



PERCEPTION OF SUSTAINABLE DEVELOPMENT OF CAMBODIAN COFFEE
SHOP ON CUSTOMER SATISFACTION

ROTH MONIVIBOL

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE MASTER DEGREE OF BUSINESS
ADMINISTRATION (INTERNATIONAL PROGRAM)

IN BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF COMMERCE
BURAPHA UNIVERSITY

2021

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The Independent Study of Roth Monivibol has been approved by the examining committee to be partial fulfillment of the requirements for the Master Degree of Business Administration (International Program) in Business Administration of Burapha University

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Since sustainable development has become the main focus among people, it has also become an essential opportunity for every enterprise in Phnom Penh city. At the same time, coffee shops are the new fascinating place among people in the city, and the number of coffee shops are growing significantly every day. Thus, these coffee shops have the potential to influence and encourage the society to adapt a more sustainable lifestyle. Moreover, the existing studies of sustainable development issues in Cambodia are limited and cannot illustrate the customer satisfaction toward sustainable development of coffee shops in Phnom Penh, Cambodia. This research focuses on the perception of sustainable development of coffee shop on customer satisfaction. The study uses surveys to collect data from 384 customers of coffee shops in Phnom Penh city. The results of the study suggest that sustainable development adopted by coffee shops has a significant effect on customer satisfaction. Among the three aspects of sustainable development, social sustainability has the most significant effect on customer satisfaction followed by environmental sustainability, which has the second most significant effect on customer satisfaction. Finally, economic sustainability has the least significant effect on customer satisfaction. From these findings, people have a high level of satisfaction toward coffee shops that adopt sustainable development. More importantly, the study finds that businesses should work on both short-term and long-term plans and contribute back to the local economy. Customers are also more satisfied when the coffee shop puts more efforts into reducing the impact on environment and contributing to the welfare and quality of life of the people in the region.

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TABLE OF CONTENTS

	Page
ABSTRACT.....	D
ACKNOWLEDGEMENTS.....	E
TABLE OF CONTENTS.....	F
List of tables.....	H
List of figures.....	I
CHAPTER 1 INTRODUCTION.....	1
Background of the study.....	1
Statement of problems.....	3
Purpose of the research.....	4
Conceptual framework.....	4
Research hypotheses.....	4
Research contributions.....	5
Scope of study.....	5
Definition of terms.....	6
CHAPTER 2 LITERATURE REVIEW.....	7
Concepts and theories of perception.....	7
Concepts and theories of sustainable development.....	8
Concepts and theories of sustainable development and coffee shops.....	12
Concepts and theories of customer satisfaction.....	13
Related research.....	14
CHAPTER 3 RESEARCH METHODOLOGY.....	18
Research Design.....	18
Population and Sample Design.....	18
Research Instrument.....	19
Reliability and Validity.....	21

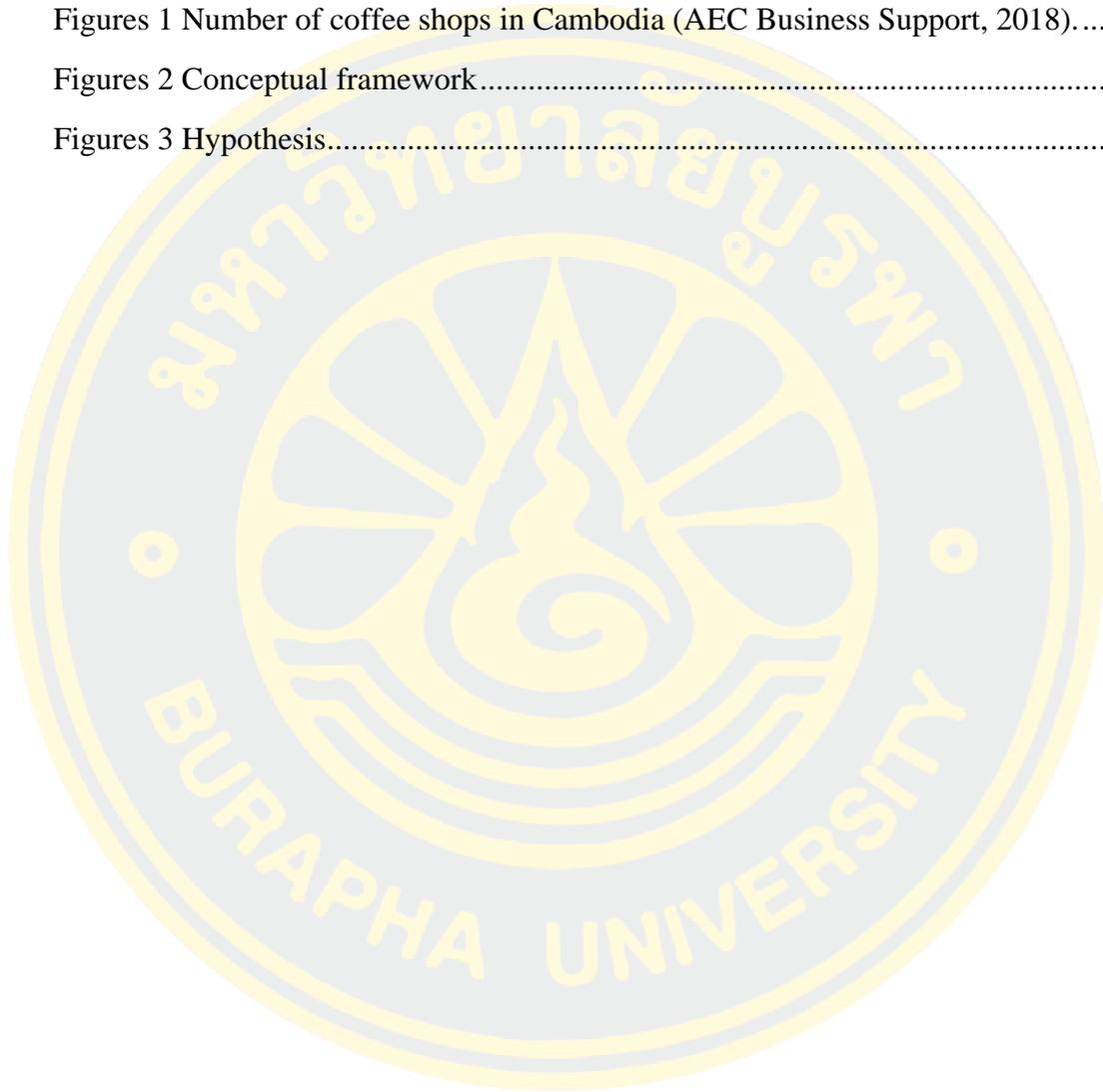
Ethical Considerations	23
Data Collection	23
Data Analysis.....	23
CHAPTER 4 RESULTS	25
Descriptive statistical analysis	25
Inferential statistical analysis.....	34
CHAPTER 5 CONCLUSIONS AND DISCUSSION	42
Conclusion	42
Discussion.....	45
Limitations of the study	46
Recommendations from the results of the research.....	47
Recommendations for future research	48
REFERENCES	50
APPENDICES	56
Appendix A The results of reliability	57
Appendix B The results of IOC for questionnaire item evaluation.....	60
Appendix C Questionnaire (English version).....	67
Appendix D Questionnaire (Khmer version).....	72
Appendix E Plagiarism checking report.....	78
BIOGRAPHY	82

List of tables

	Page
Tables 1 Reliability statistics testing (n=30).....	22
Tables 2 Participants' familiarity with the term "sustainable development"	25
Tables 3 Participants' experiences regarding sustainable development	25
Tables 4 Participants' purchases from the coffee shop.....	26
Tables 5 Genders of respondents	26
Tables 6 Ages of respondents	27
Tables 7 Level of education	27
Tables 8 Status of employment.....	28
Tables 9 Occupation of respondents	28
Tables 10 Frequency of experiencing sustainable development.....	30
Tables 11 Descriptive statistics of economic sustainability	30
Tables 12 Descriptive statistics of environmental sustainability	31
Tables 13 Descriptive statistics of social sustainability.....	31
Tables 14 Descriptive statistics of customer satisfaction	32
Tables 15 Level of customer satisfaction (N=384).....	33
Tables 16 Summary of simple linear regression analysis of economic sustainability and customer satisfaction	35
Tables 17 Summary of simple linear regression analysis of environment sustainability and customer satisfaction	36
Tables 18 Summary of simple linear regression analysis of social sustainability and customer satisfaction.....	37
Tables 19 Summary of multiple linear regression analysis	39
Tables 20 Summary of hypothesis testing results.....	41

List of figures

	Page
Figures 1 Number of coffee shops in Cambodia (AEC Business Support, 2018).....	2
Figures 2 Conceptual framework.....	4
Figures 3 Hypothesis.....	5



CHAPTER 1

INTRODUCTION

Background of the study

Cambodia is one of the developing countries in Southeast Asia that is striving significantly in the last decade. The growth of Cambodia's economy is driven by the surge in Foreign Direct Investment, robust internal demand, and rapid expansion of exports (World Bank Group, 2019). As many other developing countries, Cambodia is a potential place for investment due to the trade agreements that allow Cambodia to export to the global market with low or no tax. The country's capital, Phnom Penh, has also become the largest and fastest growing city in the country, with almost 2 million residents and generating approximately 70 percent of the national revenue (Baker et al., 2017). Moreover, Phnom Penh plays a vital role as the country's center of political, economic, and cultural activity. With the expansion of urban areas, a number of problems have also occurred that require the government to adopt the right strategy for sustainable growth.

Sustainable development has grabbed the city and people's attention and become one of the most concerning problems. As a result, the Department of Green Economy of the National Council for Sustainable Development of the Ministry of Environment has established the National Green Growth Roadmap in 2010 and made sustainable cities and green cities development a priority (Baker et al., 2017). Businesses have also started to act and contribute back to society by deploying the sustainable business model. Apparently, sustainable business models have become a trend in recent years due to people's concern toward sustainable growth. Regardless of the size and type, more and more firms are trying to include sustainable strategies, from reducing plastic use in operation to implementing charity programs. According to the European Union and the ACRA Foundation, Cambodia generates more than 4.09 million tons of waste, and more than 20 percent is plastic. In Phnom Penh city alone, there are about 10 million plastic bags used daily. In urban areas, plastic waste causes flooding by clogging drains, which costs emotionally and financially. Plastic straws are widely used in many industries in Cambodia, but the specific number of its consumption is not known (Thong, 2020).

To deal with this problem, the government proposed the new regulation in 2019 which regulates plastic consumption. According to the Ministry of Environment, plastic bags are charged 400 riel or \$0.10 per bag in major supermarkets such as Chip Mong mall and Aeon. The school curriculum is being updated for the purpose of educating the younger generation in environmental problems, and environmental-friendly bags are planned to be used as an alternative. ("Cambodia's plastic problem,")

Figure 1 illustrates the number of coffee shops in Cambodia, 500 shops nationwide, and more than 300 shops in Phnom Penh. Obviously, the number of coffee shops has emerged significantly by now, from a small local coffee stall to an international branded coffee shop such as Starbucks. Coffee shops have become a popular place among youth, especially for students to hang out or study while having a tasty coffee, tea, and food, free access to the internet, and an air-conditioned place. Along with the rise of demand and the number of coffee shops, commercial solid waste has become a bigger problem. World Bank (2020) stated that the main composition of solid waste was 50-60% organic, followed by over 20% of plastic, increasing in share. Moreover, the solid waste comes from households 55.3%, hotels/guesthouses 16.7%, restaurants 13.8%, markets 7.5%, shops 5.4%, and office 1.4% ("Waste Summit 2020: Circular Economy," 2020).



Figures 1 Number of coffee shops in Cambodia (AEC Business Support, 2018).

In 2019, Eurocham conducted their fifth Green Business Forum to discuss various matters from sustainable growth to eco-friendly developments between the public and private sectors. During the opening of the forum, the undersecretary of state at the Ministry of Economy and Finance, Phan Phalla, addressed the need for more sustainability and inclusivity initiatives. He suggested that sustainability should

be considered as an opportunity, not a burden. He also supported entrepreneurs to include more innovative models as well as strategic partnerships in projects. Thomas Gal, the representative from Continewm Southeast Asia, also pointed out that cutting costs and short-term financial goals are the main focus of most businesses. Instead, businesses should look for a long-term solution such as green development strategies (Kanagaraj).

Due to these growing problems, sustainable development is essential for every individual to live in a city peacefully and happily. Therefore, businesses should acknowledge and take immediate action not just to save the community but also to satisfy their customers through thoughtful acts. All of these concerns have made up the purpose of this research to explore the perception of sustainable development of coffee shops on customer satisfaction in Phnom Penh. This research will provide a comprehensive image of customer satisfaction toward business's responsibility in the community.

