

FACTORS INFLUENCING CUSTOMER'S RETURN  
PATRONAGE TO CAFÉ IN KLANG VALLEY

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**A research project submitted in partial fulfillment of the  
requirement for the degree of**

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**UNIVERSITI TUNKU ABDUL RAHMAN**

**FACULTY OF ACCOUNTANCY AND MANAGEMENT  
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DECLARATION

We hereby declare that:

- (1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the research project.
- (4) The word count of this research report is 19,876.

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**LIST OF ABBREVIATIONS**

ANOVA	Analysis of Variance
DV	Dependent Variable
E	Environment
FQ	Food Quality
IV	Independent Variable
Sig	Significance
SPSS	Statistical Package for Social Science
SQ	Service Quality
TTDI	Taman Tun Dr Ismail
UTAR	Universiti Tunku Abdul Rahman
VFM	Value for Money
WOM	Word of Mouth



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## PREFACE

The current research study is done as a part of the fulfillment of the requirement of course of Bachelor of International Business under Faculty of Accountancy and Management in Universiti Tunku Abdul Rahman.

The emerging wave of customers visiting a café is noticeable in the Malaysia society. The reasons have also been acknowledged by researchers as more than merely coffee-drinking habit. In the marketing world, the changing consumer needs is also a focus in which marketers are trying to provide a solution for customer in relation with the changing needs. Thus, the factors have been extracted and adapted from literature review so that they can be tested against customer's return patronage to café in Klang Valley.

Relevant research method and processes have been used and conducted. To increase the reliability and accuracy, face-to-face method has been used to collect data as well. Relevant data analysis tool has been used to analyze data. Hopefully, the research contributes to the insight of the café service provider as well as adds updated information to the body of knowledge.

### **ABSTRACT**

The purpose of conducting this research project is to study the factors of service quality, word of mouth, value for money, food quality as well as environment that influence the customer's return patronage to cafés in Klang Valley. To acquire the objectives of this research project, research questions and five hypotheses are developed as well as tested. Moreover, each hypothesis is measured accordingly and results acquired are subsequently explained in detail. Furthermore, literature reviews are included in this research project as to provide a clearer understanding towards the influential factors on customer's return patronage, as well as to provide justification towards the research questions and research problems. Primary data were collected through survey questionnaires for this research purposes, and 200 questionnaires were distributed to the targeted respondents which are people who have visited any café selected for this research in Klang Valley at least once. Through the use of Statistical Package for Social Science (SPSS), data collected through survey questionnaires are able to be measured and analyzed. The results acquired from the SPSS test are discussed in the form of tables and charts. Also, the major findings of this research project were discussed in order to understand the relationship between service quality, word of mouth, value for money, food quality and environment towards customer's return patronage to café. We acknowledge that some factors are significant in affecting customer's return patronage to café after conducting this research, while some are not. Last but not least, the managerial implications have been discussed to provide insights and useful information to the café industry. Also, the limitations faced in this research will be noted and recommendations will be established to assist future researchers in managing these limitations.

## **CHAPTER 1: RESEARCH OVERVIEW**

### **1.0 Introduction**

The chapter will provide an overall description of the research project. The research seeks to understand various factors that influence customer's return patronage to café. It begins with research background, narrowing the broad field of study to the focus of research problem. It is then followed by problem statement which specifies the boundary of research, research objectives which address purpose of the study, research questions, hypotheses which are developed from literature review and significance of study which states the contribution of the study. Towards the end of the chapter, each chapter's outline and conclusion will be presented.

### **1.1 Research Background**

#### **1.1.1 Food Service Industry in Malaysia**

Food, being a necessity, contributes to the country GDP. Table 1.1 shows the pattern of Malaysians expenditure on food denoted in USD million which is increasing year by year from 2010 to 2014. Nevertheless, food service industry is part of the contribution of food as a whole. According to The Malaysian Food Industry (2012), the food service sector in Malaysia grew at an average rate of 6.5% years beforehand, and it is expected to undergo 7-10% growth rate in the following three to five

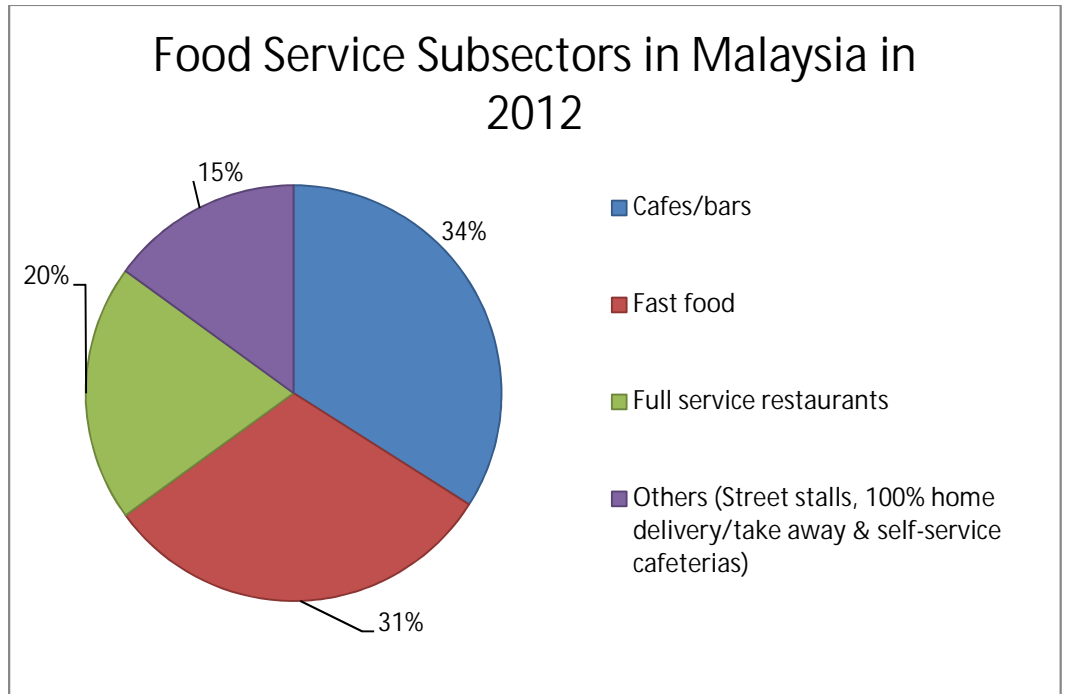
years. To be more specific, food service consists of six segments with their respective value shares in Malaysia food service industry as shown in Figure 1.1.

Table 1.1 Consumer Expenditure on Food in Malaysia

Year	Consumer Expenditure on Food (USD million)
2010	24630.0
2011	28195.8
2012	30831.1
2013	32491.4
2014	33983.8

Adapted from: Euromonitor International (2014)

Figure 1.1 Food Service Subsectors in Malaysia in 2012



Adapted from: Euromonitor International (2013).

Urbanization and city development leads to increasing number of shopping malls which opens up opportunity for food service outlets expansion (Euromonitor International, 2013). This can be exemplified by operators like Coffee Bean & Tea Leaf, Italiannies and Starbucks which opened new outlets in the new shopping mall, Paradigm Mall in 2012. It stimulates demand for the food service players as shoppers tend to dine out during their shopping trips. To match customer needs, food service provider adds features into its offerings such as increased convenience, home delivery options and perceived health benefits. Moreover, food service operators smartly utilize online or mobile channels to offer deals or communicate with customers, given the fact that as of 2013, 67% of Malaysians have access to the Internet according to Internet World Stats (2014).

### **1.1.2 Café**

Café industry growth has been significant years ago especially in developed countries. According to Holmes (2004), coffee houses or cafés show a positive surge in the United States, with 10% growth per year from 2000 to 2004. Concurrent growth in fast food industry is much slower, with only 2% growth annually. In 2012, it is reported that cafés/bars players held the biggest value shares of 34% in the entire food service industry in Malaysia (Euromonitor International, 2013). Cafés continue to popularize and have significant level of demands in the country due to higher purchasing power, increased social

activities engaged as well as strong coffee-drinking culture (Euromonitor International, 2013).

As a matter of fact, coffee houses or cafes have transformed and undergone some changes to better suit the modern environment. According to Woldoff, Lozzi and Dilks (2013), traditional cafes experienced fading while the existing or new cafes are serving as a non-public area for leisure and work purpose with the patron's portable electronic devices in addition to merely allowing socialization activity among customers. Various amenities are used to supplement the café's offerings, for instance, games, music, newspaper, special seating arrangement and Wi-Fi (Woldoff et al., 2013).

Precisely, the transformation of the coffee houses is in terms of the way patrons use them and the culture in them. Bazelon (2009) concluded that the time frame with which patrons use to socialize in this modern age has gradually shortened and the customers tend to have their productivity-related tasks done in cafes. Blank & Van Vooren (2007) labelled some patrons as "campers" as they are in the café for a minimum of three hours. The rationales behind these "campers" include the need for a temporary escape from the hectic city life (Blank & Van Vooren, 2007) and the preference for a stress-free atmosphere over the choice of library (Waxman, 2006). With regards to culture changes, Bryman (2004) noted that the retail or private-regulated settings in modern world discourage or restrict sociality but encourage the connected culture via information technology device. According to Manzo (2014), café's menu has been extended to non-coffee food and beverages. Sophisticated equipment becomes a differential emphasis and a

basis in facilitating communication among baristas and patrons. The context of this research study revolves around this stand-alone, rather modern type of cafés which find it becoming the social trend among patrons who enjoy café-hopping.

### **1.1.3 Customers Demographic, Lifestyle and Needs**

In recent years, there is an emerging wave of customers visiting coffee houses or cafés. The phenomenon stems from changing customers descriptor variables such as demographic and behavioral variables. The changes have led to shift in consumer buying behavior and consumption patterns (Pandey & Pandey, 2013). It is vital to understand these changes because the retention of existing customers is much more effective for marketers than acquisition of new customers (Anderson & Narus, 2004). It is similar as any other industry in which new opportunity arises due to shift in customer needs. Apparently, cafes become an attractive opportunity in today's era. Patrons of dining place nowadays do not only consider food and beverages as the benefits offered by the dining place. Instead, there are various criteria involved in this decision such as services because of the increasing educational level and sophisticated need. Shamsudin, Mohamed, Abdullah & Radam (2011) also noted that food service in Malaysia continues growing as a result of increasing income and rapid urbanization. Table 1.2 illustrated the average household income by states and their respective yearly growth rate from 2009 to 2012. Noting that Klang Valley comprises Kuala Lumpur and joins with areas in Selangor, Kuala Lumpur continues to register the highest rate, while Selangor also



indicates growth. The citizen's desire for an easy and convenient lifestyle also contributes to café growth.

