Factor Affecting Consumer Repurchase: A Case Study of Local Coffee Purchasing in Mueang District, Lampang Province

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Abstract

This research is intended 1) to study the level of the opinion of causal factors that influence the customer repurchasing local coffee of consumers in Mueang District, Lampang Province, consisting of **product communication**, **word of mouth**, **Personnel or staff in the coffee shop** and **satisfaction** 2) to test the influence of factors, causal products, **word-of-mouth communication**, personnel, and satisfaction towards customer repurchases of local coffee in Mueang District, Lampang Province. This research used an easy sampling from consumers who repeat 408 local coffee. The statistics used in the research were percentage, mean, standard deviation, and regression analysis.

The results of the research showed that, the priority of product factors (Product) was at a high level ($\bar{x}$ = 4.02, SD = 0.491). Personnel factors (People) were at a high level ($\bar{x}$ = 4.04, SD = 0.509). Customers Satisfied was at a high level ($\bar{x}$ = 4.02, S.D. = 0.503). Communication factors (Word of Mouth) were at a high level ($\bar{x}$ = 4.02, S.D. = 0.496) and repurchase factors was at a high level ($\bar{x}$ = 4.04, S.D. = 0.538). Cause factors for product staff and satisfaction had a positive influence on the purchase of duplicate local coffee of consumers in Mueang District, Lampang Province. Therefore, local coffee shop entrepreneurs should focus on such factors in order to allow consumers to use the service continue to create growth for the business.

Keywords: Customer repurchases, Word of mouth, Consumer satisfaction, Personnel, Product

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Introduction

In recent years, Thailand's coffee culture has developed rapidly across the country and is linked to all dimensions of Thai society as well as to the daily lives of many consumers. Modern coffee shops are spread out in large provinces such as Bangkok and Chiang Mai and are rapidly expanding throughout the country including coffee shops in Lampang. At present, local coffee shops in Lampang province have been a continuous expansion with a total of 118 places, resulting in competition in finding customers, such as creating new coffee flavors such as chili coffee, dark orange coffee, as well as setting up shops to have a photo location to meet the needs of customers who expect to take photos and check in on online media. This is to ensure that customers are impressed and come to use the service continuously. Therefore, coffee shop entrepreneurs should consider the factors that customers come back to use the service again to generate sales and profit goals. Such factors may include coffee taste, advice from people who have used the service and the attention of the staff in the coffee shops.

With the development of the economy, the coffee industry has a strong growth rate. According to a report by the Food Institute, at the end of 2015, the coffee shop business was valued at 18.3 billion baht, an increase of 5.0 percent from the previous year. Coffee shops focus on elegant design and create a comfortable atmosphere suitable for sipping coffee and sharing more photos. Nowadays, the number of coffee drinkers is increasing rapidly every year, more and more. Thai people prefer to buy and taste fresh coffee. Coffee connoisseurs will focus on the aroma and taste of the coffee and the meticulous brewing process by the barista.

Product or coffee flavor is one of the product identities of a coffee shop and is an important reason that coffee shops can attract customers. Good coffee consists of many aspects. For example, coffee has a distinctive flavor. For example, a coffee shop in Lampang offers chili-flavored coffee. It has now become a famous local internet check-in cafe. The quality of coffee is also very important. Good coffee is produced at the source from cultivation, selection, storage and transportation, and roasting until every brew. Each environment affects the flavor of The coffee. Large coffee shops such as Starbucks set clear and strict metrics. Strictly controlled sample selection of raw beans, especially ripe beans, with the best tasting time, and multiple testing of the beans at each silo entered and stored. Check the incoming and storage beans several times in each warehouse to remove any defective beans such as black and immature beans. It uses state-of-the-art equipment to automatically roast the beans

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100 Factor Affecting Consumer Repurchase: A Case Study of Local Coffee Purchasing in Mueang District, Lampang Province

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thoroughly to prevent the coffee powder from losing its original aroma. Fresh coffee in the shop is freshly ground using the coffee maker's production configuration to ensure the quality of each cup of coffee consumers taste the best taste. Moreover, nice coffee shops must have many menus for customers to choose from not only classic coffee but also a variety of coffee varieties and have other drinks as well. There are also other snack menus such as desserts and other European dishes to meet the different needs of consumers to choose. Meanwhile, coffee shops also have to introduce new products. For example, Starbucks will launch innovative coffee products to attract consumers again. Reasonable product price is also very important, the average price of coffee in Nanyang is 50-70 yuan per cup. This is an acceptable price in general consumer psychology, if it is too high, people will not dare to buy. Even if they buy, but there is a risk that they will continue to buy. If the price is too low, it will cause people to doubt, this is a very low-quality coffee.

