurchase intention bubble tea in Bangkok.

2. Literature Review and Hypotheses Development

2.1 The Related Literature Review between Utilitarian value and Customer Satisfaction

According to Evelina et al. (2020), Utilitarian values have an effect on customer satisfaction. Swari and Giantari (2017) confirm this finding that the higher the utilitarian value has an effect on the higher customer satisfaction at J.CO Donuts and Coffee. Nitasari and Suasana (2021) said that customer satisfaction is positively significantly associated with utilitarian values in the coffee industry. Jones et al. (2006) found the relationships between retailer satisfaction, utilitarian values, and important retail outcomes, arguing that they positively affected customer satisfaction, which the study findings supported. According to Liu et al. (2020), customers' utilitarian satisfaction is positively correlated with their overall satisfaction with an e-commerce site. According to the researchers, customers' overall satisfaction with e-commerce sites is significantly influenced by utilitarian value satisfaction (Padungyos et al., 2020; Deeananlarp et al., 2020; Kaewmahaphinyo et al., 2020; Kapoor & Nuangjammong, 2021; Sritanakorn & Nuangjammong, 2021).

Hypothesis 1: *There is a casual relationship between Utilitarian value and Customer satisfaction of Bubble tea in Bangkok*

2.2 The Related Literature Review between Perceived Value and Customer Satisfaction

According to a previous study conducted by Nugraha and Wiguna (2021), there is a correlation between perceived value and customer satisfaction in Indonesia's bubble drink industry. In the context of restaurants, According to Konuk (2019) research, perceived value and customer satisfaction are positively affected. Furthermore, research conducted in upscale Malaysian restaurants reveals a link between perceived value and customer satisfaction (Nazri & Artinah, 2016). Customer satisfaction is one of the behavioral outcomes associated with customer perceived value (Cronin et al., 2000; Oh, 2000; Petrick & Backman, 2002; Chen et al., 2008; Sánchez-Fernández & Iniesta-Bonillo, 2009).

Hypothesis 2: *There is a casual relationship between Perceived value and Customer satisfaction of Bubble tea in Bangkok*

2.3 The Related Literature Review between Product Quality and Customer Satisfaction

Product quality is defined as the suitability of the product's ingredients for consumption, resulting in customer satisfaction. As a result, quality can be defined as the ability to meet and exceed the needs and expectations of customers (Nicolaidis, 2012; Peri, 2006). The characteristics of a product are critical in determining the degree to which users accept it (Cardello, 1995). According to Huang et al. (2014), product quality in a coffee chain has an effect on customer satisfaction. Product quality has an effect on customer satisfaction at a luxury hotel's restaurant outlet (Han & Hyun, 2017). Food quality has a significant impact on restaurant patron satisfaction (Abdullah et al., 2018; Banerjee & Singhanian, 2018; Nicolaidis, 2012). Tasty consuming experiences leave a lasting impression, influenced by the quality of the food, which leads to consumers being satisfied, believing in, and spreading positive word of mouth about a product served to them. (Jalilvand et al., 2017).

Hypothesis 3: *There is a casual relationship between Product quality and Customer satisfaction of Bubble tea in Bangkok*

2.4 The Related Literature Review between Hedonic value and Customer Satisfaction

Oktaviani (2017) found that hedonic value has a significant impact on customer satisfaction at Carl's Jr. in Indonesia. This fast-casual restaurant concept is the newest fast-food restaurant trend. According to Johar et al. (2018), hedonic value can improve customer satisfaction at Berrybenka Fashion E-Commerce by utilizing a variety of appealing feature services. Jones et al. (2006) investigated the relationships between retailer satisfaction, hedonic values, and important retail outcomes, arguing that hedonic values positively impact customers' satisfaction, which the study findings supported. Customers' hedonic satisfaction is positively correlated with their overall satisfaction with an e-commerce site, according to (Liu et al., 2020; Toe La Won & Nuangjamnong, 2022). They also discovered that utilitarian and hedonic satisfaction significantly impacts customers' overall satisfaction with e-commerce sites.