Table 1.2 Mean Monthly Household Income and Average Annual Growth Rate by States from 2009-2012

<b>Negeri State</b>	<b>2009</b>	<b>2012</b>	<b>Kadar Pertumbuhan Tahunan Purata Average Annual Growth Rate (%)</b>
<b>W.P. Kuala Lumpur</b>	<b>5,488</b>	<b>8,586</b>	<b>14.9</b>
<b>W.P. Labuan</b>	<b>4,407</b>	<b>6,317</b>	<b>12.0</b>
<b>Perlis</b>	<b>2,617</b>	<b>3,538</b>	<b>10.1</b>
<b>Terengganu</b>	<b>3,017</b>	<b>3,967</b>	<b>9.1</b>
<b>Negeri Sembilan</b>	<b>3,540</b>	<b>4,576</b>	<b>8.6</b>
<b>Sabah</b>	<b>3,102</b>	<b>4,013</b>	<b>8.6</b>
<b>Kedah</b>	<b>2,667</b>	<b>3,425</b>	<b>8.3</b>
<b>Perak</b>	<b>2,809</b>	<b>3,548</b>	<b>7.8</b>
<b>Kelantan</b>	<b>2,536</b>	<b>3,168</b>	<b>7.4</b>
<b>Johor</b>	<b>3,835</b>	<b>4,658</b>	<b>6.5</b>
<b>W.P. Putrajaya</b>	<b>6,747</b>	<b>8,101</b>	<b>6.1</b>
<b>Sarawak</b>	<b>3,581</b>	<b>4,293</b>	<b>6.0</b>
<b>Selangor</b>	<b>5,962</b>	<b>7,023</b>	<b>5.5</b>
<b>Pulau Pinang</b>	<b>4,407</b>	<b>5,055</b>	<b>4.6</b>
<b>Pahang</b>	<b>3,279</b>	<b>3,745</b>	<b>4.4</b>
<b>Melaka</b>	<b>4,184</b>	<b>4,759</b>	<b>4.3</b>
<b>Malaysia</b>	<b>4,025</b>	<b>5,000</b>	<b>7.2</b>

Source: Department of Statistics Malaysia (2012)

Third place theory developed by Oldenburg (1999) is relevant to customer lifestyle. Third place is defined by Oldenburg (1999) as any places that are neither home nor workplace which informally gathers people and connects the community. He stated that, as beverages offered by third place become an important contribution to the formation of this theory, coffee houses naturally act as a third place that fosters social interaction. Third place contributes to the community by providing atmosphere suitable for fostering sense of belongingness and promoting friendship. However, with the impact of modernization, Oldenburg theory is true to only a certain extent as Hampton & Gupta (2008) states that the

existence of Wi-Fi has shielded the interaction between customers with electronic devices in place. Nevertheless, the welcoming atmosphere of cafés and the café's nature of stimulating friendship formation still exist, but to the fact that it is slowly and partly replaced by new technology.

Waxman (2006) has also discussed place attachment, which results from the interaction between people and the places. The emotional component of place attachment tightly links people to the place. Low and Altman (1992) explained the inseparability of the people with the place due to blend-in experience as well as the place attachment's ability to predict one's daily routine and to be a place for relaxation. Waxman (2006) added that a third place designer has to incorporate the social traits to enhance bonding among customers besides mere comfort. Besides that, social need portrayed that the desire to be socially approved by others and to connect with others urge one to follow to the place where others visit to. Similarly, social influence such as family and reference group will affect one's product preference.

### **1.2 Problem Statement**

Today marketing world revolves around customer-oriented strategy and emphasis rather than the traditional marketing or sales orientation. This statement highlights the importance of understanding target customers. However, there is an insufficiency in the numbers of studies done precisely on the reasons that cause customers to revisit the same café. Research studies on revisit intention are numerous, but mostly focus on restaurants (Tan & Yeap, 2012) or fast food (Sefian,

Jaini, Sharudin & Abdullah, 2013; Azila, Suraya & Siti Zamanira, 2014) due to its high availability and wide spread.

Lack of local research studies also pose a problem. Coffee houses were symbolic starting around early 17<sup>th</sup> century in London, Boston, Ottoman Empire and some European countries. Research studies in Malaysia on coffee houses-related topics are lacking due to the fact that cafes culture is relatively new in Malaysia. It is not applicable to adopt foreign research studies in Malaysia context, taking into consideration of distinctive norms and demographic. Table 1.3 shows the previous research that posts a research gap that calls for the current research. (See Appendix A)

In addition, considerable time period that has elapsed after related research studies also leave a research gap. The acceptance of café culture rather than merely coffee-drinking habit is a new wave in recent years in Malaysia as compared to Western countries as exemplified by research like Woldoff et al. (2013). Therefore, up-to-date and latest trend is yet to be covered in any studies. By collecting information from the current target respondents, relatively accurate and precise factors that are meaningful in today's café world can be derived. With that, a more thorough and applicable framework can be developed from more available journals.

Knowing the fact that entering a café industry involves a huge sum of costs ranging from entry costs, fixed and variable costs as well as opportunity costs, more precise factors have to be investigated with regards to patron's revisit intention. It includes service quality, word of mouth, value for money (price), food quality and environment. Exemplifying service quality, the SERVQUAL model may be long applied in restaurant industry (Shaikh & Khan, 2011) and fast food

industry. The proposed theoretical framework shows that factors identified in the current study are the antecedents for customer satisfaction and loyalty (Haghighi, Dorosti, Rahnama & Hoseinpour, 2012), which leads to customer's revisit intention. In this study, no specific generation will be the target respondents, instead, second time visitors for the same café will be targeted for better and more accurate collection of data.

### **1.3 Research Objectives**

#### **1.3.1 General Objectives**

- (i) To determine the factors that influence customer's return patronage to café in Klang Valley.
  
- (ii) To understand the relationship between various factors identified that influence customer's return patronage to café in Klang Valley.

#### **1.3.2 Specific Objectives**

The specific objectives are addressed as below:

- (i) To examine the relationship between service quality and customer's return patronage to café in Klang Valley.
  
- (ii) To examine the relationship between word of mouth and customer's return patronage to café in Klang Valley.

(iii) To examine the relationship between value for money (price) and customer's return patronage to café in Klang Valley.

(iv) To examine the relationship between food quality and customer's return patronage to café in Klang Valley.

(v) To examine the relationship between environment and customer's return patronage to café in Klang Valley.

## **1.4 Research Questions**

The research study attempts to answer the following questions:

(i) Does service quality affect customer's return patronage to café in Klang Valley?

(ii) Does word of mouth affect customer's return patronage to café in Klang Valley?

(iii) Does value for money (price) affect customer's return patronage to café in Klang Valley?

(iv) Does food quality affect customer's return patronage to café in Klang Valley?

(v) Does environment affect customer's return patronage to café in Klang Valley?

## 1.5 Hypotheses of the Study

Hypotheses that are developed according to the research objectives and questions are as follow:

H<sub>0</sub>: There is no significant relationship between service quality and customer's return patronage to café in Klang Valley.

H<sub>1</sub>: There is a significant relationship between service quality and customer's return patronage to café in Klang Valley.

H<sub>0</sub>: There is no significant relationship between word of mouth and customer's return patronage to café in Klang Valley.

H<sub>2</sub>: There is a significant relationship between word of mouth and customer's return patronage to café in Klang Valley.

H<sub>0</sub>: There is no significant relationship between value for money (price) and customer's return patronage to café in Klang Valley.

H<sub>3</sub>: There is a significant relationship between value for money (price) and customer's return patronage to café in Klang Valley.

H<sub>0</sub>: There is no significant relationship between food quality and customer's return patronage to café in Klang Valley.

H<sub>4</sub>: There is a significant relationship between food quality and customer's return patronage to café in Klang Valley.

H<sub>0</sub>: There is no significant relationship between environment and customer's return patronage to café in Klang Valley.

H<sub>5</sub>: There is a significant relationship between environment and customer's return patronage to café in Klang Valley.

## **1.6 Significance of the Study**

The core of the study is to understand the factors that lead to customer's return patronage to café in Klang Valley. In fact, the noticeable phenomenon of café industry undergoing rapid growth urges the need for such study. Marketers of the surging number of cafés may find it difficult to retain customers as they lack of the knowledge as to the reasons customers decide to return to café again. Thus, the study contributes to marketer's customer-oriented understanding and serves as a basis for café's marketing plan and strategy. Any of the factors can serve as a reference when the café is deciding its differential advantage. As a result, it increases likelihood of customer's return patronage. This better enables the café to gain an advantageous position in the competitive dynamic of the industry.

## **1.7 Chapter Layout**

### **Chapter 1: Introduction**

To start off the research study, chapter 1 specifies the study context and provides description regarding the research study. The explanation provided starts with the research background, problem statement,

research objectives, research questions, hypotheses of the study and ends with significance of study. Chapter layout and conclusion are included.

## **Chapter 2: Literature Review**

This chapter documents the review of related literature in the field of study. Various variables are identified and critical reviews are done with regards to the variables. Sources of literature include journals, articles and other secondary sources. Then, foundation of study will be formed by developing theoretical frameworks from previous related study. Clearer and more precise problem statement can then be formed in order to improve the current findings.

## **Chapter 3: Methodology**

Chapter 3 explains the process and ways that the research will be carried out. It is expressed in terms of research design, data collection methods, sampling design, research instruments, constructs measurement, data processing, data analysis and conclusion.

## **Chapter 4: Data Analysis**

Chapter 4 presents the analysis of results that are obtained from the data collection methods. Patterns of results will be shown. Software will be in used to analyze the descriptive analysis will include demographic profiles of respondents. It is followed by scale measurement which provides the results of reliability analysis.



Inferential analysis concludes the characteristics of population based on the sample data. The chapter ends with conclusion.

## **Chapter 5: Discussion, Conclusion and Implications**

This chapter is inclusive of summary of statistical analysis, discussion of findings to validate the stated objectives and hypotheses as well as implications for policymakers and practitioners. It ends with limitations and recommendations for potential future study. Finally, conclusion of the entire research study is presented.

### **1.8 Conclusion**

This introductory chapter gives a brief outline of the research study of factors influencing customer's return patronage to café in Klang Valley as a whole. The overview is defined as expressed in research background, problem statement, research objectives, research questions, hypotheses of study, significance of study and lastly, chapter layout. Chapter 2 will further enhance the information needed for study by including literature review and development of theoretical framework.

## **CHAPTER 2: REVIEW OF LITERATURE**

### **2.0 Introduction**

To continue with the preceding chapter, the review of the literature will look further into the details of the factors influencing customer's return patronage to café. Factors to be included are service quality, word of mouth, value for money (pricing), food quality and store environment. Then, it is followed by theoretical framework conceptualization and hypotheses development. Lastly, conclusion will be drawn to close this chapter.

### **2.1 Literature Review**

#### **2.1.1 Service Quality**

For the past three to four decades, service quality has been a frequently researched construct by many scholars and they have contributed in different viewpoints as well as empirical findings (Lehtinen & Lehtinen, 1982; Gronroos, 1990; Parasuraman, Zeithaml, & Berry, 1994). Haghghi, Dorosti, Rahnama, and Hoseinpour (2012) proved that service quality contributes to customer satisfaction. As a result, service quality also leads to customer loyalty and long term retention (Imrie, Durden, & Cadogan, 2000). However, this construct is very abstract due to its intangibility, inseparability, perishability and heterogeneity (Moeller, 2010). The most often adopted definition of service quality is that it is the result of comparison that is made between customer's expectation from the service provider and his/her perception of the service firm (Lehtinen & Lehtinen, 1982; Lewis & Booms,

1983; Gronroos, 1984; Parasuraman et al., 1994). Customer is the key as service quality is evaluated and assessed by them comparing the expectation and perception instead of the firm (Berry, Parasuraman, & Zeithaml, 2001). One common ground that most of these researchers have is the fact that service quality is not one-dimensional. As one of the pioneering landmark researcher, Gronroos (1988) 2-dimensional approach has incorporated “technical” and “functional” quality. The functional aspect is literally the process, in which service is evaluated while it is performed; while, technical aspect is the outcome of the service (Gronroos, 1982). Not to be omitted is organization image as customers will have previous experience and perceptions towards a firm attached in their subsequent visit (Gronroos, 1982). Reputable image serves as an asset for a firm (Kang & James, 2004). In addition, Lehtinen and Lehtinen (1982) proposed a three-dimensional view of service quality, comprising “interaction”, “physical” and “corporate” quality. Tangible aspects of the service are attributable to “physical” quality, interaction activities between service providers and customers are characterized under “interaction” quality and lastly, service provider image is associated with “corporate” quality. Viewing from dimensional perspective, different researchers share the common structure in forming the definition of service quality.

