



FPT UNIVERSITY

**Factors Affecting Guests' Experience In
The Bar Industry: A Case Study
At PLUGS Saigon**

Bachelor Of Hospitality Management Thesis

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ABSTRACT

In recent times, Vietnam's bar industry has been flourishing, incorporating a fusion of traditional and modern elements. Bars have now become an essential component of the country's vibrant nightlife, attracting both local residents and tourists alike. This growth in the bar sector in Vietnam is closely linked with the country's economic progress and the rising number of international visitors. Ho Chi Minh City, in particular, has witnessed a surge in new bars opening up, catering to the increasing demand for unique and enjoyable experiences. The city offers a diverse range of bar concepts, from trendy rooftop bars boasting panoramic views to hidden speakeasies that provide immersive atmospheres. Despite the interest of researchers in exploring guest experiences within this service industry, there remains a scarcity of in-depth studies on patrons' experiences in Vietnam's bar industry, particularly concerning models that demonstrate the impact of Staff Performance, Ambient Conditions, Product Quality, and Technology Applications on guest experiences. To address this gap, the researchers employ both qualitative research (focus group discussions) and quantitative research (online surveys). The survey sample comprises 125 respondents who are customers of PLUGS Saigon. The researchers utilize SPSS 20.0 for scale reliability analysis through Cronbach's Alpha and EFA to test the model. The results of ANOVA analysis indicate that factors such as gender, age, income, and employment do not significantly affect customer satisfaction in delivery services during the pandemic. With these research findings, every piece of advice and suggestion will be carefully considered and implemented to enhance the overall bar experience.

Keywords: guests' experience, technology, business, hospitality, management

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LIST OF ABBREVIATIONS AND ACRONYMS

CAGR	Compound Annual Growth Rate
F&B	Food and Beverage
SP	Staff Performance
AC	Ambient Condition
PQ	Product Quality
TA	Technology Applications
GEX	Guest Experience
SPSS	Statistical Package for the Social Sciences
EFA	Exploratory Factor Analysis
KMO	Kaiser-Meyer-Olkin
ANOVA	Analysis of Variance
CFA	Confirmatory Factor Analysis

CHAPTER 1: INTRODUCTION

1.1. Topic Background

1.1.1. Overview of the bar industry in the world

Globally, the bar industry has experienced remarkable growth and diversification globally, responding to evolving consumer preferences and societal trends. Bars serve as cultural hubs where people come together to relax, socialize, and celebrate. They play a crucial role in the hospitality and tourism sectors, contributing to the overall economic growth of countries around the world. Understanding the factors that influence guests' experience in bars is essential for bar owners, managers, and policymakers, as it directly impacts customer satisfaction and the success of the industry.

The growth of the bar industry has been notable, and it has seamlessly woven itself into the social fabric of numerous nations. According to a report by Statista, the global alcoholic beverages market was valued at \$1.54 trillion in 2020 and is projected to reach \$1.86 trillion by 2026, registering a CAGR of 3.1% during the forecast period (Statista, 2021). This indicates the significant size and potential of the bar industry on a global scale.

Bars have become iconic landmarks and tourist attractions in several countries, contributing to the cultural and entertainment offerings of cities. For example, the total alcoholic beverage sales in the U.S. in 2021 totaled 247.3 billion U.S. dollars (Statista, 2022), following that the primary source of revenue for bars is the sale of alcoholic beverages. In Europe, bars and pubs are an essential part of social life, with countries like the United Kingdom, Spain, and Germany boasting a vibrant bar scene.

Asia has witnessed substantial growth in the bar industry, driven by economic development, changing lifestyles, and increased tourism. Global Data Plc's analysis indicates that Asia-Pacific will hold the largest market share for spirits worldwide in 2021. Due to their sizable spirits markets, anticipated high-value growth rates, and anticipated rising per capita value growth levels, New Zealand, Australia, Hong Kong, and Japan were identified as high-potential countries based on the relative performance of other countries and territories. This demonstrates the region's substantial contribution to the global bar industry.

Countries in Asia have emerged as leading destinations for bar enthusiasts, offering diverse experiences to cater to different tastes and preferences. Japan, for instance, has gained

international recognition for its thriving cocktail scene. The number of cocktail bars in Tokyo alone has nearly doubled over the past decade, reaching over 4,800 establishments (Tripadvisor, 2023). South Korea has also witnessed a rise in craft cocktail bars, particularly in Seoul, where mixologists are pushing boundaries and creating unique guests' experiences (The Korea Times, 2021).

1.1.2. Overview of the bar industry in Vietnam

Vietnam, known for its rich history, stunning landscapes, and vibrant culture, has emerged as an increasingly popular tourist destination in Southeast Asia. The bar industry in Vietnam has experienced notable growth, aligning with the country's economic development and the growing influx of international visitors. In the World Bank report, Vietnam has 4,000 bars (World Bank, 2018). According to the Vietnam National Administration of Tourism, the country will welcome over 18 million international visitors in 2019, a significant increase compared to previous years (Vietnam National Administration of Tourism, 2020).

In recent years, the bar industry in Vietnam has been thriving, offering a blend of traditional and modern influences. Bars have become an integral part of the country's vibrant nightlife scene, attracting both locals and tourists. Ho Chi Minh City, in particular, has witnessed a surge in bar openings, reflecting the growing demand for unique and enjoyable experiences. The city offers a range of bar concepts, from trendy rooftop bars with panoramic views to hidden speakeasies that provide an immersive atmosphere.

Understanding and realizing the importance of researching the experience that guests have spent in bar industry, the authors found this topic interesting. Additionally, there have not been many in-depth studies on guests' experience in the bar industry in Vietnam, especially models to show the impact of *Staff Performance, Ambience Conditions, Product Quality and Technology Applications* on guests' experience. For the aforementioned reasons, the research topic ***“Factors Affecting Guests' Experience in the Bar Industry: a case study at PLUGS Saigon”*** will contribute to evaluating and clarifying the factors that affect the experience of guests when using bar services. As a result, every piece of advice and suggestion will be considered and applied to enhance the experience.

1.2. Research Objectives

1.2.1 General Objectives

This research aimed to investigate the key factors that impact the overall guest experience in the bar industry. By employing a combination of qualitative and quantitative research methods, this study effectively captured and analyzed these influential factors. In essence, through a comprehensive data analysis, this research will provide actionable recommendations and innovative solutions to empower PLUGS Saigon in creating an exceptional and immersive guest experience when utilizing their services.

1.2.2 Specific Objectives

The study encompasses three primary objectives:

Objective 1: Structure and identify the key factors that impact the guest experience within the bar industry.

Objective 2: Analyze and quantify the collected data of these factors influencing the guest experience in the bar industry.

Objective 3: Propose practical recommendations for enhancing service and elevating the overall guest experience at PLUGS Saigon.

1.2.3 Research Question

To address the aforementioned research objectives, the following research questions are posed:

Question 1: What are the key factors that have an impact on the guest experience within the bar industry?

Question 2: What is the proposed research model and how does each factor influence the guest experience in the bar industry?

Question 3: What practical recommendations can be put forward to enhance and optimize the guest experience at PLUGS Saigon?

1.3 Research Subjective and Research Scope

1.3.1. Research Subjective

Factors affecting guests' experience in the bar industry: a case study at PLUGS Saigon.

1.3.2. Research Scope

Research Location: Ho Chi Minh City, Vietnam

Research Duration: 3 months, from May 08 to August 08, 2023

Research Target: customers of PLUGS Saigon. The survey is conducted in 4 weeks with the results of 125 samples

Research Data:

- ❖ **Primary Data:** Collected through questionnaires administered to customers of PLUGS Saigon in Ho Chi Minh City
- ❖ **Secondary Data:** Collected from various sources such as journal articles, newspapers, books, conference proceedings, television broadcasts, and reports from governments or reliable organizations

1.4 Research Method

In this report's data analysis process, qualitative and quantitative research methodologies will be utilized aiming to have an in-depth understanding of factors affecting guests' experience in the bar industry: a case study at PLUGS Saigon.

1.4.1 Qualitative Method

Based on both domestic and international research publications, elements influencing visitors' experiences in the bar industry are identified.

This study will employ the focus group discussion approach which means gathering a small group of individuals to answer questions in a controlled setting. The group is chosen based on specified demographic characteristics, and the questions are designed to provide insight into an interesting issue. Moreover, discuss with experts and lecturers who have acquaintances related to the topic “Factors affecting guests' experience in the bar industry”.

Then, considering the information gathered from the group discussion to complete the questionnaire.

1.4.2 Quantitative Method

Quantitative approaches emphasize objective measurements and statistical, mathematical, or numerical analysis of data gathered through polls, questionnaires, and surveys, as well as through modifying pre-existing statistical data using computing equipment. Quantitative research is focused on collecting numerical data and generalizing it across groups of individuals. By utilizing Google Forms to conduct an online survey on factors affecting guests' experience in PLUGS Saigon Bar. And then distributed the questionnaire to a maximum of 125 PLUGS Saigon customers to obtain reliable samples.

Primary data will be analyzed by SPSS 20.0 data analysis technique to measure the influence of factors affecting the guest experience in PLUGS Saigon service as follows:

- ❖ Analyze the reliability of the scale using (Cronbach's Alpha)
- ❖ Exploratory factor analysis (EFA)
- ❖ Analyze the impact of factors by regression analysis
- ❖ Analyze the difference in guest experience when using PLUGS Saigon service with gender, age, income, and occupation

The questionnaire is developed based on a 5-level Likert scale (from completely disagree to completely agree) to assess the factors that affected guest experience when using PLUGS Saigon services.

1.5 Research Meaning

1.5.1 Academic meaning

This research is conducted by formal university students specializing in Hotel Management to defend their Bachelor of Hotel Management Thesis. The premise for the university to consider graduating for students involves choosing a topic and carrying out a scientific research paper. Furthermore, the findings of this study serve as a foundation for Hospitality Major students to use as references in future Hotel Management projects and reports.

1.5.2 Practical meaning

Based on the model and hypothesis built in the framework of this research paper, the study will determine the impacts for PLUGS Saigon to better understand their customers, by analyzing and evaluating the factors that affect their guest experience. Therefore, offer the appropriate recommendation for the bar to follow. Hence PLUGS Saigon could seek an appropriate adjustment in their service to enhance the guest experience and increase revenue.

Furthermore, this research paper proposes a technological solution - a reservation website designed specifically for PLUGS Saigon with the goal of improving the guest experience here.

1.6 Research outline

This report includes five chapters with the main contents as follows:

Chapter 1: Introduction

This chapter provides an overview of the current situation of the global bar industry as well as its specific situation in Vietnam. Additionally, this chapter outlines the exploration targets, research objectives, research scope, research questions, techniques, research meaning, and research layout.

Chapter 2: Literature Review

In this chapter, the authors describe the theoretical background and related research models derived from domestic and international research papers. The research paper's proposed model and hypotheses are also introduced by the authors.

Chapter 3: Research Methodology

In this chapter, the research methods, sampling design, results from focus group discussions, questionnaire design, data collection methods, research process, and ethical considerations are addressed. The specifics of the sampling technique, sample size, and implementation of an online survey for this study are also elaborated upon.

Chapter 4: Data Analysis and Research Result

In this chapter, the research results and data analysis are presented. The collected data undergoes analysis and discussion using statistical software such as SPSS and Excel.

Descriptive Statistical Analysis, Reliability Test, Exploratory Factor Analysis (EFA), and ANOVA are employed for the analysis process.

Chapter 5: Conclusion and Implications

In this chapter, the research results will be summarized, managerial implications will be discussed, and the research questions will be addressed. Additionally, the limitations of this study will be identified, and suggestions for future research will be provided.

CHAPTER 1 SUMMARY

Chapter 1 provides a comprehensive introduction to the current situation of Vietnam's bar industry. The authors elucidate the rationale behind their selection of this research topic. Furthermore, the chapter outlines the research objectives, scope, and methodology, encompassing both qualitative and quantitative approaches. Ultimately, the significance of the research is emphasized as it forms the foundation for conducting the study and highlights its value to the stakeholders involved.

CHAPTER 2: LITERATURE REVIEW

2.1 Theoretical Background

2.1.1 Definition of Experience

Pine & Gilmore (1998) proposed a unique concept of "experiences" as distinguished from goods and services. They highlight that when a consumer purchases an experience, they are essentially investing their time in enjoying a sequence of memorable events deliberately orchestrated by a company to deeply engage them on a personal level. Within this framework, experience is often characterized as a "flow experience," where individuals become fully absorbed, highly focused, and lose track of time. These immersive encounters leave a lasting impact on individuals, creating a memorable impression.

In a seminal work by the distinguished scholar Ph.D. Robert C. Ford et al. (2012), the concept of guests' experience is poetically defined as the harmonious symphony of enchanting encounters woven delicately between the guest and the service provider, transcending time and space, to create an indelible tapestry of unforgettable moments. It covers every point of contact, spanning from the initial interaction to subsequent engagements following the visit. Ford emphasizes three fundamental aspects of guest experience: service product, service setting (also called service environment or servicescape), and service delivery. These aspects or components are intricately intertwined to provide guests with their desired and anticipated experience, with an added touch of something extra. In other words, Ford emphasizes that guest experience is subjective and varies for each individual, influenced by their expectations, needs, and desires. It encompasses not only the functional aspects of service delivery but also takes into account the emotional and psychological factors that shape overall satisfaction and create memorable moments for the guest. Ford's definition emphasizes the importance of consistently delivering exceptional service throughout the entire guest journey, intending to ensure a positive and unforgettable experience for every guest.

Guests' experience in the bar industry is a complex and multifaceted concept consisting of various interconnected components. In their study, Wang, Chen, and Chen (2017) identified four key dimensions that contribute to customers' experience: cognitive dimension, affective dimension, social aspect, and physical dimension. The cognitive dimension encompasses the mental processes involved in perceiving and assessing the bar environment, including

factors such as ambiance, service quality, and beverage selection. On the other hand, the affective dimension focuses on the emotional responses triggered by the overall atmosphere, interactions, and personal encounters within the bar. The social dimension emphasizes the importance of interactions with bartenders and fellow patrons, as well as the sense of belonging and opportunities for socialization. Lastly, the physical dimension encompasses the sensory aspects of the environment, such as music, lighting, and decor, which contribute to the overall experience.

From the above definitions, the authors support the definition of a Ph.D. Robert C. Ford et al. (2012), as this definition has the most comprehensive information to clarify what to know about guests' experience.

2.1.2 Definition of Service Quality

Service quality plays a pivotal role in shaping the experiences of guests in the bar industry. It is crucial for bar owners and managers to grasp the definition and dimensions of service quality in order to provide exceptional customer service and enhance overall guest satisfaction. Notable authors have contributed valuable insights in recent years, shedding light on the concept of service quality in the context of bars.

The perception of service quality is based on customers' assessments of the excellence or superiority of the services provided (Parasuraman et al., 1988). This multidimensional construct encompasses various dimensions and attributes. One widely recognized framework for measuring service quality is the SERVQUAL model developed by Parasuraman et al. It comprises five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. In the bar industry, tangibles refer to physical aspects such as cleanliness, decor, and ambiance. Reliability pertains to consistent and accurate service delivery, including prompt and accurate drink service. Responsiveness relates to the willingness and promptness in meeting guests' needs and requests. Assurance encompasses staff competence, courtesy, and trustworthiness. Lastly, empathy refers to the staff's ability to understand and address individual guest needs and preferences.

Another recognized framework is the RATER model developed by Parasuraman, Berry, and Zeithaml (1991). This model also includes five dimensions: Reliability, Assurance, Tangibles, Empathy, and Responsiveness, similar to the SERVQUAL model. However, the RATER model emphasizes the customer's perspective and highlights their role in evaluating

service quality. It underscores that customers assess service quality based on their perceptions of these dimensions during the service encounter.

Thus, service quality is a multifaceted construct encompassing various dimensions and perspectives. The SERVQUAL and RATER models provide comprehensive frameworks to assess service quality across multiple dimensions, while additional dimensions specific to the bar industry can be incorporated. By focusing on these dimensions and aligning service delivery with customer expectations, the authors believe that bars can ultimately enhance guests' experiences.

2.1.3 The Relationship between Experience and Service Quality

The bar industry heavily relies on delivering exceptional service to ensure favorable guest experiences. It is vital for bar owners and managers to comprehend the correlation between guests' experience and service quality in order to enhance customer satisfaction and loyalty. By reviewing pertinent studies conducted by reputable authors in recent years, we can explore the connection between guests' experience and service quality within the bar industry.

Guests' perception of service quality significantly influences their experience in the bar industry. High-quality service has a positive impact on the overall experience, leading to increased satisfaction and a higher likelihood of return visits. Conversely, inadequate service quality can result in negative experiences, leading to dissatisfaction and potential customer loss.

Research has demonstrated a strong association between service quality and guests' experience in the bar industry. Wu and Liang (2022) discovered that service quality has a significant impact on guests' emotional responses, satisfaction, and loyalty. When guests perceive high levels of service quality, it fosters positive emotional experiences such as happiness, comfort, and enjoyment. These emotional experiences contribute to a more memorable and satisfying overall experience.

Furthermore, service quality plays a pivotal role in shaping guests' cognitive evaluations of their experience. Wang, Cheng, and Lin (2019) highlighted that service quality influences guests' perceptions of the bar's ambiance, staff professionalism, and beverage quality, ultimately shaping their overall evaluation of the experience. When service quality exceeds

guests' expectations, it enhances their perception of the overall experience, leading to positive word-of-mouth and potential referrals.

In general, service quality is crucial in influencing guests' emotional responses, cognitive evaluations, and overall experience. The interactions between guests and staff members are also crucial in delivering high-quality service and creating positive emotional experiences. Therefore, the authors believe that bar owners and managers should prioritize enhancing service quality to ensure positive guest experiences, resulting in customer satisfaction, loyalty, and positive word-of-mouth. By understanding and improving the relationship between guests' experience and service quality, bars can gain a competitive advantage and thrive in the industry.

2.2 Factors Affecting Guests' Experience

According to Ph.D. Robert C. Ford's research on guest experience, the guest experience is composed of three major components: service product, service setting, and service delivery system. This framework below is based on the equation between guest experience and the three components derived from the book *Managing Quality Service in Hospitality* (2004, p.11).

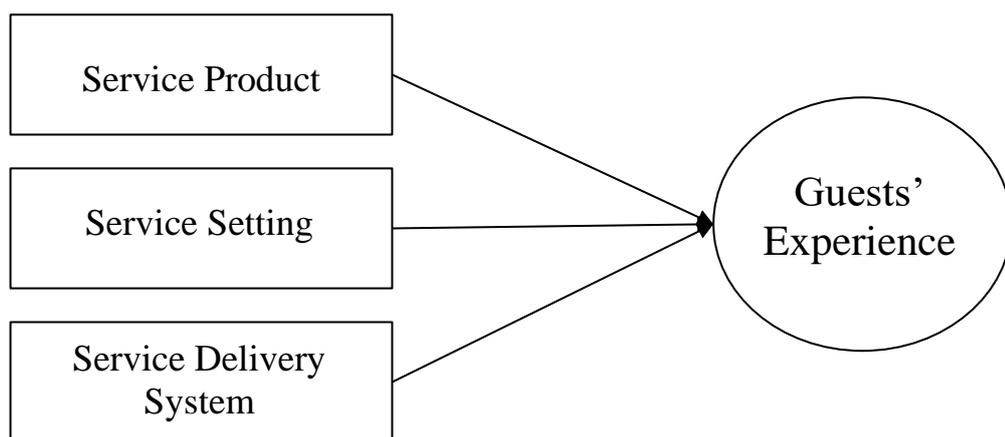


Figure 2.1. Three Components of Guest Experience

(Source: Robert C. Ford, 2004)

2.2.1 Service Product

Service product referred to as the service package or service/product mix, is the primary reason the guest initially comes to the organization. Furthermore, the term "service" refers to the complete bundle of tangibles and intangibles in a transaction that has a significant

service component. Although the term "service product" does not directly relate to the actual objects that may follow the transaction, they may be included. Both the organization and the guest define the service product, and the meanings may differ. The organization may believe that its service product is what it sells (food & beverages, accommodations, etc.). However, the guest may be "buying" a more comprehensive service offering (staff performance, environment, etc.).

There are four main characteristics of the service based on the previous studies:

- ❖ **Intangible:** There is no complete physical form that can be seen as an item or thing by the consumer during the pre-purchase stage. However, tangible components of this performance, such as consumables and durables, exist. These may be seen, tasted, and touched, and can be used to determine the level of service provided. In short, tangibles enable the service and are an essential component of the service product, even if they are not complete end products of themselves (Oberoi, U., & Hales, C., 1990).
- ❖ **Heterogeneity:** Each consumer is unique so a service cannot be pre-experienced or sampled. While this is true for all first-time purchases (both manufactured items and services), the primary distinction is that a manufactured product may be returned if it does not fulfill its fundamental purpose and proves to be unacceptable. A service is created and consumed at the same time, and it cannot be returned if the experience is undesirable (Berry, 1980; Bateson, 1979; Booms and Bitner, 1981; Eiglier, 1977; Lethinen and Lethinen, 1985).
- ❖ **Inseparability:** The production and consumption processes are inextricably linked. As a result, services cannot be stored (Booms and Nyquist, 1981; Brown and Fern, 1981; Carmen and Langeard, 1980; Gronroos, 1978; Lovelock, 1980; Upah, 1980). Service is an activity that occurs concurrently with purchasing, and service providers are frequently present and visible to the consumer. This means that the people participating in the production and consumption processes are also part of the service product. Therefore, if management controls are to be anticipatory, management and employees must be aware of customer expectations (Oberoi, U., & Hales, C., 1990).
- ❖ **Perishability:** This means that while a service is formed when it is purchased, it cannot be stored or resold. As a consequence, service providers are unable to control changes in demand by creating stock. Time is an important aspect of the service

experience (Lovelock, 1981). Once again, we can see that there are conference product components that are both perishable and time-bound.

2.2.2 Service setting (also called Service Environment or Servicescape)

The setting or environment in which the encounter takes place is the second component of the guest experience. Furthermore, the word servicescape, or the landscape within which service is experienced, has been used to identify the physical aspects of the setting that contribute to the overall experience of the visitor.

The four aspects below are environmental dimensions based on Customer Service for Hospitality and Tourism (Simon Hudson & Louise Hudson, 2012).