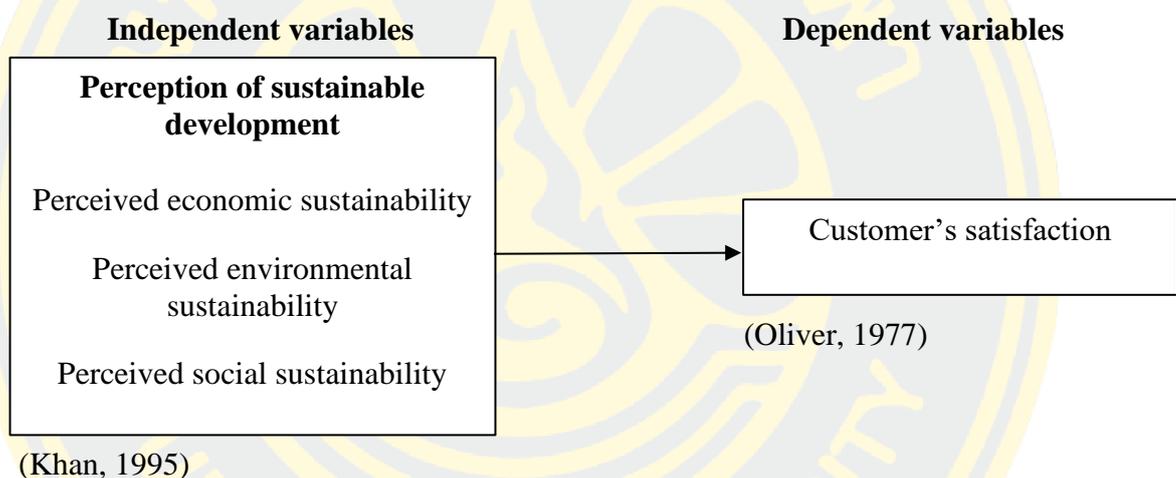
Statement of problems

Since sustainable development has become the main focus among people, it has also become an essential responsibility for every enterprise. Moreover, the existing study on sustainable development issues in Cambodia are limited and cannot illustrate the exact customer satisfaction toward sustainable development of coffee shops. This research will focus on the sustainable development of coffee shops in Phnom Penh city for the reason that coffee shops are the new fascinating place among people and the number of coffee shops is growing significantly every day. Thus, all of these coffee shops have the potential to influence and encourage the whole society to adopt a more sustainable lifestyle.

Purpose of the research

1. To measure the customer satisfaction level towards the economic sustainability of coffee shops in Phnom Penh city.
2. To measure customer satisfaction level towards environmental sustainability of coffee shops in Phnom Penh city.
3. To measure customer satisfaction level towards social sustainability of coffee shops in Phnom Penh city.

Conceptual framework



Figures 2 Conceptual framework

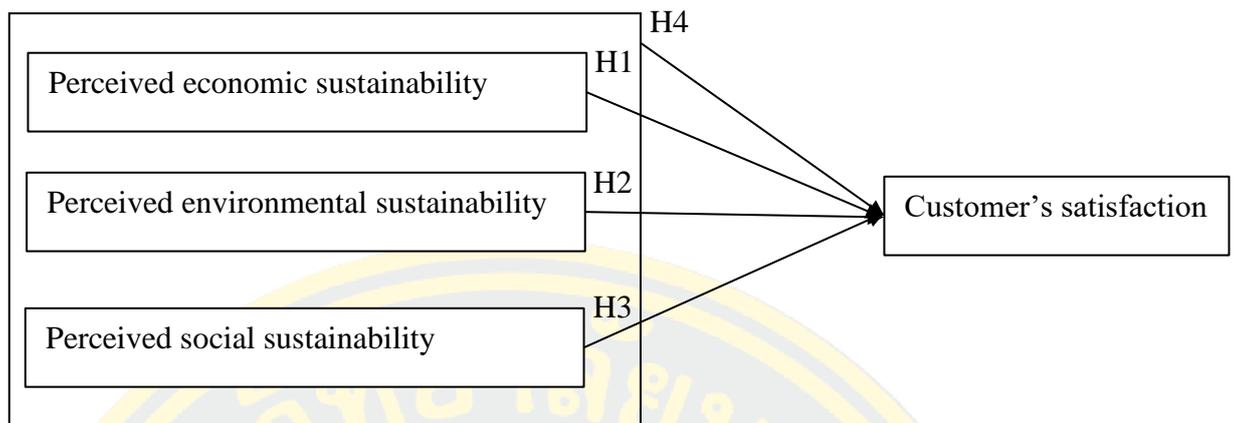
Research hypotheses

Hypothesis 1: Economic sustainability adopted by coffee shops affects customer satisfaction.

Hypothesis 2: Environmental sustainability adopted by coffee shops affects customer satisfaction.

Hypothesis 3: Social sustainability adopted by coffee shops affects customer satisfaction.

Hypothesis 4: Economic sustainability, environmental sustainability, and social sustainability adopted by coffee shops affect customer satisfaction.



Figures 3 Hypothesis

Research contributions

1. To illustrate the significant relationship between customer satisfaction and sustainable development (economic, environmental, social sustainability) adapted by coffee shops in Phnom Penh city.
2. To show the benefit of adapting sustainable development that business could gain.
3. To encourage more businesses, especially coffee shops, to involve with sustainable development which benefits the business itself and society as a whole.
4. To improve coffee shop business to be more sustainable by looking at the long-term benefit of sustainable development.
5. To add the knowledge of sustainable development in the context of Phnom Penh city for further study.

Scope of study

1. Scope of theory: the study's purpose is to investigate the perception of sustainable development of coffee shops on customer satisfaction by using theories of sustainable development and customer satisfaction developed by Khan (1995) and Oliver (1977).

The study focuses on three dimensions of sustainable development including economic sustainability, environmental sustainability, and social sustainability (Khan, 1995).

Furthermore, the research explores the significant relations between each independent variable (three dimensions of sustainable development) and the dependent variable (customer satisfaction).

2. Scope of population: the population for this study focuses on actual customers of coffee shops in Phnom Penh city who have experienced the sustainable development conducted by coffee shops.
3. Scope of time and place: this study will collect data for approximately 2 weeks in Phnom Penh, the capital city of Cambodia.

Definition of terms

Sustainable development refers to strategies or activities that businesses adopt in order to enhance the economy, environment and society to grow in the long term.

Economic sustainability refers to the acts of maintaining resources for future benefit while maximizing the flow of income of the business.

Environmental sustainability refers to the acts of maintaining the natural environment resources and protecting the ecosystem in the business operation.

Social sustainability refers to the contribution of business to help and promote the social and cultural systems.

Customer satisfaction means the comparison between the pre-purchase expectation and the perception after using products or services whether it is positive or negative (Oliver, 1977).

Coffee shop means a shop where different drinks are sold, and coffee is the primary drink of the shop. Some coffee shops also serve food, snacks, and baked goods.

CHAPTER 2

LITERATURE REVIEW

The topic of this study is “THE PERCEPTION OF SUSTAINABLE DEVELOPMENT OF CAMBODIAN COFFEE SHOPS ON CUSTOMER SATISFACTION.” The existing studies, research review documents, theoretical concepts, as well as related research, are essential in constructing a conceptual framework, setting variables, sample design and hypotheses. These reviews are represented below:

1. Concepts and theories of perception
2. Concepts and theories of sustainable development
 - 2.1. The concept of development
 - 2.2. The concept of sustainability
 - 2.3. The concept of sustainable development
 - 2.4. Pillars of sustainable development
3. Concepts and theories of sustainable development and coffee shops
4. Concepts and theories of customer satisfaction
5. Related research

Concepts and theories of perception

Perception sometimes is known as exteroceptors, feelings, or sensation, which is the human’s primary form of cognitive contact with its surroundings (Efron, 1969). Efron (1969) also points out the recognition of the fact that the term “perception” denotes a form of awareness, yet awareness is just one aspect of perception that cannot be more than a property of the perceptual system (Garner, Hake, & Eriksen, 1956). Perception also gives us reason for our belief (Efron, 1969) because when a person experiences something, they will believe even if they know that it is not like that (Judd, 1905). Similarly, perception is a form of belief because it is a conscious event and not a condition or state, just like a belief (Pitcher, 1970). In terms of the acquisition of belief, a person can have a perception of things in a certain way which they are not (Armstrong, 1968). Allport (1955) states that “that a perception can be regarded as nothing more nor less than a discriminatory response”. However, that

perception is not the same as responses or stimuli (Garner et al., 1956). Things can appear not exactly the same as what they really are; when things conflict with their looks, then things that we know by the look must be from the mind-independent objects we are perceiving (Robinson, 1994). He also concludes that the immediate objects of perception must also be mind-dependent.

In addition, Schaefer and Crane (2005) states that perceptual experience is a kind of ‘openness to the world’ that involves direct awareness and properties of existing objects. However, it turns out to be a hallucination of an object when a person can have the same experience without the presence of the object (Crane, 2005). Without the object, there would not be that particular experience; therefore, particular objects are important to some specific experiences (Burge, 1991). A person can also sense what does not exist because experiences are representations (Harman, 1990).

Concepts and theories of sustainable development

Sustainable development has various definitions according to different periods of time and context. Apparently, sustainable development consists of the words “sustainability” and “development”.

The concept of development

In the mid-20th century, the concept of ‘development’ gained people's attention (Du Pisani, 2006). Development is “an evolutionary process in which human capacity increases in terms of initiating new structures, coping with problems, adapting to continuous change, and striving purposefully and creatively to attain new goals” (Peet & Hartwick, 1999). Basically, development seeks to improve the living standard of traditional societies by using modern technology to boost economic growth (Huntington, 1976). According to Reyes (2001), the social condition, in which people are satisfied with the sustainable and rational distribution of natural resources and systems, is also considered as development. Moreover, the process of major changes in social institutions, attitudes, social structures, including the eradication of absolute poverty, reductions of inequality and economic growth, is also considered development (Todaro & Smith, 2006).

The concept of sustainability

The term “sustainability” first appeared during the second half of the 20th century in the Oxford English Dictionary (Du Pisani, 2006). Sustainability simply means a capability to preserve some process, outcome or entity for a long term (Basiago, 1999). Stoddart (2011) states that sustainability is the act of sharing resources to different generations with socio-economic practices effectively and equitably within the limited ecosystem. Similarly, sustainability refers to the enhancement and protection of economic, environmental, and social resources (Baratta, Ugolini, & Cassia, 2016). Literally, sustainability reminds people of their ability in fulfilling human demands and their activities not exploiting the productive resources (Thomas, 2015). Based on that view, Mensah (2019) concludes “this, therefore, provokes thought on the manner in which people should lead their economic and social lives drawing on the available ecological resources for human development”.

The concept of sustainable development

Sustainable development “is sometimes interpreted as "sustained growth," "sustained change," or simply "successful" development.” (Lele, 1991). However, sustainable development has a deeper meaning as explained by different people. Allen (1980) explained that sustainable development is “development that is likely to achieve lasting satisfaction of human needs and improvement of the quality of human life”. As an approach, sustainable development is a means to use available resources to develop in a way that those resources are still available for people (Mohieldin, 2017). Sustainable development is also the structured fundamental for reaching human development goals without harming the natural system’s capability to offer ecosystem services and natural resources that society and economy need in order to grow (Evers, 2018). Hence, it is a concept as well as a development paradigm to improve living standards while maintaining ecosystems and cause no other severe environmental challenges (Browning & Rigolon, 2019).

Despite the quantity of definitions of sustainable development given, the one defined by Brundtland Commission Report is the most often used as the definition of the concept (Schaefer & Crane, 2005). In the Brundtland report ‘Our Common

Future`, sustainable development refers to “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987). The purpose of the report is to reconcile economic development with the protection of social and environmental balance.

The 2030 Agenda for Sustainable Development and 17 Sustainable Development Goals (SDGs) has been adopted by the United Nations General Assembly as a universal and transformative development strategy. The commitment of the 2030 Agenda toward the global community emphasizes that the essential factor of obtaining sustainable development is the combination of the economic, environmental, as well as social aspects. The necessity of the integration of these three pillars is also widely accepted. Moreover, integration is not only an inspiration but also important for the survival of societies, ecosystems and economies. (ESCAP, 2015)

Pillars of sustainable development

The economist initially proposed the framework of sustainable development with three aspects or pillars, including economic, environmental, and social sustainability (René, 1979). With a number of tangible strategies, the paradigm of sustainable development had been invented, which contained three aspects namely ‘economic sustainability’, ‘environmental sustainability’, and ‘social sustainability’ (Khan, 1995). ESCAP (2015) also mentioned “Integration of the economic, social and environmental dimensions is key to achieving sustainable development”. According to Taylor (2016), economic growth, environmental protection and social equality, are the three essential matters of sustainable development. Moreover, Kolk (2016) stated that in the process of decision-making, integration of economic, environmental, and social concerns can help accomplish sustainable development.

Based on these concepts, the most common concept of sustainable development is based on three dimensions. The three aspects are “economic sustainability”, “environmental sustainability”, and “social sustainability”.

Economic sustainability

Based on Solow’s (1974) theory, economic sustainability is the equal share of wealth and resources among generations. Economic sustainability is also defined as the act of maintaining resources for future benefit while maximizing the flow of

income and consumption (Hicks, 1946; Maler, 1990). Moreover, it is also a production system that fulfills current demands without harming future needs (Lobo, Pietriga, & Appert, 2015). Regarding the system, “an economically sustainable system must be able to produce goods and services on a continuing basis, to maintain manageable levels of government and external debt, and to avoid extreme sectoral imbalances which damage agricultural or industrial production” (Bawa & Seidler, 2009).

