

Part 1 : Starbucks membership information

Question number.	Name	Label	Variable's size (digit)	Value	Notice
Part 3 : Consumer satisfaction toward Starbucks card based on marketing mix 7Ps					
1. Product					
1.1	Prod_design	Design of the Card	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
1.2	Prod_durable	Does the card durable enough	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
1.3	Prod_attractive	How attractive of the card	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
1.4	Prod_usable	Easiness of the card usage	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer

1.5	Prod_collect_point	Collecting point to get free beverage	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
1.6	Prod_status	Collecting point to upgrade status	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
1.7	Prod_app	Usefulness of Starbucks Mobile Application	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
2. Price					
2.1	Price_member	Does 100 THB of card worth purchase	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
2.2	Price_service	Does the cost of card worth the service that consumers will get	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer

2.3	Price_save	Being a member help save cost	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
3. Place					
3.1	Place_regist_card	Are there enough Starbucks branches for consumers to register the card	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
3.2	Place_easy_regist	Convenience and easiness to register the card	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
4. Promotion					
4.1	Promotion_rewards	Collecting point to get special rewards	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
4.2	Promotion_activities	Constantly get the Information about the promotion from Starbucks	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer

4.3	Promotion_news	Constantly receiving the news about special offers via e-mail and mobile application	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
5. People					
5.1	People_info	Staffs able to give right information about beverage	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
5.2	People_manners	Good manner of staffs	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
5.3	People_enough	Enough number of staff in the store	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
5.4	People_enthu	How enthusiastic staff willing to help	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
6. Physical Evidence					

6.1	PE_atmos	Furnituring and decorating inside the store	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
6.2	PE_clean	cleanliness in the store	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
6.3	PE_table	Enough table available for consumers	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
6.4	PE_stbsign	Clear and easy to see the Starbucks sign	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
6.5	PE_stbmenu	Clear sign and easy to understand price of beverage and cake	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer

7. Process

7.1	Process_branch	Many available Starbucks branches	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
7.2	Process_trackinfo	benefits of self-tracking personal data via application and website	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer

Part 4 : Consumer Loyalty and satisfaction toward Starbucks card

1. Consumer Satisfaction factors

1.1	satisfy_introduce	Willingness to introduce Starbucks Coffee	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
1.2	satisfy_introducefrds	Ability to introduce Starbucks Coffee to family and friends	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer

2. Consumer Loyalty factors

2.1	Loyalty_reliable	Reliability towards Starbucks' service and products	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
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2.2	Loyalty_activities	Willingness to register the Starbucks card	1	<ol style="list-style-type: none"> 1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree 	choose only 1 answer
2.3	Loyalty_willing_regist	Willingness to register the Starbucks card	1	<ol style="list-style-type: none"> 1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree 	choose only 1 answer
2.4	Loyalty_regret_not_regist	Do consumers regret if they did not register the card	1	<ol style="list-style-type: none"> 1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree 	choose only 1 answer
2.5	Loyalty_stb	Do consumers choose other brands that offer good promotion than Starbucks Coffee	1	<ol style="list-style-type: none"> 1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree 	choose only 1 answer
2.6	Loyalty_cardpay	Increase in Starbucks consumption after register the card	1	<ol style="list-style-type: none"> 1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree 	choose only 1 answer

2.7	Loyalty_introduce_regist	willingness to introduce friends to register the card	1	<ol style="list-style-type: none"> 1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree 	choose only 1 answer
2.8	Loyalty_tell_fav_menu	Willingness to suggest favorite menu to friends	1	<ol style="list-style-type: none"> 1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree 	choose only 1 answer
2.9	Loyalty_clearify	Willingness to tell others if they are misunderstanding about Starbucks Coffee	1	<ol style="list-style-type: none"> 1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree 	choose only 1 answer
2.10	Loyalty_stb	Willingness to choose Starbucks Coffee over other coffee shops	1	<ol style="list-style-type: none"> 1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree 	choose only 1 answer
2.11	Loyalty_suggest	Willingness to give a useful suggestion that benefits to Starbucks Coffee	1	<ol style="list-style-type: none"> 1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree 	choose only 1 answer

2.12	Loyalty_related_product	Willingness to support if Starbucks Coffee expand its product lines	1	1. Strongly Disagree 2. Disagree 3. Fairly Disagree 4. Neutral 5. Fairly Agree 6. Agree 7. Strongly Agree	choose only 1 answer
Part 5 : Demographic Information					
5.1	Gender	Gender	1	0. Male 1. Female	choose only 1 answer
5.2	Age	Age	2	0. 15-24 1. 25-34 2. 35-44 3. 45-54 4. 55 and above	choose only 1 answer
5.3	Edu	Education	1	0.High School 1.Bachelor Degree 2.Above Bachelor Degree 3.Vocational Education	choose only 1 answer
5.4	Career	Career	1	0.Entreperneur 1.Students 2.Office Workers 3. Officers 4.Unemployed 5.Others 6.Freelance	choose only 1 answer
5.5	Income	Level of income	1	0.below 10,000 THB 1. 10,001 - 20,000 THB 2. 20,001 - 30,000 THB 3. 30,001 - 40,000 THB 4. 40,001 - 50,000 THB 5. above 50,000 THB	choose only 1 answer