- ❖ **Ambient conditions:** Ambient conditions encompass the environmental characteristics that engage the five senses and collectively shape the desired atmosphere. These elements, although often unnoticed consciously, can impact emotional well-being, perceptions, attitudes, and behaviors. Combining design elements creates an atmosphere that influences consumers' moods and interpretations. Key components of ambient conditions include music, temperature, air quality, noise, smell, and color.

Music holds a significant influence in a service setting, affecting perceptions and behaviors. Field experiments have demonstrated its impact on customers. For instance, a study conducted in a restaurant found that playing slow-beat music instead of fast-beat music resulted in a substantial increase in beverage revenue. Furthermore, customers spent more time in the restaurant when slower music was played (Lovelock and Wirtz, 2007).

The scent is another ambient factor that permeates the service environment, while colors possess a strong effect on individuals' emotions.

Warm colors such as red, orange, and yellow are associated with elevated mood states. In contrast, cool colors like blue and green reduce arousal levels and evoke emotional responses such as peacefulness, calmness, love, and happiness (Lovelock and Wirtz, 2007). Warm colors are conducive to quick decision-making and are well-suited for low-involvement decisions or impulse purchases in service settings. On

the other hand, cool colors are preferred when consumers require more time for high-involvement purchases.

- ❖ **Spatial layout and functionality:** Spatial layout and functionality are vital in creating both the visual and functional servicescape, facilitating service delivery and consumption. The spatial layout encompasses the arrangement of furnishings, counters, and equipment, as well as the floor plan, size, and shape of the establishment. Functionality pertains to the ability of these elements to support smooth service transactions. Together, they determine the user-friendliness of the facility, impacting both the efficiency of the service operation and the customer experience.
- ❖ **Signs, symbols, and artifacts:** Service providers utilize signs, symbols, and artifacts to effectively guide customers through the service delivery process and facilitate intuitive understanding. When the servicescape fails to provide clear signals, customers may feel disoriented, leading to feelings of anxiety and uncertainty regarding the necessary steps to obtain the desired service.
- ❖ **Staff and guest behavior and image:** Some researchers argue that the social aspects of the servicescape are often overlooked and that variables like staff behavior and image are equally important as tangible elements (Tombs and McColl-Kennedy, 2003; Harris and Ezeh, 2007). These variables have been incorporated into Bitner's original model to enhance its comprehensiveness. Studies have demonstrated that customers who perceive higher levels of staff customer orientation, credibility, and competence are more likely to exhibit loyalty to the service provider (Harris and Ezeh, 2007). Furthermore, in Musa and Thirumoorthi investigation of a popular backpacker hotel in Asia, argue for the inclusion of guest elements such as behavior and image in the servicescape definition. It has been observed that many customers are drawn to certain service establishments due to the type of clientele frequenting the place (Musa and Thirumoorthi 2011).

2.2.3 Service delivery system

The service delivery system, which consists of both human and physical production processes as well as organizational and informational processes and structures that assist in providing the service to the consumer, is the third component of the guest experience. Contrary to an assembly line system used in a factory, which is typically hidden from and unobservable to customers, many components of service delivery systems must be accessible

to customers so they may use the services directly and contribute to the experience. The services provided by the service delivery system are ethereal recollections of experiences that exist only in the minds of the customers, as opposed to the tangible output products of an assembly line system that can be handled, physically owned, and seen. While all parts of the service delivery system are vital, the individuals who interact with customers or guests have the biggest influence over how consumers perceive the value and quality of the experience.

There are three types of service delivery systems based on the research by Seyitoğlu, F., & Ivanov, S. (2020).

- ❖ **Robotic service delivery system:** An organization that uses a robotic service delivery system in the market will provide its consumers with a completely automated robot-delivered physically remote service. A robotic service delivery system can keep consumers safe by preventing infections. The service robots require upkeep and must be cleansed after each guest. For some jobs, the robots can be supplemented by other technology solutions such as chatbots or self-service kiosks (Ivanov and Webster, 2019). Tourists with high security and health concerns, as well as those strongly driven by robotic/advanced technology, are likely to be the target market segment for a robotic service delivery system.
- ❖ **Human-based service delivery system:** Hospitality companies may opt to design a service delivery system that relies on human interaction while incorporating health precautions. This approach is suitable for target market segments that have lower to moderate concerns about security and health, as well as for tourists who value social interaction and depend on human employees. In this human-based service delivery system, human employees are responsible for all front-of-house operations, while some back-of-house operations may be automated. Implementing this physically distant service delivery system is relatively straightforward, as it builds upon the existing service delivery systems already employed by most hospitality companies worldwide.
- ❖ **Mixed service delivery system:** A mixed service delivery system that combines robotic and human-based service delivery systems is built on human-robot collaboration in service delivery. It is necessary to employ service robots for various front-of-house functions in order to give tourists both safety and social interactions. Tourists with low or moderate security and health worries, tourists who rely on

human staff to some extent, and tourists who are not driven to use high-tech services but are concerned about their health are all possible target market categories.

2.3 Related Models and Research

2.3.1 Related Models

2.3.1.1 Service Quality Model

The Service Quality Model is adapted from Grönroos' service quality model proposed in 1984. The Service Quality Model builds upon Grönroos' earlier work and expands on his ideas to provide a comprehensive framework for understanding and evaluating customer perceptions of service quality.

With the aim of effectively managing perceived service quality and meeting customer satisfaction, service providers must align expected and perceived services. Grönroos (1984) identifies three key components essential to the service delivery system: technical quality, functional quality, and image.

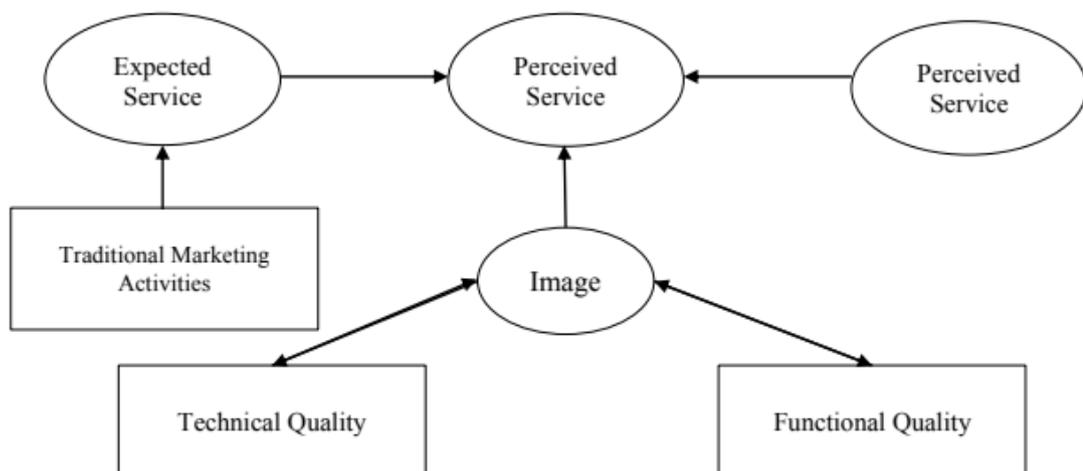


Figure 2.2. Service Quality Model Model

(Source: Grönroos, 1984)

Technical quality: refers to the objective and tangible aspects of the service provided. It describes the actual outcome or results that consumers receive from their interactions with a provided service. It serves as a criterion for evaluating the quality of services from the customer's perspective.

Functional quality: refers to the subjective and experiential aspects of the service provided. It describes how customers experience the service and encompasses the interactions, behaviors, and attitudes of service providers and the overall experience customers have during the service encounter.

Image: refers to the perception of the service provider in the eyes of the customers. It is influenced by previous experiences with the service provider, reference groups and marketing communications, (branding, word-of-mouth).

2.3.1.2 The GAP theory of Service Quality

Gronroos formulated a model that builds upon the disconfirmation approach, contrasting the perceived service with the expected service. In an extension of this idea, Parasuraman, Zeithaml, and Berry (1985) introduced an innovative framework to evaluate service quality. Their model focuses on identifying and analyzing gaps between the customer's perception and their initial expectations of service delivery. Within this framework, they recognized the existence of five distinct gaps:

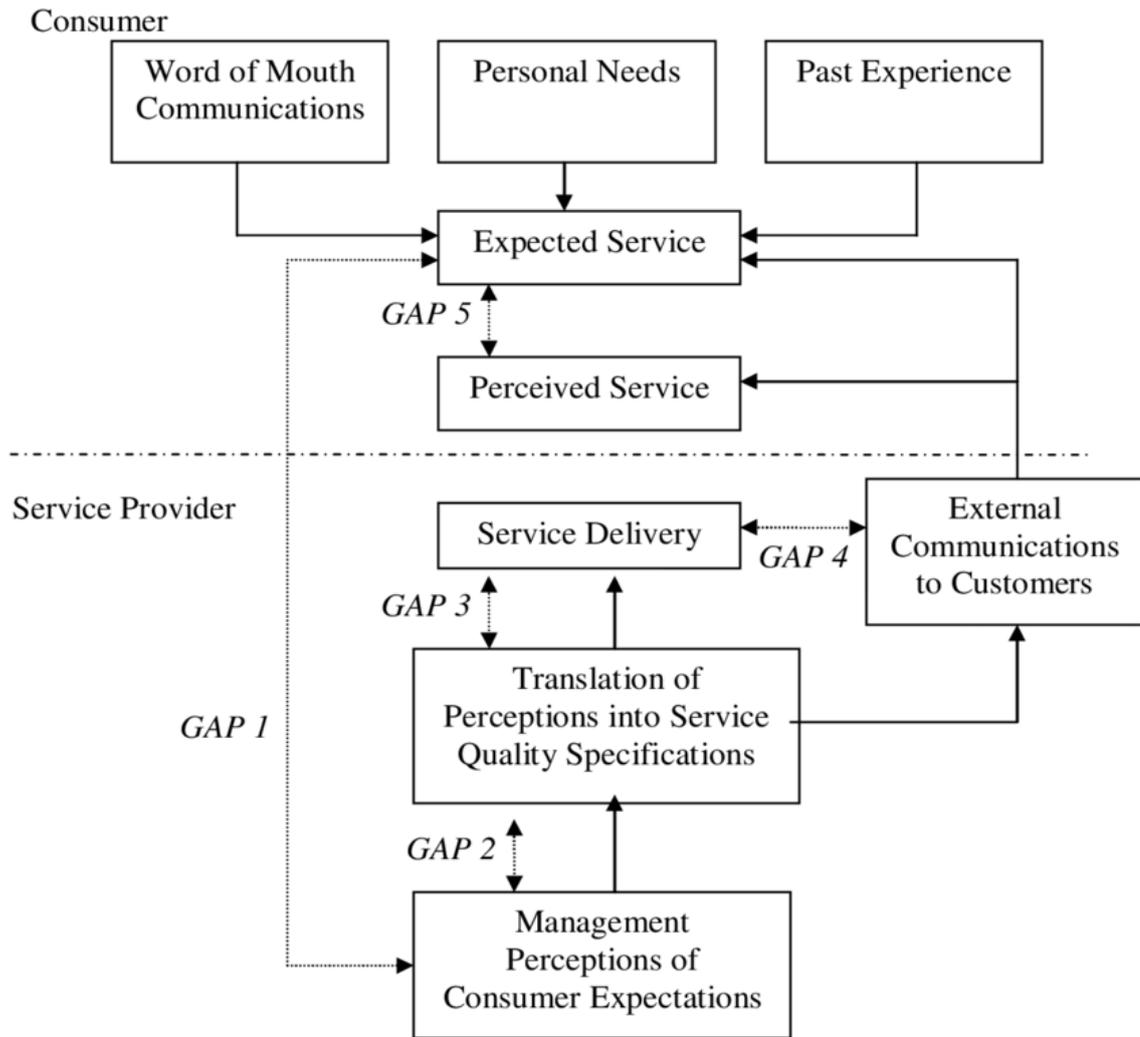


Figure 2.3. Gap Analysis Model

(Source: Parasuraman et al. 1985)

Gap 1: Disparity between what consumers expect and how management perceives those expectations. This gap stems from a lack of understanding regarding customer expectations.

Gap 2: Disparity between management's perception of consumer expectations and the actual service quality standards set by the organization. This gap highlights the importance of aligning internal perceptions with established quality standards.

Gap 3: Disparity between the specified service quality standards and the actual service delivered to customers. This gap reflects the execution and performance of the service, showcasing potential shortcomings in meeting established standards.

Gap 4: Disparity between service delivery and the communication provided to customers regarding that delivery. This gap focuses on whether the promises made to customers align with the actual service experience.

Gap 5: Disparity between customer expectations and their perceived service. It is influenced by the cumulative effect of the four preceding gaps, emphasizing the impact of service quality delivery on customer perception. If gap 5 is zero, the service quality is perfect.

2.3.1.3 Experience Quality Model

In 2010, Chang and Horng presented a comprehensive model for quality experience. The model, illustrated in Figure 3 below, provides a framework for understanding and evaluating the elements that contribute to the overall quality experience.

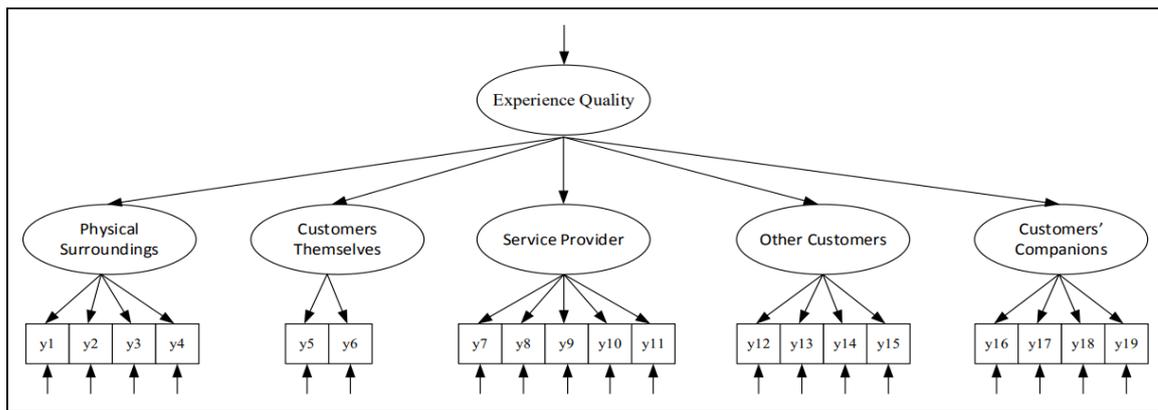


Figure 2.4. Experience Quality Model

(Source: Chang, T. Y., & Horng, S. C., 2010)

Physical surroundings: Customer experiences in a service environment are shaped by their interactions with the physical surroundings. These interactions stimulate the five senses and generate emotional experiences such as atmosphere, concentration, imagination, and surprise, as described by the informants.

- ❖ Atmosphere: Customers perceive the atmosphere through interactions with physical facilities, including exterior and interior design elements, layout, and decorations.
- ❖ Concentration: The physical surroundings captivate customers' attention, leading them to immerse themselves in the service experience and lose track of time.
- ❖ Imagination: Well-designed service environments with imaginative elements provide customers with opportunities for fantasy and creativity.

- ❖ **Surprise:** The physical surroundings of a service company can exceed customers' expectations, offering unexpected sensations and knowledge.

Customers themselves: They engage in consumption activities in service settings, leading to cognitive learning and having fun.

- ❖ **Cognitive learning:** Customers gain knowledge through their active involvement in the service process.
- ❖ **Having fun:** Customers evaluate their experience based on the level of interest and joy they derive from it. The interviews showed that respondents described their experiences as interesting and enjoyable.

Service providers: Customer-service provider interactions form the core of service experiences.

Other customers: Customers' evaluation of experience quality is influenced by their interactions with other customers. Compatibility with fellow customers was mentioned as a factor when assessing shopping or visiting experiences.

Customers' companions: Companionship significantly impacts the evaluation of experience quality, highlighting the importance of positive interactions and enjoyment with companions.

2.3.1.4 IT Alignment Model

The IT alignment model, developed through case studies across various sectors, addresses the deficiency in organizations' investments in information technology (IT) by focusing on improving customer service and long-term customer retention. This model, depicted in Figure 4, establishes a connection between the organization's service and information strategies. Unlike the traditional approach of prioritizing productivity and efficiency gains, this model recognizes the importance of leveraging IT to enhance service quality and customer satisfaction.

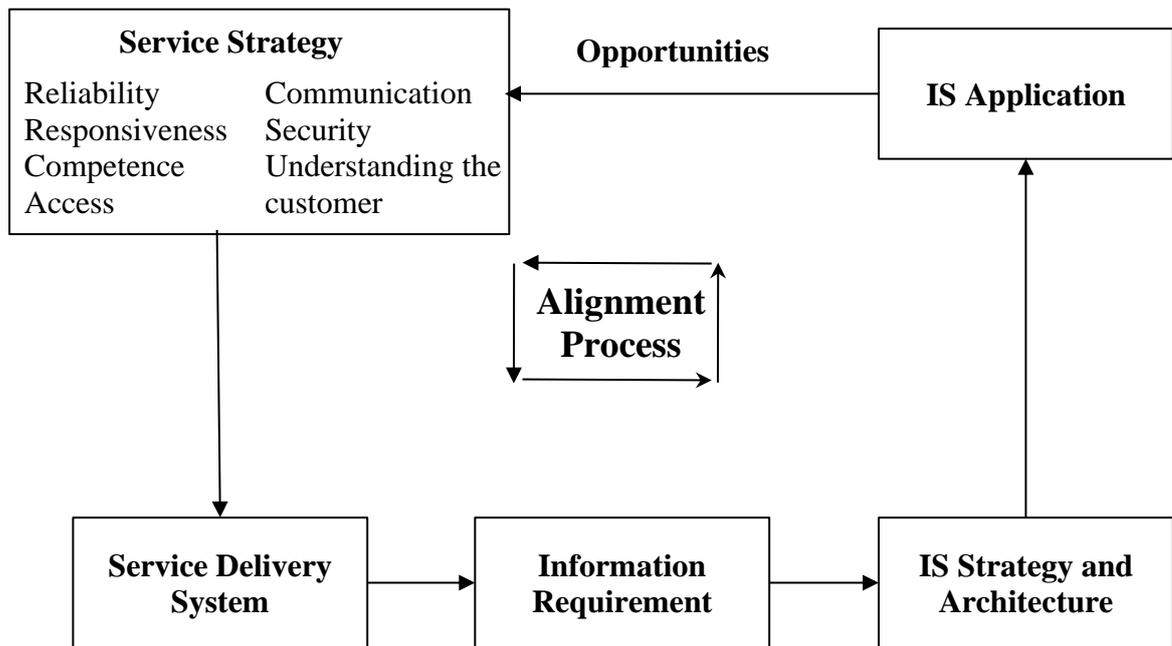


Figure 2.5. IT Alignment Model

(Source: Berkley and Gupta, 1994)

The model presented highlights the crucial relationship between service quality and information system (IS) strategies. It emphasizes the need for tight coordination and alignment between the two. By examining case studies, the model showcases the effective utilization of IT in quality control and enhancing specific dimensions of service quality, including reliability, responsiveness, competence, access, communications, security, and customer understanding. It underscores the importance of closely coordinating IT strategies in IT-based organizations to ensure optimal service quality and successful alignment with overall strategies.

2.3.1.5 Customer Experience Quality - CEXQ

In the pursuit of measuring customer experience, service providers often rely on traditional service quality criteria, which have proven to be inadequate (Maklan and Klaus, 2011). To overcome these limitations, Klaus and Maklan (2011) introduced the CEXQ model, a novel measure that addresses the shortcomings of traditional service quality measurements. The CEXQ model encompasses four dimensions: product experience, outcome focus, moments of truth, and peace of mind, providing a comprehensive framework for understanding and evaluating the customer experience.

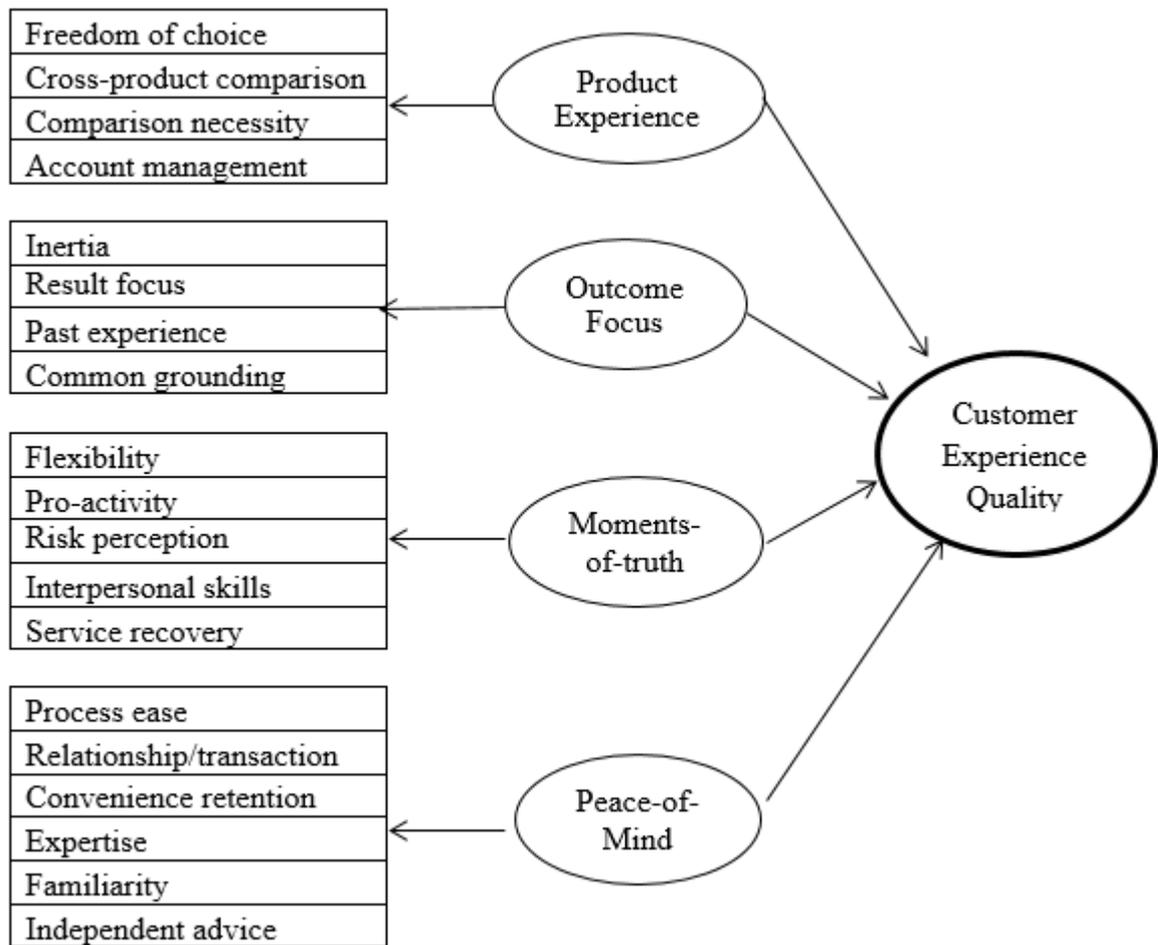


Figure 2.6. Customer Experience Quality Scale Model

(Source: Klaus and Maklan, 2011)

Product experience: This concept emphasizes the customer's perception of having a choice among different offerings and the ability to compare them. It also includes dimensions of product experience that play a vital role in shaping the overall customer experience

Outcome focus: relates to customers' goal-oriented experiences and their inclination to minimize transaction costs by seeking improved and more affordable suppliers.