Customers expect good service when they come to the coffee shops. When they receive good and friendly service, they will feel satisfied and at ease. This feeling will make customers want to get the service again and can also attract them to try other things. At the same time, this will build a good reputation in the minds of customers and often the customers are willing to share the advantages with their friends around them make it interesting. Ruefenacht (2018) said loyalty can lead customers to buy more. This results in lower fixed costs and positive company performance. Canalejo & Jimber del Río (2018) believed that satisfaction arises from customer expectations of products and services. Therefore, when customers feel satisfied it can increase loyalty. Devina, Astrini & Syaebani (2016) insisted that satisfaction is a key success factor for any business.

Word-of-mouth communication can open the gap between consumers and face-to-face communication, not only in speaking or observing, but also knowing how to listen to other people's opinions and use a positive attitude to make consumers feel comfortable. Therefore, customers will be more willing to receive service and more consumption, and through beautiful decoration and create a comfortable atmosphere. Besides, it can create a comfortable environment for consumers in other situations. Communication is a message sent to consumers. This can be done by encouraging consumers to take pictures and recommend them to others and respond via online media. Positive communication will allow more

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consumers to patronize coffee shops and create a positive impression on consumers who come.

Employees or personnel are the foundation of the organization, the most involved human being is the element. The production staff is the human resources of the company is all the organization of human resources and human capital is the most important capital in a coffee shop. Employees are the ones who communicate most directly with customers. Employee attitude, service awareness, politeness, reliability, dressing and professionalism, etc. of employees will be integrated into the image of the coffee shop in the eyes of consumers. Beyond that, a good customer experience starts with employee motivation and good training. If your employees are happy, your customers will be happy too. Staff clothes, service quality, response efficiency, performance, attitude, and language all directly affect customer satisfaction. Good employees can have a positive impact on a store's brand. Subrahmanyam, (2017) said that service quality positively influences satisfaction. Ogba & Izogo (2015) supported that service quality on trust, assurance, physical tangibility, empathy, and responsiveness positively influences satisfaction.

Although there had been studied factor that affecting consumer repurchase Coffee or some other products, but there are still lack of studied results related to local coffee shop products, which tends to increase continuously.

Therefore, this research aims to study the causal factors influencing consumers' purchase of local coffee in Mueang District, Lampang Province, consisting of products, word-of-mouth communication, personnel, and consumer satisfaction by collecting data from repeat buyers of 408 local coffee shops. The results obtained will be beneficial to entrepreneurs to apply in increasing the number of customers from repeat purchases in order to create sales targets and to help the organization survive.

Research objectives

1. To study the opinion of products, word-of-mouth communication, personnel and satisfaction, and repeat purchases of local coffee consumers in Mueang District, Lampang Province.

2. To test the causal factors of the products, Word-of-mouth communication, personnel and satisfaction towards repeat purchases of local coffee consumers in Mueang District, Lampang Province.

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Factor Affecting Consumer Repurchase: A Case Study of Local Coffee Purchasing in Mueang District, Lampang Province

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Research Hypothesis

H1: Product factors positively influence repeat purchases of local coffee consumers in Mueang Lampang District, Lampang Province.

H2: Personnel factors influence repeat purchases of local coffee consumers. Mueang Lampang District, Lampang Province.

H3: Satisfaction factor influences repeat purchases among local coffee consumers in Mueang Lampang District, Lampang Province.