Environmental sustainability

Environmental sustainability is about the earth’s ecosystem and how to maintain all of the natural environment resources to support lives. Literally, this aspect of sustainable development is the ability to regenerate and the stability of the ecosystem (Common & Perrings, 1992). According to Costanza and Daly (1992) environmental sustainability is the conservation of natural capital by limiting the usage of renewable resources to the sustainable yield levels and reinvesting from nonrenewable resources into renewable resources. Similarly, natural resources must not be harvested earlier than its regeneration ability, while waste must not be produced quicker than it can be absorbed by the environment (Goodland & Daly, 1996). Furthermore, Brodhag and Talière (2006) mentioned that environmental sustainability refers to the natural environment’s carrying capacity and ecosystem integrity. Thus, there should be a balance between the consumption and the resilience of nature.

Social sustainability

Social sustainability is mainly about accessibility, fairness, empowerment, equity, institutional stability as well as cultural identity (Daly, 1992). The concept is mainly about people because people are the concerns of development (Benaim, Collins, & Raftis, 2008). The goal of social sustainability is to reduce vulnerability and retain social health and cultural systems (Bohle, Downing, & Watts, 1994; Chambers, 1989). Similarly, Litting and Griebler (2005) also stated that social sustainability is a social organization system that seeks to ease poverty. Besides poverty, social sustainability is also connected to environmental destruction (Farazmand, 2016) as well as the economic resource on which the society relies (Scopelliti et al., 2018). Other issues including education equality, gender equity,

proper healthcare, human rights, peace, and stability, are all matters of social sustainability (Guo, 2017; Saith, 2006).

Concepts and theories of sustainable development and coffee shops

According to Ferreira and Ferreira (2019), the coffee and coffee shop industries had a vital role in dealing with climate change because coffee crops have a huge impact on the change in global temperatures. There was a great opportunity for the firms to contribute to the circular economy and help reduce energy consumption, and minimize emissions, for a more sustainable future. The study aimed to find out the reason for the coffee shop industry to contribute to the circular economy and to highlight the need for further research concentrating on the coffee shop industry and circular economy. The researcher demonstrated the circular economy practices that had been done by the coffee shop industry, like recycling coffee grounds, recycling coffee cups, and considering energy and waste, to explain how firms in this industry can contribute to the circular economy. By engaging in the circular economy, businesses could gain benefits such as mitigating risk from future policy and industry shocks, enhancing stakeholder relationships, realizing the new revenue stream, as well as optimizing the use of materials. Nevertheless, there were also obstacles to adopting circular economy practices as highlighted. Despite many previous research projects about the essentials of the circular economy, most of them were related to heavy industrial processes involving products like aluminum, plastics, steel, and cement. Therefore, there was a gap for the future study to focus on the coffee shop industry to discover the potential impact it could have on the economy, society, and environment. (Ferreira & Ferreira, 2019)

Dr. Jennifer Ferreira (2018), an economic geographer, conducted research focusing on the development and growth of the coffee shop industry. The main purpose of her paper is to explore the emerging coffee shop industry's strategies as well as its impact in various locations. Moreover, she also focused on the essentials of sustainability in that industry. This is the paper of her studies about promoting sustainable behavior in retail: Looking beyond the coffee cup. The study started by investigating the integrated sustainable behavior in a firm and initiating the stakeholders involved. Then, the researcher explored the developments in the coffee

shop industry to identify sustainable behavior with the example of waste coffee grounds, coffee shop building design and recyclable coffee cups. Last but not least, the paper presented the different roles in encouraging sustainable behavior and the essentiality of the site. The result of the study was that the business of retail has the potential to gain not only economic benefits on reducing energy use and waste but also customer perceptions toward a responsible act of the business. For firms in the coffee shop industry, sustainable behavior would become a component of the business model in the future. In addition, various stakeholders' involvement was needed in order to promote greater sustainable behavior. (Ferreira, 2018)

Concepts and theories of customer satisfaction

Proposed by Oliver (1977), Expectancy-Disconfirmation Paradigm (EDP) is the customer satisfaction model that assesses satisfaction through the comparison between consumer pre-purchase expectation and after using products or services. The theory further explains that customer satisfaction or dissatisfaction will emerge from the positive or negative difference between the pre-purchase expectation and the perception. The researcher also adds that customers will be satisfied when their consumption goals and desires are fulfilled. The fulfillment is also concerned with environmental regulation as well as the sustainable expectation of society. According to Oliver (1977), satisfaction also leads to future purchase and creates customer loyalty when the experience is pleasurable. However, there is a problem with the theory when there is no expectation or expectation of an unfamiliar experience, such as the first time traveling to Europe (Halstead, Hartman, & Schmidt, 1944). Carman (1990) also suggested that expectation is not the best indicator in evaluating customer satisfaction when customers do not have much information prior to the service or product experience. Tse and Wilton (1988) suggest an alternative to measure customer satisfaction by using perceived performance on satisfaction as it is more influential than expectation. More importantly, desire also plays a vital role in selecting and especially evaluating products (Payne, Johnson, & Bettman, 1993).

Customer satisfaction refers to a client's overall evaluation of a firm based on the total purchase and consumption experience over a period of time (Fornell, 1992). Fornell (1992) mentions that customer satisfaction is a defensive strategy that has a

positive effect on market share resulting from loyalty and favorable word of mouth produced by high levels of customer satisfaction. Moreover, the concept of customer satisfaction is explained as the demands that should be fulfilled so that the firm could achieve a customer's positive perception on service or product. Various factors including price, effort and time during the transaction as well as benefits received, can cause customer satisfaction (Woodruff, Cadotte, & Jenkins, 1983). In addition, Hausknecht (1990) finds out more than 30 measures throughout different studies. To stay in business, the company should satisfy customers with daily activities (Cochran, 2003) because fulfilling customer satisfaction is the profitable action (Anderson, Fornell, & Rust, 1997) and creates a customer base that prefers your service/goods (Gilbert-Jamison, 2005).

Štreimikienė, Navikaitė, and Varanavičius (2016), described customer satisfaction as “an emotional reaction which highly depends on the fact whether the customer’s needs and expectations are realized or not”. Therefore, businesses can identify and conduct the right strategy to satisfy and attract more customers. The business will know what the customer requires or expects from the product/service and whether those requirements are met or not (Hayes, 1992). On the other hand, customers will try to find out what has happened when the product or service fails to meet their prior expectations or standards (Bitner, 1990). When customer satisfaction changes, it will result in three consequences, including exit, voice, and loyalty (Hirschman, 1970). Fortunately, TARP (1979) also finds out that if the firm can handle the voice (complaints) well, the customer will become a loyal customer.

Related research

Gerdt, Wagner, and Schewe (2019) conducted an explorative investigation of the relationship between sustainable development and customer satisfaction in hospitality using eWOM (electronic word of mouth) as a data source. Sustainable development is essential to the hospitality industry as “to facilitate sustainable development, it is important to understand how sustainability relates to customer satisfaction” (Gerdt et al., 2019). The research was conducted in the hospitality sector which collected and analyzed 52,493 reviews from 106 hotels in Germany. The result of the study illustrated that sustainability influences customer satisfaction, especially

when the hotel directly presents it to the guests. Therefore, the hotel managers should communicate and show the sustainability efforts to the guests so that they are satisfied. However, some sustainability measures like water-saving showerheads will lower guest's comfort during the stay and are perceived negatively by guests. (Gerdt et al., 2019)

Atzori, Shapoval, and Murphy (2018) conducted a study "Measuring Generation Y consumers' perceptions of green practices at Starbucks: an IAP analysis". Since sustainability was a trend, many organizations in the restaurant sectors had grabbed this golden opportunity and chosen to "go green". This current research measures Starbucks generation Y consumers' perceptions of green practices by IPA analysis. The researcher explored consumer's perception of Starbucks' performance as well as the gap between the significance assigned by customers to a set of green practices. To measure Gen Y consumers' perceptions, the study used an electronic survey method. The result stated that Gen Y customers considered that elements such as, composting kitchen and food waste, offsetting energy usage, implementing green building design, and generating on-site renewable clean sources of energy are not their top priorities. Despite Starbucks' effort in the promotion to enhance its building to LEED-certification, the respondents did not find it to be crucial. However, Gen Y customers perceived that Starbucks was doing very well in implementing green practices. In addition to that, Starbucks' effort in green practices was also recognized by customers, especially when customers could experience and contribute to that. For example, a case of promoting the usage of reusable mugs. They also thought that the firm would be doing great in the future green practices. The study is essential for coffee shops to enhance their weakness while recognizing the opportunities to improve the business. The coffee shop can achieve this success through connecting the gap between performance and the value of green practices. Once the shop is able to do that, the business will get the chance to deploy their resources to the right place which are beneficial to the business. Moreover, people will start to recognize the essential of green attributes as well. (Atzori et al., 2018)

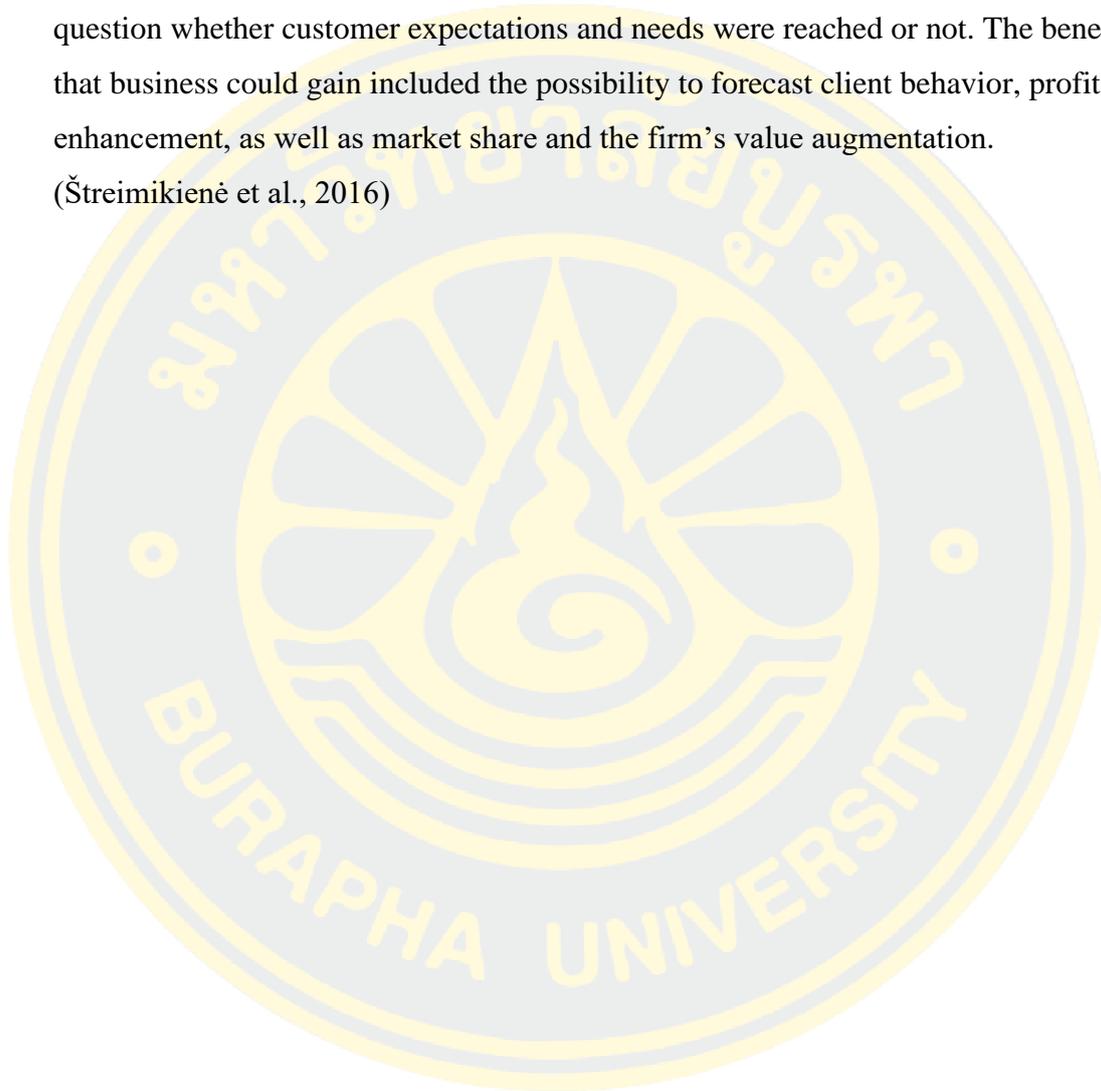
Tommasetti, Singer, Troisi, and Maione (2018) investigated customers' perception of restaurants' sustainability by testing a structural equation model. According to the study, sustainability was one of the key factors to conquer or

maintain market share by using it as a means to gain economic, environmental, and social benefits. The study's purpose was to spot the factors that could lead consumers to a decision on sustainable restaurants by using the Extended Theory of Planned Behavior (ETPB). The pillar of ETPB contained behavior, behavioral intention, curiosity, perceived usefulness, perceived behavioral control, subjective norm and attitude. The Quantitative method was adopted as the research methodology with the test of a Structural Equation Model (SEM) as a research instrument. The researcher selected 1023 samples to complete the survey. After 1023 questionnaires were analyzed, the results showed that the actual behavior of consumers were shaped by behavioral intention, while their behavioral intention to choose sustainable restaurants were driven by curiosity, perceived usefulness, perceived behavioral control, subjective norm, and attitude. The finding also suggested that customers should have a certain attitude toward sustainability in choosing sustainable restaurants; otherwise, firms' efforts to lead people to sustainability would be useless or harmful. In this sense, further studies could help raise customers' awareness of sustainable economy, society, and environment in the restaurant sector as well as other sectors (Tommasetti et al., 2018).