Moments-of-truth: This dimension focuses on service delivery and recovery, including the flexibility of service providers in handling complex customer issues. It also considers the impact of service providers' behavior on customer decisions and the perceived risk associated with their offerings.

Peace-of-mind: assesses the customer's satisfaction with their interactions before and after service, emphasizing the emotional aspects of the experience. It also considers the perceived

expertise of service providers and the resulting emotional benefits. It reflects the customer's sense of security and trust in the service provider, contributing to overall satisfaction.

2.3.2 Related Research

2.3.2.1 Domestic Research

Dao Cam Thuy (2021) conducted research Retail Customer Experience Model In Intelligent Management, Smart Governance In A Globally Complex Environment: Theory And Practice.

The goal of this research is to create a perfect consumer experience, which has become a trend for sustainable development and giving retail enterprises a clear competitive edge. Retail organizations may now acquire and use client information for effective sales thanks to the advent of big data analysis technology in recent years. Understanding and controlling the experience along the customer's shopping trip is the goal of customer journey management.

Cam Thuy chooses to analyze the model of the authors Grewal and Roggeveen (2020) applied to the retail sector according to the illustration below:

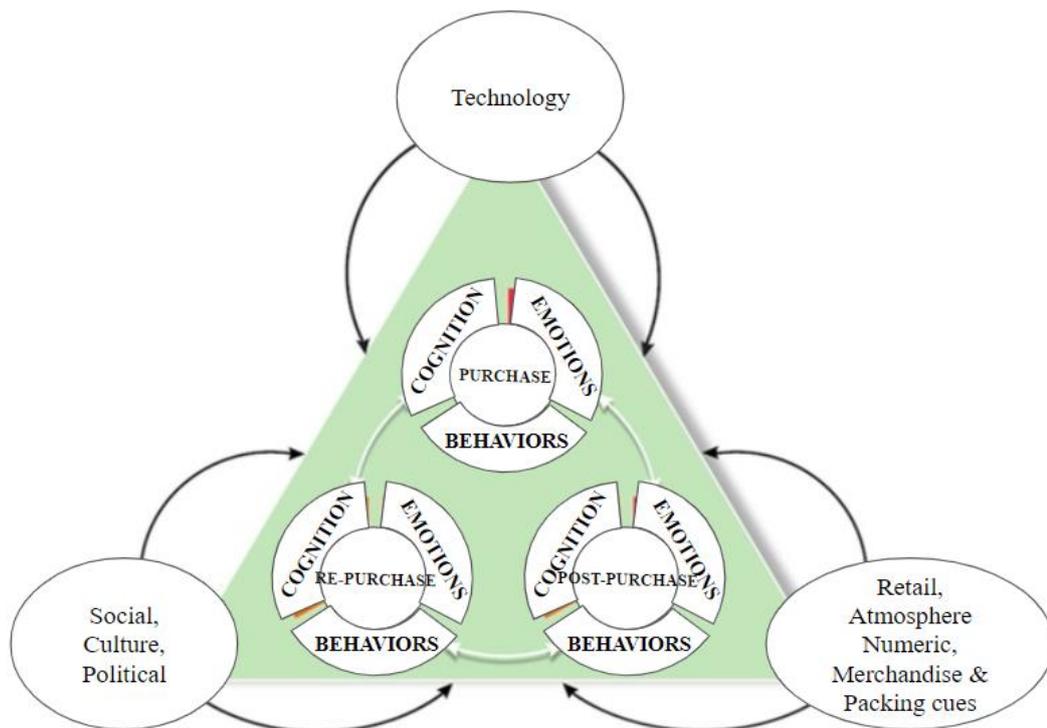


Figure 2.7. Customer experience journey model

(Source: Grewal và Roggeveen, 2020)

The author team developed the customer experience model In three stages, it is purchasing, pre-purchase and post-purchase. The stages are arranged in a circular format that represents that the customer's past experience impacts the present and future experience and that today's experience becomes the past experience for tomorrow.

The model makes it easier to understand how different aspects interact and affect the customer journey. The importance of social, cultural, and political variables as well as the role of the retail environment, digital information, products, and packaging as they relate to the environment in which the buying process occurs at the site are among the many themes covered.

Technology: According to Davenport (2020), technology is influencing the way businesses operate, and some of the studied aspects of technology, like in-store technology, mobile technology, social networks, artificial intelligence, and the Internet of Things, are now established trends that are reflected in a wide range of retail goods and services.

Social, Culture, Political: Social impact is a constant factor in influencing consumer purchasing decisions. Some earlier research (such as Baker et al., 2002) centered on the social elements present in retail outlets when people shop. Social media and technological advancements may have an impact on how people shop (Appel et al., 2020).

Retail, Atmosphere Numeric, Merchandise & Packing cues: Santana, Thomas, and Morwitz (2020) explored a number of variables. Retail customers' experiences are influenced by a variety of elements. Some factors, like the cost, the size of the apparel, the weight, and the nutritional information on the box, are obvious. Customer reviews, average star ratings, and ratings for a product or service are additional factors that impact consumers.

Tran Quynh Xuan (2020), conducted research on “The Role of Servicescape and Social Interaction towards the Experience of Customers and Employees in The Café Setting. A Study in Vietnam”

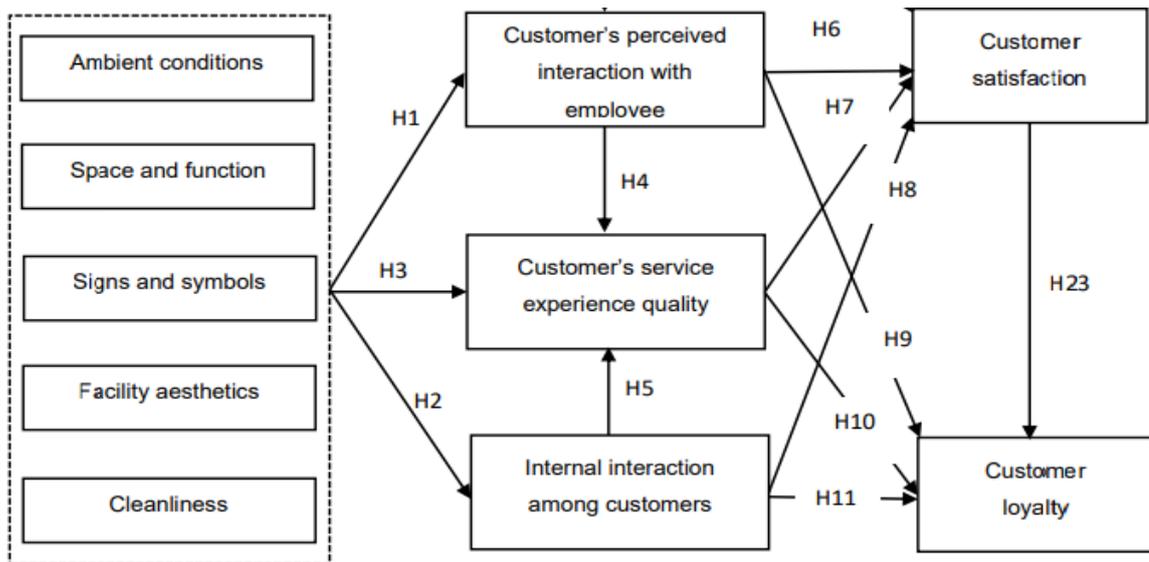


Figure 2.8. *Research Framework in The Role of Servicescape and Social Interaction Towards the Experience of Customers in the Café Setting*

(Source: Tran Xuan Quynh, 2020)

Mrs. Tran Quynh Xuan analyzed the existing research gap, which focuses on understanding how servicescape qualities impact both customer and employee experiences in café environments. In order to address this research gap, a self-administered questionnaire survey was carried out in 185 coffee shops across Vietnam's three major cities, involving 1779 consumers and 608 staff members.

The findings of the study indicate that positive evaluations of the café servicescape by customers are likely to promote better social interactions between customers and staff, as well as among customers themselves, thereby enhancing the overall experience quality. Additionally, the research revealed that customers' perceived social interactions, including interactions with both personnel and other customers, play a significant role in shaping the quality of the café experience. As a result, the insights gained from this study can be applied to various types of Food and Beverage (FnB) businesses, such as coffee shops, restaurants, and bars.

Phung Thi Thuy, Le Huu Chau (2018) conducted research “Factors Affecting Customer Experience In Online Shopping In Vietnam Retail Market” in the Journal of Economic Sciences - NO.7

This research aims to find out how online retailers may offer a remarkable customer experience, an analysis of elements influencing the Vietnamese retail market is conducted.

The research's results indicate that factors such as points of sale, the relationship between a product's pricing and a company's commitment, and the standard of post-sale customer support all have an impact on the consumer experience in the Vietnamese retail market.

Research findings on the variables influencing online customer experience in the Vietnam retail market reveal that, of the first 5 variables in the model, all 3 have a direct impact on the experience, including Touchpoint, Product-price correlation, and commitments, Customer service in online purchase. The findings of this study indicate that companies engaged in online sales in the Vietnamese retail industry make choices that enhance the experiences of their customers.

Based on the statements verified in previous studies, the research model offers 5 groups of factors affecting the customer experience process in online shopping in the Vietnam retail market. Thuy, Chau proposed the following research model. With 5 factors in the proposed research model, the questionnaire is designed to consist of 20 questions corresponding to 20 observed variables.

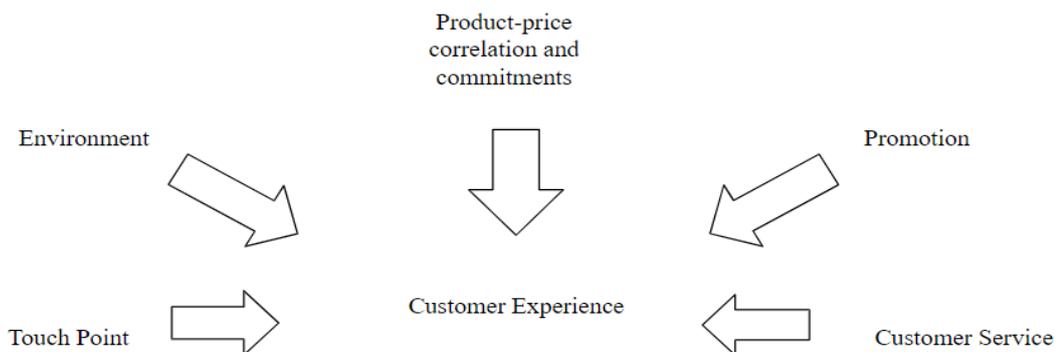


Figure 2.9. Proposed Research Model of Factors Impact on customer experience in buying online goods in Vietnam retail market (English version)

(Source: Phung Thi Thuy, Le Huu Chau, 2018)

2.3.2.2 Foreign Researches

Ibrahim Alnawas; Jane Hemsley-Brown (2019) conducted the research “Examining the key dimensions of customer experience quality in the hotel industry, Journal of Hospitality Marketing & Management”

Besides the development of the economy and science, the basic demands of customers are increasingly developed and complicated, so CEQ models need to be increasingly inherited and changed to suit the needs of guests. Therefore, Ibrahim, Jane and Hemsley have conducted research with the main goal of this study is to present a CEQ model that is more comprehensive and to validate it through research done in the hotel business. In order to demonstrate the predictability and nomological validity of the proposed concept, a secondary goal is to investigate the impact of CEQ on three post-consumption outcomes, namely consumer satisfaction, perceived value, and brand loyalty.

According to different schools of thought, CEQ refers to what consumers expect from sensory interactions with the main activity, event, vacation, or product. (Joy and Sherry, 2003; Pine & And Gilmore, 1999; Schmitt, 1999). In the other words, The CEQ model analyzes consumers' social contexts, handles pre- and post-service encounter experiences, focuses on emotional and functional quality features, contains an assessment of value-in-use developed over many channels, and varies depending on context.

They identified nine experiences that could possibly characterize CEQ in a tourism scenario, motivated by the numerous streams of research on the topic of CEQ. In order to prevent any overlap and discover separate and singular experiences, careful consideration is paid to the definitions and measurements of experiences presented by prior researchers. As a result, the proposed framework, which will be verified in the following step, is based on relevant and pertinent experiences from the literature review that are related to the hotel industry. Five of the identified experiences are related to the psychological, symbolic, and cognitive outcomes accorded to customers from consumption activities (i.e. surprise, entertainment, escapism; lifestyle; learning); and the other four are related to the interaction with physical and social environments (i.e. staff-customer interaction, customer-customer interaction, atmospherics, guest security).

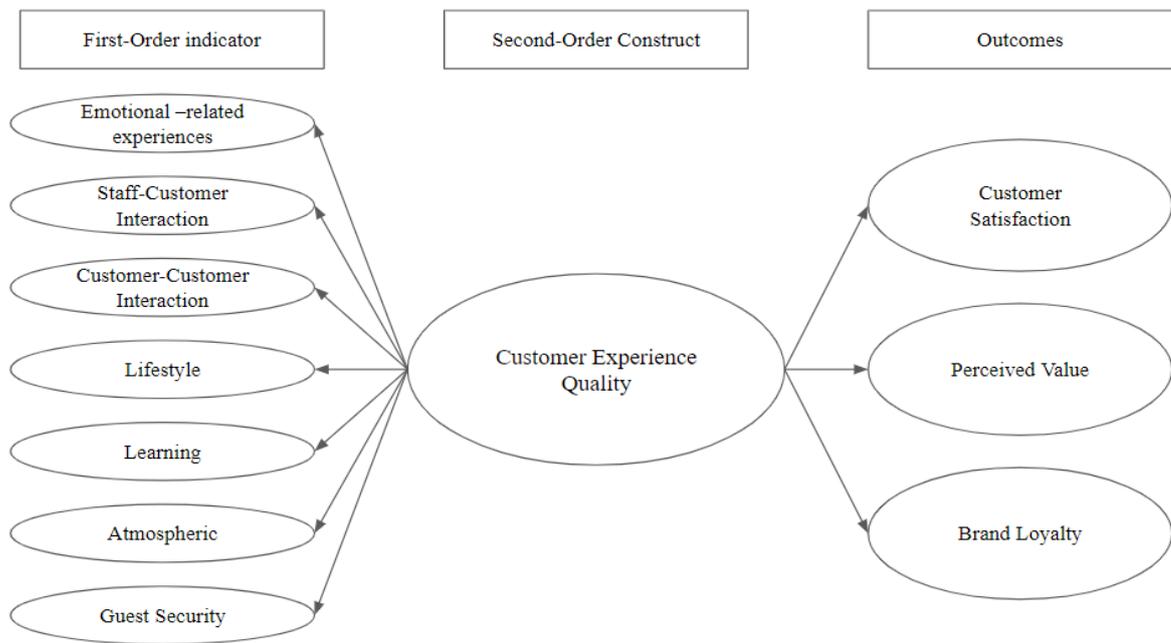


Figure 2.10. *The CEQ proposed research model*

(Source: Alnawas, Ibrahim; Hemsley-Brown, Jane, 2019)

Arttu Lukander (2021) conducted research “Enhancing the Customer Experience Through Sensory Perception: Case Restaurant Más”

This research aims to improve the use of all five senses to stimulate customer perceptions and behavior in order to raise brand recognition among consumers. To improve the customer experience through sensory perception and experience design. The concept will incorporate all five senses (smell, touch, hearing, sight, and taste), and it will be thoroughly described why stimulating the senses will be advantageous from both a guest experience and a financial standpoint.

The final goal of this research is to transform the patron experience into a more significant and comprehensive one that the patron will remember for a longer period of time with the intention of increasing the number of patrons visiting the restaurant, boosting its popularity, and securing a place amid the intense competition in the restaurant business.

The Lapland Centre of Expertise for the Experience Industry's Sanna Tarssanen and Mika Kylänen developed an Experience Pyramid Model, which Arttu Lukander has used. According to Tarssanen and Kylänen (2009), the model depicts the ideal form of "product," in which the experiences of all the constituents are mirrored on both a mental and physical level. It is a tool for "experiential marketing" of the product and a great instrument for the creation of services. The tool can be used by the service provider to examine their offering and provide the industry with much-needed differentiation. Additionally, the model enables the creation of memorable experiences for customers (Tarssanen & Kylänen, 2009).

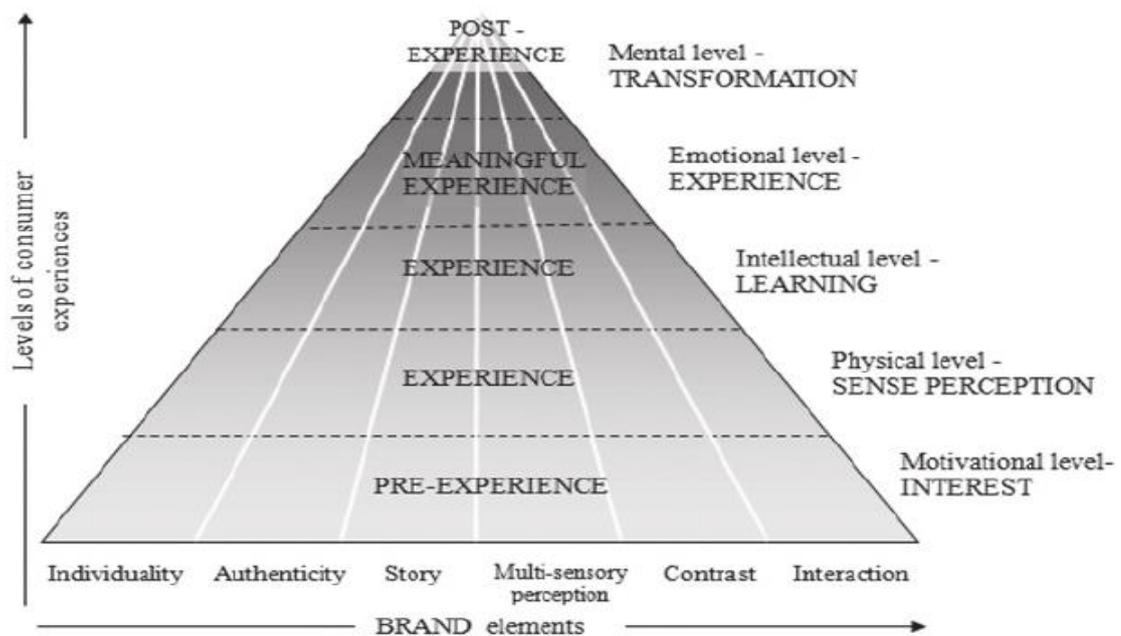


Figure 2.11. Experience Pyramid

(Source: Adapted from Tarssanen & Kylänen, 2009)

The model is crucial that all the six elements (individuality, authenticity, story, multi-sensory perception, contrast, and interaction) are included into all aspects of the product, from pre- and post-marketing to service delivery.

Individuality is a crucial component of a journey. It refers to the product's quality and uniqueness, whereas no other product is the same.

Authenticity is related to the product's trustworthiness after being designed. It alludes to the actual way of life, local culture, or handcrafted goods. It can be explained by the residents' local or regional behaviors and motivations.

Story has a direct connection to authenticity. An authentic story connects the experience to reality and provides it with social context and content.

Multi-sensory perception implies that as many senses as possible should be used to enjoy the service or product. It should be pleasing to the senses in terms of aroma and smell, visual impact, audibility, taste, and tactile (touch) feeling.

Contrast refers to the distinction from the viewpoint of the client in the experience pyramid. The product or service must be distinct from the customer's regular routine.

Interaction represents the interaction between the consumer, the staff, and the other customers. Effective communication with the service and the provider is what it stands for.

There are five levels that have shown vertically in the Figure: motivational, physical, intellectual, emotional, and mental. They are used to describe the level of the customer's experience:

- ❖ **The motivational level** is the point at which the customer's attention is awakened.
- ❖ **The physical level**, the customer experiences the environment through the senses.
- ❖ **The intellectual level**, the customer processes the sensory stimuli the environment provides.
- ❖ **The emotional level**, the customer is undergoing the experience.
- ❖ **The mental level** is where a powerful mental reaction to a meaningful experience could lead to a personal change.

Flavián, Carlos; Ibáñez-Sánchez, Sergio; Orús, Carlos (2018) conducted research “The impact of virtual, augmented and mixed reality technologies on the customer experience.”

This research aims to examine how the technology application innovations can be applied to enhance value by giving customers a better, more memorable experience. According to Brakus et al. (2009) and Meyer & Schwager (2007), customer experiences are the internal and unique reactions of the customer to any direct or indirect contact with businesses. Customers interact with businesses at many moments during the purchasing experience, as was already mentioned. To create memorable and lasting experiences that stimulate favorable cognitive, affective, emotional, social, and physical responses, businesses need to manage these "moments of truth" effectively.

According to this study, the combination of current customer core experiences encountered with those mediated by technology produces integrally technology-enhanced experiences, which increase the value given to customers. Customer experience managers must consider how technology can enhance and add value to their customers' core experiences in addition to satisfying customers novelty-seeking behaviors when designing and implementing technology-enhanced experiences (Dabholkar & Bagozzi, 2002; Lin, 2003).