H4: Word-of-mouth factor influences repeat purchases of local coffee consumers in Mueang Lampang District, Lampang Province

Literature Review

Products

Product means something that is offered for sale by a business in order to satisfy the needs of its customers in order to satisfy the product offered (The economic times, 2022), It may exist or it may not exist. A product therefore consists of a product, service, idea, place, organization, or person. The product must have utility and value in the eyes of the customer. Therefore, it will result in the product being able to sell. When formulating a product strategy, the following factors must be taken into account:

1. Product differentiation or competitive differentiation

2. Considering the product component, such as basic benefits, appearance, quality, service, packaging, branding, etc. Product positioning is the design of the company's service to show different positions and there is value in the minds of the target customer

Personnel

In the coffee shop business, it is essential that personnel are required in all operations; especially, the brewing of coffee or hospitality to impress customers to use the service continuously. Personnel is one of 7P marketing strategies (Guntitat Horthong, 2020) which P is related to personnel management or people who directly relate to the customers. This makes employees need to interact with customers. Unlike products that most people in the production process do not come out to meet customers like service. Therefore, selecting the

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right people and having good training is very important in creating customer satisfaction. Strategies used in this field are as follows.

• Staff selection and training

• Uniforms or dress form that is worn.

• Determining the steps to work in relation to customers, such as 7-11, customers come in employees have to say hello before or when the customer pays, they have to ask "Will you take other products as well?"

• Queue and waiting management. In the event that a large number of customers come to use the service

• Dealing with customers. Dealing with complaints or poor service.

However, even as a service but the staff is like a product in itself. In order to make good service staff, impress customers the business must take good care of its employees, at least having a personality that can reflect a unique coffee shop.

Word-of-mouth Communication

Word of Mouth (WOM) is informal communication between consumers about goods and services (Liu, 2006).

Word-of-mouth marketing (WOM marketing) is when a consumer's interest in a company's product or service is reflected in their daily dialogues. Essentially, it is free advertising triggered by customer experiences—and usually, something that goes beyond what they expected. Word-of-mouth marketing can be encouraged through different publicity activities set up by companies, or by having opportunities to encourage consumer-to-consumer and consumer-to-marketer communications. Also referred to as "word-of-mouth advertising," WOM marketing includes buzz, viral, blog, emotional, and social media marketing. (Adam Hayes, 2021)

Katz, Lazarsfeld & Roper (1995) argue that the word-of-mouth (WOM) communication process, which is a two-step process of information flow. Thought leaders are responsible for communication and are also considered influential in conveying information to the audience as well. Word-of-mouth is a marketing-building strategy that encourages the passing of information from person to person as well. To spread the word indefinitely, which is regarded as an efficient news distribution that can give a definition. It can be divided into 2 types as follows:

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1. Transmission of information using word-of-mouth (WOM) from person to person or a group of people causing talks (Talk of the Town)

2. The transmission of news continuously using technology is important (Viral), such as electronic mail (E-mail) or online media, Facebook, Instagram, etc.

Customer's Satisfaction

Customer satisfaction is a comprehensive assessment of products and services directly from business and employees and recognized by customers, products, services, and employees. Customers evaluate products and services based on their value judgments. A US survey of Bain & Company shows that 65%-85% of customers claim to be satisfied with the product and company, and only 30%-40% of customers will buy the same product or the same product again and the same model.

Besides that, there are also scholars who present the Theory of Motivation by Freud (2008) who found that people tend to increase or control many things, often outside of their control. As a result, people have dreams and behaviors or emotions that haunt them. At the same time, Schiffman and Kanuk (1987) proposed the idea of seeking satisfaction by saying people tend to choose satisfactions that will make themselves happy and tend to avoid actions that will cause one's own suffering. The satisfaction is categorized as follows:

1. Psychological satisfaction is the pursuit of personal happiness or the avoidance of actions that may cause one's suffering.

2. Self-satisfaction is the pursuit of personal happiness, but it is not necessary to find happiness in human nature.

3. Ethical satisfaction is the pursuit of happiness for the benefit of society and oneself as a beneficiary in that part.

Satisfaction is a determination of the degree of satisfaction of consumption compliance (Fuentes-Blasco, Moliner-Velázquez, Servera-Francés & Gil-Saura, 2017).

Satisfaction is the mental state of the consumer that has real returns after paying for the product (Hung, Hsieh & Cheng, 2015).