Hypothesis 4: *There is a casual relationship between Hedonic value and Customer satisfaction of Bubble tea in Bangkok*

2.5 The Related Literature Review between Customer Satisfaction and Repurchase intention

According to a previous study conducted by Yuliantoro et al. (2019), in Jakarta, Indonesia's bubble drink industry, there is a correlation between Repurchase intention and customer satisfaction. The customer's desire to repurchase a food or beverage is motivated by their enjoyment of the product. Customer satisfaction influences a coffee chain's intention to repurchase (Huang et al., 2014). In restaurants and cafes, customer satisfaction positively affects repurchase intentions (Berliansyah & Suroso, 2018; Nicolaidis, 2008, 2012, 2016). In the fast-food industry, customer satisfaction has an effect on customer repurchase intentions (Gulzar & Anwar, 2011; Angelo Nicolaidis, 2008). In coffee shops, satisfaction significantly impacts repurchase intentions (Moslehi & Haeri, 2016). According to

Zhang and Prasongsukarn (2017), research finding showed Customer satisfaction has an influence on repurchase intentions for Starbucks coffee. According to Anderson and Sullivan (1993), when satisfaction increases, the Repurchase intention is also believed to increase. Increased Repurchase intention improves the likelihood of repurchase. As a result, the anticipated future revenue from current customers increases. Similarly, customers satisfied with their shopping experience are more likely to shop with the same product again.

Hypothesis 5: There is a casual relationship between Customer Satisfaction and Repurchase intention of Bubble tea in Bangkok

2.6 The Related Literature Review between Utilitarian, Hedonic value and Repurchase intention

Consumers' desire to repurchase certain products in the future is referred to as repurchase intention (Anderson et al., 2014). According to Chiu et al. (2014), customers' purchase intentions are influenced by their perceptions of utilitarian and hedonic value. Customers repurchase intentions can be predicted based on their perceptions of utilitarian and hedonic value (Park, 2004; Wang & Yu, 2016). According to Ryu et al. (2010), increasing customer perceptions of utilitarian and hedonic values is important for ensuring customer satisfaction and influencing positive behavioral emotions for repeat visits. Consumers' utilitarian and hedonic value perceptions influence their behavioral intentions, according to previous research (Chen & Tsai, 2010; Chiu et al., 2014; Opaloğlu, 2012; To et al., 2007). Furthermore, Chiu et al. (2014) demonstrated that utilitarian and hedonic value perceptions could be used to predict consumer repurchase intentions. Nitasari and Suasana, (2021) developed research Female coffee drinkers repurchase intentions are significantly influenced by utilitarian and hedonic values. Andriani et al. (2021) discovered that utilitarian and

hedonic values have a significant impact on repurchase intention. According to Chiu et al. (2012), utilitarian and hedonic values have a significant direct effect on repurchase intention.

Hypothesis 6: There is a casual relationship between Utilitarian value and Repurchase intention of Bubble tea in Bangkok

Hypothesis 7: There is a casual relationship between Hedonic value and Repurchase intention of Bubble tea in Bangkok

2.7 Conceptual Framework

The conceptual framework is assembled based on literature review in the previous researches, existing literature, and theoretical concepts representing the influence of variables including utilitarian value, perceived value, product quality, hedonic value, and customers satisfaction influence on bubble tea repurchase intention in Bangkok, Thailand assembled to be the conceptual framework in this study. The first theoretical framework from the article "The Influence of Product Quality, Perceived Value, Price Fairness, Ewom, and Satisfaction Towards Repurchase Intention at Xing Fu Tang." by Nugraha and Wiguna (2021). The second theoretical framework from the article "Repurchase intention and word of mouth factors in the millennial generation against various brands of Boba drinks during the Covid 19 pandemic." by Yuliantoro et al. (2019). The third theoretical framework from the article "Effect of product attribute beliefs of ready-to-drink coffee beverages on consumer-perceived value and repurchase intention." by Wang and Yu (2016). Lastly, the fourth theoretical framework from the article "Utilitarian Shopping Value and Hedonic Shopping Value to Improve Customer Satisfaction and Repurchase Intention on E-Commerce Business." by Andriani et al. (2021). Hence, the conceptual framework of the factors affecting customer satisfaction and repurchase intention A case study of Bubble tea in Bangkok, Thailand has been presented in Figure 2.