In the captivating "experience hierarchy" envisioned by Neuhofer et al. (2014), a splendid tapestry unfurls, revealing four distinct levels of profound encounters: conventional experiences (level 1) are essentially one-directional (companies to customers), and technology's role is nonexistent or minimal; technology-assisted experiences (level 2) involve customers being helped by technology but do not allow them to interact or co-create their experiences (Webs 1.0); and when technologies (Webs 2.0). Technology-empowered experiences are the fourth and highest level, where technologies are necessary for the experiences to take place. At this level, immersive technologies provide users with added value resulting from high degrees of engagement and co-creation opportunities.

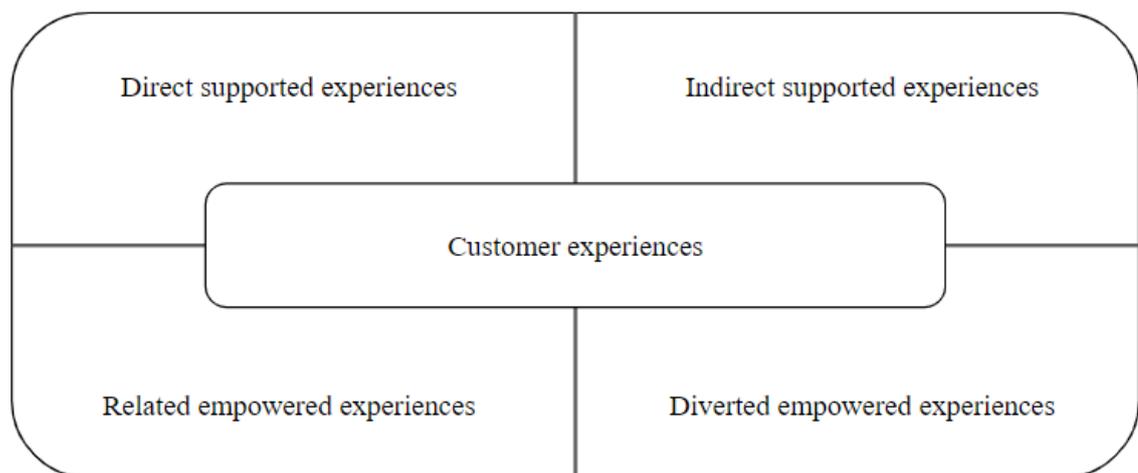


Figure 2.12. *Technology-enhanced Customer Experiences Model*

(Source: Flavián, Carlos; Ibáñez-Sánchez, Sergio; Orús, Carlos, 2018)

General comment

To sum up, the collection of research papers discussed above collectively contributes to our understanding of various aspects of customer experience in different settings. These studies, conducted by renowned scholars, offer valuable insights into the antecedents, dimensions,

and consequences of customer experience in areas such as luxury hotels, beverage establishments, cafes, wine bars, and restaurants. Thus, through the aforementioned studies, it can be seen that Staff Performance, Ambient Conditions, Product Quality, and Technology Applications are the key factors affecting guests' experience in the service industry in general and the bar industry in particular.

One common theme across these research papers is the recognition of the significance of the physical environment in shaping customer perceptions and experiences. Scholars such as Tran Xuan Quynh (2020) explore the role of servicescape and ambiance in creating positive customer experiences in beverage establishments and café settings, respectively. They highlight the importance of creating pleasant and immersive environments that align with customer expectations. Moreover, these studies emphasize the impact of human interactions on the overall customer experience. Furthermore, the research papers by Arttu Lukander (2021) explore the role of sensory perception in creating memorable experiences. They highlight the importance of taste, aroma, ambiance, and design in enhancing customer experience and loyalty in wine bars and restaurants. Additionally, the study by Flavián, Carlos, Ibáñez-Sánchez, Sergio, Orús, and Carlo (2018) examines the impact of virtual, augmented, and mixed reality technologies on the customer experience. The researchers investigate how these immersive technologies influence consumer perceptions and engagement, offering opportunities for businesses to differentiate themselves.

In conclusion, these research papers, authored by respected scholars, provide valuable insights into the multidimensional nature of customer experience. The findings underscore the importance of creating favorable physical environments, fostering positive human interactions, and considering sensory perception and technology in designing exceptional experiences. By incorporating these insights, businesses can enhance customer experience, loyalty, and overall success in various industry sectors.

2.4 Proposed Research Model and Hypotheses Development

2.4.1 Proposed Research Model

Drawing upon the findings of both domestic and foreign scholars, the researchers involved in this study have inherited a set of factors they believe to be relevant to PLUGS Saigon. Through careful synthesis and documentation, the following key elements influencing guests' experience at PLUGS Saigon have been identified by the authors.

Factors	Item	Authors
Staff Performance	SP	Lo, A., & Yeung, M. A. (2020); Walls A, Okumus F, Wang Y, et al. (2011); Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988)
Ambient Conditions	AC	Tran Quynh Xuan (2020); Lo, A., & Yeung, M. A. (2020); Walls A, Okumus F, Wang Y, et al. (2011)
Product Quality	PQ	Klaus and Maklan, (2011), Milos Bujisic (2014); Namkung, Y., & Jang, S. (2007); Ha & Jang. (2010)
Technology Applications	TA	Flavián, Carlos; Ibáñez-Sánchez, Sergio; Orús, Carlos (2018); Berkley, Gupta (1994)
Guest Experiences	GEX	Ibrahim Alnawas; Jane Hemsley-Brown (2019); Berkley, Gupta (1994); Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988); Klaus and Maklan, (2011), Milos Bujisic (2014); Namkung, Y., & Jang, S. (2007)

Table 2.1. Factors affecting guests' experience in the bar industry

(Source: The authors combined, 2023)

Based on the findings of prior researchers, the authors have synthesized and proposed a research model comprising four independent variables and one dependent variable. The proposed research model outlines the factors that influence guests' experience at PLUGS Saigon as follows:

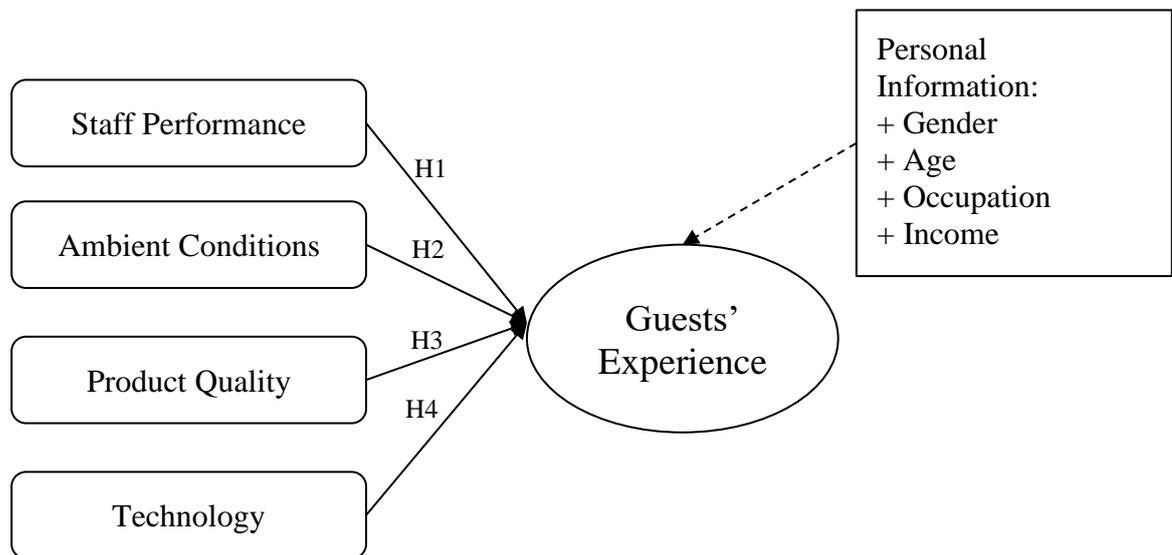


Figure 2.13. Proposed research model

(Source: The authors synthesized and proposed, 2023)

2.4.2 The Definition of Variables in the Research Model

❖ Staff Performance

Staff performance refers to the measurable outcomes and achievements demonstrated by employees in their work roles. There are four dimensions performed by staff that can be seen, and evaluated by guests which relate to guest-to-staff encounters: employee attitude, professional behavior, proactive service, and appearance. The perception of guests towards beverage establishments can be significantly influenced by the attitude, professional behavior of the service staff. Additionally, the physical appearance of the personnel is a noticeable factor when evaluating the experience of guests, it is considered to play a significant role by organizations in reflecting brand image and is extensively applied to branding activities (Walls A, Okumus F, Wang Y, et al., 2011).

❖ Ambient Conditions

As mentioned above, ambient conditions are one of the elements that make up the service environment based on Customer Service for Hospitality and Tourism (Simon Hudson & Louise Hudson, 2012). The elements of the environment that engage the five senses and collectively define the ideal atmosphere are referred to as ambient conditions. These factors, which are frequently overlooked consciously, can have an influence on emotional well-being, perceptions, attitudes, and behaviors. The interaction of design components generates

an ambiance that impacts the feelings and interpretations of customers. Music, temperature, air quality, noise, scent, and color are all important components of ambient circumstances (Lovelock and Wirtz, 2007).

❖ **Product Quality**

Product quality within the context of beverage establishments pertains to the overall characteristics, features, and attributes of beverages that contribute to the customer experience and perceived value of the beverages being offered. While food quality has been assessed using diverse criteria such as presentation, variety, healthy options, taste, and temperature (Namkung, Y., & Jang, S., 2007). However, the attributes of product quality in beverage establishments can be classified into four distinct groups: presentation; variety; taste; and freshness. Understanding these elements and striving for excellence in each area is crucial for success in the highly competitive beverage industry.

❖ **Technology Applications:**

Technology Applications are software programs and systems utilized by virtually every industry for communication, office productivity, research, data protection, analytics, and other purposes. There are four dimensions to Technology Applications related to the evaluation of customer service experiences: Direct support experiences, Indirect support experiences, Related empowered experiences, and diverted empowered experiences (Flavián, Carlos; Ibáñez-Sánchez, Sergio; Ors, Carlos, 2018). In which the author directs the research to two dimensions: Direct and Indirect support experiences by classifying four functions that technology can support in the bar industry: Booking, Recommendation, Payment, Feedback, and Comment. It is essential for success in the highly competitive beverage sector to comprehend these components and strive for excellence in each one.

2.4.3 Hypotheses Development

❖ **Staff Performance**

Research consistently indicates that staff performances significantly influence the experiences of guests. Salanova et al. (2005) recognized this impact specifically in hotels and restaurants. Various studies have investigated how staff behavior, professionalism, and customer service contribute to the overall guest experience. For instance, Sparks et al. (2013) discovered a strong connection between the service behaviors of hotel employees and guests'

perceptions of service quality, ultimately influencing their overall experience. Similarly, Homburg et al. (2009) explored the relationship between employee-customer interactions and customer loyalty, emphasizing the importance of positive employee interactions in fostering lasting customer relationships. Additionally, customers generally perceive service employees as representatives of the establishments they work for Surprenant and Solomon, (1987). Therefore, these findings highlight the crucial role of well-trained and customer-oriented staff members, both in the broader hospitality industry and specifically in the bar industry. Based on the existing theoretical and empirical evidence, we propose the following hypothesis:

Hypothesis 1 (H1): Staff performance has a positive impact on guests' experience.

❖ **Ambient Conditions**

According to Nguyen (2006) PE is regarded as one of the limited available tangible cues that is used by many hotels to create pleasurable experiences and to communicate the nature and reputation of their offers. Walls et al. (2011) suggested the four PE dimensions of a luxury hotel that can influence the five senses of consumers: ambience, multisensory, space/function, and sign/symbol/artifact. Moreover, in a study by Milliman (1986), it was found that pleasant and appropriate background music positively influenced customers' perceptions of service quality and satisfaction in a restaurant setting. Another study by Bitner (1992) investigated the effects of atmospheric factors on customer responses in a retail context, highlighting the importance of factors such as lighting, color, and layout in influencing customers' emotions and experience. Therefore, in four PE dimensions, we highly focus on the effects of ambient conditions on total guests' experiences. From the aforementioned theoretical and empirical backgrounds, we propose the following hypothesis:

Hypothesis 2 (H2): Ambient conditions have a positive impact on guests' experience.

❖ **Product Quality**

The academic community has devoted considerable attention to the topic of product quality (Ha & Jang, 2010; Namkung & Jang, 2007; Ryu & Han, 2010). Previous studies have consistently shown that product quality plays a positive role in shaping the overall dining experience and is a crucial factor for the success of restaurants Namkung & Jang, (2007); Sulek & Hensley (2004). Scholars have empirically examined the significance of food

quality specifically within restaurant contexts and found it to be critically important for customers' dining experiences Clark & Wood (1999). Susskind and Chan (2000) proposed that food quality serves as a key determinant of the customer experience in a restaurant. Similarly, it is reasonable to assume that product quality has a strong influence on the customer experience in beverage establishments. Compeau et al., (1998) noted that previous research has primarily focused on investigating the cognitive and affective evaluations of intrinsic product characteristics or extrinsic quality signals when examining product quality. Therefore, it is anticipated that product quality also impacts the cognitive experiential state. Using these insights, we propose the following hypothesis:

Hypothesis 3 (H3): Product quality has a positive impact on guests' experience.

❖ **Technology Applications**

Research has consistently shown that technology applications have a positive impact on guests' experiences in various industries, including the hospitality sector. Law and Hsu (2005) investigated the impact of self-service technology on hotel guest satisfaction and found that technology applications, such as self-check-in kiosks, positively influenced guest experiences. Similarly, a study by Flavián et al. (2018) examined the role of technology in enhancing customer experiences. The researchers found that technology-based tools, such as mobile apps for ordering and payment, improved customer satisfaction and overall dining experiences. These findings indicate that leveraging technology in the hospitality industry, including bars and beverage establishments, can enhance customer satisfaction and contribute to memorable and enjoyable experiences. Thus, we propose the following hypothesis:

Hypothesis 4 (H4): Technology applications have a positive impact on guests' experience.

CHAPTER 2 SUMMARY

For this chapter, the authors have analyzed and presented the theoretical basis closely related to the research topic. At the same time, studies and models relating to guests' experience have been carefully researched to make the necessary premises. On that basis, the authors have proposed a research model and hypothesis on the factors affecting guests' experience at PLUGS Saigon in Ho Chi Minh City, including the following components: (1) Staff Performance; (2) Ambient Conditions; (3) Product Quality; (4) Technology Applications.

The next chapter will present the research process and research methods to measure guests' experience when using the service at PLUGS Saigon.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research process

This research is carried out with the following steps below:

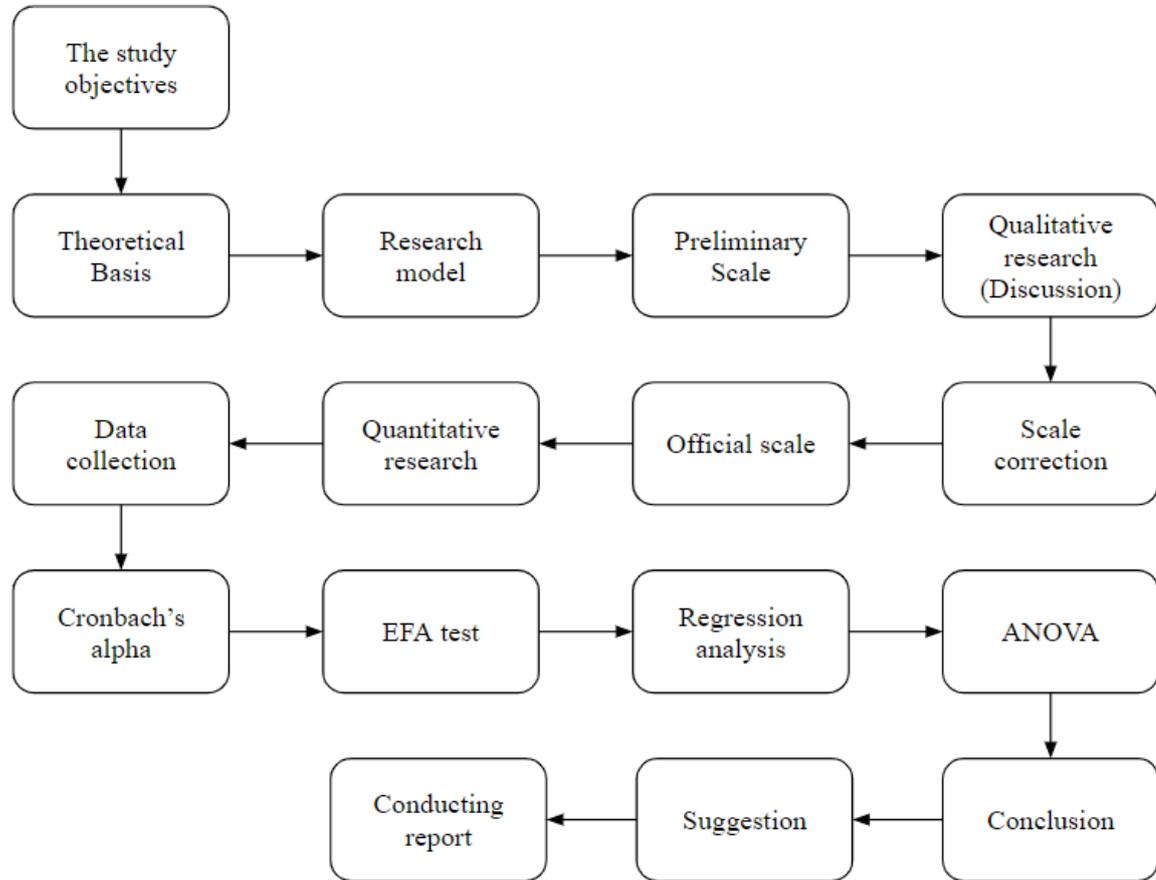


Figure 3.1. Research Process

(Source: Adapted from the authors, 2023)

A research model and a preliminary scale to quantify research concepts are provided based on the theoretical basis, previous studies, and related domestic and international studies.

Qualitative research is used through focus group discussion techniques to confirm the proposed research model and preliminary scale. The preliminary scale will be amended and added to the official scale based on the discussion's findings. The customer's attributes are combined with the official questionnaire based on the official scale.

Quantitative research the authors conduct an online survey on 125 customers who are using the service at PLUGS Saigon. The collected data are processed by SPSS Statistics software

and the following methods are used to analyze the data: scale reliability analysis (Cronbach's Alpha), and exploratory factor analysis (EFA).

3.2 Research method

3.2.1 Qualitative method

3.2.1.1 Qualitative research design

In this study, the authors decided to use focus group discussion (Appendix 2). The focus group discussion is conducted by the authors via email and online meeting via Google Meet discussions. The discussion participants are free to share their points of view and counter opinions. These opinions are recorded in writing and agreement level. This focus group discussion was conducted in May 2023. The results of this discussion are the basis for the authors to confirm the appropriateness and correctness of the proposed model. In the focus group discussion, 8 experts participated in interviews and surveys prepared by the authors from the preliminary scale (Appendix 1).

The preliminary study aimed to investigate the factors that influence guests' experience when using bar services, as well as the observed variables used to measure these factors. The research followed the following steps:

Step 1: The researchers selected 8 experts to engage in discussions. These experts included 4 lecturers and 4 experts in the Food & Beverage field. The discussions revolved around the research model and involved preparing the measurement scale.

Step 2: The content of the scale regarding the factors affecting guests' experience when using bar services was discussed. The researchers adjusted the wording of the scale to align with the research context and Vietnamese culture. They also conducted surveys to assess the participant's level of understanding of the meaning of each observed variable in the interview questionnaire. Based on the survey results, the researchers made appropriate adjustments to the questionnaire to ensure its clarity and relevance.

3.2.1.2 Qualitative research result

No.	Factors Affecting Guests' Experience in the Bar Industry	Factors Affecting Guests' Experience in the Bar Industry Adjust	Agree Frequency
1	Staff Performance	Preserved	5
2	Ambient Conditions	Preserved	5
3	Product Quality	Preserved	5
4	Technology Applications	Preserved	4

Table 3.1. Group Discussion Results

(Source: The authors collected and extracted from Group Discussion Results)

The following are the outcomes of the group discussion:

- ❖ The majority of participants in the discussion agreed with the authors' proposed factors.
- ❖ One expert disagreed with the fourth factor, claiming that Technology Applications was not the primary factor contributing to bar guests' experience, it was the secondary factor. However, there was just 1 out of 8 discussion participants made this claim, the authors decided to keep this factor to continuously test its effect on guest's experience.
- ❖ The authors then discuss the scales of factors affecting guests' experience in the bar industry.

Factor	Statement	Adjustment	Source
Staff Performance	The staff at PLUGS Saigon demonstrates a professional demeanor.	The staff at PLUGS Saigon demonstrates a professional demeanor.	Group discussion

	The staff at PLUGS Saigon handles the situation quickly.	The staff at PLUGS Saigon handles the situation quickly.	
	The staff at PLUGS Saigon possesses extensive professional knowledge.	The staff at PLUGS Saigon possesses extensive professional knowledge.	
	The staff at PLUGS Saigon always cares about guests' needs.	The staff at PLUGS Saigon always cares about guests' needs.	
Ambient Conditions	PLUGS Saigon has a glamorous lighting space.	PLUGS Saigon has a glamorous lighting space.	Group discussion
	PLUGS Saigon has a good music playlist.	PLUGS Saigon has a good background music.	
	PLUGS Saigon has comfortable fragrant	PLUGS Saigon has comfortable fragrant.	
	PLUGS Saigon has an impressive architectural design.	PLUGS Saigon has an impressive architectural design.	
Product Quality	Drinks at PLUGS Saigon are exquisitely	Drinks at PLUGS Saigon are exquisitely garnished.	Group discussion

	garnished.		
	Drinks at PLUGS Saigon are suitably tasty.	Drinks at PLUGS Saigon are suitably tasty.	
	Drinks at PLUGS Saigon are varied.	Drinks at PLUGS Saigon are varied.	
	Drinks at PLUGS Saigon are made with fresh ingredients.	Drinks at PLUGS Saigon are made with fresh ingredients.	
Technology Application	In the future, technology applications for seat reservations will create convenience.	In the future, technology applications for seat reservations will create convenience.	Group discussion
	In the future, technology applications with the function of suggesting beverage choices will suit customer tastes.	In the future, technology applications with the function of suggesting beverage choices will suit customer tastes.	
	In the future, technology applications will facilitate convenient payment methods.	In the future, technology applications will facilitate convenient payment methods.	