One widely and predominantly adopted framework in assessing service quality is the 22-item SERVQUAL instrument introduced by Parasuraman, Zeithaml, and Berry (1985). The instrument depicts that customer expectations include five dimensions: tangibles which represent the outlook of the physical facilities, equipment, personnel; reliability which tells a firm's ability to deliver services on promises; responsiveness which shows firm's willingness to offer help and provide immediate service; assurance which includes employees knowledge and courtesy as well as their abilities to portray trust and confidence; empathy which covers values like caring, understanding and giving personalized attention to customer. Adoption of the

instrument indifferent industries over time has however, brought the researchers to various deficiencies and inconsistencies, thus, some changes. According to Carman (1990), performance aspect suffices in evaluating service quality. Cronin and Taylor (1994), Forbes, Tse, and Taylor (1986) as well as Tse and Wilton (1988) also questioned the usefulness of the expectation aspects, followed by increasing number of research as proof in support of the omission of expectations (Dabholkar, Shepherd, & Thorpe, 2000). Parasuraman et al. (1994) has then put in effort to reconceptualize the expectation aspect to differentiate desired and minimum expectations. Suggestion has also been made by Parasuraman et al. (1994) to merge the three human performance-related factors, responsiveness, assurance and empathy into one factor, resulting in a total of three dimensions instead of five. Similarly in Gronroos approach context, criticism comes in the sense that SERVQUAL instrument only accounts for the “functional” quality, which as mentioned before, means the process and ignores the outcome “technical” quality (Mangold & Babakus, 1991; Hossain, 2014). Another outcome of the extension adoption is the suggestion of the use of SERVPERF due to the fact that performance perception shows more significant relationship and suffices in service quality assessment (Cronin & Taylor, 1992). Apart from SERVQUAL and SERVPERF measures of service quality, there are also other proposed means such as five factors of service quality by Sureshchander, Rajesndran, and Kamalanabhan (2001) which includes core service product, human aspect of service delivery, delivery systemization, tangibility and social responsibility. Lack of validity adds to its criticisms as well. The model has been used in different settings, contexts and geographical areas. For instance, it has been tested in hospital (Babakus & Mangold, 1992), hospitality industry (Ting, Boo, & Othman, 2011), restaurant business (Fu, Cho, & Parks, 2000), international fast food (Kaur, 2013), tourism industry (Riemer & Reichel, 2000), banking (Mukherjee & Nath, 2005), real estate (Dabholkar & Overby, 2005) and more. The widespread adaptation and

adoption of the model has no doubt proven some success case but has also raised questionable concerns regarding its validity.

SERVQUAL instrument will be the basis for the present study with the five dimensions tangible, responsiveness, reliable, assurance and empathy being tested.

### **2.1.2 Word of Mouth (WOM)**

As one of the early stage researchers working on WOM, Arndt (1967) defined WOM as informal, person-to-person form of communication about a product or service, brand which is done orally between people who have no commercial relationship with the brand or marketer. Anderson (1998) shared similar view as Arndt, stating that WOM happens when private parties are having informal communication while evaluating the goods and services. Bone (1992) adds to the point of Arndt that WOM is a group phenomenon with parties exchanging thoughts and comments about a product or service. WOM is said to differ from marketing advertising in term of its nature to be face-to-face, mutually active, spontaneous and exclusive of features such as jingles (Stern, 1994). However, Buttle (1998) argued on some aspects of the definition by noting that WOM can be communicated electronically. In addition, certain researchers opined that WOM is a form of recommendation given by consumers instead of solely comments or thoughts (Gremler & Brown, 1996; Hartline & Jones, 1996). Arndt's (1967), Anderson's (1998) definition will be the basis in the present study. Buttle (1998) statement of including electronically generated communication will also be used as the Internet calls for revision of past WOM definitions.

To ensure more informed and right decisions are made, consumers tend to look for opinions from other parties who happened to be the previous

consumers. This is attributed to the perceived risk entailed in consumer's purchase, be it functional, social, financial, time or psychological risk (Ha, 2002). Service is especially of concern as it is inherently tagged along with intangible, inseparable, perishable and heterogeneous characteristics (Moeller, 2010). Murray (1991) opined that consumer's likelihood to search for information increases parallel with his or her perceived risk and the preferred means is WOM. On the flipped side, customers who have tried the product or service will then relate their satisfaction level to others. Positive WOM includes satisfactory experience while negative one comprises annoyed and unpleasant experience, in which both are vivid and novel (Anderson, 1998). It can be concluded that negative WOM has more significant impact relative to positive ones (Assael, 2004).

Source credibility or expertise serves as an important factor in WOM. It is explained by Wathen and Burkell (2002) as an important criterion in helping a consumer in information judgment, especially online information. Due to WOM source's independency, WOM recipient will less likely perceive WOM to be manipulative, in comparison with spokesperson or marketers who have commercial linkage with the product or service (Bansal & Voyer, 2000). Typically, WOM source consists of those who exceptionally own influencing power over the rest, being known as opinion leader, be it face to face or through Internet (Jin, Bloch, & Cameron, 2002). Within a social network, these influential people initiate information flow regarding a new product or idea, making WOM available to members within the network (Park & Suh, 2013).

Marketing wise, WOM plays vital role in altering and shaping consumer's attitudes and behavior (Delgadillo & Escalas, 2004). Given its low or no cost incurred, WOM is viewed as an effective and efficient promotional alternative particularly in acquiring new customer (McConnell & Huba, 2007). Apart from that, high credibility of WOM also contributes to its effectiveness in

marketing communication's point of view (Trusov, Bucklin, & Pauwels, 2009). Also, WOM assists in reinforcing WOM giver's satisfaction, which in turn contributes to marketing variables like customer loyalty and attitude towards brand (Ryu & Feick, 2007).

### **2.1.3 Value for money (Price)**

According to Yuksel and Yuksel (2002), they mentioned that customers also visit to restaurants because of the price that they are paying is value for money instead of only good service, environment, quality service and food. They continued that value may have independent interpretation to different person such as consumers gets for the price in exchange of quality, any value-added consumers demands in goods or services, low price and/or value that represents consumers obtain for what they have sacrificed. In the past decade, Zeithaml (1988) defined customer value that is an overall assessment of customer towards the product performance in terms of what is received and what is given perceptions. Whereby, Dodds, Monroe, and Grewal (1991) defined the perception value is influencing the willingness to purchase indirectly. These two are supported by Butcher, Sparks, and O'Callaghan (2002) and Sweeney (1994), they mentioned that value for money as in terms of monetary exchange concept, it is a cognitive opportunity cost between the perceived quality and sacrifice (e.g. monetary, psychological, time, etc) (Grace & O'Cass, 2005). Similarly, customer value is also described as opportunity cost between the quality (benefit) of the product perceived by consumers in relation to the what consumers perceived of the sacrifice (cost, price) for the product (Bolton & Drew, 1991; Monroe, 1990). Grace and O'Cass (2005) stated that customer satisfaction model does not take the sacrifice into account that connects with the benefits exchange, but perceived value does. Continually, Grace and O'Cass (2005) also argue that even if customers are satisfied with perceived product performance, it is not

necessarily that represents overall satisfaction due to the greater monetary sacrifice. Furthermore, McDougall and Levesque (2000) and Zeithaml (1988) suggested that customers are more satisfied, who perceive they have received value for money, than those do not. In previous evidence done by Grace and O'Cass (2005), they claimed that customers' decision to repatronize back to a particular store may due to the perceptions of perceived value for money, which they have satisfaction previously.

Past studies have considered price impact on retail patronage behavior through different concepts (Moore & Carpenter, 2006): consumer value (Sweeney & Soutar, 2001), pure monetary cost (Fox, Montgomery, & Lodish, 2004) and store image as broader terms element (Finn & Louviere, 1996). In addition, Moore and Carpenter (2006) found out that there is significant relationship between price and patronage behavior and supported by Yavas (2003). Dodds et al. (1991) found that higher price will be reducing the customers' willingness to purchase. Alternatively, Pan and Zinkhan (2006) mentioned that low price may generate sales increases and store traffic which resulted either from price promotions or general price levels. Whereby, Tellis and Gaeth (1990) mentioned that consumers seek for a brand that is highest price of all in order to maximize the expectation of quality, which is known as "price-seeking". This posits that there is a positive relationship between the price and quality of goods and services (Dodds et al., 1991; Grace and O'Cass, 2005; Kerin, Jain, & Howard, 1992; Rao & Monroe, 1989). For example, high price represents a good product quality. However, Varki and Colgate (2001) argue that customer will be switching due to high price and may generate negative physiological response to information. Dodds et al. (1991) mentioned that even though there is positive effect of price on perceived product quality, but it impact perceived value and willingness of purchase negatively. This is agreed by the study done by Schiffman and Kanuk (2004), they said that if perceived price is unfair, it may stimulate value perception of customers and their willingness to buy. Based on research



conducted by Jiang and Rosenbloom (2005), they found that perceived price acts as fundamental role in determining post-purchase satisfaction. Thus, perceived price is referred as the degree of which a customer perceives the product price as high or low (Chaiyasoothorn & Suksa-ngiam, 2011). In short, according to Ramly, Ahmad, and Ahmadin (2003), they mentioned that perceived price is related to the concept of value for money.

In conclusion, value is argued as the main purchase motivation among the customers (Berry & Yadav, 1996) and there is positive linkage in repurchase intention and perceived value (Oh, 1999), thus value for money (price) will be using as the independent variable (IV) in this study as price is playing important role for customer for deciding a restaurant (Ramly, Ahmad, & Ahmadin, 2003; Pedraja & Yague, 2001). The researchers will adopt the definition from Butcher et al. (2002) in this research: value of money is a cognitive opportunity cost between the perceived quality and sacrifices in terms of monetary exchange concept. This is consistent with the definition and conceptualization in marketing (value for money) by Patterson and Spreng (1997), which is the tradeoff in product performance (food quality) and the monetary exchange (price).

### **2.1.4 Food Quality**

Based on Peri (2006), food quality is a critically essential circumstance in satisfying the needs and expectations of consumers. The product will not be able to accomplish its primary function.

This statement was supported by Pettijohn, Pettijohn, & Luke (1997), food quality was positioned as one of the most crucial determinants in measuring customers' satisfaction which the customer satisfaction will eventually lead to the decision on re-patronage to a particular café.

According to Ha and Jang (2012) and Ryu et al. (2012), quality food can be defined as food that is well-presented, fresh and tasty. This is in line with the finding done by Hansen, Jensen, and Gustaffson (2005), whom discovered that the 'taste of food' as the most commonly mentioned element of the core product in the surveys aimed at researching the reasons that formed consumers' meal experiences.

McWilliams (1993) revealed that food quality is the quality characteristics of food that is acceptable to customer. This includes external factors such as appearance, taste, smell and texture of the food (Imram, 1999). The same researcher added, appearance, flavor and texture are important quality attributes which differentiate raw food materials and processed products. Ha and Jang (2012) further opine that food and service quality are essential in determining customer satisfaction as well as customers' future behavior towards the restaurant. If the customers are satisfied with the food and service quality they receive at the restaurant, they will be more likely to communicate positively about the restaurant, revisit the restaurant and subsequently contribute to the profitability of the restaurant (Kaura, Datta & Vyas 2012; Kim, Ng, & Kim 2009)

In short, quality plays a significant role in determining and influencing customer satisfaction. Food quality and acceptability is complex and interdisciplinary, encompassing scientific disciplines including food science and technology, nutrition, psychology, physiology, marketing and hospitality (Imram, 1999).