Repeat Purchase

Kim, Galliers, Shin, Joo-Han and Kim (2012) have given the meaning of repeat purchase intention that it is a decision to purchase a product or service with the same manufacturer

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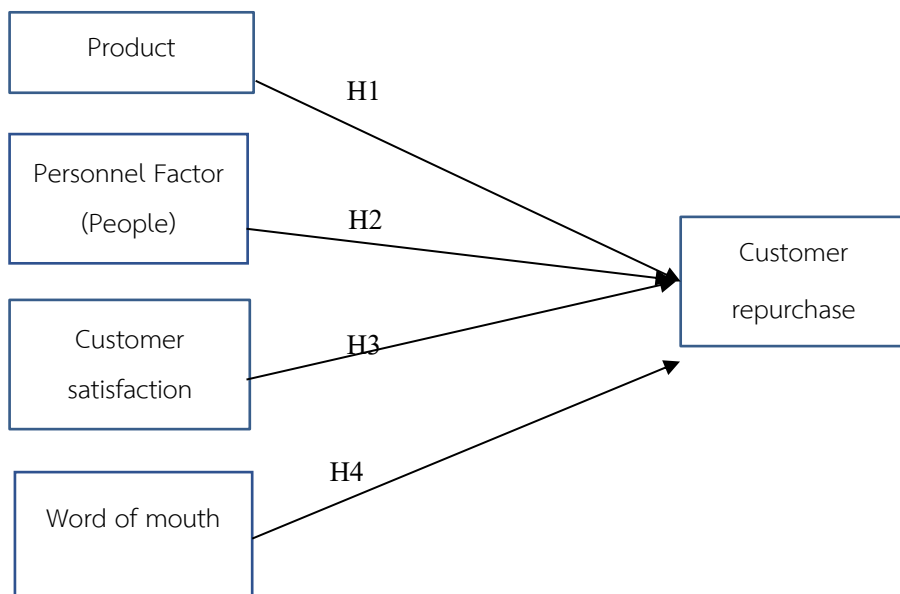
that results from satisfaction with the product and service after the first decision. This is mainly caused by both internal and external factors of the consumers themselves.

Cronin, Brady and Hult (2000) explain that repeat purchases are the impression that the store pays attention to the quality of the products or services and then the consumers are satisfied. Satisfaction will make consumers more willing to come back and buy again.

Repeat purchases are behaviors, decision-making processes, research processes, and optimize individual processes that can influence customer behavior, trends, and even form habits, allowing customers to buy the same product again. Repeat purchasers have attained customer trust and gained customer satisfaction and loyalty with value for customers who have a place in the customer psychology account which is very important to the survival and profit of a coffee shop.

From the literature review above, it was found that product factors (Kim, Galliers, Shin, Joo-Han, and Kim, 2012), personnel factors (Nattapon Upapanit and Siripong Pruitthiphan, 2012), and satisfaction (Frank, Enkawa and Schvaneveldt , 2015) is a causal factor that leads to repeat purchases. Therefore, this research chose the factors mentioned above as the variables in the study. Which was presented in the following conceptual framework:

Conceptual framework

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Methods

Population and Sampling

The research population was consumers of local coffee shops in Mueang District, Lampang Province (Department of Business Development, 2021). because the population is not known clearly, therefore calculated using the formula of W.G. Cochran (1977), a total of 384 people were randomly sampled at convenience, from repeat customers of local coffee shops in Mueang District, Lampang Province. a total of 408 people, which is following the above criteria.

Measurement

The researcher has created a tool to use in research on "The Causal Factors Influencing Customers' Repurchase of local coffee in Mueang District, Lampang Province" are as follows:

1. Review concepts, theories and research related to "The Causal Factors Influencing Customers' Repurchase of local coffee in Mueang District, Lampang Province" consisted of products, personnel, and word-of-mouth communication in order to be clearer, taking into account the structural integrity or conformity with the theory in that subject as much as possible.

2. Proceed to build the tool. This research used a questionnaire as a tool taken from the conceptual framework, related theories, and causal factors influencing local coffee repeat purchases of consumers in Mueang District, Lampang Province.

3. Bring the tools that have been created. Propose to the Chairperson of the Advisory Committee and the Thesis Advisory Committee for review and advice on further improvements.

4. Measure content validity from research tools, which here is a questionnaire to test the ability of the questionnaire created to be valid or it covers the subject matter that wants to research. The questionnaire created is presented to experts to verify the validity of the content. After that, the results of the inspection and expert advice will be used to make improvements to make it more accurate.