	In the future, technology applications will make feedback processes easier.	In the future, technology applications will make feedback processes easier.	
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Table 3.2. *The results of the scales through the group discussion technique*

(Source: The authors collected and extracted from Group Discussion Results)

Guest' experience is influenced by 16 observable variables from 4 factors. After discussion, the authors modified the variable "PLUGS Saigon has a good music playlist" under factor ambient conditions to "PLUGS Saigon has a good background music" since the sound environment in PLUGS Saigon is more than just playing music playlists, but also on live music performances. The author uses this scale as the official scale, conducting interviews with 125 customers and serving as the thesis' official database.

3.2.2 Quantitative method

An online survey was administered through Google Form to gather responses from a sample of 125 customers who have availed themselves of the services provided by PLUGS Saigon. The collected data were subsequently processed utilizing the SPSS software. The data analysis encompassed several rigorous methodologies, including evaluating scale reliability using Cronbach's Alpha, conducting exploratory factor analysis (EFA), performing regression analysis, as well as employing Independent Samples T-Test and ANOVA to further explore the data.

3.2.2.1 Sampling method

This study involved 16 observed variables. Hoang Trong and Chu Nguyen Mong Ngoc (2008) suggest that, in general, the number of observations (sample size) should be at least 3 or 5 times the number of variables in the exploratory factor analysis (EFA). Hair et al. (2010) recommend a sample size equal to or greater than 100, with a minimum ratio of 5 observations per variable. Given that the questionnaire used in this study comprises 16 variables, the minimum sample size would be $N = 5 \times 16 = 80$, according to Hair et al. (2010).

In addition, Tabachnick and Fidell (2013) propose that the sample size for regression analysis should be determined by the formula $n \geq 50 + 8m$ (m representing the number of independent variables). Applying this formula to the current study with 4 independent variables, the minimum sample size would be $50 + 8 \times 4 = 82$, as suggested by Tabachnick and Fidell (2013).

To ensure a sample size of 80, the researcher plans to increase it by 56% due to the anticipated removal of unsatisfactory questionnaires during data collection. Therefore, the minimum number of questionnaires sent for the survey would be $80 \times (100 + 56)\% = 125$ observations. With 146 completed surveys, the study meets the requirements for exploratory factor analysis (125 surveys) and is also eligible for regression analysis (125 observations).

3.2.2.2 Data processing method

Samples were selected by convenience sampling method. The authors proceed to select customers who are using the service at PLUGS Saigon and invite customers to participate in the online survey by sending the survey through email to the customers.

- ❖ Survey method: Online survey
- ❖ Number of surveys: 125 observations

After collecting the data, the data will be processed in the following order:

- ❖ Collect the answer sheet, and encrypt the necessary data in the questionnaire using SPSS software
- ❖ Analyze the reliability of the scale using (Cronbach's Alpha)
- ❖ Exploratory factor analysis (EFA)
- ❖ Analyze the impact of factors by regression analysis
- ❖ Analyze the difference in guest experience when using service at PLUGS Saigon with gender, age, income and occupation

1. Descriptive statistics

Descriptive statistics enable researchers to provide data in an organized and summarized form (Huysamen, 1994). Descriptive statistics used in this study to analyze and describe the data include frequencies, percentages, mean, and standard deviation.

2. Reliability analysis (Cronbach's Alpha coefficient)

A statistical test called Cronbach's Alpha is used to determine how closely related and correlated variables are. The correlation between the variables themselves and the correlation between the scores of each variable and the sum of the scores for all the variables for each respondent are the two features that are at issue.

The reliability of the scale is assessed by the internal consistency method through Cronbach's Alpha coefficient. The larger Cronbach's Alpha coefficient, the higher the reliability. Before assessing EFA exploratory factors, one should remove improper research variables using Cronbach's Alpha reliability coefficient approach since these variables can produce dummy factors (Nguyen, 2011). The Cronbach Alpha reliability coefficient only indicates whether the measured variables are related or not, but does not indicate which variables should be removed and which should be kept. Therefore, the combined use of the correlation coefficient of the total variable is used to exclude those variables that do not contribute much to the concept to be measured (Hoang Trong & Chu Nguyen Mong Ngoc, 2008). In this study, the authors chose a scale with the reliability of Cronbach's Alpha > 0.6 .

Accordingly, only the variables with the appropriate Total Correlation Coefficient (Corrected Item-Total Correlation) > 0.3 and the Alpha Coefficient > 0.6 are considered acceptable and suitable to be included in the analysis of these variables (Nunnally & Bernstein, 1994). Observed variables with corrected item-total correlation < 0.3 will be excluded (Nunnally & Bernstein 1994).

Cronbach's Alpha coefficient value level according to Hoang Trong & Chu Nguyen Mong Ngoc (2008):

- ❖ From 0.8 to close to 1: the scale is very good
- ❖ From 0.7 to close to 0.8: good usable scale
- ❖ From 0.6 and up: the scale is qualified to use

The range $[0,1]$ has a changeable value for Cronbach's Alpha. Theoretically, the better this coefficient is (the more trustworthy the scale is), the worse it is. This is not totally accurate, though. The overlap in the scale is a phenomenon where Cronbach's Alpha coefficient is too high (around 0.95 or more), indicating that there are numerous variables in the scale that do not distinguish from each other.

3. Exploratory factor analysis (EFA)

Exploratory factor analysis (EFA) is a quantitative analysis method used to reduce a set of many interdependent measures into a smaller set of variables (called factors) so that they are significant. but still contains most of the information content of the original set of variables (Hair et al., 2006).

In factor analysis, the necessary requirement is that the KMO coefficient (Kaiser Meyer-Olkin (KMO) must have a large value ($0.5 \leq \text{KMO} \leq 1$), showing that the factor analysis is appropriate. If the $\text{KMO} < 0.5$, factor analysis is likely not suitable for the data. According to statistical significance (sig Bartlett's Test 0.05), the observed variables in the factor are connected with one another. Each observed variable's factor loading must also be less than 0.5; the higher the factor loading, the stronger the correlation between the observed variable and the factor, and the converse is true.

The number of times a person's name is written down on a piece of paper, and the number of times a person's name is written down on a piece of paper. According to this criterion, only factors with Eigenvalues of 1 are kept in the analytical model, and each component's contribution to the total variance explained is used to determine if it meets the criteria for factor analysis (Gerbing & Anderson, 1988).

When conducting the factor analysis, the authors used the Extraction method with Varimax Rotation.

Factor loading value level according to Hair et al. (2006):

- ❖ Factor loading ≥ 0.3 : Minimum condition for the observed variable to be kept
- ❖ Factor loading at ≥ 0.5 : The observed variable has good statistical significance
- ❖ Factor loading at ≥ 0.7 : The observed variable has very good statistical significance

4. Impact of factors by regression analysis

A statistical method known as multiple linear regression (MLR), commonly referred to as multiple regression, employs a number of independent variables to forecast the results of a dependent variable. Modeling the linear relationship between the independent and dependent variables is the aim of multiple linear regression. Since multiple regression takes into account several independent variables, it can be thought of as an extension of ordinary least-squares (OLS) regression (Hayes Adam, 2021).

Then, according to Taylor & Francis, the regression coefficient of each independent variable will be evaluated whether it is significant in the model or not based on the t-test (student) with the hypothesis H_0 : The regression coefficient of the independent variable is 0. Given how many independent variables there are, there will be tests as many H_0 hypotheses.

Testing result:

- ❖ $\text{Sig} < 0.05$: Reject the hypothesis H_0 , which means that the regression coefficient of the variable is statistically different from zero, the independent variable has an impact on the dependent variable.
- ❖ $\text{Sig} > 0.05$: Accept the hypothesis H_0 , that is, the regression coefficient of the variable is 0 statistically significant, and the independent variable has no impact on the dependent variable.

The VIF values can be used to evaluate whether CMB and multicollinearity are present in the data. All of the VIFs for the latent variables in the model are below 3.3, according to Table 4, which is consistent with the advice given by Kock and Lynn (2012) and suggests that multicollinearity is not present. This finding suggests that the model's variables are not strongly connected, strengthening the analysis's robustness.

Also In SPSS, the data of the t-test are taken from the Coefficients table. Also note that, if an independent variable is not statistically significant in the regression results, authors will conclude that the independent variable has no effect on the dependent variable without performing variable type and analysis regression again.

5. Analyze the difference in guest experience when using service at PLUGS Saigon with gender, age, income, and occupation

Independent Sample T-Test is used to apply the mean difference test to the case where the qualitative variable has 2 values. For example, gender variables (male, female), age variables, income, etc. In case the qualitative variable has 3 values, 3 pairs will be compared as (1-2, 1-3, 2-3). However, comparing each such pair of values is quite inconvenient and time-consuming if the number of values increases to 4, 5, or 6 (Kent State University, 2023)

The test results consist of two parts:

Part 1: If Levene's Test sig is less than 0.05, then the variance between the two sexes is different, then using the sig T-Test value in the Equal variances not assumed row.

- ❖ T-Test sig value < 0.05 => conclusion: There is a statistically significant difference in the experience level of respondents of different genders.
- ❖ T-Test sig value > 0.05 => conclusion: There is no statistically significant difference in the experience level of respondents of different genders.

Part 2: If Levene's Test sig is greater than or equal to 0.05, then the variance between the two sexes is not different, then using the blue sig T-Test value in the Equal variances assumed row.

- ❖ T-Test sig value < 0.05 => conclusion: There is a statistically significant difference in the experience level of respondents of different genders.
- ❖ T-Test sig value > 0.05 => conclusion: There is no statistically significant difference in the experience level of respondents of different genders.

ANOVA aids in the resolution of the Independent Sample T-Test issue. This approach is useful for comparing the means of three or more groups.

ANOVA has 3 methods: 1-way ANOVA, 2-way ANOVA, and MANOVA. However, within the scope of this research, the authors use the One-Way ANOVA method. ANOVA can perform the function of an Independent Sample T-Test, so in order not to use too many theories and methods, ANOVA should be used for all qualitative variables. The results of ANOVA in the case of a 2-valued qualitative variable give exactly the same results as the Independent Test. The test results consist of two parts.

Part 1: Levene test: used to test whether the variance is equal or not between groups

- ❖ If sig in this test > 0.05 , then the variance between the choices of the above qualitative variable is not different => check the Anova table.
- ❖ If sig in this test < 0.05 , the hypothesis of homogeneity of variance between groups of qualitative variable values has been violated. The variances between groups of working parts are not equal. ANOVA table cannot be used but will enter the Welch test for the case of violation of the uniform variance assumption.

Part 2: ANOVA test

- ❖ If the sig in the ANOVA table is < 0.05 , then the conclusion: There is a statistically significant difference in the satisfaction level of the respondents of different age groups.

- ❖ If the sig in the ANOVA table ≥ 0.05 , then the conclusion: There is no statistically significant difference in the satisfaction level of the respondents of different age groups.

3.3 Ethical consideration

Ethical consideration of this report is extremely important since the respondents' personal information is necessary to verify the survey's validity. This section's major goal is to present some ethical guidelines for group members to adhere to while performing the research.

First, this paper extensively uses secondary evidence to support its claims, including definitions, remarks, and viewpoints from renowned authors, researchers, and organizations. In addition, the hypotheses and definitions in this paper are supported by a variety of sources of data. Therefore, in order to show respect for the writers, any information from earlier research articles will be cited using the Harvard system and included in the References.

Second, the researchers will need to introduce their identity, the study's objectives, the number of questions, and the time needed to complete the survey when starting the survey. Additionally, the researchers ensured that all respondents' personal data was kept fully private and solely for study purposes.

Third, the survey's participants had to participate voluntarily and were not impacted by any individuals or organizations. The questions must be answered by respondents in the context of their personal opinions. Additionally, the data and findings were produced entirely based on the responses from the respondents, and it is expressly forbidden to use data that has been falsified or manipulated.

Finally, the researchers will have to follow up on the survey, ready to support the respondents with technical or survey content issues. Above all, the researchers take full responsibility for this paper's results or any information related to this research.

CHAPTER 3 SUMMARY

This chapter outlines the research process, sampling technique, sample size, data collection, and analysis methods employed. Chapter 3 comprises the following key sections:

Preliminary research: The authors conducted preliminary research using group discussions and identified four factors that influence guests' experience at PLUGS Saigon: (1) Staff

Performance, (2) Ambient Conditions, (3) Product Quality, and (4) Technology Applications. The authors utilized a preliminary scale (provided in Appendix 1) to facilitate focus group discussions, which served as the foundation for developing the official scale for subsequent interviews during the survey.

Formal research: The authors conducted a focus group discussion with eight participants and proceeded with a quantitative approach using a survey panel and non-probability sampling. The convenience sampling method was employed to select PLUGS SAIGON's customers in Ho Chi Minh City. A sample size of 125 customers was directly collected for the official research, after eliminating any unreasonable responses. The collected data was then analyzed using SPSS 20 software.

Data analysis involved several steps, including exploratory factor analysis (EFA) and reliability testing using Cronbach's Alpha coefficient. The specific findings of the study are presented in Chapter 4, which includes detailed content related to the research results.

CHAPTER 4: DATA ANALYSIS AND RESEARCH RESULT

4.1 Overview of PLUGS Saigon

PLUGS Saigon is a classic cocktail bar that captivates the hearts of Saigon's residents with its warm and intimate atmosphere, all while maintaining an air of politeness and grace. Step into our establishment and bask in the soft glow of yellow lights as you immerse yourself in the ever-changing rhythms of jazz melodies, sometimes vibrant and lively, and other times soothing and leisurely. With a cocktail in hand, even if you arrive alone, PLUGS Saigon's attentive bartenders ensure that you never feel lonely. PLUGS Saigon is the perfect space to unwind, connect with others, and momentarily escape the chaos of everyday life.

Conveniently located at 11 Yersin, District 1, in the heart of the bustling city center, PLUGS Saigon offers a prime spot for locals and visitors alike. Since its establishment in 2022, this bar has quickly gained popularity as a new hotspot, presenting numerous opportunities for further growth and development. PLUGS Saigon welcomes a diverse range of patrons, all bound by a shared love for cocktails, regardless of age. It's a retreat where those seeking respite from the urban chaos converge, each with their own stories and desires. From the young adventurers to the young-at-heart enthusiasts, PLUGS draws a crowd that finds common ground in their appreciation for finely crafted cocktails.

With a capacity to accommodate 27 guests on the main floor and an additional 8 in a private room, PLUGS curates an intimate and personalized experience. Stepping into the venue is akin to entering a scene from Netflix's *Peaky Blinders* series, as low ambient lighting casts a seductive glow, and the air is scented with the subtle flicker of candles. Soft, plush seats are adorned in the theme colors, inviting guests to sink in and enjoy the evening. The entire atmosphere aligns perfectly with the concept, creating an all-encompassing and immersive experience. As jazz melodies weave through the air, the space transforms into a haven of relaxation and intrigue. Carefully selected glassware reflects the attention to detail, while the walls are adorned with imagery that transports you to another time. This meticulous attention to ambiance is heightened by elegant lighting accents, adding a touch of refinement to the surroundings. The result is a harmonious blend of aesthetics and mood, crafting an ambiance that leaves a lasting impression.

PLUGS Saigon takes pride in delivering beyond the ordinary realm of savoring finely crafted cocktails. This philosophy shines through in the staff dynamics. Traditional demarcations between servers and bartenders seamlessly blur into one another. Mr. Luu Thanh Dat, the co-founder of PLUGS Saigon, emphasizes that this integration ensures that the creators of the cocktails are also the ones engaged in heartfelt conversations. This distinction sets PLUGS Saigon apart, making each interaction genuine and memorable.

PLUGS Saigon provides daily promotions to enhance your experience, such as "Mondatios" on Mondays, "Twosday" where you can buy two and get one free on Tuesdays, and "Winesday" on Wednesdays, etc. In addition, PLUGS Saigon hosts engaging workshops 'Guest Shift' featuring renowned guest bartenders who share their expertise and passion for mixology.

The name "PLUGS" holds a significant meaning to this establishment. In Europe, the term "plug" refers to an exclusive dealer, and PLUGS Saigon aspires to be the exclusive dealer of exceptional cocktails in Saigon. They aim to provide their patrons with an unparalleled and unforgettable drinking experience, where each sip unveils a symphony of flavors meticulously concocted by their skilled team.

As a relatively new addition to the vibrant drinking scene in Ho Chi Minh City, PLUGS Saigon is committed to understanding and catering to our customers' desires. We believe in the power of listening, ensuring that every patron not only receives the finest cocktails but also enjoys the most remarkable moments at PLUGS. With the motto "Charge you with the most exquisite experiences" we strive to create an atmosphere where each guest feels valued, heard, and truly immersed in an unforgettable journey of taste and ambiance.

4.2 Research Results

Demographics refers to the collection and investigation of data regarding people's age, gender, income, and occupation. The analysis of these demographic factors can be applied to study a population, a specific group of individuals, or an entire culture. In the business realm, demographic information is highly valued as it serves as a crucial tool for companies to assess and define their market. By utilizing demographic data, businesses can effectively market and sell their products, identify their target audience, and evaluate customer satisfaction with their services. This enables them to analyze customer behavior, interact with them through social media platforms, and anticipate positive customer experiences, thus allowing for the development of future strategies.

		Frequency (Samples)	Percentage (%)
Gender	Female	53	42.4
	Male	72	57.6
Age	From 18 to 29	25	20.0
	From 30 to 40	68	54.4
	From 40 to 50	31	24.8
	Above 50	1	0.8
Income (million VND per month)	Below 15	8	6.4
	From 15 to under 25	61	48.8
	From 25 to under 35	46	36.8
	Above 35	10	8.0
Occupation	Civil servant	27	21.6
	Private company employee	79	63.2
	Student	7	5.6
	Self-employed	12	9.6

Table 4.1. Personal Information

(Source: The authors calculated and extracted from SPSS software, appendix 5)

In terms of gender: Among 125 responses, females made up 42.4% with 53 responses, while males made up 57.6% with 72 responses.

In terms of age: Among 125 responses, the age group from 30 to 40 years old made up for the largest proportion 54.4% with 68 responses; the next group is the age group from 40 to 50 with 24.8% with 31 responses; the age group from 18 to 29 and above 50 accounted 20% with 25 responses and 0.8% with 1 response, respectively. These statistics

show that the customer database of PLUGS Saigon is not mainly from young customers but employed-age customers.

In terms of income: Among 125 responses, the group with income from 15 to 25 million VND per month shared the largest proportion 48.8% with 61 responses; the next income group is from 25 to under 35 million VND per month made up 36.8% with 46 responses; the income group below 15 and above 35 accounted 6.4% with 8 responses and 8% with 10 responses, respectively. The study found that there are few differences between the first two income groups but the last two income groups did.

In terms of occupation: Among 125 responses, the occupation group of Students and Self-employed only accounted for 6% and 9%, respectively. The second largest occupation group is Civil servants with 22% for 27 responses while the largest occupation group is Private company employees with 63% for 79 responses.

4.2.1 Reliability analysis (Cronbach's Alpha)

Factor	Item	Cronbach's Alpha	Corrected Item-Total Correlation (Smallest)	Cronbach's Alpha if Item Deleted (Smallest)	Reliability
Staff Performance	4	0.895	0.744 (SP4)	0.854 (SP1)	Qualified
Ambient Conditions	4	0.893	0.749 (AC3)	0.852 (AC4)	Qualified
Product Quality	4	0.887	0.700 (PQ3)	0.845 (PQ1)	Qualified
Technology Applications	4	0.908	0.770 (TA4)	0.866 (TA1)	Qualified
Guest Experience	4	0.871	0.709 (GEX4)	0.836 (GEX3)	Qualified

Table 4.2. Cronbach's Alpha reliability test results

(Source: The authors calculated and extracted from SPSS software, appendix 5)

The study determined that the scale demonstrates strong reliability, as indicated by Cronbach's alpha coefficient for all independent variables surpassing 0.7. Additionally, the

lowest corrected item-total correlation among the variables is above 0.5 showing that there is a high correlation between the variables observed in the factor, and it is appropriate to reinforce the factor. In addition, the Cronbach's Alpha if an item is deleted is greater than 0.6. Based on these findings, the study confidently asserts that the scales exhibit good reliability and are appropriate to study problems. However, to further enhance the accuracy of the statement, the researchers also conducted exploratory factor analysis (EFA).

4.2.2 Exploratory factor analysis (EFA)

4.2.2.1 Exploratory factor analysis for independent factors

The output contains several tables that play a role in assessing the quality of the exploratory factor analysis (EFA) results. However, the author primarily emphasizes three key result tables: KMO and Bartlett's Test, Total Variance Explained, and Rotated Component Matrix. These specific tables allow us to evaluate the suitability of the EFA analysis results effectively.

KMO coefficient		0.943
Bartlett's test of sphericity	Sig Bartlett's Test	0.000

Table 4.3. KMO and Bartlett's Test of independent variables

(Source: The authors calculated and extracted from SPSS software, appendix 5)

KMO coefficient = 0.943 > 0.9 means that the correlation between the observed variables is large enough to conduct factor analysis.

Sig Bartlett's Test = 0.000 < 0.05, showing that the extracted factors are appropriate so that the observed variables are correlated with each other.

Thus, exploratory factor analysis (EFA) is appropriate.

Component	Initial Eigenvalues	
	Total	Cumulative %
1	10.156	63.478
2	2.084	70.250
3	1.623	74.141

4	1.067	77.684
----------	-------	--------

Table 4.4. Total Variance Explained of independent variables

(Source: The authors calculated and extracted from SPSS software, appendix 5)

The extracted variance value = 77.684% > 50% shows that 16 variables were extracted to 4 customer experience factors that are consistent with the data and have an impact on customer experience. The extracted variance was 77.684%, showing that the 4 factors could account for 77.684% of the data's variation.

There are 4 factors extracted at the point of extraction = 1.067 > 1, so 4 factors represent 16 observed variables.

	Component			
	1	2	3	4
TA3	0.828			
TA2	0.736			
TA1	0.725			
TA4	0.696			
SP1		0.815		
SP2		0.793		
SP4		0.653		
SP3		0.632		
PQ4			0.701	

PQ2			0.691	
PQ3			0.644	
PQ1			0.629	
AC2				0.762
AC4				0.618
AC3				0.593
AC1				0.568

Table 4.5. Factors loading of independent variables

(Source: The authors calculated and extracted from SPSS software, appendix 5)

The results of the rotation matrix show that 16 observed variables are classified into 4 factors, all observed variables have factor loading coefficients greater than 0.5 and there are no bad variables. Therefore, the scale has high reliability.