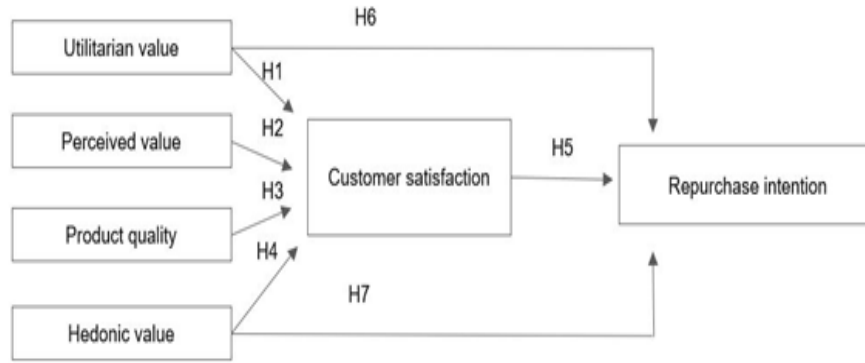


Figure 2. The Conceptual Framework
Source. Authors

3. Methods and Materials

The researcher used non-probability sampling in this research paper. Non-probability sampling is intended to be a sampling method for identifying a sample from a population with unknown components (Sekaran, 1993). Therefore, the researcher used non-probability sampling procedure, more specifically, consequent sampling techniques which is Convenience Sampling. According to Zikmund et al. (2013), convenience sampling is used to collect data from receiving units or consumers who are the most convenient. Convenience sampling also known as accidental or haphazard sampling helps in gathering information from those who are most readily available. Thus, the researcher is going to distribute the questionnaires and gathered from 402 respondents who had purchased KOI Thé bubble tea in Bangkok and willing to answer the questionnaires. This research using a questionnaire as a research instrument in this paper to analyze the key factors and the correlation between the variables. The questionnaire is divided into three sections, each with 28 questions. The first section consists of one screening multiple choice questions to identify the

targeted respondent. The second section includes questions for both dependent and independent variables, which provide data for testing the research hypothesis. The final section provides seven multiple-choice demographic questions designed to collect demographic data on bubble tea customers. This study utilized a five-point Likert Scale to measure respondents’ attitudes and level of agreement with each variable. The following statistical level has been established 1 represents “Strongly Disagree,” 2 represents “Disagree,” 3 represents “Neutral,” 4 represents “Agree,” and 5 represents “Strongly Agree.” The research intends to perform a pilot test with 75 respondents to identify any inconsistencies or mistakes in the questionnaire variables using the Cronbach’s Alpha test. Cronbach’s alpha is one technique to measure consistency and is used to analyze the reliability of any given measurement variable. Following the Cronbach’s Alpha and Internal Consistency’s Rules $\alpha > 0.9$ means excellent, $0.8 < \alpha < 0.9$ means good, $0.7 < \alpha < 0.8$ means acceptable, $0.6 < \alpha < 0.7$ means questionable, $0.5 < \alpha < 0.6$ means poor, and $\alpha < 0.5$ means unacceptable (Cronbach, 1951). as shown in Table 1 below

Table 1. The value of Reliability Analysis of Each Item and Variable in this Study

Variables/Measurement Items	Cronbach’s Alpha	Number of Items	Strength of Association
Product Quality	0.782	4	Acceptable
Perceived Value	0.883	4	Good
Utilitarian Value	0.817	3	Good
Hedonic Value	0.850	3	Good
Customer Satisfaction	0.833	3	Good
Repurchase Intention	0.830	3	Good
Overall	0.878	20	Good

Note. (n = 75)

4. Results

4.1 Descriptive Analysis of Demographic Data

The questionnaires that provide demographic data include gender, age, education level, income per month, Occupation, Ways do they prefer to Purchase the product, and how often do they purchase bubble tea (approximately). The descriptive analysis, which comes from SPSS, is the researcher's program to explain the respondent's characteristics. The details demonstrate the frequency distribution and percentage of the sample size of 402 respondents as below.

Gender; among all 402 respondents, their distribution showed the higher percentage of female with 59.7%, which is higher than male respondents that have 36.07% following by prefer not to says 4.23%. The results of respondents for female, male and prefer not to says are 240,145, and 17 respectively.