5. Take the complete questionnaire and use it as a research tool.

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Data analysis

Factors influencing Customers' Repurchase of local coffee in Mueang District, Lampang Province were analyzed by the researcher using descriptive statistics which show the statistics on the basic data of the population in the research as the value of percentage, mean, standard deviation (SD) and the statistical values obtained from the analysis results are compared with the criteria defined by the obtained scores will be analyzed to find the mean and interpret the meaning of the mean by priority and multiple regression analysis was used to test the hypothesis.

Research results

Table 1 Mean and standard deviation of respondents classified by the level of importance of product factors.

Product	Level of Importance		
	$\bar{x}$	S.D.	Interpret
1. The coffee taste is unique.	3.97	0.690	high
2. Coffee quality is up to standard (No matter how many times you drink, there is no difference in taste)	4.13	0.808	high
3. There is a wide selection of products on the menu.	4.03	0.800	high
4. The taste is exotic.	3.91	0.795	high
5. Have additional products (cakes or snacks)	4.01	0.794	high
6. The quality of the product is suitable for the price.	4.04	0.763	high
Overall average	**4.02**	**0.491**	**high**

From Table 1, it was found that the importance level of product factor affected the re-purchase of local coffee by consumers in Mueang District, Lampang Province as a whole was at a high level ($\bar{x}$ = 4.02) the standard deviation was 0.491 followed by the sub-factors with the highest average of the first 3 orders. Those were the standard coffee quality (no matter how many times you drink, there is no difference in taste) ($\bar{x}$ = 4.13). The standard deviation was 0.808. Second, the quality of the product is suitable for the price ($\bar{x}$ = 4.04), the standard deviation was 0.763. Third place, there was a wide selection of products on the menu ($\bar{x}$ = 4.03), the standard deviation was 0.800, fourth place was there were additional products

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Factor Affecting Consumer Repurchase: A Case Study of Local Coffee Purchasing in Mueang District, Lampang Province

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(cakes or sweets) ($\bar{x}$ = 4.01), the standard deviation was 0.794, and the coffee taste was unique ($\bar{x}$ 3.97), the standard deviation was 0.690. The taste was strange that was the smallest factor ($\bar{x}$ =3.91), the standard deviation was 0.795, respectively.

Table 2 The mean and standard deviation of the respondents classified by the level of importance of personnel factor (People).

Personnel Factor (People)	Level of Importance		
	$\bar{x}$	S.D.	Interpret
1. The personnel in the store are polite, gentle, and have manners with customers.	4.07	0.690	high
2. Employees are courteous, ready, and willing to serve.	4.08	0.760	high
3. Employees are willing to listen to suggestions and opinions of customers.	4.08	0.841	high
4. Employees have knowledge of goods and services.	4.00	0.782	high
5. Employees are able to give advice and answer questions of customers accurately.	4.04	0.770	high
6. Employees are eager to serve customers.	4.02	0.768	high
7. Employees can remember details of customers such as food or drinks that customers like.	4.03	0.777	high
8. Employees provide efficient and quality service.	3.98	0.756	high
Overall average	**4.04**	**0.509**	**high**

From Table 2, it was found that the importance level of personnel factors (People) affected the repurchase of local coffee by consumers in Mueang District, Lampang Province as a whole was at a high level ($\bar{x}$ = 4.04), the standard deviation was 0.509. The first 3 sub-factors with the highest averages were friendly staff, ready, and willing to serve ($\bar{x}$ = 4.08), standard deviation of 0.760. The second place was staff willing to listen to advice and customer opinions ($\bar{x}$ = 4.08), standard deviation of 0.841. The third place was shop personnel who were polite and gentle, courtesy with customers ($\bar{x}$ = 4.07) standard deviation of 0.690. The fourth was that employees were able to give advice and answer customer questions correctly ($\bar{x}$ = 4.04)

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standard deviation of 0.770. Fifth, Employees can remember customer details. For example, the customer's favorite food or drink ($\bar{x}$ = 4.03), the standard deviation was 0.777. The sixth was that the employee was eager to serve the customer ($\bar{x}$ = 4.02), the standard deviation was 0.768. The seventh, the employee was knowledgeable about of goods and services ($\bar{x}$ = 4.00) with the standard deviation of 0.782. The eighth was efficiency and quality which were the least factors ($\bar{x}$ =3.98), the standard deviation was 0.756, respectively.

Table 3 Mean and standard deviation of respondents classified by the importance level of customer satisfaction.