From the above analysis, the study found that the scale has high reliability and can be used to research for the factors affecting guests' experience in the bar industry in the case of PLUGS Saigon. In addition, the scale from 4 original components (16 observed variables) after exploratory factor analysis is still extracted into 4 components with 16 observed variables, the extracted factors are reliable and value level.

4.2.2.2 Exploratory factor analysis for dependent factors

KMO coefficient		0.827
Bartlett's test of sphericity	Sig Bartlett's Test	0.000
Point extracted		2.897

Percent of variance explained	72.417
--------------------------------------	--------

Table 4.6. *KMO and Bartlett's Test and Total Variance Explained of Guests' Experience factors*

(Source: The authors calculated and extracted from SPSS software, appendix 5)

KMO coefficient = $0.827 > 0.6$, which means that the correlation between the observed variables is large enough to conduct factor analysis. Bartlett's test has a significance level (Sig) = $0.000 < 0.005$, so that the observed variables are correlated with each other. On the other hand, the percent of variance explained = $72.417\% > 50\%$ proves that the 4 variables extracted with 1 factor are guest experience, which is consistent with the data. The extracted variance also reaches 72.417% , showing that one factor can explain 72.417% of the variation of the data.

There is 1 factor extracted at the extraction point = $2,494 > 1$, so 1 factor represents 4 observed variables.

	Component
	1
GEX1	0.848
GEX2	0.830
GEX3	0.786
GEX4	0.685

Table 4.7. *Factor loading of dependent variables*

(Source: The authors calculated and extracted from SPSS software, appendix 5)

The EFA will also extract a factor, and the author anticipates including a dependent variable. The scale ensures unidirectionality because only one factor should be extracted, and the observed variables of the dependent variable converge rather well.

Thus, the component matrix table shows that the factor loading coefficients of the observed variables all have values > 0.5 . Therefore, the scale has high reliability.

4.2.3 The impact of the variables by regression analysis

Model	Adjusted R Square	Durbin-Watson	ANOVA (Sig)
Regression	0.763	1.989	0.000

Table 4.8. Regression analysis Model Summary and ANOVA

(Source: The authors calculated and extracted from SPSS software, appendix 5)

The result of the Model summary table shows $0 < \text{Adjusted R Square is } 0.763 < 1$. Therefore, the dependent variable GEX is appropriately represented by the independent variables SP, AC, PQ, and TA. Additionally, the Durbin-Watson test is 1.989 which belongs between 1.5 and 2.5, so it shows results that do not violate the assumption of First Serial Correlation.

The table also shows the sig ANOVA is $0.000 < 0,05$, so the regression model is relevant and reliable in the study.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	0.153	0.189		0.808	0.421		
SP	0.113	0.084	0.107	1.348	0.180	0.606	2.273
AC	0.152	0.097	0.140	1.560	0.121	0.538	3.210
PQ	0.404	0.960	0.359	4.183	0.000	0.559	2.856

TA	0.340	0.760	0.350	4.493	0,000	0.515	2.172
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Table 4.9. Coefficient result

(Source: The authors calculated and extracted from SPSS software, appendix 5)

By using regression linear in SPSS, the author got a regression equation Standardized Coefficients: $GEX = 0.359*PQ + 0.350*TA + 0.140*AC + 0.107*SP$. The statistical results of the coefficients table show that the sig coefficients of the four factors (SP, AC, PQ, and TA) are all < 0.05 . Based on the Beta of four factors, all positive numbers mean that all factors have a good influence on the guest experience. Additionally, the table results also show that the Product Quality component (0.359) has the greatest impact on guests' experiences, whereas the Technology Application factor (0.350) the Ambient Condition factor (0.140), Staff Performance factor (0.107) all have decreasingly positive effects.

In addition, the Tolerance coefficients of the 4 factors are all > 0.5 and $VIF < 3.3$ which means SP, AC, PQ, TA so they do not have multicollinearity.

Thus, it can be concluded that the regression coefficients of the 4 factors have sufficient reliability and have an impact on the guest experience factor.

4.2.4 Analyze the difference in guests' experience when using PLUGS Saigon's service between survey groups with different demographic characteristics

Variables	Levene statistics (sig)	T-test (sig)	Anova (sig)	Conclusion
Gender	0.706	0.674		There is no difference
Age	0.788		0.264	There is no difference
Income	0.664		0.744	There is no difference
Occupation	0.593		0.567	There is no difference

Table 4.10. Synthesis analysis ANOVA

(Source: The authors calculated and extracted from SPSS software, appendix 5)

Levene's Test sig score for the gender component is $0.706 > 0.05$, indicating that there is no difference in the variance between the sexes. There is no statistically significant difference between the satisfaction levels of the respondents of the two sexes, as indicated by the sig value T-Test = $0.674 > 0.05$.

The Levene's Test sig is all greater than 0.05 for the respondents' factors of age, income, and occupation, so there is no difference in the variance between their responses. There is no statistically significant variation in the degree of satisfaction among respondents from various age groups, income levels, and occupations, according to the sig ANOVA coefficient of the age factor of $0.264 > 0.05$, the income factor of $0.744 > 0.05$, and the occupation component of $0.567 > 0.05$.

In conclusion, The Analysis of Synthesis When comparing ANOVA and T-test results, the ANOVA table demonstrates the logic that there is no difference in the parameters affecting survey participants' guest experience in PLUGS Saigon service during the pandemic based on differences in gender, age, income, and occupation.

CHAPTER 4 SUMMARY

This chapter provides an overview of the research sample's characteristics, a general description of the sample's response results, and the outcomes of the measurement scale testing. The study's sample accurately represented the study population. The results of the scale testing, using both Cronbach's Alpha and exploratory factor analysis (EFA), revealed four components that influence the experience of using PLUGS Saigon's services: (1) Staff Performance, (2) Ambient Conditions, (3) Product Quality, and (4) Technology Applications. The majority of the scales demonstrated reliability and validity. The regression coefficients were also reliable, enabling the study to establish the impacts of these factors on guests' experience. Furthermore, the ANOVA test results indicated that there were no significant differences among the groups of factors concerning the individual characteristics of guests.

CHAPTER 5: CONCLUSIONS AND IMPLICATIONS

5.1 Conclusions

The primary objective of this research is to identify the factors that influence guests' experience with the bar industry's services. The aim is to propose solutions and ideas that can assist PLUGS Saigon in enhancing and optimizing the quality of its bar service.

The outcomes of the group discussion revealed that a majority of respondents recognized the significance of the factors proposed by the authors in explaining the factors that affect guests' experience with PLUGS Saigon's services. The authors incorporated demographic information from the interviewed customers to construct a questionnaire for the official study, conducting interviews with 125 customers to establish the official database for the thesis.

The results of the Cronbach's Alpha scale testing indicate that both the independent and dependent factors exhibit good reliability. The EFA exploratory factor analysis step utilizes 16 observed variables classified into four independent factors, along with four observed variables for the dependent factor.

Furthermore, the research findings demonstrate that the Product Quality factor (0.359) has the most significant influence on guests' experience, while the Technology Application factor (0.350), Ambient Condition factor (0.140), and Staff Performance (0.107) have a decreasing impact on the experience. The regression coefficients are reliable enough to determine the impact of these factors on guests' experience with PLUGS Saigon's service.

Regarding the impact of customer personal characteristics, the study examines the differences in experience among survey groups based on age, education, income, and occupation. The analysis results indicate that there are no significant differences in guests' experience based on gender, age, education level, income, or occupation when conducting ANOVA analysis.

5.2 Implications

5.2.1. Implication for Product Quality

The present study strongly emphasizes that product quality is the primary factor influencing customer experience, suggesting that beverage establishments' management should prioritize enhancing their products' quality. One effective approach to achieving top-notch product quality is by placing a significant emphasis on sourcing and promoting the use of

fresh, locally-sourced ingredients within the drinking establishment. This entails building robust relationships with local farmers and suppliers, procuring seasonal and organic produce, and introducing a dedicated "farm-to-table" section on the menu.

Moreover, maintaining consistent drink quality is paramount in establishing trust and loyalty among customers. To ensure this, strict guidelines and regular training sessions for staff are implemented to ensure every drink is prepared to the highest standards. The establishment also places great value on customer feedback, as it provides invaluable insights for continuous improvement. Actively encouraging and carefully analyzing feedback enables the establishment to adapt its menu and offerings to align with customer preferences, ensuring a remarkable and ever-evolving drinking experience.

In the pursuit of an exceptional drinking experience, the establishment pays meticulous attention to the smallest details - from glassware and garnishes to table settings. This results in drinks being presented in a truly captivating and aesthetically pleasing manner. The visually appealing environment, coupled with the beautifully crafted beverages, entices customers to capture and share their experiences on social media. As these mesmerizing posts spread, the establishment's online visibility surges, attracting a stream of potential new customers eager to indulge in the enchanting ambiance and stunning drinks.

Creating a personalized experience for customers is the key to crafting unforgettable "wow moments" at PLUGS Saigon. PLUGS Saigon goes above and beyond the regular menu by tailoring one-of-a-kind drinks based on each customer's desires. Whether it's a unique blend of flavors, a special garnish, or a completely new concoction, the main goal is to cater to their individual tastes and preferences. To add a personal touch, PLUGS Saigon gives these personalized drinks names according to the customer's preferences or even their own name. This simple yet thoughtful gesture fosters a delicate and meaningful connection between the beverage and the customer. As they savor their drink with a name chosen specifically for them, it creates cherished memories that linger in their hearts long after they leave. These personalized experiences are what set PLUGS Saigon apart and make each visit to our establishment truly extraordinary.

5.2.2. Implication for Ambient Conditions

This study contends that ambient factors also have a crucial role on customer experience, implying that PLUGS Saigon should pay attention to the bar's space. However, because most cocktail bars create a similar atmosphere (low lighting, soft music, calming atmosphere, etc.), it will be difficult for PLUGS Saigon to create something truly unique.

distinctive while still ensuring the ambient factors that a bar should have and customers feel comfortable when enjoying here. According to the research, customers at PLUGS Saigon are generally satisfied with the bar's ambient factors, which should be maintained. PLUGS Saigon provides a pleasant and unique ambiance, moderate lighting space makes guests fairly fulfilled and amazed, however it will be difficult for guests to see the bar menu because the light is not too bright except for candlelight. One suggestion for PLUGS Saigon is to place a tiny light on the menu to provide a wonderful ornamental effect while also making the menu easier to read for customers. Simultaneously, place more fragrant candles to produce a shimmering effect.

In order to boost the number of customers who come to the bar and interact with it, the bar should have decorative themes for special days. In addition, the bar can enable staff to customize their uniforms to align with the concept of holidays such as Halloween, Christmas, and Valentine's Day in order to stimulate enthusiasm in customers. This will encourage customers to promote the brand through word of mouth, potentially increasing the bar's profits.

PLUGS Saigon also presents an excellent playlist as well as some highly interesting live music performances. When the atmosphere varies, PLUGS Saigon will change the song; for example, when the bar is not filled, it will play calm music; when the guests are more crowded, the music is more bustling; this is also an interesting point. However, PLUGS' approach to shifting music is quite too rapid, making consumers feel uncomfortable. The bar can gradually reduce the sound, making the transition smoother and less surprising to customers.

Additionally, most restaurants and bars neglect the importance of the scent in stimulating the senses of customers. Furthermore, except for the restrooms, where fragrance is utilized, the bar ambience still lacks the scent to stay in the customer's mind. PLUGS Saigon may combine music and fragrances to create a united atmosphere. For example, if the band is playing cheery songs that day, the bar may use rose scent to create a sensation of joy and excitement, or if the band is performing romantic music, PLUGS Saigon could utilize scents like ginger, cardamom, licorice, and chocolate to stir up love feelings. When playing to a peaceful jazz playlist, it will blend with the scents of lavender, basil, or cinnamon to create an atmosphere of relaxation. The aforementioned combinations may help PLUGS Saigon wow customers since the scent is always changed to fit the setting, giving rise to a more favorable customer experience while visiting the bar.

5.2.3. Implication for Staff Performance

The staff at PLUGS Saigon plays a crucial role in enhancing the overall guests' experience. Their dedication to training and professionalism is evident in the positive feedback received from customers. According to survey results, nearly 60% of respondents expressed their agreement and complete agreement with the observed variables of Staff Performance. This demonstrates the high level of respect, helpfulness, and elegant behavior displayed by the staff at PLUGS Saigon. The positive experiences provided by the staff have contributed significantly to the overall experiences of the guests.

To ensure consistent delivery of positive experiences, PLUGS Saigon recognizes the importance of creating and delivering personalized services to its guests. This includes providing comprehensive training on active listening skills, empathy, and effective communication. By actively engaging with guests and attentively listening to their preferences and concerns, staff members can tailor their interactions and services accordingly. One of the effective approaches is to empower staff members with the authority to make personalized decisions and offer unique solutions. Giving employees the flexibility to make on-the-spot decisions based on guests' individual needs fosters a sense of empowerment and demonstrates a commitment to personalized service.

The process of consistently delivering positive experiences to guests can be done in person when the guests are in-house or by connecting/ guiding guests using technologies via PLUGS Saigon apps, website chatbots, or social media platforms which allow the staff to understand guests' preferences and behaviors. Incorporating technology into the guest experience is a delicate task that PLUGS Saigon approaches with caution from both managerial perspectives and employee perspectives. PLUGS Saigon will have to pay attention to the process of equipping the staff with technology application knowledge without losing the core value of service delivery, which is the interaction between staff and customers. While technology can facilitate a deeper understanding of guests' preferences and behaviors, it is crucial to maintain the human touch. PLUGS Saigon acknowledges that technology should serve as a tool to support and improve interactions, rather than overshadowing or replacing the importance of genuine human interactions. By combining technological capabilities with the inherent warmth and personalized attention provided by the staff, PLUGS Saigon aims to create a harmonious and seamless experience for its guests. It will be the staff who will strike the right balance between technology and human interaction that ensures that PLUGS Saigon can continue to deliver exceptional personalized

services while nurturing strong emotional connections with its valued customers (Neuhofer et al., 2013).

5.2.4. Implication for Technology Applications

5.2.4.1. PLUGS Saigon Website Design

During the era of technological advancement, commonly known as the 4.0 era, technological appliances have become prevalent worldwide. In numerous industries, humans have grown accustomed to utilizing technology as a valuable tool in their daily lives. The F&B industry is renowned for its emphasis on human-to-human interactions, making the integration of technology a particularly challenging endeavor. However, our authors have discovered a way to harness the benefits of technology without replacing the essential element of personal interaction. This approach aims to utilize technology as a supportive tool, assisting individuals in various aspects while preserving the fundamental human connection that is vital to the bar industry. To enhance customer convenience and streamline operations, our authors propose a website with four main features that minimize time and offer ease of use, accessible anywhere and anytime.



Figure 5.1. PLUGS Saigon web design

(Source: Design by the authors, 2023)

The first and crucial feature is a convenient reservation system. In the past, customers had only two options to book a table: contacting the establishment through social media or calling a hotline. However, the website allows users to reserve a table directly with simple steps. After inputting their information, customers can choose their desired table, similar to selecting an airline seat. At this stage, they can preview the table, examining the view and other factors such as lighting, etc. Upon a successful reservation, the website generates a QR

code that the cashier can quickly scan for check-in. Additionally, customers can manage their previous bookings in the "My Reservations" tab. There is no need to pay a deposit to secure a table reservation, and if customers fail to arrive within 30 minutes, their reservation will be automatically canceled.

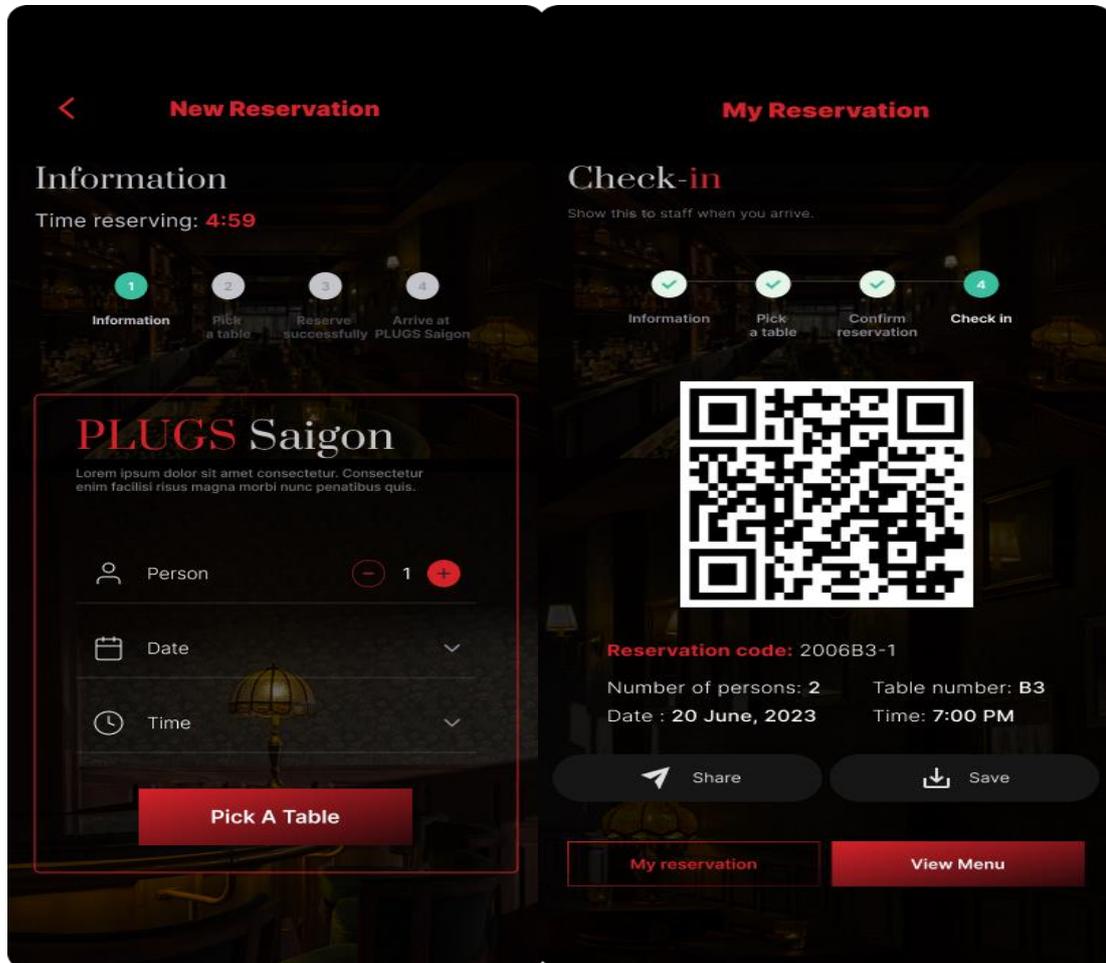


Figure 5.2. Reservation System

(Source: Design by the authors, 2023)

The second feature is a digital menu. Customers can view detailed menu items, including drink photos, ingredients, alcohol by volume (ABV), and flavor profiles. They can also add items to their favorite list for future reference. To assist those who struggle with choosing from an extensive menu, the website allows customization of drinks. Users can select their preferred drink body (long or short), ABV (ranging from mocktails at 0% to high-volume options at 30%), base ingredients, and flavor profiles. The system then generates several drink options that match the customer's taste. For those seeking a surprise, they can choose "PLUGS's Treat," a drink that the bartender creates based on the selected preferences, adding an element of excitement to the PLUGS Saigon experience.

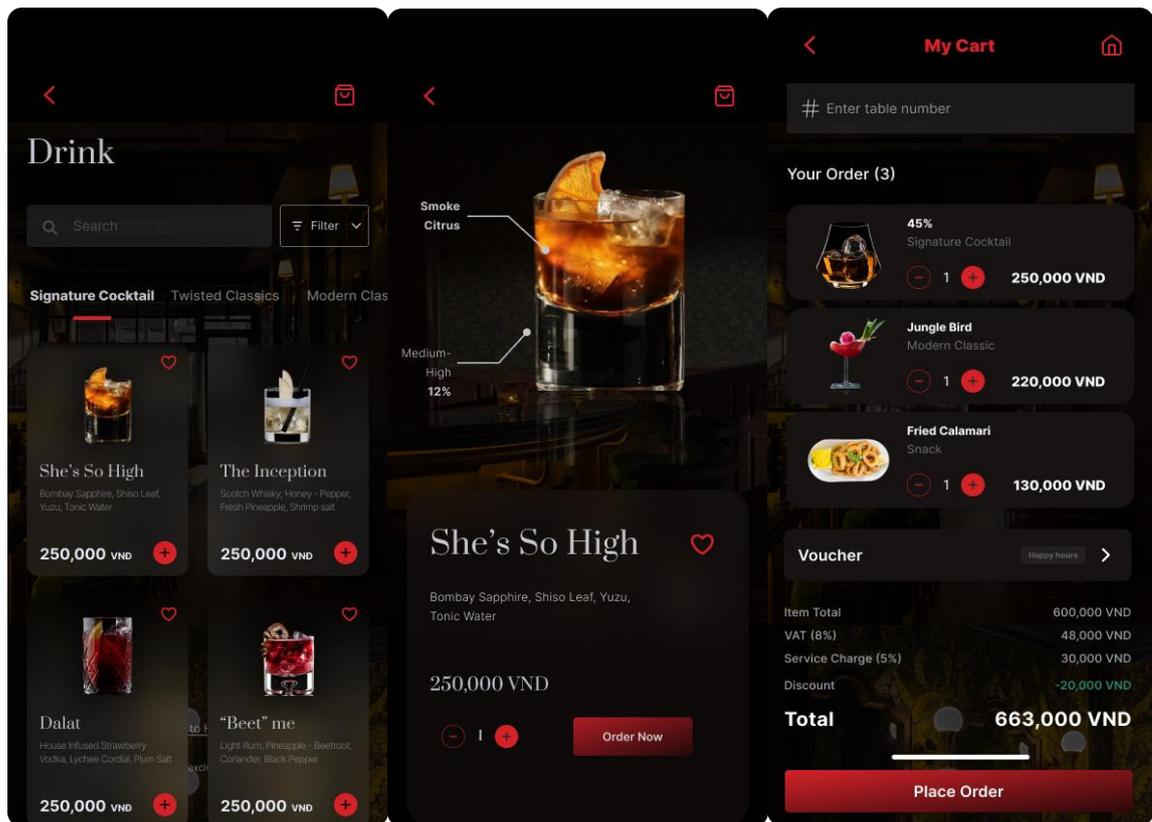


Figure 5.3. Digital Menu System

(Source: Design by the authors, 2023)

The third feature focuses on quick and seamless payment. After receiving the bill (also available on the website after completing the order), customers can choose their preferred payment method: cash, e-wallet, or e-banking. If cash is selected, customers can settle the payment at the cashier as per traditional methods. However, for e-wallet and e-banking options, the website redirects users to their respective apps, pre-filling PLUGS Saigon's payment information. After completing the transaction, the PLUGS Saigon's screen will display a "success" status, eliminating the need for any further payment steps.