#### **2.1.4.1 Appearance**

Appearance of food was also found to influence consumers' pleasantness in eating out. The appearance of food could be influenced by how a meal was decorated and presented. According to Hansen et al. (2005), the visual effect of the core product (food) was a factor that many respondents perceived to be important in their meal experience. It is probably because, appearance of food affected consumer liking of the food.

From their research, Namkung and Jang (2008) identify food presentation (appearance) and taste as the most influential food quality factors, whereas Ha and Jang (2012) identify food variety as the most important contributor. According to Jangga, Sahari, and Basir (2012), however, restaurants should also consider additional factors such a pricing, presentation, taste, portioning, and value for money when addressing food quality issues.

Presentation is defined as how attractively food is presented and decorated as a tangible cue for customer perception of quality. Kivela, Imbakaran, and Reece (1999) pointed out that the presentation of food is a key food attribute in modeling dining satisfaction. Raajpoot (2002) also described food presentation as one of the product/ service factors in the tangible quality scale.

#### **2.1.4.2 Color**

Of all the visual aspects, the effect of color is the most obvious and well-studied (Imran, 1999). Extensive research has confirmed the importance of color in taste recognition and intensity in flavor detection and recognition (Johnson & Clydesdale, 1982), in food preference (DuBose, Cardelo, & Maller, 1980; Christensen, 1983) and food acceptability (Johnson and Clydesdale, 1982). Imran (1999) concluded that appearance encompasses several basic sensory attributes such as color, opacity, glosses, visual

structure, visual texture and perceived flavor. Colors of the food often trigger the mind to expect particular flavor such as pink is related with strawberry flavor (McWilliams, 1993). It has been well established that color and appearance can have a halo effect which modifies subsequent flavor perception and food acceptability (Hutchings, 1994). Consumer perception of an acceptable color has been shown to be associated with other quality attributes; flavor, nutrition and level of satisfaction (Christensen, 1983).

### **2.1.4.3 Freshness**

Freshness of the ingredient was among the important aspect of product quality, particularly in quick service restaurant found in the study by Reich, McCleary, Tepanon, and Weave (2005). Reich et al. (2005) also stated that the reason why consumers felt 'freshness' and 'taste of food' are important was because of the increasing awareness of obesity problem. Taste is a key attribute in food that influences restaurant customer satisfaction and future behavior intentions (Kivela et al., 1999).

In addition, freshness of food is important because it affects consumer's overall satisfaction (Bernhardt, Donthu, & Kennett, 2000) and intention to purchase (Boer, 2004). Studies done by Meyer and Conklin (1998); Woo, Ng, & Kim, (2008) and Deshpande, Basil, and Basil, (2009) revealed that, taste of food, cost, nutrition and convenience are some of the factors predicted for food selection among adults.

Healthy options refer to nutritious and healthy food offerings. According to Johns and Tyas (1996), healthy food could have a significant effect on the customers' perceived evaluation of the café experience. The notable thing is that many restaurant customers are interested in their health, so the availability

of nutritious food items has become increasingly important as one of the core properties of dining satisfaction (Sulek & Hensley, 2004).

### **2.1.5 Environment**

Bitner (1992) has stated that the term 'servicescape' is to emphasize the impact of a physical setting in which a marketplace exchange takes place within a service organization (Zeithaml et al., 2009). According to Dittmer (2002), restaurants are defined as a source that satisfies the human's social and biological needs; and they can be split into two forms, those which serves the human's social needs (the dining market) and those which serves the human's biological needs (the eating market). Guests usually evaluate their personal experiences towards the service quality of the restaurants they had dined in by using the food selections, physical surroundings and employee attitudes as the crucial elements (Chow, Lau, Lo, Sha & Yun, 2007; Namkung and Jang, 2008). The customer revisit intention and a restaurant's brand reputation can be significantly influenced by elements of a physical settings, such as facility aesthetics, ambience, lighting, table arrangements, layouts and service staffs (Gagić, Tešanović, & Jovičić, 2013).

Based on Finkelstein (1989), restaurant's features are supposedly to be perceived and evaluated within the context in which they are experienced by the customers, as their dining needs are often connected to the restaurant's features. The physical setting has become a significantly important tool in transmitting the quality of service setting, as physical settings can either intensify or subdue the emotions of customers who are involved in patronizing the hospitality service institutions. On the side note, Bitner (1992) has developed a servicescape framework that possesses physical, social and natural stimuli. This framework includes the physical aspect that can be

further divided into ambient conditions; space and signs, symbols and artifacts.

Table 2.1: Components of Environmental Dimensions

Category	Features
Ambient Conditions	<ul style="list-style-type: none"><li>• Temperature</li><li>• Air Quality</li><li>• Noise</li><li>• Music</li><li>• Odor</li></ul>
Space / Function	<ul style="list-style-type: none"><li>• Layout</li><li>• Equipment</li><li>• Furnishings</li></ul>
Signs, Symbols and Artifacts	<ul style="list-style-type: none"><li>• Signage</li><li>• Artifacts</li><li>• Style of décor</li></ul>

Source: Bitner (1992) Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57-71.

#### **2.1.5.1 Ambient Conditions**

Ambient conditions include background environmental stimuli that affect the human sensations (Grayson and McNeil, 2009; Kotler, 1973; Turley and Milliman, 2000). According to Dijkstra, Pieterse, and Pruyn (2008), the visual stimuli comprises of lighting, colors, brightness and shapes; Mattila and Wirtz (2001) stated that the aesthetic cleanliness stimuli includes the scent, air quality and fragrance. Reimer and Kuehn (2005) shows that temperature is listed under the ambient stimuli; and based on Morin, Dube, & Chebat (2007), as well as Oakes and North (2008), the auditory stimuli includes of music and noise elements. Based on Aubert-Gatmet and Cova (1999), the ambience

conditions are considered to be significant elements in customer assessment on the quality level of the service they received from, eventually affecting the customer satisfaction. Furthermore, the ambience conditions may affect the customers' emotional state; thus they may have significant effects on customers' behavioral responses and rate of patronage. According to Holbrook and Hirschman (1982), customers that are dining in cafés would be affected by hearing, smelling, visual and sensory information from the environment. Also, these non-verbal inputs of information would further trigger consumptions. Furthermore, arousing surroundings are those that are complex, providing intensified amount of information to all the human senses simultaneously (Mehrabian and Russell, 1974). In addition, Baker et al. (2002) states that customers would reduce the psychological cost, time spent, and wished to further increase their patronage when they prefer the consumer environment they are at. On the other hand, North and Hargreaves (1996) discovered that the 'liked' music has positive relationship with patrons' willingness to return to a dining area. Also, it is more likely to enhance the effects of pleasure when the environment is comprised with arousal-evoking qualities. This finding is supported by Kim and Moon (2009), which states that customers' pleasure feeling emotions are positively related to their return patronage intentions.

The researchers in this research will adopt the definition of ambient condition stated by North and Hargreaves (1998), that different musical conditions influenced subjects' perceptions about the cafeteria.

### **2.1.5.2 Space / Function**

Space refers to the manner in which furnishings and their arrangements, also includes the lesser observable furnishings of comfort, layout and accessibility (Bloch, 1995; Wakefield and Blodgett, 1996); and these space elements

influence customers' approach/ avoidance decisions. Hence, this indirectly influences customers' return patronage. Features such as layout, interior design and decoration, lighting, background music, scent and hygiene are listed as the physical environment (Wakefield and Baker, 1998). According to Bitner (1992), physical settings has weighted heavily in forming expectations, distinguishing service firms, facilitating customers and employee-customer goals; and further influencing the nature of customer experience. Also, Bitner (1992) stated that the physical environment of service firms can be manipulated through moving things, distancing things, increasing or demolishing the environment and physical environment. The degree of arousal or anticipation experienced by the customers during their consumption of leisure services may be a significant determinant of their upcoming pleasure or satisfaction with the service experience, thus affecting the return patronage rate (Mano and Oliver, 1993; Russell and Pratt, 1980).

The researchers will adopt from the definition from Belk (1975) in this research, where as it is stated that the physical environment is consisting of observable features of the situation such as geographical location, setting, sound, odor, light and temperature.

### **2.1.6 Return Patronage**

Starting from the basic form of customer patronizing, Chetthamrongchai and Davies (2000) mentioned that patronage is whether the respondents did visit or shop at a particular store or spend money at/in the store, or another situation where respondents did not visit or spend money. In addition, Baker, Parasuraman, Grewal, and Voss (2002) included patronage intentions like willingness to recommend, or buy, and shopping methods. Generally, according to Srivastava and Natu (2014), they stated that store patronage does not have a solid definition despite it has been research for many times.



However, in this study only focuses on return patronage which is different from patronage.

Blodgett (1994) defined the return patronage as willingness of consumers to visit, shop, and patron to the specific retail store in future time. Hellier, Geursen, Carr, and Rickard (2003) supported it by defining repurchase intention as the individual's decision on repeat purchasing a particular service from the same organization or company with condition of considering his/her current situation and likely circumstances. Other than that, Hume, Mort, and Winzar (2007) said that repatronage is the decision of the customer to engage with service provider in future continually. Alternatively, repatronage intention defined as the business relationship to be maintained between the current goods and services providers and consumer with his/her own willingness or intention (Jariyagochakorn, Panichpathom, Ngarmyam, Sriboonjit, & Metapirak, 2013). Whereas, Li, An, and Yang (2008) mentioned that consumer repurchase behavior can be indicated by the repatronage intention. Furthermore, there are other research that links behavioral intentions and re-patronage intentions. Using the Mehrabian-Russell's framework, there are previous studies done by Baker et al. (2002); Hightower, Brady and Baker (2002); Macintosh and Lockshin (1997) has integrated behavioral intention like willingness to recommend, repurchase, purchase more in future. While Evanschitzky, Iyer, Plassmann, Niessing, and Meffert (2006) claimed that repurchase intention become a significant part of behavioral or attitudinal constructs, then Ryu, Han & Jang (2010) described that behavioral intention is the willingness conveyed to commit into repeat patronage to preferred restaurant and provide good comments regarding the restaurant to social influence, like family or friends in future. Moreover, from the studies in Han and Ryu (2006); Han and Kim (2009); Jani and Han (2011), re-patronage/repatronage intention is referred many times in literature as an important behavioral intention.