Customer satisfaction	Level of Importance		
	$\bar{x}$	S.D.	Interpret
1. You feel worth the time or money when you visit a local coffee shop.	4.00	0.708	high
2. You are satisfied with using a local coffee shop service compared to other coffee brands.	4.04	0.750	high
3. You are satisfied with the taste of coffee and the service of the local coffee shop.	4.03	0.761	high
4. You have a good feeling when you shop and use the services of a local coffee shop.	4.02	0.761	high
Overall average	**4.02**	**0.503**	**high**

From Table 3, it was found that the importance level of customer satisfaction factor affected repeat purchases of local coffee among consumers in Mueang District, Lampang Province was at a high level ($\bar{x}$ = 4.02), the standard deviation was 0.503. The first three subs with the highest mean were their satisfaction with using a local coffee shop compared to other coffee brands ($\bar{x}$ = 4.04) with a standard deviation of 0.750. The second was the taste of coffee and service at local coffee shops ($\bar{x}$ = 4.03), the standard deviation was 0.761. The third was having a good feeling about buying and using local coffee shops ($\bar{x}$ = 4.02), the standard deviation was 0.761 and you felt value for time or money when visiting local coffee shops which was the smallest factor ($\bar{x}$ = 4.00), the standard deviation was 0.708, respectively.

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Factor Affecting Consumer Repurchase: A Case Study of Local Coffee Purchasing in Mueang District, Lampang Province

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Table 4 Mean and standard deviation of respondents classified by the importance level factor of word of mouth communication.

Word of mouth	Level of Importance		
	$\bar{x}$	S.D.	Interpret
1. You like to tell others about the service in the local coffee shop.	4.01	0.730	high
2. You always look for advice from people who have used local coffee shops before deciding to use it, etc.	4.05	0.793	high
3. You tend to advise others when you are satisfied with the local coffee shop products and services.	4.07	0.777	high
4. You often find out about the satisfaction of other customers from the Internet or social media in deciding to buy local coffee	3.98	0.819	high
5. You like to follow news, stories about Local coffee shop to inform others.	3.99	0.820	high
Overall average	**4.02**	**0.496**	**high**

From Table 4, it was found that the importance level of word-of-mouth communication factor affected repeat purchases of local coffee among consumers in Mueang District, Lampang province overall was at a high level ($\bar{x}$ = 4.02), the standard deviation was 0.496, with the first three sub-factors having the highest mean were customers would often advise others when they were satisfied with the goods and services of local coffee shops ($\bar{x}$ = 4.07), the standard deviation was 0.777. Second, customers tended to seek advice from people who had used the local coffee shops before deciding to use the service, and so on ($\bar{x}$ = 4.05), the standard deviation was 0.793. Third, customers liked telling stories that used to get service in local coffee shops for others ($\bar{x}$ = 4.01), the standard deviation was 0.730. Fourth place, customers liked to follow news, stories about local coffee shops to inform others ($\bar{x}$ = 3.99), the standard deviation was 0.820. Fifth place, customers tended to find other

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customer satisfaction information from the Internet or social media in deciding to buy local coffee which was the least factor ($\bar{x}$ =3.98), the standard deviation was 0.819, respectively.

Table 5 Mean and standard deviation of respondents classified by the importance level of customer repurchase.

Customer repurchase)	Level of Importance		
	$\bar{x}$	S.D.	Interpret
1. You will come back to shop at the local coffee shop again when you have the opportunity.	4.05	0.744	high
2. You will come back to use the local coffee shop again even if the price of the product will increase according to the economic situation.	4.00	0.773	high
3. You intend to use the service of local coffee shops again in the future.	4.05	0.798	high
4. You will choose the local coffee first when you want to buy coffee.	4.04	0.786	high
Overall average	**4.04**	**0.538**	**high**

From Table 5, it was found that the importance level of customer repurchase factors affecting the repurchase of local coffee of consumers in Mueang District, Lampang Province as a whole was at a high level ($\bar{x}$ = 4.04), the standard deviation was 0.538. The sub-factor with the highest average of the top 3 was that customers will come back to buy at local coffee shops when having the opportunity ($\bar{x}$ = 4.05), the standard deviation was 0.744. Second, customers intend to get service at local coffee shops again in the future ($\bar{x}$ = 4.05), the standard deviation was 0.798. Third, customers will choose the local coffee first when they want to buy coffee ($\bar{x}$ = 4.04), the standard deviation was 0.786. Customers will use local coffee shop service again, although the product price has been adjusted according to the economic conditions was the least factor ($\bar{x}$ = 4.00), the standard deviation was 0.773, respectively.