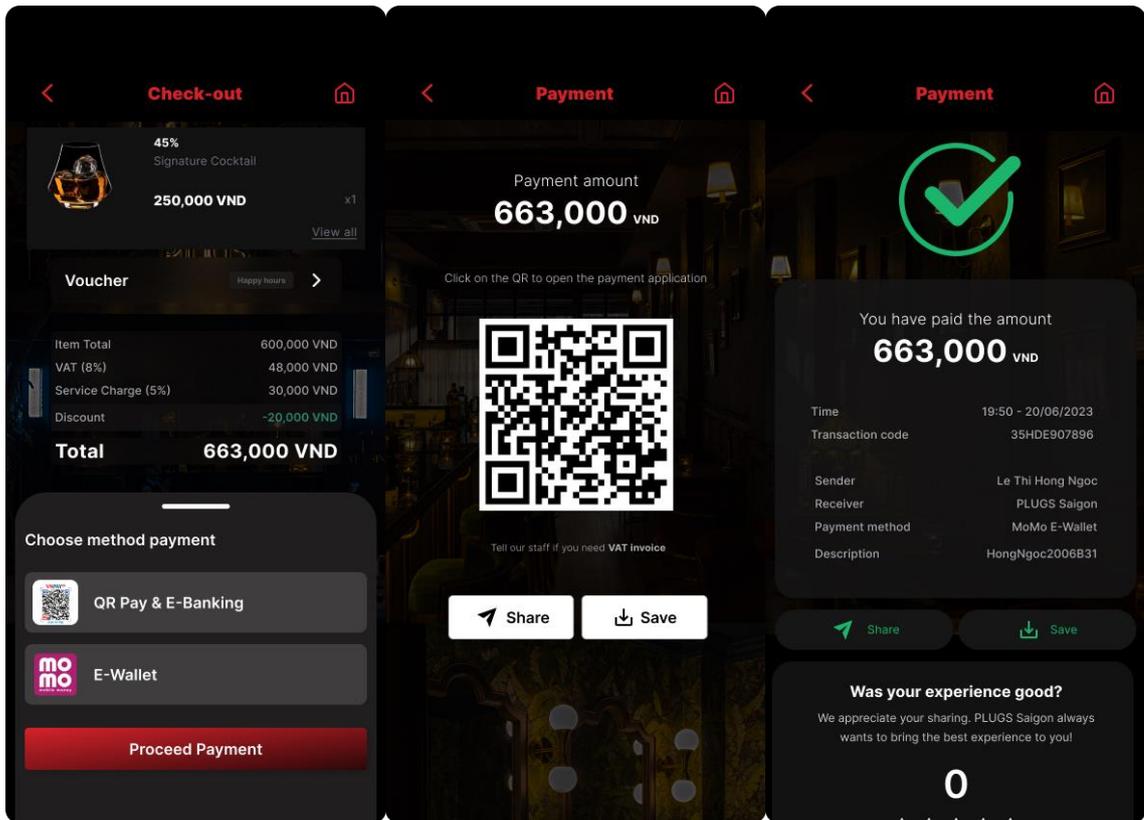


Figure 5.4. Payment System

(Source: Design by the authors, 2023)

Finally, the website allows customers to provide feedback about their experience at PLUGS Saigon. In return, they have the opportunity to receive vouchers for their next visit. With this valuable feedback, PLUGS Saigon can continuously improve the quality of their services over time, ensuring an enhanced customer experience.

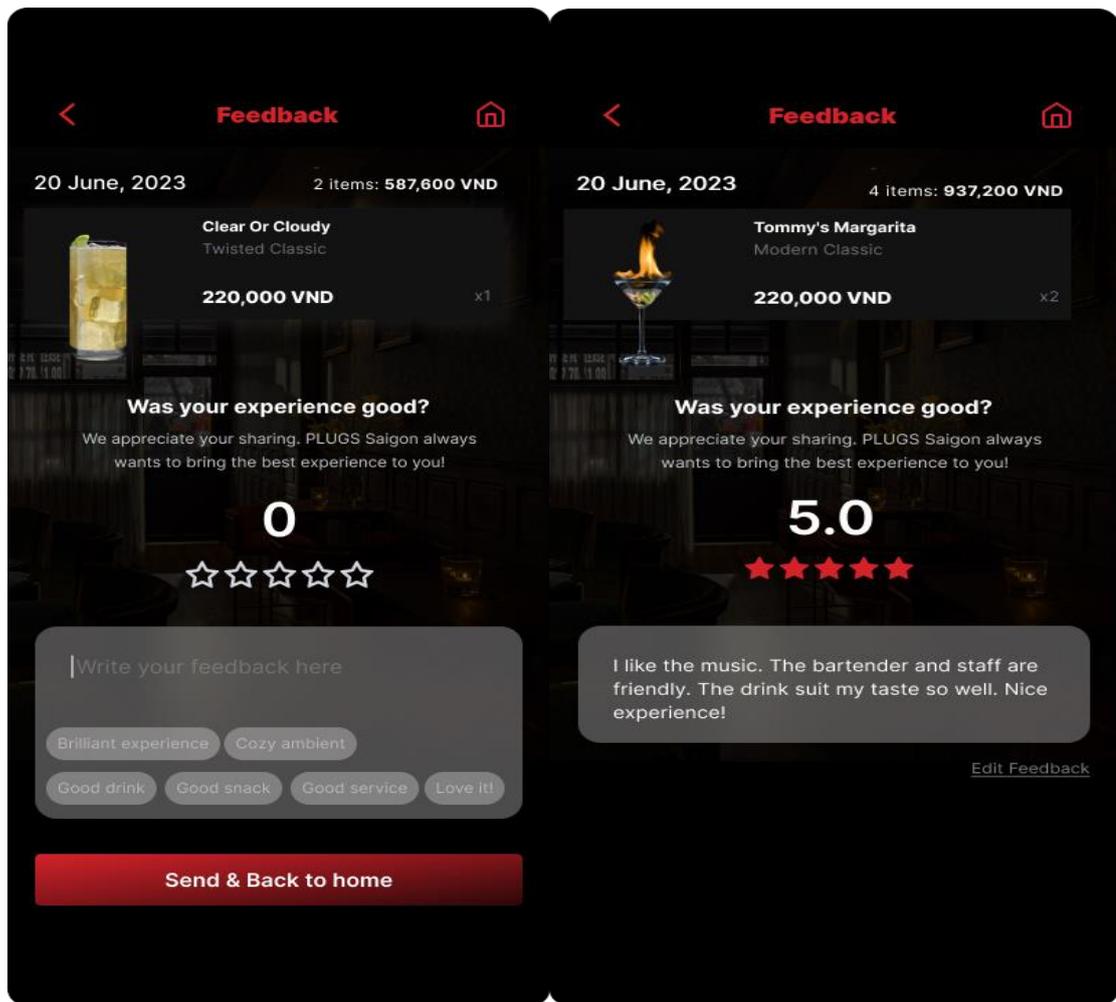


Figure 5.5. *Feedback System*

(Source: Design by the authors, 2023)

By leveraging technology in these ways, PLUGS Saigon aims to provide a seamless and customer-centric approach, marrying the traditional aspects of human interaction in the bar industry with the efficiency and convenience offered by modern technology.

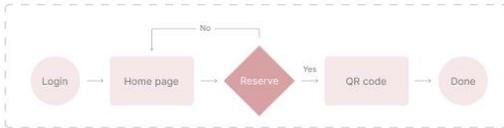
5.2.4.2. Website Guidelines

1. Reservation Guidelines

HOW TO Reserve a table

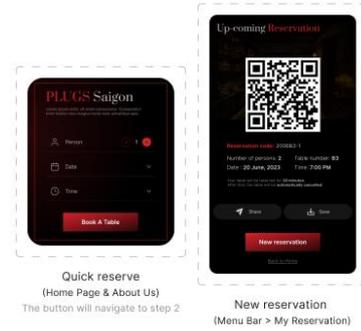
1 USER FLOW

Login to access reservations;
 Choose 'Reservation' options on the Home Page;
 Start reserving and then receive a QR code upon successful booking.
 (return to the Home Page if not reserving)

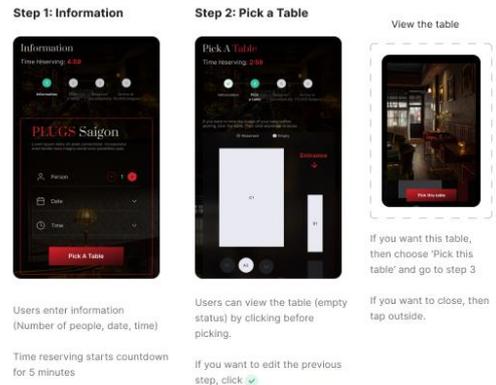


2 WAYS TO ACCESS RESERVATION OPTION

4 ways to access Reservation Option.
 Users can easily make a reservation whenever they are in-web.
 (not just the main button on the Home Page)



3 RESERVATION STEPS



Step 3: Confirm Reservation



Step 4: Check-in



Users can find this QR code in 'My reservation' tab
 Menu bar > My Reservation

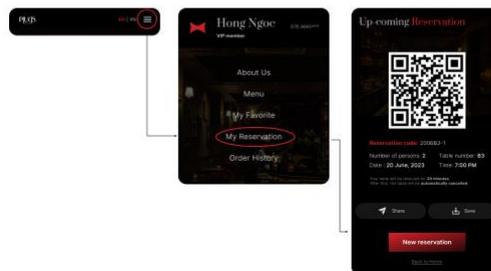


Figure 5.6. Reservation Guidelines

2. Digital Menu Guidelines

HOW TO Place an order

1 USER FLOW

Choose 'Menu' options on the Home Page;
View menu and choose items that you want to order;

View 'My cart' to confirm order. If user finishes ordering, end process, otherwise turn to menu screen.



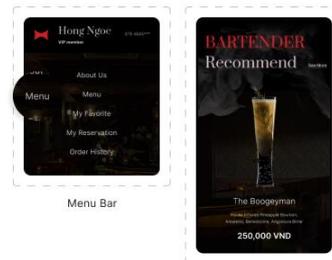
2 WAYS TO ACCESS MENU OPTION

4 ways to access Menu Option.

Users can easily view menu whenever they are in-web.
(not just the main button on the Home Page)



(1)



Bartender Recommend (Home Page)
Tap drink item/ 'See more'

3 ORDERING STEPS

Step 1: Choose menu option



Click drink card to view detail of the drink



Step 2: Choose your items



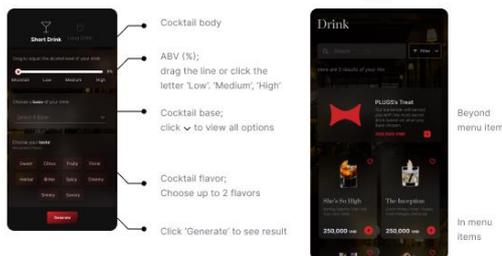
Click 'My cart' icon when finish your order
Click 'Filter' to generate drink in or beyond menu (*)
Categories of cocktail.
Swipe to see more.

Click 'heart' item to add to your favorite list.

Click 'Order Now' to navigate directly to 'My Cart'

(2)

Step 3: Create your own drink (*)



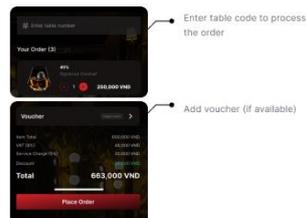
PLUGS's Treat is a customized drink that bartender will create based on attributes that users have chosen before (beyond menu).

Besides, the result also includes the drink item that's available in menu and recommend some other drink lists that you may like (side horizontal)



Step 4: Place order

After choosing items, this is the screen of 'My Cart'.
Users reconfirm order, price, add adding voucher and place order



(3)

Users can find your favorite list in menu bar

Menu bar > My Favorite



User can check your order in menu bar

Menu bar > Order History

If users want to add more items to order summary, click 'Add Items' and start ordering (step 1)



(4)

Figure 5.7. Digital Menu Guidelines

3. Payment Guidelines

HOW TO Proceed payment

1 USER FLOW

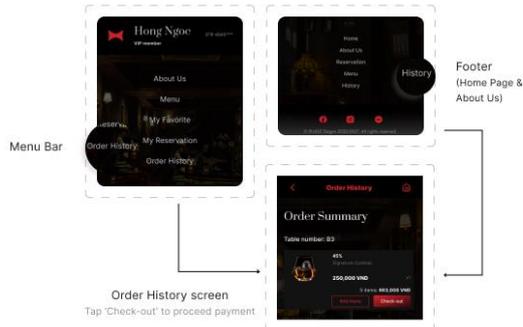
Process payment starts when users finish ordering and click 'Check-out' in Order History



2 WAYS TO ACCESS ORDER HISTORY

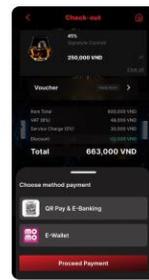
2 ways to access Order History.

Users can easily view order summary whenever they are in-web.



3 CHECK-OUT STEPS

Step 1: Choose payment method



Users can review the bill before check-out by clicking 'View all'

Choose method payment then Proceed Payment

Step 2: QR code

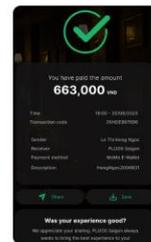


Tap the QR code to navigate to payment application



Transaction information will be automatically filled in payment application

Step 3: Successful transaction



After navigating to payment application and make transaction (step 2), this screen appears.

Users can share/save the bill and give the feedback below



When roll down, feedback form will appear.

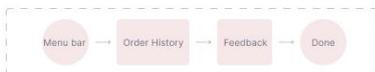
Figure 5.8. Payment Guidelines

4. Feedback Guidelines

HOW TO Sending feedback

1 USER FLOW

Users can give feedback when the transaction is successful (after using service)

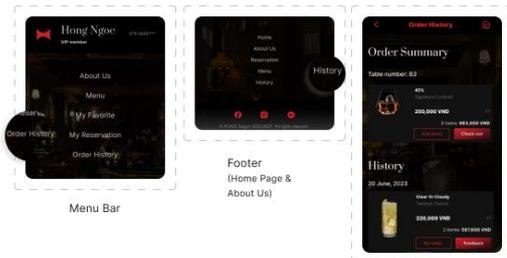


2 WAYS TO ACCESS FEEDBACK OPTION

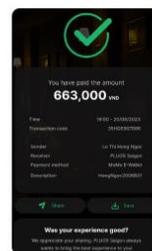
2 ways to access Feedback screen.

Users can easily send a feed/view previous feedbacks in Order History.

Flow 1: In Order history



Flow 2: After finish transaction



When roll down, feedback form will appear.



Rating stars and add comment (there're samples)

After navigating to payment application and make transaction (step 2), this screen appears.

Users can share/save the bill and give the feedback below

Figure 5.9. Feedback Guidelines

5.3 Limitations and future research

Since a customer database was unavailable, the study was limited to surveying only 125 customers, resulting in a sample that may not fully represent the population. To enhance the representativeness of the sample, future research should consider implementing strategies or campaigns such as organizing giveaways, providing gifts, and offering vouchers to attract and motivate customers to participate in the survey.

The study was limited by time and human resource constraints, resulting in a less proactive approach to obtaining survey results. The researchers had to rely on online surveys and wait for feedback instead of personally collecting surveys at the bar. As a consequence, respondents sometimes lacked clarity or misunderstood the questions, leading to lower-quality research results. In future research, it is essential for the authors to actively collect surveys directly at PLUGS Saigon. This approach will enable surveying the appropriate target audience and guide respondents in a more specific and clear manner, thus improving the quality of the received survey data.

This study solely focuses on exploratory factor analysis (EFA) and lacks confirmatory factor analysis (CFA), which makes it challenging to determine the individual strengths and weaknesses of each factor regarding customer experience. Therefore, the future research direction involves expanding the study to include CFA analysis. This will provide a clearer assessment of the impact of each factor on customer experience, enabling the formulation of more relevant proposed solutions.

Furthermore, the current solution remains qualitative and does not evaluate the potential obstacles that may arise during the implementation of the aforementioned solutions. Subsequent research should address these limitations by incorporating management implications. This will allow for the measurement of the effectiveness of the analysis results and the overall value of the research.

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APPENDIX

Appendix 1: Preliminary Scale

Factors	Statement	Authors
Staff Performance	Professional demeanor	Lo, A., & Yeung, M. A. (2020); Walls A, Okumus F, Wang Y, et al. (2011); Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988)
	Handling the situation quickly	
	Extensive professional knowledge	
	Always cares about guests' needs	
Ambient Conditions	Glamorous lighting space	Tran Quynh Xuan (2020); Lo, A., & Yeung, M. A. (2020); Walls A, Okumus F, Wang Y, et al. (2011)
	Good music playlist	
	Comfortable fragrant	
	Impressive architectural design	
Product Quality	Drinks are exquisitely garnished	Milos Bujisic (2014); Klaus and Maklan, (2011); Ha & Jang. (2010); Namkung, Y., & Jang, S. (2007)
	Drinks are suitably tasty	
	Drinks are varied	
	Drinks are made with fresh ingredients	
Technology Applications	Technology applications for seat reservations	Flavián, Carlos; Ibáñez-Sánchez, Sergio; Orús, Carlos (2018); Berkley, Gupta (1994)
	Technology applications for suggesting beverage choices	
	Technology applications for convenient payment methods	
	Technology applications for easier feedback processes	

Appendix 2: Group Discussion Questions

GROUP DISCUSSION QUESTIONS

FACTORS AFFECTING GUESTS' EXPERIENCE IN THE BAR INDUSTRY: A CASE STUDY AT PLUGS SAIGON

CÁC YẾU TỐ ẢNH HƯỞNG ĐẾN TRẢI NGHIỆM KHÁCH HÀNG TRONG NGÀNH BAR: TRƯỜNG HỢP NGHIÊN CỨU TẠI PLUGS SAIGON

First of all, the authors would like to thank you for taking the time to consult and answer the detailed questions below. Below is a survey of the graduation thesis in Summer Semester 2023 - FPT University Ho Chi Minh City campus: "Factors affecting guests' experience in the bar industry: a case study at PLUGS Saigon". Please carefully review the following questions, and evaluate and comment based on professional opinions so that the study's authors can edit the survey's content to be more appropriate.

Your contribution is used in evaluating and formulating the research model and survey questionnaire and may not be used for any other purpose.

Sincere thanks.

Lời đầu tiên, nhóm nghiên cứu xin gửi lời cảm ơn đến quý chuyên gia đã dành thời gian thảo luận chuyên môn cho khảo sát với chủ đề: "Các yếu tố ảnh hưởng đến trải nghiệm khách hàng trong ngành Bar: trường hợp nghiên cứu tại PLUGS Saigon." Nhóm nghiên cứu kính mong quý chuyên gia xem xét, đánh giá các câu hỏi, và nhận xét chuyên môn, để từ đó nhóm nghiên cứu có thể điều chỉnh, diễn đạt nội dung một cách phù hợp nhất.

Sự đóng góp của quý chuyên gia là nền tảng tạo nên sự thành công của nghiên cứu này.

Xin chân thành cảm ơn.

2. Please share your opinion on the factors affecting "Guests' experience in the bar industry" listed in this research paper by ticking the checkbox.

Xin quý chuyên gia cho ý kiến về các yếu tố ảnh hưởng đến "Trải nghiệm khách hàng trong ngành bar" được liệt kê trong bài nghiên cứu này bằng cách đánh dấu vào ô vuông.

FACTORS <i>Yếu tố</i>	AGREEMENT <i>Đồng tình</i>	
	Agree <i>Đồng ý</i>	Disagree <i>Không đồng ý</i>

Staff Performance <i>Sự thể hiện của nhân viên</i>	<input type="checkbox"/>	<input type="checkbox"/>
Ambient Conditions <i>Không gian</i>	<input type="checkbox"/>	<input type="checkbox"/>
Product Quality <i>Chất lượng sản phẩm</i>	<input type="checkbox"/>	<input type="checkbox"/>
Technology Applications <i>Ứng dụng công nghệ</i>	<input type="checkbox"/>	<input type="checkbox"/>

2. Please share your opinion on the reason why you chose to disagree with the factor(s) affecting “Guests’ experience in the bar industry” (if any).

Xin quý chuyên gia cho biết về lý do không đồng ý (nếu có).

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3. Please share your opinion on the observed variables of the factors affecting “Guests’ experience in the bar industry” by ticking the checkbox.

Xin quý chuyên gia cho ý kiến về các biến quan sát của các nhân tố ảnh hưởng đến “Trải nghiệm khách hàng trong ngành bar” bằng cách đánh dấu vào ô vuông.