Štreimikienė et al. (2016) studied company value creation through environmental sustainability's influence on customer satisfaction. The study was trying to figure out how to create a company's value through environmental sustainability and customer satisfaction. In addition to this, the study investigated the firm's value creation by the integration of environmental sustainability and customer satisfaction. The main objectives were to analyze environmental sustainability, to investigate the concept of customer satisfaction incorporating contemporary conceptual models, to analyze environmental sustainability, to examine basic requirements for valuations, last but not least, to analyze the value drivers and investigate the constraints and uncertainties of valuation. The first finding of the research was that companies could gain a competitive advantage against competitors by using environmental activities as a tool. Moreover, the reason for learning the competitors' environmental sustainability activities was that understanding those actions would provide the insight of competitors' development and marketing actions, as well as their financial situation. In addition, firms could gain many benefits from

sustainability such as more potential sources of revenue, improved customer loyalty, more efficient use of resources, greater operational efficiencies, and greater pricing power and a stronger brand. Another finding regarding customer satisfaction was that customer satisfaction was mainly described as an emotional reaction toward the question whether customer expectations and needs were reached or not. The benefit that business could gain included the possibility to forecast client behavior, profit enhancement, as well as market share and the firm's value augmentation.

(Štreimikienė et al., 2016)



CHAPTER 3

RESEARCH METHODOLOGY

This study examines the perception of sustainable development of coffee shops on customer satisfaction. A quantitative research design is used to investigate and evaluate customer satisfaction. In the study, an online survey will be distributed to the participants to collect information regarding the issue. In this chapter, the details will be discussed as follows:

1. Research Design
2. Population and Sample Design
3. Research Instrument
4. Reliability and Validity
5. Ethical Considerations
6. Data Collection
7. Data Analysis

Research Design

Quantitative method will be used as the methodology to acquire data from the sample in various coffee shops in Phnom Penh city. A quantitative approach allows the participants to precisely express and assess the level of their perception toward a certain topic.

The researcher chooses the quantitative methodology for the reason that it is the most suitable means to quantify the level of customer satisfaction toward the sustainable development of coffee shops. Questionnaires will be distributed to customers of different coffee shops to survey.

Population and Sample Design

The population of the study will be the customers who experience sustainable development of any coffee shop in Phnom Penh city. The population of the study should also understand at least the basics of the coffee shop operation and have a relationship or connection with the owner of the coffee shop business. The population size is the population of Phnom Penh in 2020, which is 2,077,757 ("World Population

Review," 2021). However, the exact number of customers of the coffee shop is unknown. To determine the sample size that best presents the whole population, the researcher uses Cochran's (1977) formula to calculate the most accurate number of participants to perfectly represent the population. The sample size will be calculated as below:

$$n = \frac{z^2 pq}{e^2}$$

Where n = sample size

z = desired confidence level

p = estimated proportion of an attribute that is present in the population

$q = 1 - p$

e = desired level of precision

$p = 0.5$, hence $q = 1 - 0.5 = 0.5$, $e = 0.05$, $z = 1.96$

Thus,

$$\begin{aligned} n &= \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2} \\ &= 384.16 \text{ or } 384 \end{aligned}$$

Therefore, the sample size is 384 samples, which provide 95 percent of confidence and a maximum of 5 percent of allowable error.

Research Instrument

To measure the level of customer satisfaction toward sustainable development of coffee shops, the researcher designs a questionnaire as the research instrument. The questionnaire includes 5 sections that will ask customers to express their satisfaction level.

Section 1: three screening questions asking participants if he/she has experienced sustainable development of a coffee shop before. After that, close-ended demographic questions will be used to ask the customer about gender, age, education level, and employment status.

Section 2: a list of economic sustainability measures adopted by the coffee shop is shown for the respondent to evaluate. There are 4 items adopted from Moisescu (2018) for this section, and all of them will be measured by the level of satisfaction of Likert's scale ranging from 1 – 5.

Section 3: a list of environmental sustainability measures adopted by the coffee shop is shown for the respondent to evaluate. There are 4 items adopted from Moisescu (2018) for this section, and all of them will be measured by the level of satisfaction of Likert's scale ranging from 1 – 5.

Section 4: a list of social sustainability measures adopted by the coffee shop is shown for the respondent to evaluate. There are 4 items adopted from Moisescu (2018) for this section, and all of them will be measured by the level of satisfaction of Likert's scale ranging from 1 – 5.

Section 5: Ask the customer to express their satisfaction toward sustainable development adopted by coffee shops. There are 4 items adopted from Chang and Fong (2010) for this section, and all of them will be measured by the level of agreement of Likert's scale ranging from 1 – 5.

The research uses Likert's scale ranging from "Strongly Agree" to "Strongly Disagree" or 5 – 1, to measure the agreement of the customer.

The criteria of the 5 levels of satisfaction:

Score	Meaning
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

The meanings of the 5 levels of satisfaction/agreement:

Score	Meaning
1.00 – 1.80	Strongly Disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Neutral
3.41 – 4.20	Agree
4.21 – 5.00	Strongly Agree

Reliability and Validity

The questionnaire is adopted from the previous study. The researcher will measure the content validity by considering the comments of advisors/experts specialized in the fields of this study. Three experts will check the content and ensure the questionnaire passes the indexes of Objective Congruence (IOC) based on the following criteria. A score of -1 means the question is not appropriate, 0 means the question is neither appropriate nor inappropriate, and 1 means the question is appropriate.

The value of Cronbach's alpha coefficient will be used to measure the reliability of the questionnaire. Therefore, the questionnaire will be approved when the alpha value is between 0.7-1.00. The researcher will also conduct a pilot test by using 30 qualified people who are not in the group of participants of this study.

Tables 1 Reliability statistics testing (n=30)

Variables	No. of indicators	Cronbach's alpha
Economic sustainability	4	.908
		.899
		.903
		.894
Environmental sustainability	4	.887
		.903
		.892
		.892
Social sustainability	4	.895
		.901
		.899
		.896
Customer's Satisfaction	4	.899
		.898
		.895
		.893
Total	16	.903

Since the study will be conducted in Phnom Penh city, the researcher has the questionnaire translated by experts into Khmer language. The translated version will be given to the participants who do not speak or understand English. Moreover, before distributing the questionnaire, the translated version has also been submitted to the ethics committee to check and verify.

Ethical Considerations

For ethical considerations, the research plan will be evaluated by the Ethics committee of Burapha University to ensure the acceptability of the questionnaires. After the respondent completes the survey, the researcher will keep all of the data confidential in a password-protected computer that only the researcher can access.

Data Collection

384 questionnaires will be distributed to the customer via email and other online platforms. The researcher will select samples by convenience sampling and give them a questionnaire to fill out or ask them to complete the online survey. Due to the large population of Phnom Penh, convenience sampling is the fastest way to collect data from the participants regarding the topic. The questionnaire will be given to participants until the number of 384 participants is reached. The data collection will take 12 days from 2nd to 14th March 2021.

Data Analysis

The study will use the SPSS (Statistical Package for the Social Sciences) statistical program to analyze the data and present it in a statistical format. First, the research will transfer the data obtained from the survey to the SPSS program. Then, descriptive statistics will be used to analyze the participants' demographics by frequency, percentage, means and standard deviations. In addition, Simple Linear Regression will be used to analyze the perception of sustainability (economic, environmental, social) on customer satisfaction. Multiple linear regression will also be used in order to find out which independent variables (economic, environmental, social) have the most significant effect on customer satisfaction.

Descriptive statistic

Demographic data: data related to demographics such as age, gender, educational level, and employment status of participants will be coded and measured by frequency, percentage, means and standard deviations.

Inferential statistics

For testing hypothesis as follows:

Hypothesis 1: Economy sustainability adopted by coffee shops affects customer satisfaction. Simple Linear Regression will be used to study the perception that the economic sustainability of coffee shops influences customer satisfaction. The reason for studying this perception is to explore the degree of influence of the independent variable (economic sustainability) on the dependent variable (customer satisfaction). Moreover, the analysis will be implemented at .05 level of statistical significance.

Hypothesis 2: Environmental sustainability adopted by coffee shops affects customer satisfaction. Simple Linear Regression will be used to study the perception that the environmental sustainability of coffee shops affects customer satisfaction. The reason for studying this perception is to explore the degree of influence of the independent variable (environmental sustainability) on the dependent variable (customer satisfaction). Moreover, the analysis will be implemented at .05 level of statistical significance.

Hypothesis 3: Social sustainability adopted by coffee shops affects customer satisfaction. Simple Linear Regression will be used to study the perception that the social sustainability of coffee shops influences customer satisfaction. The reason for studying this perception is to explore the degree of influence of the independent variable (social sustainability) on the dependent variable (customer satisfaction). Moreover, the analysis will be implemented at .05 level of statistical significance.

Hypothesis 4: Economic sustainability, environmental sustainability, and social sustainability adopted by coffee shops affects customer satisfaction. Multiple Linear Regression will be used to study the perception that economic sustainability, environmental sustainability, and social sustainability of coffee shops affects customer satisfaction. The reason for studying this perception is to explore the degree of influence of the independent variables (economic sustainability, environmental sustainability, and social sustainability) on the dependent variable (customer satisfaction). Moreover, the analysis will be implemented at .05 level of statistical significance.

CHAPTER 4

RESULTS

The researcher has collected data from 384 respondents and analyzed them with statistical methods in order to study the perception of sustainable development of Cambodian coffee shops on customer satisfaction. In this chapter, the result will be discussed as the following:

1. Descriptive statistical analysis
2. Inferential statistical analysis

Descriptive statistical analysis

Screening Questions

Tables 2 Participants' familiarity with the term "sustainable development"

Are you familiar with the term "sustainable development"?	Frequency	Percent
Yes	624	83.98
No	119	16.02
Total	743	100.0

Table 2 shows that there are 743 respondents who participated in the online survey; 624 (83.98%) of the respondents are familiar with the term "sustainable development", and 119 (16.02%) of them are not. Hence, 119 respondents will not be able to proceed to the further questions and only 624 participants remain.

Tables 3 Participants' experiences regarding sustainable development

Have you ever experienced sustainable development implemented by coffee shop?	Frequency	Percent
Yes	390	62.50
No	234	37.50
Total	624	100.0

Table 3 illustrates that 390 (62.50%) out of 624 participants have experienced sustainable development implemented by coffee shops, and 234 (37.50%) out of 624 respondents have never experienced that. Therefore, only 390 participants are able to advance to the last screening question.

Tables 4 Participants' purchases from the coffee shop

Have you ever bought coffee or drinks from the coffee shop?	Frequency	Percent
Yes	384	98.46
No	6	1.54
Total	390	100.0

Table 4 shows that out of 390 participants, 384 (98.46%) have ever bought coffee or drinks from the coffee shop, and only 6 (1.54%) of them have never purchased from the coffee shop. As a result, 384 participants are qualified to complete the rest of the questions.

Demographic Information

Tables 5 Genders of respondents

Gender	Frequency	Percent
Male	201	52.3
Female	183	47.7
Total	384	100.0

Table 5 indicates that more than half of the respondents are male at a percentage of 52.3% and the percentage of females is 47.7% from the total of 384 people.

Tables 6 Ages of respondents

Age	Frequency	Percent
18 years old	11	2.9
19 - 29 years old	331	86.2
30 - 39 years old	38	9.9
40 - 49 years old	4	1.0
50 years old or older	0	0
Total	384	100.0

Table 6 shows that 11 (2.9%) respondents are 18 years old, 331 (86.2%) respondents are 19- 29 years old, 38 (9.9%) respondents are 30 – 39 years old, and 4 (1%) respondents are 40 – 49 years old. However, none of the respondents are 50 years old or older.

Tables 7 Level of education

Level of education	Frequency	Percent
Lower than bachelor's degree	19	4.9
Bachelor's degree	285	74.2
Master's degree	75	19.5
Higher than master degree	5	1.3
Total	384	100.0

Table 7 presents the level of education of 384 participants. 19 (4.9%) of the participants have lower than bachelor's degree, while 285 (74.2%) of them have bachelor's degree. Furthermore, 75 (19.5%) of the respondents hold master's degrees; the last 5 (1.3%) respondents have higher than master's degrees.

Tables 8 Status of employment

Status of employment	Frequency	Percent
Unemployed	110	28.6
Full-time employment	207	53.9
Part-time employment	33	8.6
Self-employed	34	8.9
Retired	0	0
Total	384	100.0

Table 8 shows that most of the respondents are full-time employed, which are 207 (53.9%). Followed by 110 (28.6%) respondents who are unemployed. After that, 34 (8.9%) are self-employed; last but not least, 33 (8.6%) of the respondents are part-time employed.