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The Causal Factors Influencing Consumers' Local Coffee Repurchase in Mueang District, Lampang Province.

Table 6 Results of multiple regression analysis

Independent variable	Customer repurchase					
	B	td.Error	β	t	Sig	VIF
Constant (a)	.081	.128		0.633	0.527	
Product	0.160	0.055	0.146	2.899	0.004*	3.654
People	0.469	0.047	0.444	10.051	0.000*	2.803
Customer satisfaction	0.349	0.053	0.326	6.599	0.000*	3.507
Word of mouth	0.003	0.047	0.003	0.072	0.942	2.685
F=258.589 sig=0.000^a AdjR²=0.717 R²=0.720						

From Table 6, the test results for the relationship between the independent variables Mulicolinearity of Product Factor, People Factor, Customer Satisfaction, Word of Mouth on customer repeat purchase in Mueang District, Lampang Province. The statistical value used to measure the relationship of the independent variable was VIF (Variance Inflation Factor). It was found that the VIF of the independent variable was 3.654, 2.803, 3.507, and 2.685, respectively, which were less than 10 (Hair, Anderson, Tatham, & Black, 1995) indicates that the independent variables were not related.

The study found that there were three independent variables, namely, product factor, people factor, and customer satisfaction, which influenced repeat purchases of consumers in Mueang District Lampang Province had a statistical significance at the 0.05 level.

The results of the multiple regression test by E n t e r i n g method revealed that the personnel factor (People) influence on local coffee repeat purchase of consumers in Mueang District, Lampang Province with a standard regression coefficient of 0.444, followed by customer satisfaction with a standard regression coefficient of 0.326, and product factors (Product) has a standard regression coefficient of 0.146, respectively. From the above results, 71.7% of the causal factors influencing the local coffee repurchase of consumers in Mueang District, Lampang Province were obtained. The forecast equation is as follows:

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REP = 0.146 PRO + 0.444PEO +0.326 SAT

From this equation can explain that when repeat purchase changed 1 unit will make PRO increased 0.146, PEO increased 0.444 unit and SAT increased 0.326

Hypothesis test results

Research hypothesis	t	sig	Interpret
H1 Product factors have a positive influence on repeat purchases.	2.899	0.004*	Accept
H2 Personnel factors influence repeat purchases.	10.051	0.000*	Accept
H3 Satisfaction factors influence repeat purchases	6.599	0.000*	Accept
H4 The factor of word-of-mouth communication influences repeat purchases.	0.072	0.942	Reject

* statistical significance level 0.05

The test result of hypothesis 1, product factor had a positive influence on repeat purchases of local coffee consumers in Mueang District, Lampang Province, with a sig value of 0.004. The hypothesis was accepted at a statistical significance level of 0.05.

The results of the hypothesis test 2, personnel factor influenced the repurchase of local coffee consumers in Mueang District, Lampang Province with a sig value of 0.000. The hypothesis was accepted at a statistical significance level of 0.05.

The hypothesis test result 3, the satisfaction factor influenced the repeat purchase of local coffee consumers in Mueang District, Lampang Province, with a sig value of 0.000. The hypothesis was accepted at a statistical significance level of 0.05.

The result of hypothesis testing 4, word-of-mouth communication factor influenced on repeat purchases of local coffee consumers in Mueang district, Lampang province with a sig value of 0.942, rejecting the hypothesis at a statistical significance level of 0.05.