Age; the most respondent in this research is age between 25 – 34 years old with 164 respondents with 40.3%, follow by respondents age between 18 – 24 years old with 84 respondents with 20.9%, 79 respondents who age between 35 – 44 years old with the percentage of 19.65%, 68 respondents who age over 45 years old with the percentage of 16.92%, and the lowest respondents are age under 18 years old with the percentage of 2.24 with 9 respondents.

Education level; from 402 respondents, 264 respondents have completed bachelor's degree (65.67%), following by 105 respondents with 26.12% have completed Master's degree, 20 respondents have completed High School with the 4.98%, 8 respondents who answer as other of education with the 1.99%, 3 respondents have educational lower than high school with the 0.75% and lastly 2 respondents who have completed Ph.D. or higher with 0.5%.

Income per month; most respondents participate in this survey have earning income between 15,001–

25,000 baht per month with 105 respondents with 26.12%, following by 103 respondents with 25.62% have income per month over 45,001 baht, 80 respondents with 19.9% have earned around 25,001 – 35,000 baht per month, 67 respondents with 16.67% have earned around 35,001 – 45,000 baht per month, lastly have 47 respondents with 11.69% earned less than 15,000 baht per month.

Occupation; among all 402 respondents, 243 respondents with 60.45% are Employee, followed by 61 respondents with 15.17% are freelance, 54 respondents with 13.43% are Student, 29 respondents with 7.21% are Business owner and lastly 15 respondents with 3.73% are Public Servant.

Ways do they prefer to Purchase the product; from 402 respondents, most respondents prefer to buy the product at the store by themselves, with 305 respondents with 75.87%, followed by 97 respondents with 24.13% prefer the purchase of the product by using the Delivery service.

How often; among all 402 respondents of this research, 122 respondents with 30.35% purchase bubble tea At least once per month, followed by 99 respondents with 24.63% purchase At least once per 2-3 weeks, 76 respondents with 18.91% purchase At least once per weeks, 71 respondents with 17.66% purchase At least once per more than a month, and lastly 34 respondents with 8.46% purchase bubble tea At least once per 1-3 days.

4.2 Descriptive Analysis with Mean and Standard Deviation

This research used descriptive analysis to analyze the questionnaires, which the author would focus on a mean and standard deviation of each group of the variables. The variables described in this part consist of price, perceived product quality, reputation, enjoyment, customer satisfaction, trust, and repurchase intention. The details of statistical results are presented in *Table 2* below.

Table 2. The result of Mean and Standard Deviation

	Mean	Std. Deviation
Product Quality		
PQ1: KOI Thé offers Bubble tea with excellent taste.	4.25	0.774
PQ2: KOI Thé offers a variety of choices of The Bubble tea.	4.29	0.744
PQ3: The KOI Thé Bubble tea is freshly produced daily.	4.43*	0.679
PQ4: The process of producing KOI Thé bubble tea is performed in a hygienic way.	4.42	0.720
Perceived Value		
PV1: KOI Thé bubble tea is worth the money.	3.84	0.871
PV2: Even if the price increases in the future, I will continue to purchase bubble tea from KOI Thé.	3.40	1.074
PV3: Even if the price of other beverages is lower or equal to KOI Thé, KOI Thé bubble tea is my top choice.	3.75	1.068
PV4: The products and services provided by KOI Thé are worth the money and time spent.	3.87*	0.904
Utilitarian Value		
UV1: KOI Thé Bubble tea fulfills the benefits of giving energy.	3.37	1.075
UV2: KOI Thé Bubble tea fulfills the benefits of relieving sleepiness.	3.00	1.151
UV3: When I am thirsty, I look for KOI Thé bubble tea to fulfill my thirstiness.	3.43	1.159
Hedonic Value		
HV1: I consume KOI Thé bubble tea not because I have to but because I want to.	4.38*	0.852
HV2: The consumption of KOI Thé bubble tea makes me feel relaxed and comforting.	4.10	0.914
HV3: Consuming KOI Thé bubble tea helps in reducing my stress level.	3.92	1.004
Customer Satisfaction		
CS1: Drinks from KOI Thé have exceeded my highest expectations in the category of bubble tea.	3.80	0.912
CS2: I am happy and satisfied with purchasing Bubble tea from KOI Thé.	4.07	0.840
CS3: I am pleased with the service experienced at the KOI Thé shop.	4.22*	0.767
Repurchase Intention		
RI1: I intend to purchase Bubble tea from KOI Thé again.	4.16*	0.943
RI2: I will always try new bubble tea products from KOI Thé.	3.67	1.186
RI3: I will encourage my family and friends to repurchase bubble tea from KOI Thé.	3.86	1.047