Tables 9 Occupation of respondents

	Frequency	Percent
Accountant	14	3.6
Administrator	7	1.8
Architecture	8	2.1
Assistant Manager	7	1.8
Auditor	10	2.6
Bank teller	7	1.8
Barista	4	1.0
Business owner	22	5.7
Cashier	3	.8
Consultant	3	.8
Customer service	8	2.1
Designer	11	2.9
Doctor	3	.8
Editor	1	.3

Electrician	1	.3
Employer	1	.3
Engineer	2	.5
Event organizer	1	.3
Freelancer	1	.3
Housewife	4	1.0
HR	15	3.9
Intern	1	.3
IT	11	2.9
Lawyer	7	1.8
Manager	7	1.8
Marketing	8	2.1
Nurse	9	2.3
Online seller	15	3.9
Programmer	12	3.1
Public relations	3	.8
Receptionist	1	.3
Salesperson	30	7.8
School principal	1	.3
Student	106	27.6
Total	384	100.0

Table 9 shows 34 different kinds of occupations that participants have. 27.6% of them are students totaling 106 respondents, followed by 30% (30), 5.7% (22), 3.9% (15), 3.9% (15), 3.6% (14), who are salespersons, business owners, HR, online sellers, accountants, and others.

Tables 10 Frequency of experiencing sustainable development

Frequency	Frequency	Percent
Never	0	0
Rarely	100	26.0
Sometimes	121	31.5
Often	163	42.4
Always	0	0
Total	384	100.0

Table 10 presents how often participants have experienced sustainable development implemented by coffee shops. Surprisingly, no participant has either never or always experienced that. On the other hand, 100 (26%) of the respondents have rarely experienced sustainable development in a coffee shop. 121 (31.5%) of them have sometimes encountered that, and 163 (42.4%) respondents have always experienced such development conducted by coffee shops.

Variables of the study

This research covers four variables which are Economic Sustainability, Environmental Sustainability, Social Sustainability, and Customer Satisfaction. The descriptive statistics of all variables are presented as follows:

Tables 11 Descriptive statistics of economic sustainability

Economic sustainability	Mean	SD	Level	Rank
1.Strives to maximize profits from its activity with the concern of economic sustainability	3.78	.783	High	4
2. Pursues its success in the long-term, not only in the short-term.	4.20	.765	High	1
3. Always tries to improve its economic performance.	4.07	.746	High	2
4. Contributes to the economic development of the region.	3.95	.851	High	3

According to table 11, economic sustainability has four items including Strives to maximize profits from its activity with the concern of economic sustainability, Pursuing its success in the long-term, not only in the short-term, Always tries to improve its economic performance, and Contributes to the economic development of the region. With data collected from 384 respondents, the means are 3.78, 4.20, 4.07, and 3.95 respectively. Moreover, the standard deviations are .783, .765, .746, and .851.

Tables 12 Descriptive statistics of environmental sustainability

Environmental sustainability	Mean	SD	Level	Rank
1. Tries to reduce its impact on the environment.	4.08	.952	High	1
2. Strives to reduce the consumption of resources.	3.83	.911	High	4
3. Works diligently to use environmentally friendly materials.	4.01	.977	High	3
4. Is concerned with waste management and recycling.	4.02	.984	High	2

Table 12 presents environmental sustainability and its four components which are: Tries to reduce its impact on the environment, Strives to reduce the consumption of resources, Works diligently to use environmentally friendly materials, and Is concerned with waste management and recycling. There are 384 participants, and the means are 4.08, 3.83, 4.01, and 4.02. The standard deviations are .952, .911, .977, and .984.

Tables 13 Descriptive statistics of social sustainability

Social sustainability	Mean	SD	Level	Rank
1. Contributes to welfare and life quality of people in the region.	3.93	.837	High	3
2. Creates and sustains jobs in the region.	4.06	.806	High	1
3. Collaborates with other companies in the region.	3.83	.829	High	4
4. Supports cultural and social events.	4.03	.827	High	2

Table 13 is about social sustainability covering four items including, Contributes to welfare and life quality of people in the region, Creates and sustains jobs in the region, Collaborates with other companies in the region, and Supports cultural and social events. The data above is computed with the data collected from 384 respondents. As a result, Creates and sustains jobs in the region ranks first as it has the highest mean (4.06) and .806 standard deviation. Supports cultural and social events ranks second with the mean of 4.03 and standard deviation of .827. Contributions to welfare and life quality of people in the region has the third highest mean (3.93) and .837 standard deviation. Last but not least, Collaborates with other companies in the region has a 3.83 score of mean and .829 score of standard deviation.

Tables 14 Descriptive statistics of customer satisfaction

Customer satisfaction	Mean	SD	Level	Rank
1. I am satisfied with my decision to purchase the products of this shop.	4.06	.720	High	1
2. I am glad to purchase the products of this shop.	4.02	.770	High	3
3. I believe that I do the right thing in purchasing these products.	3.97	.791	High	4
4. I feel that I contributed to environmental protection and sustainable development.	4.04	.884	High	2

This section contains 4 items of customer satisfaction which are: I am satisfied with my decision to purchase the products of this shop, I am glad to purchase the products of this shop, I believe that I do the right thing in purchasing these products, and I feel that I contributed to the environmental protection and sustainable development. The research collects data from 384 respondents. Means are 4.06, 4.02, 3.97, and 4.04 respectively, while standard deviations are .720, .770, .791, and .884.

Level of customer satisfaction toward sustainable development implemented by coffee shops

The mean score can be interpreted as the following:

Score	Interpretation
4.21 – 5.00	Very high level of satisfaction
3.41 – 4.20	High level of satisfaction
2.61 – 3.40	Average level of satisfaction
1.81 – 2.60	Low level of satisfaction
1.00 – 1.80	Very low of satisfaction

Tables 15 Level of customer satisfaction (N=384)

Customer satisfaction	Mean	SD	Level	Rank
1. I am satisfied with my decision to purchase the products of this shop.	4.06	.720	High	1
2. I am glad to purchase the products of this shop.	4.02	.770	High	3
3. I believe that I do the right thing in purchasing these products.	3.97	.791	High	4
4. I feel that I contributed to environmental protection and sustainable development.	4.04	.884	High	2
Total	4.02	3.17	High	

Table 15 shows that most of the respondents agree with I am satisfied with the decision to purchase the products of this shop (Mean = 4.06, S.D. = .720), I am glad to purchase the products of this shop (Mean = 4.02, S.D. = .770), I believe that I do the right thing in purchasing these products (Mean = 3.97, S.D. = .791), and I feel that I contributed to the environmental protection and sustainable development (Mean = 4.04, S.D. = .884).

Inferential statistical analysis

In this study, three hypotheses will be tested. Each of the hypotheses will be tested by Simple Linear Regression analysis in order to explore the perception of sustainable development of Cambodian coffee shops on customer satisfaction.

Hypothesis 1

H10: Economic sustainability adopted by coffee shops has no significant effect on customer satisfaction.

H1a: Economic sustainability adopted by coffee shops has a significant effect on customer satisfaction.

Hypothesis 2

H20: Environment sustainability adopted by coffee shops has no significant effect on customer satisfaction.

H2a: Environment sustainability adopted by coffee shops has a significant effect on customer satisfaction.

Hypothesis 3

H30: Social sustainability adopted by coffee shops has no significant effect on customer satisfaction.

H3a: Social sustainability adopted by coffee shops has a significant effect on customer satisfaction.

Hypothesis 4

H40: Environment sustainability, environment sustainability, and social sustainability adopted by coffee shops has no significant effect on customer satisfaction.

H4a: Environment sustainability, environment sustainability, and social sustainability adopted by coffee shops has a significant effect on customer satisfaction.

Tables 16 Summary of simple linear regression analysis of economic sustainability and customer satisfaction

Model Summary								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson			
1	.586 ^a	.344	.342	.53787	2.057			
ANOVA								
Model		Sum of Squares	df	Mean Square	F	Sig.		
1	Regression	57.892	1	57.892	200.109	.000 ^b		
	Residual	110.514	382	.289				
	Total	168.406	383					
Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.283	.195		6.566	.000	.899	1.667
	ECO	.684	.048	.586	14.146	.000	.589	.779

Note: a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), ECO

Based on table 16, R = 0.586, R Square = 0.344, Adjusted R Square = 0.342, Durbin-Watson = 2.057, and F value = 200.109.

R Square is the coefficient of determination in measuring how close the data are to the fitted regression line. In this study, R Square is equivalent to 0.344. This shows that 34.4% of the variance in customer satisfaction is predicted from a level of economic sustainability.

Table 16 illustrates that the p-value of economic sustainability is 0.000, with t value of 14.146. The p-value is less than 0.050. Therefore, the researcher rejects H10 and accepts H1a.

H1a: Economic sustainability adopted by coffee shops has a significant effect on customer satisfaction.

The Unstandardized model:

$$\text{Customer satisfaction} = 1.283 + 0.684 (\text{Economic sustainability})$$

The Standardized model:

$$\text{Customer satisfaction} = 0.586 (\text{Economic sustainability})$$

These equations above show that economic sustainability has a significant effect on customer satisfaction. Economic sustainability of an unstandardized coefficient of 0.684 is predicted to affect customer satisfaction. Economic sustainability of a standardized coefficient of 0.586 is predicted to affect customer satisfaction.

Tables 17 Summary of simple linear regression analysis of environment sustainability and customer satisfaction

Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson		
1	.637 ^a	.406	.404	.51193	2.022		

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.295	1	68.295	260.596	.000 ^b
	Residual	100.111	382	.262		
	Total	168.406	383			

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.908	.133		14.301	.000	1.646	2.170
	ENV	.530	.033	.637	16.143	.000	.466	.595

Note: a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), ENV

Based on table 17, $R = 0.637$, $R \text{ Square} = 0.406$, $\text{Adjusted } R \text{ Square} = 0.404$, $\text{Durbin-Watson} = 2.022$, and $F \text{ value} = 260.596$.

$R \text{ Square}$ is the coefficient of determination in measuring how close the data are to the fitted regression line. In this study, $R \text{ Square}$ is equivalent to 0.406. This shows that 40.6% of the variance in customer satisfaction is predicted from a level of environmental sustainability.

Table 17 shows that the p-value of environment sustainability is 0.000, with t value of 16.143. The p-value is less than 0.050. Therefore, the researcher rejects H_{20} and accepts H_{2a} .

H_{2a} : Environment sustainability adopted by coffee shops has a significant effect on customer satisfaction.

The Unstandardized model:

$$\text{Customer satisfaction} = 1.908 + 0.530 (\text{Environment sustainability})$$

The Standardized model:

$$\text{Customer satisfaction} = 0.637 (\text{Environment sustainability})$$

The equations above show that sustainability has a significant effect on customer satisfaction. Environmental sustainability of an unstandardized coefficient of 0.530 is predicted to affect customer satisfaction. Environment sustainability of a standardized coefficient of 0.637 is predicted to affect customer satisfaction.

Tables 18 Summary of simple linear regression analysis of social sustainability and customer satisfaction

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.672 ^a	.451	.450	.49182	2.179

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.007	1	76.007	314.230	.000 ^b
	Residual	92.399	382	.242		
	Total	168.406	383			

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.244	.159		7.843	.000	.932	1.556
	SOC	.701	.040	.672	17.727	.000	.623	.778

Note: a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant): SOC

Based on table 18, R = 0.672, R Square = 0.451, Adjusted R Square = 0.450, Durbin-Watson = 2.179, and F value = 314.230.

R Square is the coefficient of determination in measuring how close the data are to the fitted regression line. In this study, R Square is equivalent to 0.450. This shows that 45.0% of the variance in customer satisfaction is predicted from social levels of sustainability.

Table 18 shows that the p-value of social sustainability is 0.000, with t value of 17.727. The p-value is less than 0.050. Therefore, the researcher rejects H30 and accepts H3a.

H3a: Social sustainability adopted by coffee shops has a significant effect on customer satisfaction.

The Unstandardized model:

Customer satisfaction = 1.244+ 0.701 (Social sustainability)

The Standardized model:

Customer satisfaction = 0.672 (Social sustainability)

The equations above show that social sustainability has a significant effect on customer satisfaction. Social sustainability of an unstandardized coefficient of 0.701 is predicted to affect customer satisfaction. Social sustainability of a standardized coefficient of 0.672 is predicted to affect customer satisfaction.

Tables 19 Summary of multiple linear regression analysis

Model Summary								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson			
1	.761 ^a	.579	.575	.43212	2.121			
ANOVA								
Model		Sum of Squares	df	Mean Square	F	Sig.		
1	Regression	97.450	3	32.483	173.962	.000 ^b		
	Residual	70.956	380	.187				
	Total	168.406	383					
Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.398	.169		2.358	.019	.066	.731
	ECO	.284	.048	.243	5.890	.000	.189	.379
	ENV	.272	.035	.326	7.790	.000	.203	.340
	SOC	.355	.048	.340	7.461	.000	.261	.448

Note: a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant): ECO, ENV, SOC

Based on table 19, R = 0.761, R Square = 0.579, Adjusted R Square = 0.575, Durbin-Watson = 2.121, and F value = 173.962.