FACTORS <i>Yếu tố</i>	STATEMENT <i>Luận điểm</i>	AGREEMENT <i>Đồng tình</i>	
		Agree <i>Đồng ý</i>	Disagree <i>Không đồng ý</i>
Staff Performance <i>Sự thể hiện của nhân viên</i>	The staff at PLUGS Saigon demonstrates a professional demeanor. <i>Nhân viên tại PLUGS Saigon có tác phong chuyên nghiệp</i>	<input type="checkbox"/>	<input type="checkbox"/>

	<p>The staff at PLUGS Saigon handles the situation quickly. <i>Nhân viên tại PLUGS Saigon xử lý tình huống nhanh chóng.</i></p>	<input type="checkbox"/>	<input type="checkbox"/>
	<p>The staff at PLUGS Saigon possesses extensive professional knowledge. <i>Nhân viên tại PLUGS Saigon có kiến thức chuyên môn cao.</i></p>	<input type="checkbox"/>	<input type="checkbox"/>
	<p>The staff at PLUGS Saigon always cares about guests' needs. <i>Nhân viên tại PLUGS Saigon luôn quan tâm đến nhu cầu khách hàng.</i></p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Ambient Conditions <i>Không gian</i></p>	<p>PLUGS Saigon has a glamorous lighting space. <i>PLUGS Saigon có không gian ánh sáng đẹp</i></p>	<input type="checkbox"/>	<input type="checkbox"/>
	<p>PLUGS Saigon has a good music playlist. <i>PLUGS Saigon có danh sách nhạc hay</i></p>	<input type="checkbox"/>	<input type="checkbox"/>
	<p>PLUGS Saigon has comfortable fragrant <i>PLUGS Saigon sử dụng mùi hương dễ chịu</i></p>	<input type="checkbox"/>	<input type="checkbox"/>
	<p>PLUGS Saigon has an impressive architectural design. <i>PLUGS Saigon có lối thiết kế ấn tượng</i></p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Product Quality <i>Chất lượng sản phẩm</i></p>	<p>Drinks at PLUGS Saigon are exquisitely garnished. <i>Thức uống tại PLUGS Saigon được trang trí đẹp mắt</i></p>	<input type="checkbox"/>	<input type="checkbox"/>
	<p>Drinks at PLUGS Saigon are suitably tasty. <i>Thức uống tại PLUGS Saigon hợp khẩu vị</i></p>	<input type="checkbox"/>	<input type="checkbox"/>

	Drinks at PLUGS Saigon are varied. <i>Thức uống tại PLUGS Saigon đa dạng</i>	<input type="checkbox"/>	<input type="checkbox"/>
	Drinks at PLUGS Saigon are made with fresh ingredients. <i>Thức uống tại PLUGS Saigon được làm từ nguyên liệu tươi mới</i>	<input type="checkbox"/>	<input type="checkbox"/>
Technology Applications <i>Ứng dụng công nghệ</i>	In the future, technology applications for seat reservations will create convenience. <i>Trong tương lai, việc ứng dụng công nghệ để đặt trước chỗ ngồi sẽ tạo sự tiện lợi.</i>	<input type="checkbox"/>	<input type="checkbox"/>
	In the future, technology applications with the function of suggesting beverage choices will suit customer tastes. <i>Trong tương lai, việc ứng dụng công nghệ có chức năng gợi ý thức uống phù hợp với thị hiếu khách hàng.</i>	<input type="checkbox"/>	<input type="checkbox"/>
	In the future, technology applications will facilitate convenient payment methods. <i>Trong tương lai, ứng dụng công nghệ sẽ tạo điều kiện thuận lợi cho các phương thức thanh toán.</i>	<input type="checkbox"/>	<input type="checkbox"/>
	In the future, technology applications will make feedback processes easier. <i>Trong tương lai, ứng dụng công nghệ sẽ giúp việc đánh giá phản hồi dễ dàng hơn.</i>	<input type="checkbox"/>	<input type="checkbox"/>

4) Please share your opinion on the reason why you choose to disagree with the observed variable(s) affecting “Guests’ experience in the bar industry” (if any).

Xin quý chuyên gia cho biết về lý do không đồng ý (nếu có).

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5. Please write down all other comments about the factors affecting “Guests’ experience in the bar industry.”

Xin quý chuyên gia chia sẻ các nhận xét khác về các yếu tố ảnh hưởng đến “Trải nghiệm khách hàng trong ngành bar” (nếu có).

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Appendix 3: Group Discussion Result

The authors of the paper applied the technique of conducting interviews with experts on the topic of the study. Implementation steps:

- ❖ Conducting a group discussion to identify variables affecting guests’ experience in the bar industry.
- ❖ In order to develop factors affecting guests’ experience in the bar industry, combine the group members' viewpoints.
- ❖ A survey of 168 customers was then conducted using the approved scale.

Structure of the focus group discussion: Eight people, including four lecturers and four F&B specialists, participated in an email-based or online meeting conversation to create the preliminary survey.

No.	Full Name	Organization	Position
1	Ho Trung Chanh	FPT University	Head of Faculty of Tourism & Hospitality Management
2	Tran Duy Khiem	FPT University	Business Lecturer
3	Nguyen Thi Thoi	FPT University	Business Lecturer
4	Phan Nhat Trung	FPT University	Graphic Design Lecturer
5	Luu Thanh Dat	Bacardi Vietnam Limited	Brand ambassador
6	Tran Anh Huy	Fusion Original Saigon Centre	Front Office Manager

7	Cathy Le	AnAn saigon (Ranking 40 in Asia's 50 Best restaurant. The first and only Michelin Star in HCM 2023)	Manager
8	Trinh Le Hoa	Freelance	Data Analyst & Market Researcher

Table 1. List of discussion participants

Focus group discussion result: the subsequent issues were identified

- ❖ The authors uses focus group discussion technique (Appendix 2).
- ❖ In the focus group discussion, 8 experts participated in interviews and surveys prepared by the authors from the preliminary scale (Appendix 1). The focus group discussion is conducted by the authors via email and online meeting via Google Meet discussions which was conducted in May 2023.
- ❖ The results of this discussion are the basis for the authors to confirm the appropriateness and correctness of the proposed model.

No.	Factors Affecting Guests' Experience in the Bar Industry	Factors Affecting Guests' Experience in the Bar Industry Adjust	Agree Frequency
1	Staff Performance	Preserved	5
2	Ambient Conditions	Preserved	5
3	Product Quality	Preserved	5
4	Technology Applications	Preserved	4

Table 2. Group Discussion Results

The following are the outcomes of the group discussion:

- ❖ The majority of participants in the discussion agreed with the authors' proposed factors.
- ❖ One expert disagreed with the fourth factor, claiming that Technology

Applications was not the primary factor contributing to bar guests' experience, it was the secondary factor. However, there was just 1 out of 8 discussion participants made this claim, the authors decided to keep this factor to continuously test its effect on guest's experience.

- ❖ The authors then discuss the scales of factors affecting guests' experience in the bar industry.

Factor	Statement	Adjustment	Source
Staff Performance	The staff at PLUGS Saigon demonstrates a professional demeanor.	The staff at PLUGS Saigon demonstrates a professional demeanor.	Group discussion
	The staff at PLUGS Saigon handles the situation quickly.	The staff at PLUGS Saigon handles the situation quickly.	
	The staff at PLUGS Saigon possesses extensive professional knowledge.	The staff at PLUGS Saigon possesses extensive professional knowledge.	
	The staff at PLUGS Saigon always cares about guests' needs.	The staff at PLUGS Saigon always cares about guests' needs.	
Ambient Conditions	PLUGS Saigon has a glamorous lighting space.	PLUGS Saigon has a glamorous lighting space.	Group discussion
	PLUGS Saigon has a	PLUGS Saigon has a	

	good music playlist.	good background music.	
	PLUGS Saigon has comfortable fragrant	PLUGS Saigon has comfortable fragrant.	
	PLUGS Saigon has an impressive architectural design.	PLUGS Saigon has an impressive architectural design.	
Product Quality	Drinks at PLUGS Saigon are exquisitely garnished.	Drinks at PLUGS Saigon are exquisitely garnished.	Group discussion
	Drinks at PLUGS Saigon are suitably tasty.	Drinks at PLUGS Saigon are suitably tasty.	
	Drinks at PLUGS Saigon are varied.	Drinks at PLUGS Saigon are varied.	
	Drinks at PLUGS Saigon are made with fresh ingredients.	Drinks at PLUGS Saigon are made with fresh ingredients.	
Technology Application	In the future, technology applications for seat reservations will create convenience.	In the future, technology applications for seat reservations will create convenience.	Group discussion

	In the future, technology applications with the function of suggesting beverage choices will suit customer tastes.	In the future, technology applications with the function of suggesting beverage choices will suit customer tastes.	
	In the future, technology applications will facilitate convenient payment methods.	In the future, technology applications will facilitate convenient payment methods.	
	In the future, technology applications will make feedback processes easier.	In the future, technology applications will make feedback processes easier.	

Table 3. Group Discussion Result

Guest' experience is influenced by 16 observable variables from 6 factors. After discussion, the authors modified the variable "PLUGS Saigon has a good music playlist" under factor ambient conditions to "PLUGS Saigon has a good background music" since the sound environment in PLUGS Saigon is more than just playing music playlists, but also on live music performances. The author uses this scale as the official scale, conducting interviews with 125 customers and serving as the thesis' official database.

Appendix 4: Survey Questionnaire

**FACTORS AFFECTING GUESTS' EXPERIENCE IN THE BAR INDUSTRY: A
CASE STUDY AT PLUGS SAIGON
CÁC YẾU TỐ ẢNH HƯỞNG ĐẾN TRẢI NGHIỆM KHÁCH HÀNG TRONG NGÀNH
BAR: TRƯỜNG HỢP NGHIÊN CỨU TẠI PLUGS SAIGON**

Dear respondents,

We are a group of students majoring in Hospitality Management at FPT University, Ho Chi Minh City campus. Currently, our group is conducting a survey to study the guests' experience at **PLUGS Saigon**.

This survey will help us better understand the guests' experience at PLUGS Saigon, thereby, improving and enhancing service quality, in order to bring the best experience to our valued guests.

We would like to hear your opinion through a 6-part questionnaire with 21 questions. The time to complete the survey is about 2-4 minutes.

We guarantee that the information will only be used for research purposes and will be kept confidential.

With the motto "**Charge you with the most exquisite experiences**", we appreciate our guests' sharing and contributions.

Warm regards!

Thân gửi Anh/Chị,

*Chúng tôi là nhóm sinh viên thuộc ngành Quản trị Du lịch - Nhà hàng - Khách sạn của trường Đại học FPT cơ sở TP.HCM. Hiện tại, chúng tôi đang thực hiện một cuộc khảo sát nhằm nghiên cứu trải nghiệm của khách hàng tại **PLUGS Saigon**.*

Khảo sát này sẽ giúp chúng tôi hiểu rõ hơn về trải nghiệm của khách hàng tại PLUGS Saigon, từ đó, cải thiện và nâng cao chất lượng dịch vụ, nhằm mang đến trải nghiệm tốt nhất cho khách hàng.

Bảng hỏi có 6 phần gồm 21 câu hỏi. Thời gian hoàn thành khoảng 2-4 phút.

Chúng tôi đảm bảo rằng chỉ sử dụng thông tin cho mục đích nghiên cứu và sẽ được bảo mật.

*Với phương châm "**Charge you with the most exquisite experiences**", chúng tôi rất trân trọng những chia sẻ và đóng góp từ quý khách hàng.*

Cảm ơn Anh/Chị!

SURVEY CONTENT

NỘI DUNG KHẢO SÁT

Please indicate your level of agreement with the factors that will affect guests' experience in the bar industry on a scale of 1 to 5 with the convention:

Xin anh chị cho biết mức độ đồng ý của mình với các yếu tố sẽ ảnh hưởng đến trải nghiệm khách hàng trong ngành bar theo thang điểm từ 1 đến 5 với quy ước:

1	2	3	4	5
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Completely Disagree <i>Hoàn toàn không đồng ý</i>	Disagree <i>Không đồng ý</i>	Neutral <i>Trung lập</i>	Agree <i>Đồng ý</i>	Completely Agree <i>Hoàn toàn đồng ý</i>
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Factors <i>Yếu tố</i>	Statement <i>Phát biểu</i>	Level of Agreement				
		1	2	3	4	5
Staff Performance <i>Sự thể hiện của nhân viên</i>	The staff at PLUGS Saigon demonstrates a professional demeanor. <i>Nhân viên tại PLUGS Saigon có tác phong chuyên nghiệp.</i>					
	The staff at PLUGS Saigon handles the situation quickly. <i>Nhân viên tại PLUGS Saigon xử lý tình huống nhanh chóng.</i>					
	The staff at PLUGS Saigon possesses extensive professional knowledge. <i>Nhân viên tại PLUGS Saigon có kiến thức chuyên môn cao.</i>					
	The staff at PLUGS Saigon always cares about guests' needs. <i>Nhân viên tại PLUGS Saigon luôn quan tâm đến nhu cầu khách hàng.</i>					
Ambient Conditions <i>Không gian</i>	PLUGS Saigon has a glamorous lighting space. <i>PLUGS Saigon có không gian ánh sáng đẹp.</i>					
	PLUGS Saigon has a good background music. <i>PLUGS Saigon có danh sách nhạc hay.</i>					
	PLUGS Saigon has comfortable fragrant. <i>PLUGS Saigon sử dụng mùi hương dễ chịu.</i>					
	PLUGS Saigon has an impressive architectural design. <i>PLUGS Saigon có lối thiết kế ấn tượng.</i>					

Product Quality <i>Chất lượng sản phẩm</i>	Drinks at PLUGS Saigon are exquisitely garnished. <i>Thức uống tại PLUGS Saigon được trang trí đẹp mắt.</i>					
	Drinks at PLUGS Saigon are suitably tasty. <i>Thức uống tại PLUGS Saigon hợp khẩu vị.</i>					
	Drinks at PLUGS Saigon are varied. <i>Thức uống tại PLUGS Saigon đa dạng.</i>					
	Drinks at PLUGS Saigon are made with fresh ingredients. <i>Thức uống tại PLUGS Saigon được làm từ nguyên liệu tươi mới.</i>					
Technology Applications <i>Ứng dụng công nghệ</i>	In the future, technology applications for seat reservations will create convenience. <i>Trong tương lai, việc ứng dụng công nghệ để đặt trước chỗ ngồi sẽ tạo sự tiện lợi.</i>					
	In the future, technology applications with the function of suggesting beverage choices will suit customer tastes. <i>Trong tương lai, việc ứng dụng công nghệ có chức năng gợi ý thức uống sẽ phù hợp với thị hiếu khách hàng.</i>					
	In the future, technology applications will help convenient payment methods. <i>Trong tương lai, ứng dụng công nghệ sẽ giúp tiện lợi hóa các hình thức thanh toán.</i>					
	In the future, technology applications will make feedback processes easier. <i>Trong tương lai, ứng dụng công nghệ sẽ giúp việc đánh giá dễ dàng hơn.</i>					

PERSONAL FACTORS

CÁC YẾU TỐ CÁ NHÂN

Factors	Options	Encode
Gender <i>Giới tính</i>	Male <i>Nam</i>	1
	Female <i>Nữ</i>	2
Age <i>Độ tuổi</i>	From 18 to 29 <i>Từ 18 đến 29 tuổi</i>	1
	From 30 to under 40 <i>Từ 30 tuổi đến dưới 40 tuổi</i>	2
	From 40 to under 50 <i>Từ 40 tuổi đến dưới 50 tuổi</i>	3
	Over 50 <i>Trên 50 tuổi</i>	4
Occupation <i>Nghề nghiệp</i>	Civil servant <i>Cán bộ công chức</i>	1
	Private company employee <i>Nhân viên công ty tư nhân</i>	2
	Student <i>Sinh viên</i>	3
	Self-employed <i>Nghề tự do</i>	4
Monthly income after tax (VND million) <i>Thu nhập mỗi tháng sau thuế (triệu Việt Nam đồng)</i>	Under 15 <i>Dưới 15</i>	1
	From 15 to 25 <i>Từ 15 đến 25</i>	2
	From 25 to 35 <i>Từ 25 đến 35</i>	3
	Above 35 <i>Trên 35</i>	4

Appendix 5: Official Result

1. Reliability Analysis (Cronbach's Alpha)

Reliability Statistics

Factors	Cronbach's Alpha	N of Items
SP	0.895	4
AC	0.893	4
PQ	0.887	4
TA	0.908	4

Item total statistic

Variables	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SP				
SP1	10.66	4.357	0.793	0.854
SP2	10.6	4.129	0.783	0.86
SP3	10.56	4.49	0.758	0.867
SP4	10.54	4.815	0.744	0.874
AC				
AC1	10.83	4.157	0.766	0.861
AC2	10.84	4.635	0.766	0.865
AC3	10.98	4.064	0.749	0.869
AC4	10.86	4.157	0.789	0.852
PQ				
PQ1	10.96	3.894	0.778	0.845
PQ2	10.94	4.125	0.771	0.85
PQ3	10.99	4.024	0.7	0.876
PQ4	10.96	3.877	0.769	0.849
TA				
TA1	10.94	4.915	0.834	0.866
TA2	10.81	5.092	0.792	0.881
TA3	10.83	5.367	0.784	0.883
TA4	10.79	5.779	0.77	0.891

2. Exploratory Factor Analysis (EFA)

2.1. Exploratory Factor Analysis for Independent Factors

Independent Variables KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.943
Bartlett's Test of Sphericity	Approx. Chi-Square	1666.678
	df	120
	Sig.	0

Independent Variables Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.156	63.478	63.478	10.156	63.478	63.478	3.553	22.206	22.206
2	2.084	6.772	70.25	1.084	6.772	70.25	3.403	21.269	43.475
3	1.623	3.891	74.141	1.623	3.891	74.141	2.835	17.717	61.192
4	1.067	3.543	77.684	1.067	3.543	77.684	2.639	16.493	77.684
5	0.487	3.042	80.726						
6	0.448	2.798	83.524						
7	0.415	2.593	86.117						
8	0.36	2.252	88.369						
9	0.33	2.062	90.431						
10	0.326	2.035	92.466						
11	0.289	1.805	94.271						
12	0.233	1.453	95.724						
13	0.224	1.398	97.122						
14	0.168	1.053	98.175						
15	0.166	1.034	99.21						
16	0.126	0.79	100						

Extraction Method: Principal Component Analysis.

Independent Variables Rotated Component Matrix

	Component			
	1	2	3	4
TA3	0.828			
TA2	0.736			
TA1	0.725			
TA4	0.696			
SP1		0.815		
SP2		0.793		
SP4		0.653		
SP3		0.632		
PQ4			0.701	
PQ2			0.691	
PQ3			0.644	
PQ1			0.629	
AC2				0.762
AC4				0.618
AC3				0.593
AC1				0.568
Extraction Method: Principal Component Analysis.				

2.2. Exploratory Factor Analysis for Dependent Factors

Dependent Variables KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.827
Bartlett's Test of Sphericity	Approx. Chi-Square	240.071
	df	6
	Sig.	0

Dependent Variables Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.897	72.417	72.417	2.897	72.417	72.417
2	0.43	10.751	83.168			
3	0.374	9.361	92.529			
4	0.299	7.471	100			

Extraction Method: Principal Component Analysis.

Dependent Variables Component Matrix^a

	Component
	1
GEX1	0.878
GEX3	0.848
GEX2	0.839
GEX4	0.838

Extraction Method: Principal Component Analysis.

a. 1 component extracted.

3. The impact of the variables by regression analysis

Regression model summary^{a, b}

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.878	0.771	0.763	0.35726	1.989

a. Predictors: (Constant), TA, SP, PQ, AC

b. Dependent Variable: GEX

Regression ANOVA^{a, b}

	Sum of Squares	df	Mean Square	F	Sig.
Regression	51.576	4	12.894	101.021	0.000
Residual	15.316	120	0.128		
Total	66.892	124			
a. Predictors: (Constant), TA, SP, PQ, AC					
b. Dependent Variable: GEX					

Regression Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.153	0.189		0.808	0.421		
SP	0.113	0.084	0.107	1.348	0.18	0.606	2.273
AC	0.152	0.097	0.14	1.56	0.121	0.538	3.21
PQ	0.404	0.096	0.359	4.183	0	0.559	2.856
TA	0.34	0.076	0.35	4.493	0	0.515	2.172

4. Analyze the difference in guests' experience when using PLUGS Saigon's service between survey groups with different demographic characteristics

Independent Samples Test (T-Test)

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
GEX	Equal variances assumed	0.626	0.471	-0.143	123	0.674	-0.02809	0.0931	-0.02146	0.15403
	Equal variances			-0.108	104.995	0.635	-0.02809	0.09332	-0.02167	0.1545

	not assumed									
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4.1. Age

Test of Homogeneity of Variances

GEX			
Levene Statistic	df1	df2	Sig.
0.252	2	121	0.788

Levene ANOVA

GEX					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.863	3	0.821	2.785	0.264
Within Groups	18.029	121	0.238		
Total	34.892	124			

4.2. Occupation

Test of Homogeneity of Variances

GEX			
Levene Statistic	df1	df2	Sig.
2.101	3	121	0.593

Levene ANOVA

GEX					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	33.172	3	0.573	1.065	0.567
Within Groups	37.172	121	0.539		
Total	66.892	124			

4.3. Income

Test of Homogeneity of Variances

GEX			
Levene Statistic	df1	df2	Sig.
0.828	3	121	0.664

Levene ANOVA

GEX					
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	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.219	3	0.203	0.468	0.744
Within Groups	6.892	121	0.402		
Total	24.892	124			

4.4. Gender

Test of Homogeneity of Variances

GEX			
Levene Statistic	df1	df2	Sig.
3.326	1	123	0.706

Levene ANOVA

GEX					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.408	1	2.408	4.593	0.341
Within Groups	44.484	123	0.524		
Total	66.892	124			

5. Descriptives Statistics

FACTORS

	Mean	Std. Deviation		Mean	Std. Deviation
SP1	3.46	0.799	PQ3	3.62	0.779
SP2	3.52	0.867	PQ4	3.66	0.774
SP3	3.56	0.787	TA1	3.52	0.912
SP4	3.58	0.71	TA2	3.65	0.9
AC1	3.67	0.801	TA3	3.62	0.839
AC2	3.66	0.671	TA4	3.66	0.751
AC3	3.52	0.839	GEX1	3.86	0.91
AC4	3.65	0.786	GEX2	3.78	0.894
PQ1	3.66	0.763	GEX3	3.8	0.898
PQ2	3.68	0.703	GEX4	3.78	0.747

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	72	57.6	57.6	57.6
	Female	53	42.4	42.4	100

	Total	125	100	100	
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AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 29	25	20	20	20
	30 to 40	68	54.4	54.4	74.4
	40 to 50	31	24.8	24.8	99.2
	Over 50	1	0.8	0.8	100
	Total	125	100	100	

OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Civil servant	27	21.6	21.6	21.6
	Private company employee	79	63.2	63.2	84.8
	Student	7	5.6	5.6	90.4
	Self-employed	12	9.6	9.6	100
	Total	125	100	100	

INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 15	8	6.4	6.4	6.4
	15 to 25	61	48.8	48.8	55.2
	25 to 35	46	36.8	36.8	92
	Above 35	10	8	8	100
	Total	125	100	100	