Discussion

The research on, "The causal factors influencing the repurchase of local coffee by consumers in Mueang District, Lampang Province were discussed as follows:

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Product factor, the respondents gave a high level of importance when considering each issue found that standard coffee quality (how many times to drink, there is no difference in taste) is the First, followed by product quality, reasonable price and wide selection of menu items, respectively, which is consistent with a study by Kim, Galliers, Shin, Joo-Han, and Kim (2012) gave the meaning of repeat purchase intention that is a decision to purchase a product or service with the same manufacturer that results from satisfaction with the product and service after the first decision. This is mainly caused by both internal and external factors of consumers. Besides, Siriwan Phanthu and Chakrit Srithong (2019) said that an analysis of factors affecting the intention to repurchase herbal supplements online found that (1) the image overall brand credibility with the highest average score ($\bar{x}$ = 4.43, S.D. = 0.42). (2) Overall online marketing strategy, the average score was at a high level ($\bar{x}$ = 4.17, S.D. = 0.43). (3) Overall repurchase intention, the mean scores were at the highest level ($\bar{x}$ = 4.47, S.D. = 0.57). (4) Multiple regression analysis results, the image of the brand's credibility was found that sales ethics product, certification mark and the uniqueness of the product affected the intention to buy herbal supplements online statistically significant at the level of 0.05. (5) The result of multiple regression analysis of Online marketing strategies found Social Media Marketing, and Customer Relationship Management System, Marketing communication tools and the network system of dealers affected the intention to buy herbal supplements online with a statistical significance at the level of 0.05.

Personnel factor influenced repeat purchases, it was found that

Personnel factors, the respondents have given importance at a high level, when considering each issue, it was found that employees hospitable were ready and willing to serve number one followed by employees willing to listen to advice and opinions of customers. And personnel in the store were polite, gentle, had manners to customers, and employees are able to give advice and answer customers' questions correctly, respectively, which is consistent with the study of Nattapon Upapanit and Siripong Pruitthiphan (2012). A study on customer relationship management and marketing mix that affects the loyalty of fresh coffee consumers at Cafe 'Amazon in Bangkok area found that consumers pay attention to staff who are polite, clean and have good personality. Next is the use of polite words with customers. The service is one of the important factors that will make the service user impressed and would like to

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come back to use the service again next time, which is consistent with Komsan Rojanawilaiwut (2017), said the personnel factor and the cleanliness of the desserts has a positive effect on returning to the Crispy Crepes dessert shop followed by showing that the personnel or the staff in the sweet shop always greets the customers politely which shows sincerity in service such as smile, tone of voice, manners, gestures, good personality, have knowledge and understanding about the products and services of the dessert shop, take care of customers thoroughly, such as introducing promotions, recommended menus, do not play mobile phones, can give information to customers as well, etc. In addition, the costumes or uniforms of service providers are suitable and match the decoration of the dessert shop including the staff must consider the cleanliness of the dessert menu in every step of the service. This resulted in the return of service to the Crispy Crepes dessert shop for the second time.

The satisfaction factor influenced repeat purchases, it was found that

In terms of satisfaction, the respondents gave a high level of importance when considering each issue. It was found that customers' satisfaction with local coffee shops as compared to other coffee brands ranked the first, followed by customers' satisfaction with the taste of coffee and the services of local coffee shops. And customers have a good feeling to buy and use the services of local coffee shops. Besides, customers felt worth the time or money when visiting local coffee shops, respectively. This is consistent with a study by Frank, Enkawa and Schvaneveldt (2015) said that repurchase means consumers choose to buy products repeatedly from the same operator because consumers feel that they still receive a high level of satisfaction and think to buy from new entrepreneurs when consumers feel that their satisfaction is low. However, when consumers are satisfied with the taste of the food, the quality of the raw materials of the restaurant, consumers will come back to eat healthy food at the restaurant again if there is a chance. If consumers are satisfied with the price of food at the restaurant they have eaten, consumers will continue to come back to eat again although the price is higher according to the economic situation. And if they are satisfied with the environment of the restaurant, satisfied with the staff and service of the shop, consumers will have a relationship with the health shop and want to come back to eat again in the future. Therefore, as consumers' satisfaction with health food outlets in Bangkok increases, their re-purchases also increase. In the case of non-acceptance of the hypothesis contains word-of-mouth communication, there is no influence on the choice of service and repeat purchases of the coffee shop.

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Suggestion

       1. From the research results, it was found that variables of products, personnel, and customer satisfaction influence repeat purchases. Therefore, to gain useful information for the entrepreneur of the local coffee shop. The next research should study the comparison between product factors, personnel factors, and consumer satisfaction of local coffee shops and coffee franchises in order to obtain information that is used to plan operations for the local coffee shop in the future.

       2. To study with additional qualitative research methods to gain more insight and understanding of the factors that affect repeat purchases.

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