R Square is the coefficient of determination in measuring how close the data are to the fitted regression line. In this study, R Square is equivalent to 0.579. This shows that 57.9% of the variance in customer satisfaction is predicted from a level of economic sustainability, environmental sustainability, and social sustainability.

Table 19 shows that there is a significant with $F(3.38) = 173.962$ and the p-value of 0.000. The p-value is less than 0.050. Therefore, the researcher rejects H40 and accepts H4a.

H4a: Environment sustainability, environment sustainability, and social sustainability adopted by coffee shop has significant effect on customer's satisfaction.

The Unstandardized model:

Customer's satisfaction = $0.398 + 0.284$ (Economic sustainability) + 0.272 (Environmental sustainability) + 0.355 (Social sustainability)

The Standardized model:

Customer's satisfaction = 0.243 (Economic sustainability) + 0.326 (Environmental sustainability) + 0.340 (Social sustainability)

Table 19 also shows that the p-value of economic sustainability is 0.000, with t value of 5.890. The p-value is less than 0.050. Therefore, the researcher rejects H10 and accepts H1a.

H1a: Economic sustainability adopted by coffee shops has a significant effect on customer satisfaction.

Table 19 also illustrates that the p-value of environmental sustainability is 0.000, with t value of 7.790. The p-value is less than 0.050. Therefore, the researcher rejects H20 and accepts H2a.

H2a: Environment sustainability adopted by coffee shops has a significant effect on customer satisfaction.

Table 19 illustrates that the p-value of social sustainability is 0.000, with t value of 7.461. The p-value is less than 0.050. Therefore, the researcher rejects H30 and accepts H3a.

H3a: Social sustainability adopted by coffee shops has a significant effect on customer satisfaction.

Economic sustainability of an unstandardized coefficient of 0.284 is predicted to affect customer satisfaction. Economic sustainability of a standardized coefficient of 0.243 is predicted to affect customer satisfaction.

Environmental sustainability of an unstandardized coefficient of 0.272 is predicted to affect customer satisfaction. Environmental sustainability of a standardized coefficient of 0.326 is predicted to affect customer satisfaction.

Social sustainability of an unstandardized coefficient of 0.355 is predicted to affect customer satisfaction. Social sustainability of a standardized coefficient of 0.340 is predicted to affect customer satisfaction.

Tables 20 Summary of hypothesis testing results

Hypothesis		Results of Hypothesis
H1	Economic sustainability adopted by coffee shops has a significant effect on customer satisfaction.	Reject H10
H2	Environment sustainability adopted by coffee shops has a significant effect on customer satisfaction.	Reject H20
H3	Social sustainability adopted by coffee shops has a significant effect on customer satisfaction.	Reject H30
H4	Environment sustainability, environment sustainability, and social sustainability adopted by coffee shop has significant effect on customer's satisfaction.	Reject H40

CHAPTER 5

CONCLUSIONS AND DISCUSSION

This study explores the effect of perception of sustainable development of coffee shops on customer satisfaction. In this chapter, the researcher will discuss the findings of the data analysis, conclude the result of the study, present the limitations and provide recommendations for future research. The details of the chapter will be discussed as follows:

1. Conclusions
2. Discussion
3. Limitations of the study
4. Recommendations from the result of the research
5. Recommendations for future research

Conclusion

The variables

The study covers four variables including: 1) economic sustainability, 2) environmental sustainability, 3) social sustainability, as well as 4) customer satisfaction.

Demographic data

The research has collected data from 743 customers of coffee shops; however, only 384 of them are qualified and passed the three screening questions. Among the 384 respondents, 52.3% of them are male and 47.7% of them are female, or 201 respondents are male and 183 respondents are female. Most of the participants are in the age group of 19 – 29 years old, which has 331 respondents. 11 respondents are 18 years old; 38 respondents are 30 – 39 years old, 4 of them are 40 – 49 years old, and none of them are 50 years old or older. Furthermore, 19 respondents have lower than bachelor's degree, which makes 4.9% of the total respondents. 285 or 74.2% of the respondents hold bachelor's degrees, while 75 or 19.5% of them hold master's degrees. The last 5 participants have a higher than master's degree. In addition, more than half of the respondents have full-time jobs, which is 53.9% or 207 respondents,

followed by 110 respondents, or 28.6% of the total participants, who are unemployed. Then, 33 and 34 respondents are part-time employed and self-employed. Besides, 34 different types of occupation have been reported by the respondents. Students make 27.6% of total respondents, which is the largest occupation group. There are also 30 salespeople, 22 business owners, 15 online sellers, 15 HRs, 14 accountants, and a few others who work in various fields ranging from waiter to doctor. Last but not least, the respondents have shared how often they have experienced sustainable development implemented by coffee shops. The data shows that 100 of the respondents rarely encounter that experience, while 121 and 163 of them have sometimes and often experienced sustainable development implemented by coffee shops.

Level of customer satisfaction

Based on the data collected from 384 samples, the researcher has found a high level of customer satisfaction with the average mean of 4.02.

The hypotheses

H1: Economic sustainability adopted by coffee shops affects customer satisfaction.

H2: Environmental sustainability adopted by coffee shops affects customer satisfaction.

H3: Social sustainability adopted by coffee shops affects customer satisfaction.

H4: Economic sustainability, environmental sustainability, and social sustainability adopted by coffee shops affects customer satisfaction.

H1: Economic sustainability adopted by coffee shops affects customer satisfaction.

To test the hypothesis, the researcher uses simple linear regression to analyze the data. As shown in chapter 4, the result accepts hypothesis 1. Table 16 shows that the p-value of economic sustainability and customer satisfaction is 0.000 with the B value of 0.586. This indicates that economic sustainability has a significant effect on customer satisfaction. By comparing the B value of economic sustainability to other variables of the research, the author finds out that economic sustainability has the least significant effect on customer satisfaction.

H2: Environmental sustainability adopted by coffee shops affects customer satisfaction.

To test the hypothesis, the researcher uses simple linear regression to analyze the data. As shown in chapter 4, the result accepts hypothesis 2. Table 17 shows that the p-value of environmental sustainability and customer satisfaction is 0.000 with the B value of 0.637. This indicates that economic sustainability has a significant effect on customer satisfaction. By comparing the B value of environmental sustainability to other variables of the research, the author finds that environmental sustainability has the least significant effect on customer satisfaction.

H3: Social sustainability adopted by coffee shops affects customer satisfaction.

To test the hypothesis, the researcher uses simple linear regression to analyze the data. As shown in chapter 4, the result accepts hypothesis 3. Table 18 shows that the p-value of social sustainability and customer satisfaction is 0.000 with the B value of 0.672. This indicates that social sustainability has a significant effect on customer satisfaction. By comparing the B value of social sustainability to other variables of the research, the author finds out that social sustainability has the most significant effect on customer satisfaction.

H4: Economic sustainability, environmental sustainability, and social sustainability adopted by coffee shops affects customer satisfaction.

To test the hypothesis, the researcher uses multiple linear regressions to analyze the data. The result in chapter 4 has shown that economic sustainability, environmental sustainability, and social sustainability have a significant effect on customer satisfaction. Table 19 shows that economic sustainability, environmental sustainability, and social sustainability, have the B value of 0.243, 0.356, and 0.383 respectively. By comparing those B values of each predictor, the author finds that social sustainability has the most significant effect on customer satisfaction. Economic sustainability has the least significant effect on customer satisfaction, while environmental sustainability has the second most significant effect on customer satisfaction.

Discussion

In recent years, a number of businesses have grown throughout Phnom Penh, Cambodia; especially, coffee shops. At the same time, concerns toward sustainability have also increased among customers due to the impact that all of those businesses can have on lives. Therefore, the company has considered the situation as an opportunity to satisfy their customer by integrating sustainable development into their operation.

This study's objective is to explore the perception of sustainable development of coffee shops on customer satisfaction. According to table 15, the data suggests that there is a high level of customer satisfaction toward coffee shops that embrace sustainable development with the average mean score of 4.02. Some of the customers are satisfied with their purchases at those coffee shops. Moreover, some customers also believe that they are doing the right thing by purchasing from the coffee shop that implements sustainable development, while other customers feel that they contributed to the environmental protection and sustainable development. The result of the study also reveals that sustainable development (economic sustainability, environmental sustainability, and social sustainability) has a significant effect on customer satisfaction. The findings are consistent with some previous research that showed that customers were satisfied with the firm's sustainability efforts (Gerdt et al., 2019; Tomasetti et al., 2018).

Second, the findings of the study suggest that social sustainability has the most significant effect on customer satisfaction with a B value of 0.383. From this result, it can be implied that among the three components of sustainable development, customers care and pay most attention to social sustainability. Customers agree that coffee shops should support cultural and social events. Moreover, people also believe that coffee shops should collaborate with other companies in the region as well to create and sustain jobs in the region. The study also finds that the customers of coffee shops agree with the coffee shop regarding contributing to the welfare and quality of life of the local people. The literature review also supports the result, suggesting that retaining social health and cultural systems are the goal of social sustainability (Bohle et al., 1994; Chambers, 1989). The previous study also confirms that promoting

education equality, supporting proper healthcare, and easing poverty are the matters of social sustainability that business should support (Guo, 2017).

Third, the finding shows that environmental sustainability has the second most significant effect on customer satisfaction with the B value of 0.356. Customers agree with the coffee shop's effort in reducing the impact on the environment. In order to lower that effect, people of Phnom Penh city believe that coffee shops should use the resources effectively without wasting any resources and replace harmful materials like plastic with environmentally friendly materials. People also think that waste management and recycling is a concern that coffee shops should take care of. Similarly, the previous studies also found that customers support coffee shop's efforts in promoting environmental sustainability (Atzori et al., 2018; Štreimikienė et al., 2016). Browning and Rigolon (2019) also point out that by implementing environmental sustainability, business needs to develop without causing much damage to the environment and maintaining the ecosystem as well. Therefore, the findings of the study regarding environmental sustainability are consistent with previous studies.

Last but not least, economic sustainability has the least significant effect on customer satisfaction with the lowest B value of 0.243. From the data, participants agree that coffee shops should always try to improve their economic performance in order to maximize their profit. Moreover, people also think that coffee shops should pursue not only short-term but also long-term success, while contributing back to the local economic development. As the previous study suggested, there is an opportunity for businesses to contribute to a circular economy for a more sustainable future (Ferreira & Ferreira, 2019). By doing so, firms can enhance stakeholder relationships. Moreover, businesses can also gain economic benefits by implementing sustainable development (Ferreira, 2018; Ferreira & Ferreira, 2019).

Limitations of the study

Although the study finds the existence of a significant effect of sustainable development implemented by coffee shops on customer satisfaction, there are some limitations that future studies can fulfill.

First of all, there are plenty of coffee shops in Phnom Penh city, which has no exact number of stores; therefore, the researcher might not reach the customers of some certain coffee shops. More importantly, the study is conducted in Phnom Penh city; hence, it may not be able to represent other areas.

Second, the topic of sustainable development is quite new to some people; hence, they might not be familiar or notice when they encounter sustainable development implemented by coffee shops. As a result, many people fail the screening questions so it takes much time to find qualified respondents.

Third, since the data is collected through online surveys, the researcher cannot directly meet and convince people to complete the survey. Some of the people think that the source of the survey is not reliable and do not want to participate in the research. Therefore, the research has to spend more time looking for respondents who are willing to complete the survey.

Recommendations from the results of the research

There are a few recommendations that the researcher can provide based on the results of the study. The study shows that sustainable development (economic, environmental, social sustainability) has a significant effect on customer satisfaction; therefore, it provides an insight for businesses especially coffee shops to capture and gain benefit from the rising opportunities.

First, since social sustainability is the most concerning matter that will satisfy many of the customers, coffee shops or other businesses can participate more in social activities or events that promote social sustainability. According to table 13, creating and sustaining jobs in the region has an average mean score of 4.06, which is the highest score among the four items. People agree that creating and sustaining those jobs for the locals is important. With that result, firms should create a career plan for the people so that they understand how they can grow with the company.

Furthermore, to support cultural and social events, and contribute to the welfare and life quality of local people, coffee shop businesses can make a donation or fund a project to support the community. Firms can also create a charity program that gives back to the local people who are in need. By doing so, the company will gain more support and more satisfied customers.

Second, environmental sustainability has the second most significant effect on customer satisfaction. People of Phnom Penh city agree that coffee shops should try to reduce business's impact on the environment, use resources effectively, use environmentally friendly materials, and recycle and manage waste. Therefore, firms should start integrating environmental sustainability into their operations. Businesses like coffee shops can start by using biodegradable cups and straws as well as reducing unnecessary energy usage. Coffee shops should check out the whole store and cut off the energy or electricity where it is not needed. Water saving is one of the most essential matters that coffee shops should implement. By saving more water, coffee shops will cut the cost and save the ecosystem at the same time. More importantly, coffee shops should have proper waste management to ensure the waste does not leak, destroy other water sources or contaminate the environment. Recycling will also bring a lot of benefits to both the environment and the business. Coffee grounds can be recycled and made into coffee cups as well as soap. Thus, after producing a lot of coffee grounds every day, coffee shops should take the advantage and produce that kind of recycled material that can be used to enhance the operation.