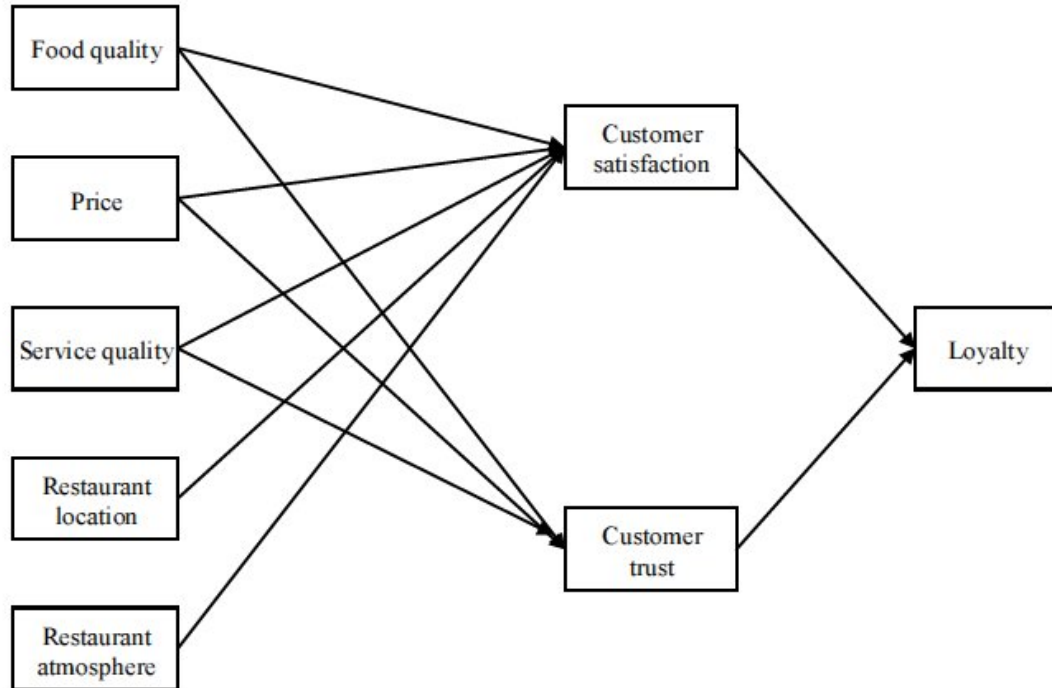
However, there are positive relationship between customer satisfaction and repatronage intention. Kivela et al. (1999) mentioned that the return patronage or repeat purchase is the result of a customer satisfaction which may lead to customer to make decision on returning to store/brand/restaurant. According to Liao and Liaw (2002), they mentioned that customer satisfaction still yet lack of all agreed-upon definition. However, customer satisfaction is defined as an individual's positive or negative feelings are consequence from the comparison between the product performance and his/her expectation (Kotler, 2003). While Ryu and Han (2010) found out that customer satisfaction is a significant factor for behavioral intention which may generate repeat sales, repeat purchase or return patronage. Han and Ryu (2006), in previous study in upscale restaurant, they found out that in order to increase customer repatronage and generate recommendation intention (word-of-mouth), it is essential to increase customer satisfaction. Additionally, Namkung and Jang (2007) studied on mid-to-upscale restaurant, as consistent with Han and Ryu (2006), they found that there is positive relationship between the customer satisfaction and behavioral intention.

In addition, other researchers mentioned that there is positive linkage between customer loyalty and return patronize. Marinkovic, Senic, Ivkov, Dimitrovski, & Bjelic (2013) mentioned that repatronage intention is one of the key factors of loyalty. Oliver (1999) defined loyalty as a strong commitment to repurchase or repatronize/re-patronize a favored goods or services in the future time in spite of there is situation changes and marketing efforts. This is supported by East, Gendall, Hammond, and Lomax (2005), they mentioned that the repeat patronage or re-patronage/ repatronage lengthens the concept of patronage that predicts loyalty outcomes; and loyalty and favorite attitude will be developed due to the constant return patronage or repurchase in a store/brand (Han & Ryu, 2009). Whereby, Chaudhuri, and Holbrook (2001) stated that more purchase and attitudinal loyalty will be elicited by a brand that making consumers "happy", "joyful" or "affectionate".

In conclusion, in this study, the researchers would adopt the definition from Ryu et al. (2010) that more likely related to the study, which is the willingness conveyed to commit into repeat patronage to preferred restaurant and provide good comments regarding the restaurant to social influence, like family or friends in future. The return patronage, which also known as repatronage/ repatronage or repeat patronage, is a behavioral intention and set as the dependent variable (DV) in this whole study. It is set as an important variable because organization, company or restaurants able to understand more about what indicators influence and how they influence on customers satisfaction that eventually lead to customers' repatronage intention. However, the customer experience may be different each time they repatronize to the particular restaurant which eventually it may affects the customer repatronage intentions (Yap & Kew, 2007). Thus, organization, company or restaurants have to maintain the goods' or services' quality on above average in order to influence on customers' decision on repatronage. Subsequently, due to strong intention of repeating patronization, recommending, spending more, repurchasing, customer loyalty is more likely to be formed (Getty & Thompson, 1994). Customers who revisit or repatronize to the restaurant are representing the significant source of making continuing profitability (Chaudhry, 2007; Marinkovic et al., 2014; Ribbink, Van Riel, Liljander, & Streukens, 2004).

## 2.2 Review of Relevant Theoretical Model

**Figure 2.1: Evaluation of factors affecting customer loyalty in the restaurant industry**

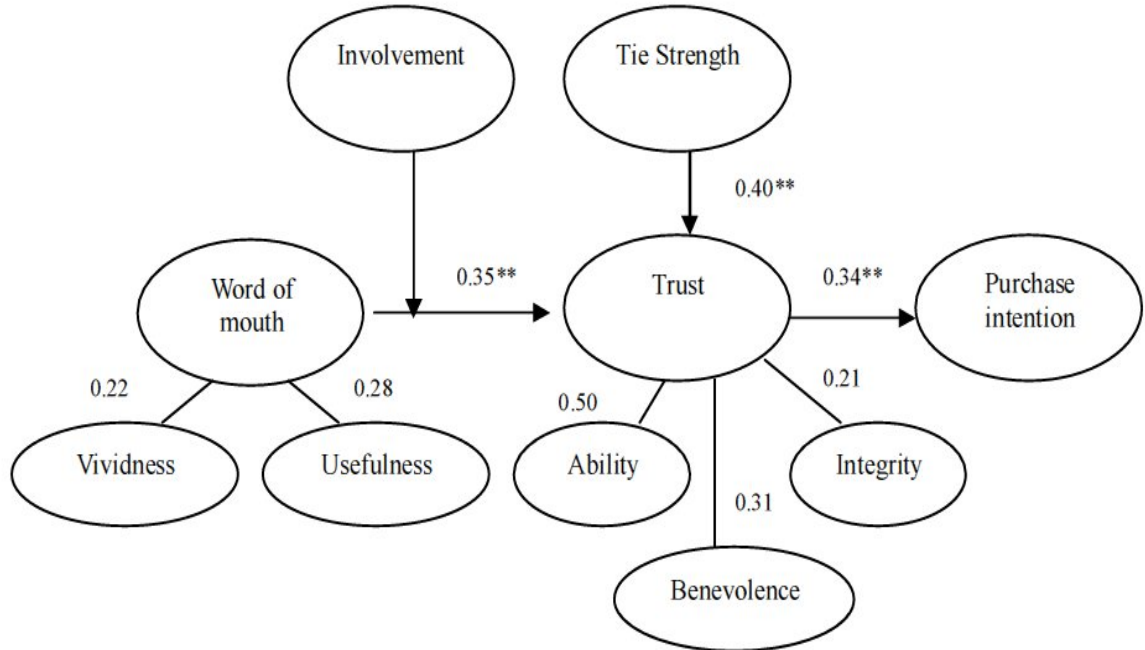


**Figure 1.** The proposed research model.

Source: Haghghi, M., Dorosti, A., Rahnama, A., & Hoseinpour, A. (2012). Evaluation of factors affecting customer loyalty in the restaurant industry. *African Journal of Business Management*, 6(14), 5039-5046.

Figure 2.1 is the framework model proposed by Haghghi, Dorosti, Rahnama and Hoseinpour (2012) for their study which included the factors of food quality, price, service quality restaurant location and restaurant atmosphere as their independent variables (IVs). There are intermediary variables included in their study such as customer satisfaction and customer trust whereby the loyalty is worked as the dependent variable (DV). They found out there are positive relationships between the independent variables (food quality, price, service quality, restaurant location and restaurant atmosphere) and two intermediary variables (customer satisfaction and customer trust). By looking at the result from the two intermediary variables, they discovered there is positive relationship between the customer satisfaction and loyalty. However, they found that there is negative relationship between customer trust and loyalty.

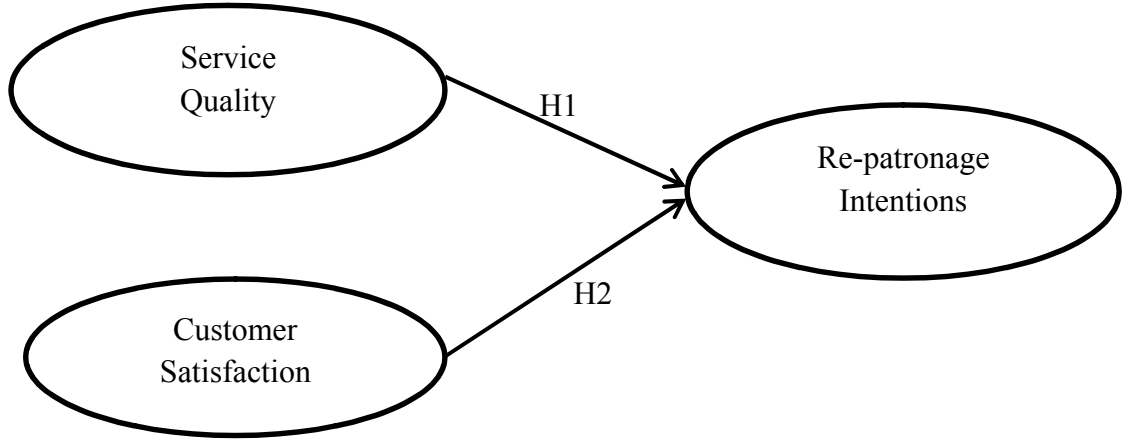
**Figure 2.2: The Construct and Influence of Word of Mouth: Receiver Perspectives**



Source: Yu, C.L., & Tang, X. (2010). The Construct and Influence of Word of Mouth: Receiver Perspectives. *School of Economics and Management*.

Figure 2.2 is showing the word of mouth framework model which developed by Yu and Tang (2010). They mentioned that word of mouth is influential to purchase decision especially in service context and it is also playing an important role in service context. The research is studying on word of mouth vividness and usefulness which are acting as independent variables (IVs). Trust is working as the mediator between the word of mouth and purchase intention whereas the involvement is serving as the moderator between the word of mouth and trust. The hypotheses result of this study is all supported which is indicating there are positive relationships between the IVs (vividness and usefulness), moderator (involvement), mediator (trust) and DV (purchase intention).