Note. * The highest mean

4.3 Hypothesis Testing Results

The multiple linear regression was used to predict the influence level between utilitarian value,

perceived value, product quality, and hedonic value towards customer satisfaction. The details of the results are presented in *Table 3* below.

Table 3. Summary of Multiple Linear Regression Analysis for Hypothesis 1, 2, 3, and 4

Variables	B	SE B	β	p-value	VIF	Result
H1: Utilitarian Value	-0.009	0.022	-0.012	0.686	1.331	Failed to Rejected
H2: Perceived Value	0.394	0.029	0.473	<0.001*	1.886	Rejected
H3: Product Quality	0.333	0.043	0.261	<0.001*	1.798	Rejected
H4: Hedonic Value	0.244	0.030	0.278	<0.001*	1.855	Rejected

Note. $R^2 = .746$, Adjusted $R^2 = .0744$, * p -value < 0.05. Dependent Variable = Customer Satisfaction

Table 3 is shown the casual relationship between utilitarian value (H1), perceived value (H2), product quality (H3), hedonic value (H4), and customer satisfaction on bubble tea by using multiple linear regression. According to the result in Table 3 above, H2, H3, and H4 were supported since the p-value was lower than 0.05. On the other hand, H1 was not supported as the p-value was higher than 0.05 (p-

value = 0.686), which means utilitarian value (UV) has no significance on customer satisfaction.

For the second part, multiple linear regression was used to predict the influence level between customer satisfaction, utilitarian value, and hedonic value towards repurchase intentions. The details of the results are presented in Table 4 below.

Table 4. Summary of Multiple Linear Regression Analysis for Hypothesis 5, 6, 7

Variables	B	SE B	β	p-value	VIF	Result
H5: Customer Satisfaction	0.875	0.053	0.663	<0.001*	1.945	Rejected
H6: Utilitarian Value	0.080	0.033	0.080	0.015*	1.308	Rejected
H7: Hedonic Value	0.182	0.048	0.158	<0.001*	2.128	Rejected

Note. $R^2 = 0.670$, Adjusted $R^2 = 0.668$, * p -value < 0.05. Dependent Variable = Repurchase intention

Table 4 is shown the casual relationship between customer satisfaction (H5), utilitarian value (H6), and hedonic (H7) value regarding repurchase intention of bubble tea in Bangkok, Thailand by using multiple linear regression. H5, H6, and H7 were supported

since the p-value was lower than 0.05. Therefore, customer satisfaction (CS), utilitarian value (UV), and hedonic value (HV) significantly impact repurchase intention of bubble tea in Bangkok, Thailand.