Lastly, according to the multiple linear regression analysis, economic sustainability has the least significant effect on customer satisfaction. However, people still think it is important for business to improve its economic performance while contributing back to the economic development of the region. To maximize profits, businesses should not only make a short-term plan but also a long-term plan with proper strategies that align with the firm's visions and goals. Sustainable development is an opportunity that might cost a company a lot. However, for long-term benefits, firms that embrace sustainable development might have a large proportion of satisfied customers.

Recommendations for future research

The study finds that sustainable development (economic, environmental, social sustainability) has a significant effect on customer satisfaction. Despite the finding, the researcher has some recommendations that future research should cover. The details are as follows:

1. During the data collection, the researcher struggled to find qualified respondents because they were not familiar with the term “sustainable development”. Hence, many of the participants failed the screening questions. In order to prevent such problems, future study should raise some obvious cases or examples representing sustainable development implemented by coffee shops. Therefore, the respondents will understand the topic better and share more insightful information as well.

2. This study saw that people are still confused and unfamiliar with sustainable development. Therefore, there is still a big gap for future research to fulfill in order to raise awareness regarding the topic. Not only businesses should get to know about sustainable development, but also people, customers, or users should know about this matter. The reason is that the customer or user is the one who supports as well as encourages business to go on the new path of implementing sustainable development.

3. To better understand the relationships between sustainable development and coffee shops or other businesses, future study should focus on purchasing intention as well as customer loyalty. By focusing on these two factors, the study will be able to identify more benefits that businesses can gain from embracing sustainable development.

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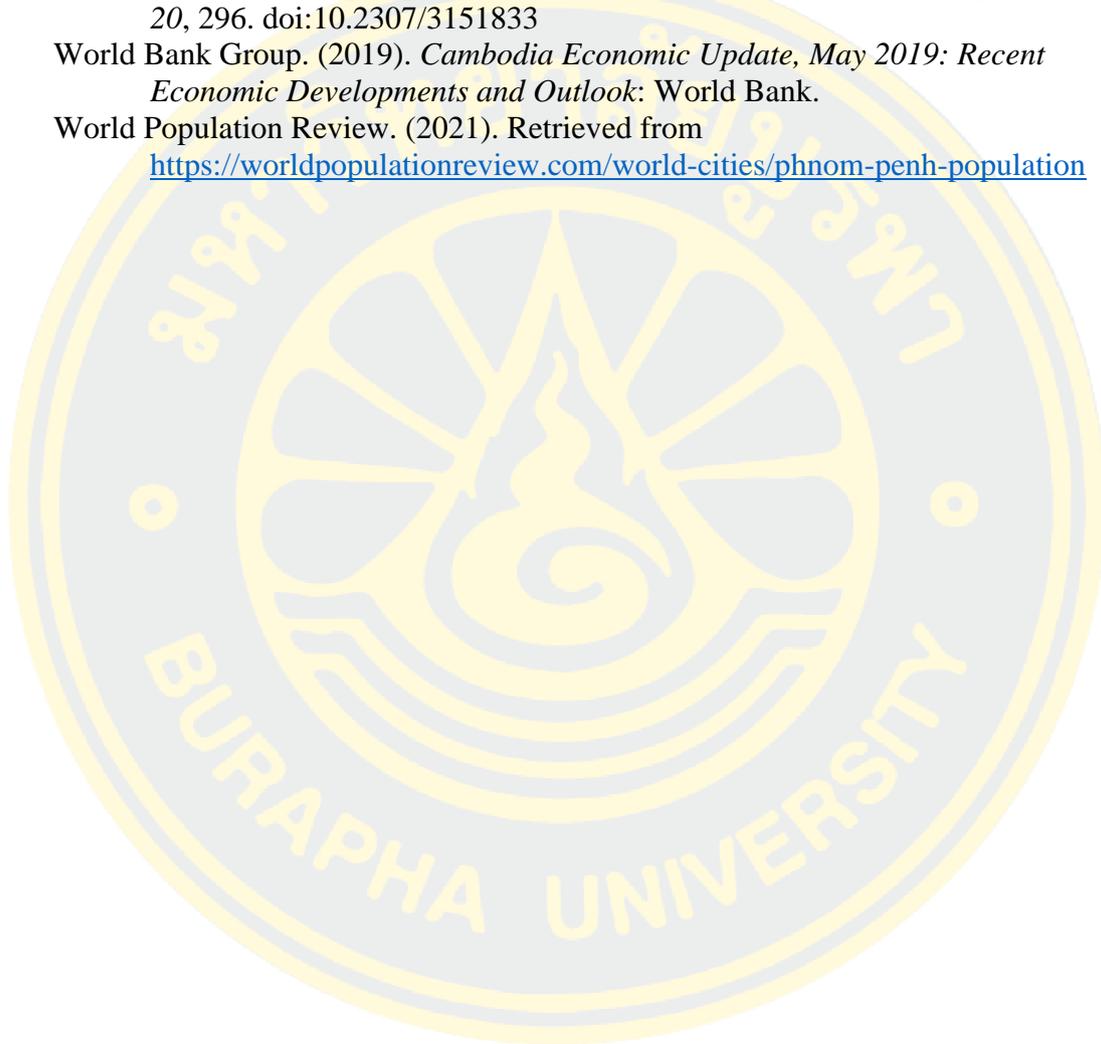
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Appendix A
The results of reliability



Results of Reliability

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded	0	0.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
	Cronbach's Alpha Based on Standardized Items	N of Items	
Cronbach's Alpha	.903	.904	16

Item Statistics			
	Mean	Std. Deviation	N
Economic 1	3.83	.699	30
Economic 2	4.50	.682	30
Economic 3	4.13	.776	30
Economic 4	4.00	.743	30
Environment 1	4.03	.999	30
Environment 2	3.83	1.085	30
Environment 3	4.03	1.159	30
Environment 4	4.10	1.125	30
Social 1	4.17	.747	30
Social 2	4.30	.877	30

Social 3	3.87	1.074	30
Social 4	4.07	.944	30
Satisfaction 1	4.37	.615	30
Satisfaction 2	4.23	.728	30
Satisfaction 3	4.30	.750	30
Satisfaction 4	4.13	1.008	30

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlatio n	Squared Multiple Correlatio n	Cronbach's Alpha if Item Deleted
Economic 1	62.07	80.547	.167	.593	.908
Economic 2	61.40	76.317	.532	.839	.899
Economic 3	61.77	77.151	.394	.666	.903
Economic 4	61.90	73.472	.715	.839	.894
Environment 1	61.87	68.395	.831	.937	.887
Environment 2	62.07	73.444	.457	.637	.903
Environment 3	61.87	68.051	.718	.819	.892
Environment 4	61.80	68.510	.717	.876	.892
Social 1	61.73	73.995	.668	.763	.895
Social 2	61.60	75.352	.460	.892	.901
Social 3	62.03	71.964	.549	.807	.899
Social 4	61.83	72.351	.615	.897	.896
Satisfaction 1	61.53	76.671	.564	.945	.899
Satisfaction 2	61.67	75.678	.546	.928	.898
Satisfaction 3	61.60	74.041	.661	.873	.895
Satisfaction 4	61.77	70.599	.680	.691	.893

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
65.90	83.128	9.117	16



Appendix B

The results of IOC for questionnaire item evaluation



This questionnaire can be used as
research tool (Quantitative research)

- Acceptable
 Acceptable but need revision
 Not Acceptable

Signature.....

Surat

(Dr.Surat Supitchayangkool.)

.....15...../.....03...../.....2021.....

Content Validity Test IOC of Questionnaire (Quantitative Research)

Thesis Title Perception Of Sustainable Development Of Cambodian Coffee Shop
On Customer Satisfaction

Researcher Name Roth Monivibol

ID Number 62740002

Major Master of Business Administration Program
(International Program # 22)

Telephone Number 082-1510127 **email** vibol.roth@yahoo.com

Advisor Dr. Supasit Lertbuasin



This questionnaire can be used as
research tool (Quantitative research)

- Acceptable
 Acceptable but need revision
 Not Acceptable

Signature.....*roh*.....

(.....)

...../...../.....

Content Validity Test IOC of Questionnaire (Quantitative Research)

Thesis Title Perception Of Sustainable Development Of Cambodian Coffee Shop
On Customer Satisfaction

Researcher Name Roth Monivibol

ID Number 62740002

Major Master of Business Administration Program
(International Program # 22)

Telephone Number 082-1510127 **email** vibol.roth@yahoo.com

Advisor Dr. Supasit Lertbuasin





This questionnaire can be used as
research tool (Quantitative research)

- Acceptable
 Acceptable but need revision
 Not Acceptable

Signature..... 
 (.....)
 / /

Content Validity Test IOC of Questionnaire (Quantitative Research)

Thesis Title Perception Of Sustainable Development Of Cambodian Coffee Shop
On Customer Satisfaction

Researcher Name Roth Monivibol

ID Number 62740002

Major Master of Business Administration Program
(International Program # 22)

Telephone Number 082-1510127 **email** vibol.roth@yahoo.com

Advisor Dr. Supasit Lertbuasin





Results of the Expert's Item Objective Congruence (IOC) Index Analysis

Independent Study Title: Perception of Sustainable Development of Cambodian Coffee Shop on Customer Satisfaction

Questionnaire used for data collection, in which the research has distributed the questionnaires out to experts as the following list:

1. Name: Dr. Surat Supitchayangkool
Academic Position: Professor
Institution: Graduate School of Commerce, Burapha University
2. Name: Dr. Sakchai Junruang
Academic Position: Professor
Institution: Graduate School of Commerce, Burapha University
3. Name: Dr. Chumnan Ngammaneeudom
Academic Position: Professor
Institution: Graduate School of Commerce, Burapha University

The researcher has set the Item Objective Congruence (IOC) Index of each item not less than 0.5. Refer to the summary table of the content validity test of questionnaire as follows:

-1 means inconsistent 0 means uncertain +1 means consistent

Questions	Expert			IOC Result	Interpreted Results
	1	2	3		
1. Screening question and demographic information					
Are you familiar with the term "sustainable development"?	1	1	1	1.00	Consistent
Have you ever bought coffee or drinks from the coffee shop?	1	1	1	1.00	Consistent
Have you ever experienced sustainable development conducted by a coffee shop?	1	1	1	1.00	Consistent
What is your gender?	1	1	1	1.00	Consistent
What is your age?	1	1	1	1.00	Consistent
What is your highest education level?	1	1	1	1.00	Consistent
What is your current employment status?	1	1	1	1.00	Consistent
How often have you experienced the sustainable development conducted by coffee shops?	1	1	0	0.67	Uncertain
2. Economic sustainability					
Strives to maximize profits from its activity.	1	1	0	0.67	Uncertain
Pursues its success in the long-term, not only in the short-term.	1	1	1	1.00	Consistent
Always tries to improve its economic performance.	1	1	1	1.00	Consistent
Contributes to the economic development of the region.	1	1	1	1.00	Consistent
3. Environmental sustainability					
Tries to reduce its impact on the environment.	1	1	1	1.00	Consistent
Strives to minimize the consumption of resources.	1	1	0	0.67	Uncertain
Works diligently to use environmentally friendly materials.	1	1	1	1.00	Consistent
Is concerned with waste management and recycling.	1	1	1	1.00	Consistent
4. Social Sustainability					
Contributes to welfare and life quality of people in the region.	1	1	1	1.00	Consistent
Creates and sustains jobs in the region.	1	1	1	1.00	Consistent
Supports other companies in the region, collaborating with them.	1	1	0	0.67	Uncertain
Supports charitable projects addressed to the disadvantaged.	1	1	0	0.67	Uncertain
Supports cultural and social events.	1	1	1	1.00	Consistent
5. Customer Satisfaction					

I am satisfied with my decision to purchase the products of this shop.	1	1	1	1.00	Consistent
I am glad to purchase the products of this shop.	1	1	1	1.00	Consistent
I believe that I do the right thing in purchasing these products.	1	1	1	1.00	Consistent
I feel that I contribute to environmental protection and sustainable development.	1	1	1	1.00	Consistent





Appendix C
Questionnaire (English version)

Questionnaire No.....



**Graduate school of Commerce
Burapha University**

169 Bangsaen Road, Saensuk, Mueng, Chonburi 20130

Questionnaire

The perception of sustainable development of Cambodian coffee shops on customer satisfaction.

This is a part of the Master of Business Administration Program (International program) that students need to conduct independent study by doing the research. In order to accomplish this, I have to collect data. Thanks for your time and collaboration that will help us complete this research.

Explanation Please circle the information that is true for you.

1. Are you familiar with the term "sustainable development"?
 - a. Yes
 - b. No
2. Have you ever bought coffee or drinks from the coffee shop?
 - a. Yes
 - b. No
3. Have you ever experienced sustainable development conducted by a coffee shop?
 - a. Yes
 - b. No

If you chose “**No**” for any question above, please do not proceed.

Section 1: Respondents’ Personal Background

Explanation Please circle the information that is true for you.