**Figure 2.3: Service Quality and Customer Satisfaction: Antecedents of Customer's Repatronage Intention**

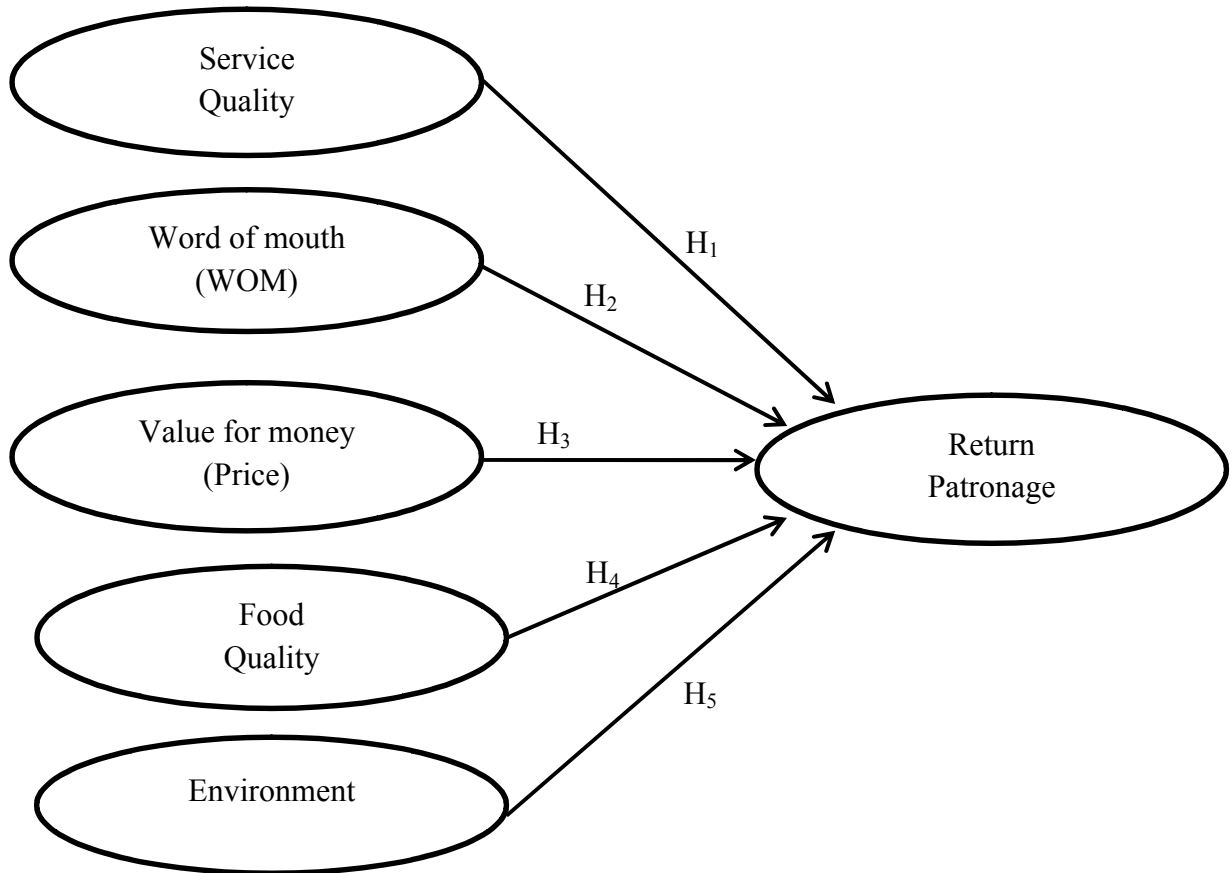


Source: Yap, S. F., & Kew, M. L. (2007). Service quality and customer satisfaction: antecedents of customer's re-patronage intentions. *Sunway Academic Journal*, 4, 59-73.

Figure 2.3 is the visualization of the theoretical framework that studies on antecedents of customer's re-patronage intentions which included service quality and customer satisfaction in the context of restaurant industry in Malaysia. The research found out that there are positive relationships between both service quality (H1) and customer satisfaction (H2) towards the re-patronage intentions. Moreover, they also did comparison between customer satisfaction and service quality on which is the stronger predictor. The result is customer satisfaction is much stronger as a predictor compared to service quality towards re-patronage intentions by using Multiple Linear Regression analysis. This framework is helpful in terms of supporting restaurant's marketing strategies to retain customers by improving their service quality and increasing customers' satisfaction. Thus, restaurant may affect customer's decision on re-patronage intention to revisit the restaurant again which ultimately bring more profits to restaurant.

### 2.3 Proposed Conceptual Framework

**Figure 2.4: Factors Influencing Customer's Return Patronage to Café in Klang Valley**



Source: Developed for the research

By adopting the frameworks from the previous studies, the proposed conceptual framework would be served as the foundation of this study. The previous relevant frameworks' factors that impact towards re-patronage intentions are modified in order to be adjusted to this study.

The modification of the framework that researchers have been made is adopting the independent variables (IVs) from the Figure 2.1 which are food quality, price, service quality and restaurant atmosphere. However, the researchers replaced the terms of



price and restaurant atmosphere as value for money and environment respectively. The restaurant location is not adopted because of the context is different in Malaysia compared to the study which is conducted in Tehran, Iran. Hence, it is not suitable to be used as independent variable in this study, whereas it replaced by word of mouth as it has great impact to purchase decision in service context. The Figure 2.2 is the framework model that researchers adopted for word of mouth. Lastly, Figure 2.3 is the adopted framework model that included re-patronage intention as the dependent variables. Therefore, the researchers proposed the framework model as Figure 2.4 which included all the independent variables (IVs) like service quality, word of mouth, value for money (price), food quality and environment that influence on the dependent variable (DV), return patronage.

The aim of this study is to examining the relationships between the five (5) of the IVs (service quality, word of mouth, value for money, food quality, and store environment) with the DV (return patronage). Through this study, the researchers are also able to find out which is the most and least important variable among all the independent variables that ultimately influence the return patronage.

In this proposed framework, there are five (5) hypotheses proposed to test the relationships between those variables in next section, Hypotheses Development.

## 2.4 Hypotheses Development

### 2.4.1 The Relationship between Service Quality and Customer's Return Patronage

There are certainly some linkages between the construct 'service quality', 'customer satisfaction', 'customer loyalty' and 'return patronage'. This is evidenced by the findings in Yap & Kew (2007) which proved service quality as prerequisite for customer's behavioral intention which includes the intention to revisit a restaurant. Given the fact that keeping and growing existing customer is relatively easier and cheaper than gaining new ones (Anderson & Narus, 2004), return patronage is a key focus for a restaurant.

Previous studies have also proven that customers who are satisfied with service provided by a restaurant will directly or indirectly lead to them behaving favorably to the restaurant (Cronin & Taylor, 1994). Jones & Farquhar (2003) has precisely proven the direct relationship between service quality and customer loyalty as well as intended repeat buying. Ramapuram & Batra (2006) study has substituted service quality as a critical attribute for restaurant success through return patronage.

With regards to the attributes of SERVQUAL model to be used in this study, Prabha (2012) study in Mauritius has confirmed the significance of all the attributes in relation to its effect on customer's intention to revisit a restaurant. Moreover, it has been found out that at the aggregate level of restaurant market, service quality is the most important reason contributing to one's satisfaction, which is then associated with return patronage intention (Yuksel & Yuksel, 2002).

On the contrary, past research studies have also proven that there are possibilities where the relationship between service quality and customer satisfaction is not significant. Gagic, Tesanovic & Jovicic (2013) termed the relationship between perceived service quality and behavioral intention which is subsequent visit as insignificant. Based on research work of Ismail, Ridzuan, Rose, Abdullah, Rahman & Francis (2013), other than responsiveness and assurance dimension of SERVQUAL model, all the three dimensions including tangibility, reliability and empathy implies insignificant results.

Hence, the hypotheses can be developed as follow:

H<sub>0</sub>: There is no significant relationship between service quality and customer's return patronage to café in Klang Valley.

H<sub>1</sub>: There is a significant relationship between service quality and customer's return patronage to café in Klang Valley.

### **2.4.2 The Relationship between Word of Mouth and Customer's Return Patronage**

The relationship between word of mouth and return patronage is well established in the consumer behavior context. Loyal customers who are repeat customers have the tendency to spread positive word of mouth about the restaurant (Lewis & McCann, 2004), while on the other hand, receiving word of mouth recommendation or comments encourage the behavior of return patronage. It is also proven that word of mouth is an effective marketing tool in assisting the boosting of marketing variables including customer's attitude towards company, brand loyalty and subsequent return patronage behavior (Ryu & Feick, 2007).

Susskind & Viccari (2011) stated that customer's commitment with the business entity can be affective commitment, which is important in securing return patronage. As word of mouth is transmitted interpersonally with emotional expression (Arndt, 1967), it becomes the building block for affective commitment that causes return patronage.

In contrast of the majority studies which show a significant linkage between word of mouth and marketing variables such as customer's satisfaction, brand loyalty as well as return patronage intention, there are also instances where the relationship is insignificant (Castaneda, Frias & Rodriguez, 2007). In addition, there are studies showing negative relationship between the two variables (Kuo, Hu & Yang, 2013).

Hence, the hypotheses can be developed as follow:

H<sub>0</sub>: There is no significant relationship between word of mouth and customer's return patronage to café in Klang Valley.

H<sub>2</sub>: There is a significant relationship between word of mouth and customer's return patronage to café in Klang Valley.

### **2.4.3 The Relationship between Value for money (Price) and Customer's Return Patronage.**

In the past research, Yuksel and Yuksel (2002) claimed that price is one of the influencers which impact on customers to visit the restaurants excluding the good service, environment, quality service and food. In addition, Dodds et al. (1991) defined the value of perception can be indirect influencer to customer's willingness to buy. This is showing that price is an important attribute that affects towards customer's return patronage as the value can be different interpretation and meaning to different individuals (Yuksel & Yuksel, 2002). Besides, Grace and O'Cass (2005) said that customer's perceptions of

perceived value for money that they have high satisfaction in previous experience may lead their decision to repatronize to particular store.

Based on the study's findings by Sweeney, Soutar, and Johnson (1997), they found out that there is a significant relationship between the value for money and customer's willingness to buy an electrical appliance in the retail setting. Furthermore, Yang and Chang (2011) found out there is positive effect of value for money to customer satisfaction which acts as the mediation variable towards the repatronage intentions. It concluded that value for money is playing an important character in producing repatronage intentions for the hypermarket in the study. Based on the previous study by Oh (1999), he found out that perceived value has direct effect on repurchase intentions although perceived price has negative influence on perceived value. Grace and O'Cass (2005) remarked that value perceptions are also good predictors of purchase intention. In their study, they discovered there is significant positive effect of perceived value of money on repatronage intentions which is supported the hypothesis.

However, there are some previous studies shown that value for money has weak, moderate or no significant relationship with return patronage. The previous study done by Yuksel and Yuksel (2002) found that there is moderate relationship between value for money and dining satisfaction in terms of atmosphere and service seekers. In addition, they found out that the value for money of other clusters like adventurous food and healthy food seekers do not have significant relationship with dining satisfaction. Butcher et al. (2002) also stated that value for money should not be viewed as an important criterion equally in different industry or services. They found out that value for money does not have any positive effect on repurchase intention for naturopathic. This is indicating there is no relationship between value for money and repurchase intention in condition of naturopathic clinic.

Hence, the hypotheses can be developed as follow:

H<sub>0</sub>: There is no significant relationship between value for money (price) and customer's return patronage to café in Klang Valley.

H<sub>3</sub>: There is significant relationship between value for money (price) and customer's return patronage to café in Klang Valley.

#### **2.4.4 The Relationship between Food Quality and Customer's Return Patronage.**

Food quality appeared to be the most important forecaster of customer satisfaction by comparing to physical setting and service quality in restaurants (Sulek & Hensley, 2004) According to Ha and Jang (2010), there has a positive relationship exists between food quality and customers' satisfaction. This is supported by Bitner and Hubbert (1994); Churchill & Surprenant (1982) (as cited in Lim, 2010), a review of the marketing literature expresses that customer satisfaction and customer perceptions on food quality are correlated. Therefore, food quality is one of the important core attributes that influence restaurant customer satisfaction (Fornell, Johnson, Anderson, Cha, & Bryant, 1996f). In fact, these have proved that the food quality has significant relationship between food quality and customer satisfaction.

Furthermore, Shaharudin, Hassan, Mansor, Elias, Harun, and Aziz (2010) found that freshness has become one significant determinant towards the customer purchase intention because customers nowadays are always looking for food that is served in a fresh manner which they believe is good for their health, thus, the food must be served in a timely manner to ensure freshness. If the customers have a good experience and satisfied with the restaurant, they will continuously spread good and positive word of mouth to other potential customers in order to stimulate their intention to revisit the fast food restaurants. According to Kivela et al. (1999), food presentation is essential

food attribute that modelling customer dining satisfaction. In fact, when the food is well presented, this may make the customers having a good feelings and moods to consume the foods in the particular fast food restaurant they visit. Consequently, this will help to create the good relationship and emotional attachment between customers and the fast food server. Besides that, based on the research done by Namkung and Jang (2007), food presentation has significant relationship with the customer's satisfaction.