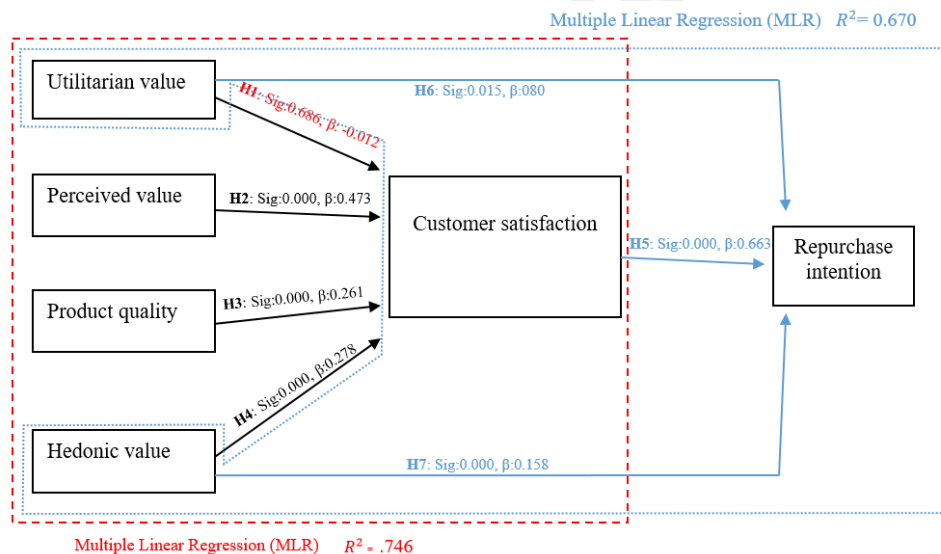


Figure 3. The result of structural model
 Source. Authors

5. Discussion and Conclusion

The hypothesis testing of this research shows that there are three out of four variables which are product quality, perceived value, and hedonic value are influence customer satisfaction. Therefore, the result also shows that utilitarian value has no influence on customer satisfaction. And three factors which are customer satisfaction, hedonic value, and

utilitarian value are significantly influence repurchase intention.

5.1 Utilitarian value and Customer satisfaction

The result of this research showed that utilitarian value has non-significantly related to customer satisfaction of bubble tea in Bangkok as its significant value is 0.686 which higher than 0.05, meaning the

utilitarian value of bubble tea had no impact customers satisfaction. The researcher is unable to locate an article that contains aligned text. It is possible that there is insufficient data and respondents are unaware of the utilitarian value of bubble tea, or that the customers of bubble tea are concentrate of the utilitarian value of bubble tea. According to the results, one possible to explain the result reason was analyzed from the questionnaire showing the mean value of utilitarian value is 3.265. It showed that most respondents' answers are nearly neutral more than the agree and strongly agree on utilitarian values of bubble tea. As evidenced from the result the researchers concluded bubble tea as a voluntary or optional product. As it is not a necessary product, the researcher concluded the customer to determine satisfaction based on the other variables more than the utilitarian value.

5.2 Perceived value and Customer satisfaction

The result showed that perceived value had positive and highly significant relationship with customers satisfaction of bubble tea. The significant value of perceived value and customers satisfaction is <0.001 . Additionally, perceived value has the highest standardized coefficient level of 0.473 among variables affecting customer satisfaction in this study. The result of relationship between perceived value and customers satisfaction are agreed with Nugraha and Wiguna (2021) and Yuliantoro et al. (2019), which researches concentrated on the food and beverage industry with same kind of product. According to Kuo et al. (2011) said The significance of a perceived value is in the customer's mind as a reference point when purchasing bubble tea drinks. Customers will feel satisfied due to the high perceived value. Same as the result of previous study by Vigriat and Chan (2007). Customer satisfaction is positively impacted by perceived value. Customers will be satisfied with a product if they have a positive experience with it and believe it is a good value for money.

5.3 Product quality and Customer satisfaction

This study showed that product quality had a positive and highly significant relationship with customer satisfaction. The significant value of product quality and customer satisfaction is <0.001 .

This implies that the quality of product has significant influence on customer satisfaction. This study agreed with Nugraha and Wiguna (2021) and Yuliantoro et al., (2019) which researches concentrated based on the with same kind of product. According to Nugraha et al. (2021) study said taste is a strong point in the beverage industry; if the taste meets the expectations of customers, it will increase the impact of product quality in satisfying the customers. From the results, the brand should prioritize controlling the product's taste and quality in order to maintain a high level of customer satisfaction.

5.4 Hedonic value and Customer satisfaction

This study showed that hedonic value had a positive and significant relationship with customer satisfaction. The significant value of product quality and customer satisfaction is <0.001 . This study in concurrence with the study by Andriani et al. (2021). If the customer has a pleasant experience when purchasing products, this increases customer satisfaction. Customer satisfaction increases as the hedonic value increases (Evelina et al., 2020). According to result of the findings, the brand's focus should be on maintaining the product's impressions and emotional appeal in order to make customers feel happy and increase product satisfaction.

5.5 Customer satisfaction and Repurchase intention

This research showed that customer satisfaction had a positive and highly significant relationship with repurchase intention. The significant value of customer satisfaction and repurchase intention is <0.001 with standardized coefficients 0.663. This result is in agreement with previous study by Huang et al. (2014), Nugraha and Wiguna (2021), and Yuliantoro et al. (2019). Yuliantoro et al. (2019) explain customer Satisfaction is supported as a factor in Repurchase Intention. The experience of drinking bubble tea beverages offered by the brand of bubble tea beverage brands does not end at satisfaction, but can arouse customers' desire to repurchase the bubble tea beverages. According to the findings, the brand should maintain a consistent level of service to increase customer satisfaction, which will impact the product repurchase intention.