1. What is your gender?
 - a. Male
 - b. Female
2. What is your age?
 - a. 18 years old

- b. 19 – 29 years old
- c. 30 – 39 years old
- d. 40 – 49 years old
- e. 50 years old or older

3. What is your highest education level?

- a. Lower than bachelor's degree
- b. Bachelor's degree
- c. Master degree
- d. Higher than master degree

4. What is your current employment status?

- a. Unemployed
- b. Full-time employment
- c. Part-time employment
- d. Self-employed
- e. Retired

4. What is your current occupation?

.....

6. How often have you experienced the sustainable development conducted by coffee shops?

- a. Never
- b. Rarely
- c. Sometimes
- d. Often
- e. Always

Section 2: Economic sustainability

Would you agree with economic sustainability implemented by coffee shops? Please choose from 1 - 5. The questions in this section are adopted from Moisescu (2018).

(1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree)

Economic sustainability	1	2	3	4	5
1. Strives to maximize profits from its activity.					
2. Pursues its success in the long-term, not only in the short-term.					
3. Always tries to improve its economic performance.					
4. Contributes to the economic development of the region.					

Section 3: Environmental sustainability

Would you agree with environmental sustainability implemented by coffee shops? Please choose from 1 - 5. The questions in this section are adopted from Moisescu (2018).

(1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree)

Environmental sustainability	1	2	3	4	5
1. Tries to reduce its impact on the environment.					
2. Strives to minimize the consumption of resources.					
3. Works diligently to use environmentally friendly materials.					
4. Is concerned with waste management and recycling.					

Section 4: Social Sustainability

Would you agree with social sustainability implemented by coffee shops? Please choose from 1 - 5. The questions in this section are adopted from Moisescu (2018).

(1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree)

Social sustainability	1	2	3	4	5
1. Contributes to welfare and life quality of people in the region.					
2. Creates and sustains jobs in the region.					
3. collaborates with other companies in the region.					
4. Supports cultural and social events.					

Section 5: Customer Satisfaction

This scale is to identify the customer satisfaction level toward sustainable development implemented by coffee shops. Please choose from 1 - 5. The questions in this section are adopted from Chang and Fong (2010).

(1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree)

Customer satisfaction	1	2	3	4	5
1. I am satisfied with my decision to purchase the products of this shop.					
2. I am glad to purchase the products of this shop.					
3. I believe that I do the right thing in purchasing these products.					
4. I feel that I contribute to environmental protection and sustainable development.					

“ Thank you very much for your cooperation ”



Appendix D
Questionnaire (Khmer version)

2. តើអ្នកមានអាយុប៉ុន្មាន?

ក. ១៨ ឆ្នាំ

ខ. ១៩ - ២៩ ឆ្នាំ

គ. ៣០ - ៣៩ ឆ្នាំ

ឃ. ៤០ - ៤៩ ឆ្នាំ

ង. ៥០ឆ្នាំ ឬ លើសនេះ

3. តើអ្នកមានការអប់រំកម្រិតណា?

ក. ក្រោមបរិញ្ញាបត្រ

ខ. បរិញ្ញាបត្រ

គ. អនុបណ្ឌិត

ឃ. ខ្ពស់ជាងអនុបណ្ឌិត

4. តើស្ថានភាពការងារបច្ចុប្បន្នរបស់អ្នកដូចម្តេចដែរ?

ក. គ្មានការងារ

ខ. ធ្វើការពេញម៉ោង

គ. ធ្វើការក្រៅម៉ោង

ឃ. ប្រកបរបរអាជីវកម្មផ្ទាល់ខ្លួន

ង. ចូលនិវត្តន៍

5. តើបច្ចុប្បន្នអ្នកប្រកបមុខរបរអ្វីដែរ?

.....

6. តើអ្នកឧស្សាហ៍ជួបប្រទះហាងកាហ្វេដែលមានការអភិវឌ្ឍប្រកបដោយចីរភាពដែរឬទេ?

ក. មិនដែលជួបសោះ

ខ. កម្រជួបប្រទះ

គ. ជួបប្រទះពេលខ្លះ

ឃ. ជួបប្រទះញឹកញាប់

ង. តែងតែជួបប្រទះ

ផ្នែកទី២: និរន្តរភាពសេដ្ឋកិច្ច

តើអ្នកយល់ស្របនឹងនិរន្តរភាពសេដ្ឋកិច្ចដែលធ្វើឡើងដោយហាងកាហ្វេដែរឬទេ? ចូរជ្រើសយកពីលេខ ១ - ៥។

សំណួរនេះយកពីលោក Moisescu (2018)។

(1 = មិនយល់ស្របទាល់តែសោះ 2 = មិនយល់ស្រប 3 = អព្យាក្រឹត 4 = យល់ស្រប 5 = យល់

ស្របជាខ្លាំង)

និរន្តរភាពសេដ្ឋកិច្ច	1	2	3	4	5
1. ខិតខំដើម្បីកម្រិតចំណេញឱ្យបានច្រើនបំផុតពីអាជីវកម្មរបស់ខ្លួន ដោយគិតគូរពីនិរន្តរភាពសេដ្ឋកិច្ច។					
2. បន្តភាពជោគជ័យរបស់ខ្លួនក្នុងរយៈពេលវែង ដោយមិនគិតត្រឹមតែក្នុងរយៈពេលខ្លីប៉ុណ្ណោះទេ។					
3. តែងតែព្យាយាមធ្វើឱ្យសេដ្ឋកិច្ចរបស់ខ្លួនមានភាពរីកចម្រើន។					
4. រួមចំណែកដល់ការអភិវឌ្ឍសេដ្ឋកិច្ចក្នុងតំបន់។					

ផ្នែកទី៣: និរន្តរភាពបរិស្ថាន

តើអ្នកយល់ស្របនឹងនិរន្តរភាពបរិស្ថានដែលធ្វើឡើងដោយហាងកាហ្វេដែរឬទេ? ចូរជ្រើសយកពីលេខ ១ - ៥។

សំណួរនេះយកពីលោក Moisescu (2018)។

(1 = មិនយល់ស្របទាល់តែសោះ 2 = មិនយល់ស្រប 3 = អព្យាក្រឹត 4 = យល់ស្រប 5 = យល់ស្របជាខ្លាំង)

និរន្តរភាពបរិស្ថាន	1	2	3	4	5
1. ព្យាយាមកាត់បន្ថយផលប៉ះពាល់ទៅលើបរិស្ថាន។					
2. ខិតខំកាត់បន្ថយការប្រើប្រាស់ធនធានធម្មជាតិ។					
3. ព្យាយាមប្រើប្រាស់សំភារៈឬ វត្ថុធាតុដើមដែលមិនប៉ះពាល់ដល់បរិស្ថាន។					
4. ខ្វះខាតពីការគ្រប់គ្រងកាកសំណល់ និងការប្រើប្រាស់ឡើងវិញ។					

ផ្នែកទី ៤: និរន្តរភាពសង្គម

តើអ្នកយល់ស្របនឹងនិរន្តរភាពសង្គមដែលធ្វើឡើងដោយហាងកាហ្វេដែរឬទេ? ចូរប្រើស្លាកពីលេខ ១ - ៥។

សំណួរនេះយកពីលោក Moisescu (2018)។

(1 = មិនយល់ស្របទាល់តែសោះ 2 = មិនយល់ស្រប 3 = អព្យាក្រឹត 4 = យល់ស្រប 5 = យល់ស្របជាខ្លាំង)

Economic sustainability	1	2	3	4	5
1. រួមចំណែកដល់សុខុមាលភាពនិងជីវភាពរបស់ប្រជាជនក្នុងតំបន់។					
2. បង្កើតការងារដែលមាននិរន្តរភាពនៅក្នុងតំបន់។					
3. សហការជាមួយក្រុមហ៊ុននៅក្នុងតំបន់។					
4. គាំទ្រព្រឹត្តិការណ៍វប្បធម៌និងសង្គម។					

ផ្នែកទី ៥: ភាពពេញចិត្តរបស់អតិថិជន

នេះគឺជាការវាស់កំរិតពេញចិត្តរបស់អតិថិជនចំពោះការអភិវឌ្ឍន៍ប្រកបដោយចីរភាពដែលបានអនុវត្តដោយហាង

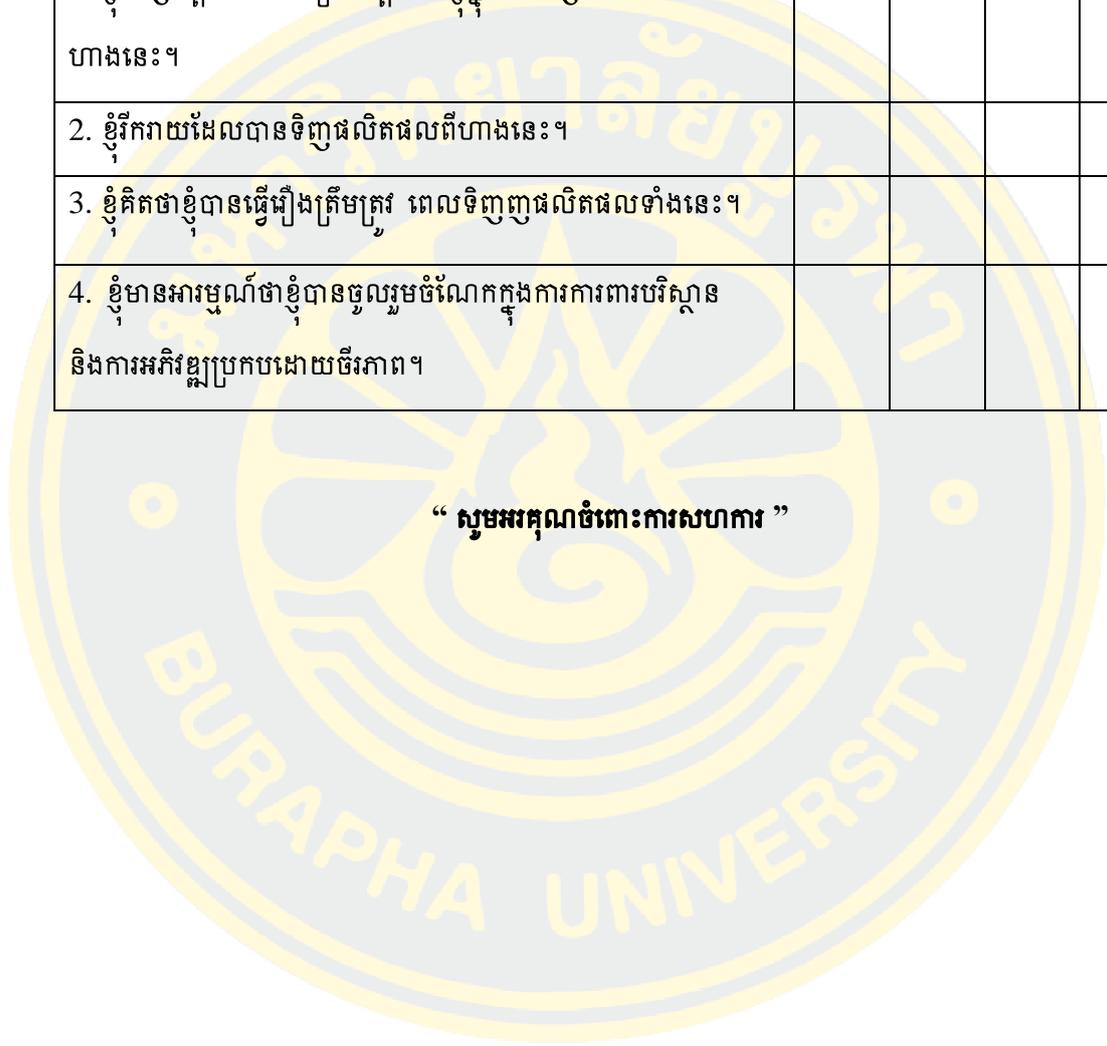
កាហ្វេ។ ចូរប្រើស្លាកពីលេខ ១ - ៥។

សំណួរនេះយកពីលោក Chang and Fong (2010)។

(1 = មិនយល់ស្របទាល់តែសោះ 2 = មិនយល់ស្រប 3 = អព្យាក្រឹត 4 = យល់ស្រប 5 = យល់ស្របជាខ្លាំង)

ភាពពេញចិត្តរបស់អតិថិជន	1	2	3	4	5
1. ខ្ញុំពេញចិត្តនឹងការសម្រេចចិត្តរបស់ខ្ញុំក្នុងការទិញផលិតផលរបស់ហាងនេះ។					
2. ខ្ញុំរីករាយដែលបានទិញផលិតផលពីហាងនេះ។					
3. ខ្ញុំគិតថាខ្ញុំបានធ្វើរឿងត្រឹមត្រូវ ពេលទិញផលិតផលទាំងនេះ។					
4. ខ្ញុំមានអារម្មណ៍ថាខ្ញុំបានចូលរួមចំណែកក្នុងការការពារបរិស្ថាន និងការអភិវឌ្ឍប្រកបដោយចីរភាព។					

“ សូមអរគុណចំពោះការសហការ ”





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AWARDS OR GRANTS Full scholarship of Master Degree from Her Royal Highness Princess Maha Chakri Sirindhorn