On the contrary, the food quality at café might not be significantly affecting customer's return patronage to café. This statement was supported by a research by Boo (2011), stated that food quality is less important and not significant (at 0.05 level) at influencing the customer's loyalty.

Hence, the hypotheses can be developed as follow:

H<sub>0</sub>: There is no significant relationship between food quality and customer's return patronage to café in Klang Valley.

H<sub>4</sub>: There is a significant relationship between food quality and customer's return patronage to café in Klang Valley.

### **2.4.5 The Relationship between Environment and Customer's Return Patronage.**

Restaurant environment can create image and influence customer level of satisfaction especially in restaurant industry (Hui, Dube, & Chebat, 1997; Raajpoot, 2002; Robson, 1999). Although food and service quality are important, pleasing restaurant environment will also determine to a high degree of overall customer satisfaction in restaurant industry (Ryu et al., 2010). Many empirical studies have shown how environment influence customer satisfaction and predicts repurchase behavior (Hui et al., 1997; Knutson & Patton, 1993; Mattila et al., 2001; Wakefield & Blodgett, 1994).

Additionally, Brady and Cronin (2001) stated that environment can have a significant impact on perception of overall quality, which turn to affect customer satisfaction towards a particular restaurant. Another studies by Han et al. (2009) found that environment of a particular restaurant will influence customer satisfaction and loyalty.

In fast food industry, a pleasing atmosphere will even contribute a higher level of overall customer satisfaction (Lim, 2010). Besides, there are also other research suggest that there is a direct link between environment and customer satisfaction in fast food restaurant (Chang, 2000; Chebat and Michon, 2003). For example, Wakefield et al. (1996) study shows that facility aesthetics, seating comfort and cleanliness of a restaurant significantly affect a customer's satisfaction. In addition, Chang (2000) also mentioned environment of a fast food restaurant is a direct indicator of a customer's satisfaction. Furthermore, there are a lot of studies found that cleanliness is a significant factor in customer evaluation of restaurant ambience, and it will affect the customer satisfaction (Barber & Scarcelli, 2009; Liu & Jang, 2009; Threemitaya, 2003; Aksoydan, 2007). Besides, Mattila et al. (2001) study shows that increasing ambience by scent can improve evaluations of a store and create higher satisfaction levels.

However, café environment might not be significantly influencing customer's return patronage to café. This was supported by a research conducted by John, Adiele, and Nkoro, (2013), stated that signs, symbols are not useful for employee skills coordination in terms of patronage; thus, this association is not significant for customer's return patronage.

Hence, the hypotheses can be developed as follow:

H<sub>0</sub>: There is no significant relationship between environment and customer's return patronage to café in Klang Valley.



H<sub>5</sub>: There is a significant relationship between environment and customer's return patronage to café in Klang Valley.

## **2.5 Conclusion**

In conclusion, this chapter has explained in detailed how each of the variables being formed by using the relevant and past researches. The literature reviews have covered on all IVs (service quality, word of mouth, value for money, food quality and store environment) that influences on the DV, return patronage of customer.

In this study, the relevant theoretical models are being used as the foundation for constructing this research's proposed conceptual framework. The proposed conceptual framework and five (5) research hypotheses that carried out in this particular chapter will be preceded in Chapter 3. The following chapter is explaining the methodology of this research, such as research design, data collection, sampling design, research instrument, measurement scales and data analysis.

## **CHAPTER 3: RESEARCH METHODOLOGY**

### **3.0 Introduction**

Chapter 3 specifies and describes the entire method and process used in systematically collecting data as input for the research study. It begins with explaining the chosen research design, followed by data collection method used, sampling design which covers all the elements used in sampling. Next, research instruments and constructs management will be included in detail. Lastly, the chapter states the data processing and analysis before closing the chapter with a chapter conclusion.

### **3.1 Research Design**

In essence, research design is the master plan that covers the steps from collecting, measuring and analyzing data (Zikmund, Babin & Carr, 2010). As Hussey and Hussey (1997) stated, it is the key for the entire research process, beginning from the development of theoretical foundation, to the data collection and analysis. Besides, Saunders, Lewis and Thornhill (2009) describes the functions of the research design as helping researchers to make reliable decision regarding the research methodology, to better carry out the research in the face of limitations and constraints, as well as to identify the most appropriate research method for the respective study.

In the current study, quantitative research is used. Quantitative research focuses on acquiring numerical data and is able to minimize human influences (Hussey & Hussey, 1997). According to Zikmund et

al. (2010), it will quantify the frequency or response occurrence. The quantitative data will be analyzed statistically to form relationships between the variables (Saunders et. al, 2009).

The chosen research design is descriptive design. According to Zikmund et al. (2010), it portrays a description about the characteristics of certain phenomenon, be it people, object, organization or environment. Prior to that, understanding of the phenomenon nature is needed. The results of a descriptive study can be workable in managerial context (Zikmund et al., 2010). Given the fact that survey permits larger amount of data collected and tends to ask descriptive questions, it is common in facilitating a descriptive research (Saunders et al., 2009). In this current study, it will portray a profile regarding the factors that cause customer's return patronage in café in Klang Valley.

### **3.2 Data Collection Methods**

This section describes the approaches used in collection of data from the target population. It aims to provide answers for the stated research hypotheses and questions. The methods identified will ensure high validity of the research studies. Two types of data are being used as below.

#### **3.2.1 Primary Data**

Collection of primary data can be done by survey questionnaires, observations, interview and experiments. Questionnaire methods include self-administered in which

respondents complete questionnaires themselves and interviewer-administered questionnaires in which interviewer records the responses (Saunders et al., 2009). Self-administered questionnaires are used to collect primary data in the study. Under self-administered approach, Internet and Intranet-mediated questionnaires as well as delivery and collection questionnaires will both be used to facilitate effective and quicker data collection. Survey questionnaires will only be directed to café patrons who have revisited a particular café.

### **3.2.2 Secondary Data**

Zikmund et al. (2010) states that secondary data are data collected and analyzed by previous researchers. Sources of secondary data include journals and articles which can be accessed via databases as well as topic-related or research-related textbooks. Common databases that provide valid materials include Emerald, Sage and more. Acquiring secondary data is relatively easy, cheaper and quicker than getting primary data, however, it may pose drawbacks including affected accuracy, timing inappropriateness and data inconsistency (Zikmund et al., 2010).

### **3.3 Sampling Design**

According to Saunders et al. (2009), only data collected from subgroup of the entire population will be considered and it is representative of all the elements. Zikmund et al. (2010) mentioned that information obtained from sampling can be reasonably accurate and even possibly

more accurate than investigating all the elements in the total population.

### **3.3.1 Target Population**

Target respondents for the survey questionnaires include males and females who have visited the same café at least once. The target population consists of different races. They will be approached in the cafes in Klang Valley or via online distributed questionnaires after confirmation that they have revisited the same café.

### **3.3.2 Sampling Frame and Sampling Location**

Zikmund et al. (2010) defined sampling frame as a list of elements from which a sample may be drawn. Besides using online method, target population of 200 respondents will be reached in cafes in Klang Valley. Lists of cafes include Coffee Stain by Joseph, Feeka, Pickle & Fig, The Grumpy Cyclist, Fahrenheit600 and many more. The cafes are selected based on the crowd in the café and the location's ease availability as convenience sampling technique is used. The sampling location is restricted to Klang Valley cafes. Questionnaires will be distributed randomly to the sizable population.

### **3.3.3 Sampling Elements**

The respondents are patrons of selected cafés in Klang Valley who have at least visited the same café once. The rationale is

that they are the most qualified individuals for the current study as after the first visit, there are definitely some reasons that will drive their decision to revisit the same café. Therefore, their evaluation and responses are the closest to be representative of the total population.

### **3.3.4 Sampling Technique**

There are two sampling techniques, which are probability or representative sampling and non-probability or judgemental sampling (Saunders et al., 2009). According to Zikmund et al. (2010), for probability sampling, every member of the population has known probability of being selected, while for non-probability sampling, sample will be selected based on personal judgment or convenience.

Non-probability sampling is used in the current study. There are four types of non-probability sampling methods, which include convenience, judgment, snowball and quota (Zikmund et al., 2010). Convenience sampling is chosen and is defined by Zikmund et al. (2010) as getting respondents who are most conveniently and readily available. The questionnaires will be given to individuals who are qualified for the survey once they are met. The sample is selected until it reaches the required sample size. It is used widely as it saves time and budget (Saunders et al., 2009).

### **3.3.5 Sampling Size**

As it is statistically proven that sample size of 30 or more can lead to distribution mean that is close to normal distribution (Saunders et al., 2009), rule of thumb in deciding the sample size will be ranging from 30 to 500. Reasons being include assurance of benefiting from central limit theorem and sample error with low standard deviation. Thus, in the current study, taking into consideration the available time, a total of 200 questionnaires are being distributed, in which 134 of them via online and 66 of them via face-to face method to at least maximize the research validity. 193 questionnaires were then collected, with 186 of them valid.

## **3.4 Research Instrument**

Self-administered questionnaire is employed in the research study which eliminates the use of interviewers which is usually more costly. The process is done in the form of Internet-mediated questionnaire, where respondents answer electronically and delivery and collection method, where it is delivered face to face and collected afterwards (Saunders et al., 2009). The chances for biasness, such as respondents' tendency to please the interviewer or researcher are reduced in this method.

### 3.4.1 Questionnaire Design

Questions are being adapted from various journals and English is the chosen medium so that more respondents can be reached. Questionnaires are being designed with fixed-alternative questions, which is the opposite of open-ended questions. Standing from a respondent's perspective, it is easier and less time-consuming (Zikmund et al., 2010). Viewing from interviewer's viewpoint, it allows comparison of responses and only minimal interviewer skill is needed.

As of layout, there are a total of three sections covered in the questionnaire. (See Appendix B) Section A, the demographic profile covers demographic profile of respondents, which personal information such as age, gender, race, marital status and monthly income will be asked. It also seeks to understand information about respondent in the research context, which is the number of visit to a café. Section A involves simple-dichotomy, determinant-choice and frequency-determination questions.

Section B covers all the independent variables and Section C covers dependent variable to get respondent's degree of agreement and perceived importance on each variable, including service quality, word of mouth, value for money (price), food quality and return patronage. Likert scale is used as it is very suitable in measuring attitude (Zikmund et al., 2010).

Likert scale is applied in the questionnaire because it is useful in measuring attitude (Zikmund et al., 2010), simple and



versatile (Johns, 2010). Five-point Likert scale, being the most common Likert scale number of point is chosen to be used in the questionnaire. The rationale behind the choice is its ability in balancing the goal of providing enough option and making the questions manageable for respondents (Johns, 2010). It is undeniable that respondents will find it difficult to differentiate the scales if nine-point or eleven-point is being used. Also, data will lack accuracy if the scale is any lesser than five.

### **3.4.2 Pilot Test**

In order to administer the questionnaire to the respondents, it should be pilot tested beforehand. It is done for questionnaire refinement to ensure that it is clear and understandable as well as for assessment on its validity and reliability (Saunders et al., 2009). Duration used for the respondent to finish the questionnaire, ambiguity concern, instruction clarity and comments should all be taken into account during pilot test. A total of 20 questionnaires were pilot tested with its reliability tested with Cronbach's alpha test. Questionnaire is given to target respondents physically or via online, and it takes 3 days. Using SPSS, any value that is larger than 0.6 shows that it is acceptable in term of reliability.