5.6 Utilitarian value, Hedonic value and Repurchase intention

The results of this study show both hedonic and utilitarian value have a significant influence on repurchase intention with the influence of hedonic value is slightly higher than utilitarian value. with standardized coefficient at 0.158 for hedonic value, follow by utilitarian value at 0.80. The result of relationship between Utilitarian value, hedonic value and repurchase intention are agreed with Hamdan and Pajjan (2020), and Wang and Yu (2016), which researches concentrated on the food and beverage industry. Additionally Chiu et al. (2014) demonstrated that consumer repurchase intentions can be predicted using utilitarian and hedonic value perceptions. According to result of the findings, both hedonic and utilitarian values have a significant effect on repurchase intention, but hedonic value has a greater effect than utilitarian value, with a standardized coefficient of 0.158 for hedonic value and 0.80 for utilitarian value. To increase repurchase intention of bubble tea the brand should prioritize developing the hedonic value of the product over the utilitarian value of the product.

6. Recommendations and Suggestions

The purpose of this study was to determine the relevant factors that influence customer satisfaction and repurchase intention for bubble tea in Bangkok, Thailand. Additionally, the findings contribute to our understanding of the factors that influence customer satisfaction and repurchase intention. Additionally, demographic information and general information about respondents can assist marketers in developing appropriate strategies for persuading consumers from various segments. The analysis of the data in this research paper may provide information for not only KOI Thé, but also for other brands in Thailand's bubble tea industry. The recommendations of the researchers are as follows:

Based on the results perceived value is one of the most important factors that customers consider when evaluating their overall experience purchasing bubble tea, according to the results of the first multiple linear regression. Thus, the provider of bubble tea brands should constantly seek ways to exceed all customer expectations in order to increase customer satisfaction. The bubble tea shop brand should maintain a consistent price and value for its products in order to maintain customer satisfaction.

According to the results of this study, the hedonic value is the second factor that affects the

customer's satisfaction and repurchase intention of bubble tea. Brand should maintain the impressions and emotional value of the product and service to increase customer satisfaction and lead customers to repurchase the product in the near future. By using promotion strategy or launching a new product to gain the interest and lead emotional of customers to purchase the product from the brand.

According to the study's findings, while the standardized coefficient of product quality is lower than the hedonic value, there is still a close correlation between the standardized coefficient levels. They showed that these two variables do not have much different effect levels on customers' satisfaction. Thus, the brand should maintain and control the standard of product quality to ensure customer satisfaction.

7. Further Study

The purpose of this study was to determine the factors influencing customer satisfaction and repurchase intention for bubble tea in Bangkok, Thailand. These factors included product quality, perceived value, utilitarian value, hedonic value, customer satisfaction, and repurchase intention. Due to time constraints, the researcher provides only six variables with a Bangkok scope of study. To improve future research, similar studies are needed to expand the target population to other areas of Thailand in order to gain a better understanding of bubble tea customers throughout the country, including collecting a larger sample size, as the variable of utilitarian value indicates no effect on customer satisfaction. However, utilitarian value cannot be ignored entirely, as it is a significant factor in determining repurchase intention. A larger sample size may produce different results and enhance the credibility of the research in the future. Second, additional research should be conducted to ascertain additional relevant factors in order to obtain more data that are complete and a better understanding of the factors that influence customer satisfaction and repurchase intention, such as price and location. The author of this study recognized the importance of promotion during the course of study. It would be advantageous to include as many people as possible in future research studies on this variable. Thirdly, this study focused exclusively on a single brand of bubble tea in order to ascertain the factors influencing customer satisfaction and repurchase intention. It

would be fantastic to collect data from another bubble tea brand currently available on the market. Finally, this study addresses the time constraint and pandemic nature of the COVID-19 situation. All data was gathered via an online platform. Further research can be conducted by directing a paper questionnaire to customers who purchase bubble tea directly from the store.

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