## 3.5 Constructs Management

### 3.5.1 Origins of Construct

The questionnaire items are adapted from numerous journals as shown in Table 3.1.

Table 3.1 Origins of Constructs

<b>Construct</b>	<b>Source</b>
<b>Service Quality</b>	<ul style="list-style-type: none"><li>• Tan, Oriade &amp; Fallon (2014)</li></ul>
<b>Word of Mouth</b>	<ul style="list-style-type: none"><li>• Bansal &amp; Voyer (2000)</li><li>• Chang, Lee &amp; Huang (2009)</li><li>• Lin, Wu &amp; Chen (2013)</li><li>• Tag-Eldeen (2012)</li><li>• Khalid, Ahmed &amp; Ahmad (2013)</li></ul>
<b>Value for Money (Price)</b>	<ul style="list-style-type: none"><li>• Butcher, Sparks &amp; O'Callaghan (2002)</li></ul>
<b>Food Quality</b>	<ul style="list-style-type: none"><li>• Canny (2013)</li><li>• Hwang (2010)</li></ul>
<b>Environment</b>	<ul style="list-style-type: none"><li>• Kivela, John Reece &amp; Inbakaran (1999)</li><li>• Othman &amp; Goodarzirah (2013)</li><li>• Wilson (2003)</li></ul>
<b>Return Patronage</b>	<ul style="list-style-type: none"><li>• Ryu, Han &amp; Jang (2012)</li><li>• Ryu, Lee &amp; Kim (2012)</li></ul>

Source: Developed for the research

Table 3.2 Sample Items of Constructs

<b>Constructs</b>	<b>No. of Items</b>	<b>Sample Items</b>
<b>Service Quality</b>	11	<ul style="list-style-type: none"> <li>• The café provides prompt service.</li> <li>• The staffs are sensitive to individual needs and wants rather than always relying on policy and procedures.</li> </ul>
<b>Word of Mouth</b>	8	<ul style="list-style-type: none"> <li>• Word of mouth provides influence to me in knowing feature and offerings by the café.</li> <li>• Word of mouth provides helpful information.</li> </ul>
<b>Value for Money (Price)</b>	5	<ul style="list-style-type: none"> <li>• The food I had last time was very good value for the money.</li> <li>• At the price I paid, the food was very reasonable.</li> </ul>
<b>Food Quality</b>	8	<ul style="list-style-type: none"> <li>• The restaurant served tasty food.</li> <li>• The food was served at the appropriate temperature.</li> </ul>
<b>Environment</b>	6	<ul style="list-style-type: none"> <li>• The attractiveness of color of the interior of café.</li> <li>• The seating capacity of the café.</li> </ul>
<b>Return Patronage</b>	5	<ul style="list-style-type: none"> <li>• I would like to come back to this café.</li> <li>• I would say positive things about this café to others.</li> </ul>

Source: Developed for the research

### 3.5.2 Scale of Measurement

In the research context, there are four levels of scale of measurement involved, which includes nominal, ordinal, interval and ratio, in which the former two are categorized under categorical data while the latter two are numerical data. In the current study, nominal, ordinal and interval scales are being employed in the questionnaire.

Hair et al. (2002) defined nominal scale as being used in question which respondents will provide basic descriptor as response. Being the most fundamental of measurement scales, it serves as a means to identify or classify a response with the value assigned by the respondent (Zikmund et al., 2010). For instance, the gender question asking race of the respondent as Malay, Chinese, Indian or others is using a nominal scale.

For ordinal scale, relative magnitude between options for the answer can be measured (Hair et al., 2002). Comparing it with nominal scale, it provides more precise information for the researcher (Saunders et al., 2009). The scales are also known as ranked data with ranking scales given. Monthly income asked in the questionnaire well expresses the use of ordinal scale, with the option of 'less than RM800', 'RM801-RM1300', 'RM1301-RM1800', 'RM1801-RM2300', 'RM2301-RM2800', 'RM2801-RM3300' and 'more than RM3300'.

Interval scale is said to incorporate the scale properties of assignment, order and distance (Hair et al., 2002). It seeks to capture information of the variation of concept in a

respondent's mind with its distance property. The section in questionnaires that have employed 5-point Likert scale, ranging from 'Strongly Disagree', 'Agree', 'Neutral', 'Disagree' to 'Strongly Disagree' is an interval scale to understand the extent to which the respondent agrees with the items asked.

### **3.6 Data Processing**

After collecting primary data, certain procedures have to be performed before reaching the data analysis steps (Hair et al., 2002). The processing procedure is also known as data preparation, which means putting the raw data from questionnaires into valuable and meaningful form that can be read by the computer software (Hair et al., 2002).

#### **3.6.1 Checking**

Malhotra (2008) stated that questionnaire checking is necessary to confirm its completeness. The unprocessed data obtained are also checked so that any detected mistake done by the interviewer or the respondent will be edited in the subsequent step in data editing (Hair et al., 2002). Data checking seeks to discover illegible, incomplete, ambiguous and inconsistent response so that unacceptable questionnaires will be removed (Malhotra, 2008).

### **3.6.2 Editing**

The purpose of data editing is to correct any responses that are unsatisfying discovered in the questionnaire checking section. There are three ways to treat these identified responses: first, the questionnaires can be returned back to the respondents for more accurate or complete results; second, if it is impractical or impossible, the researchers may fill up the unsatisfactory result with missing values; and finally, the questionnaires may be discarded (Malhotra, 2008).

### **3.6.3 Coding**

Numerical codes will be assigned for all the data collected to allow quicker and easier data entry with minimized error (Saunders et al., 2009). The typical numbers used will be from 0 to 9 as it eases the input process to computer (Hair et al., 2002). By doing so, it prevents unnecessary confusion which may lead to mistake while keying data into the SPSS software. This ensures accuracy and reliability of data entry.

### **3.6.4 Transcribing**

Transcribing is the process to transfer coded data into computer system (Malhotra, 2008). SPSS software will be applied in transferring the coded and tabulated data to document that data in database form. Transcribed data is ready for future analysis.

## **3.7 Data Analysis**

### **3.7.1 Descriptive Analysis**

Data can be transformed into frequency distribution while it is analyzed. When the information acquired is too much to develop frequency distribution tables, the measures of central tendency including mean, mode and median are in place to aid the descriptive analysis task (Hair et al., 2002). These measures state the location of the information which is in the center of the distribution. Besides that, the measures of dispersion will be another method which covers range and standard deviation. According to Hair et al. (2002), it intends to calculate the extent to which all the values differ from the measures of central tendency. Other than that, skewness and kurtosis indicate the shape of the distribution (Saunders et al., 2009). As for the designed questionnaires, the general information and demographic sections will be analyzed using frequency distribution as they consist of nominal and ordinal scales. On the other hand, measures of central tendency and measures of dispersion are applied for the variables section.

### **3.7.2 Scale Measurement**

According to Hair et al. (2002), reliability of scale shows the extent to which same results can be produced repeatedly in different conditions or time. In short, it measures consistency.

In order to assess reliability, different methods can be adopted. Test-retest is a technique that requires the same respondent to answer the same questionnaires for the second time, however, taking into consideration that it is not easy to be done, it is only recommended as a supplementary approach (Saunders et al., 2009).

Another method is to use internal consistency, which is the approach to be used in this study for reliability test. To assess whether the multi-item scales are internally consistent, the widely used Cronbach's alpha will average the possible split-half coefficient (Hair et al., 2002). With possible outcomes ranging from 0 to 1, coefficient value smaller than 0.6 indicates low internal consistency. Thus, with the Cronbach's alpha's rule of thumb in place, it is necessary for the alpha to exceed 0.6 to be at least satisfactory.

### **3.7.3 Inferential Analysis**

#### **3.7.3.1 Pearson's Correlation Analysis**

The correlation coefficient, denoted as  $r$ , is an indicator of the strength of linear relationship between two variables. The underlying meaning of the correlation coefficient is that, the more correlated it is, the more likely a change in one variable will be followed by changes in another variable (Saunders et al., 2009). The two extreme values for correlation coefficient, which are +1 and -1 indicate perfect positive relationship and perfect negative relationship respectively. Value of 0 is an indicator of perfect independence among two variables, as



stated in Saunders et al. (2009). Rule of thumb for the strength of relationship for this analysis is shown in Table 3.3. The Pearson's method shows strength, magnitude and direction of the relationship simultaneously, giving meaning of the relationship to enhance researcher's findings. These results serve as the reasons that Pearson's Correlation Analysis is used.

Table 3.3 Rule of Thumb for Strength of Association for Correlation Coefficient

Coefficient Range	Strength of Association
$\pm 0.91$ to $\pm 1.00$	Very Strong
$\pm 0.71$ to $\pm 0.90$	High
$\pm 0.41$ to $\pm 0.70$	Moderate
$\pm 0.21$ to $\pm 0.40$	Small but definite relationship
$\pm 0.00$ to $\pm 0.20$	Slight, almost negligible

Adapted from: Hair, Jr., J. F., Money, A. H., Samouel, P., & Page, M. (2007). *Research methods for business*. Chichester, West Sussex: John Wiley & Sons Ltd.

### 3.7.3.2 Multiple Regression Analysis

The multiple linear regression involves quantifying a coefficient of the equation which involves both independent and dependent variables (Saunders et al., 2009). The coefficient enables the researcher to understand the strength of relationship between the dependent variable and two or more independent variables which are both numerical. The value obtained indicates the extent to which the variation of dependent variable can be statistically explained by the

independent ones (Saunders et al., 2009). The underlying assumption for this analysis is the relationship between dependent variable and independent variables is linear. The general equation for multiple regression analysis is as follow:

$$Y = a + bX_1 + bX_2 + \dots + bX_n$$

Where Y = dependent variable

X = independent variable

a = regression constant

b = beta coefficients

The equation for the current study will be substituted by dependent variable which is customer's return patronage to café and dependent variables which are service quality, word of mouth, food quality, price and environment. Using multiple regression analysis is important as it enables researcher to understand the most significant independent variable that causes customer's return patronage to café in Klang Valley.

### **3.8 Conclusion**

The chapter has given an overview on the methodology in which research design is determined, data collection methods are introduced and sampling components are explained. It includes the questionnaire development, distribution, collection, checking, editing, coding and transcribing. Then, research instrument and construct management is listed which indicates the sources where questionnaires are adopted as well as adapted. Numerous analysis and tests that are used to ensure research study reliability, accuracy and validity are explained. Overall, SPSS is a vital tool in facilitating the data analysis process.

## **CHAPTER 4: DATA ANALYSIS**

### **4.0 Introduction**

In this chapter, the result of the survey questionnaires collected from the respective respondents will be analyzed. Data collected from a total of 200 respondents were analyzed using the Statistical Package for Society Science (SPSS) version 20.0 program. The elements covered in this chapter also include descriptive analysis, descriptive statistic, scale measurement and inferential analysis. The inferential analysis consists of Pearson Correlation, Multiple Regression and Linear Regression. To provide a clearer picture of the result, the results obtained will be presented in charts and table forms. Lastly, this chapter is concluded with a summary on the hypothesis findings.

### **4.1 Descriptive Analysis**

#### **4.1.1 Respondent Demographic Profile**

In this study, 6 questions were asked under respondent demographic section such as: gender, age group, race, marital status, income level and frequency of visit to café.

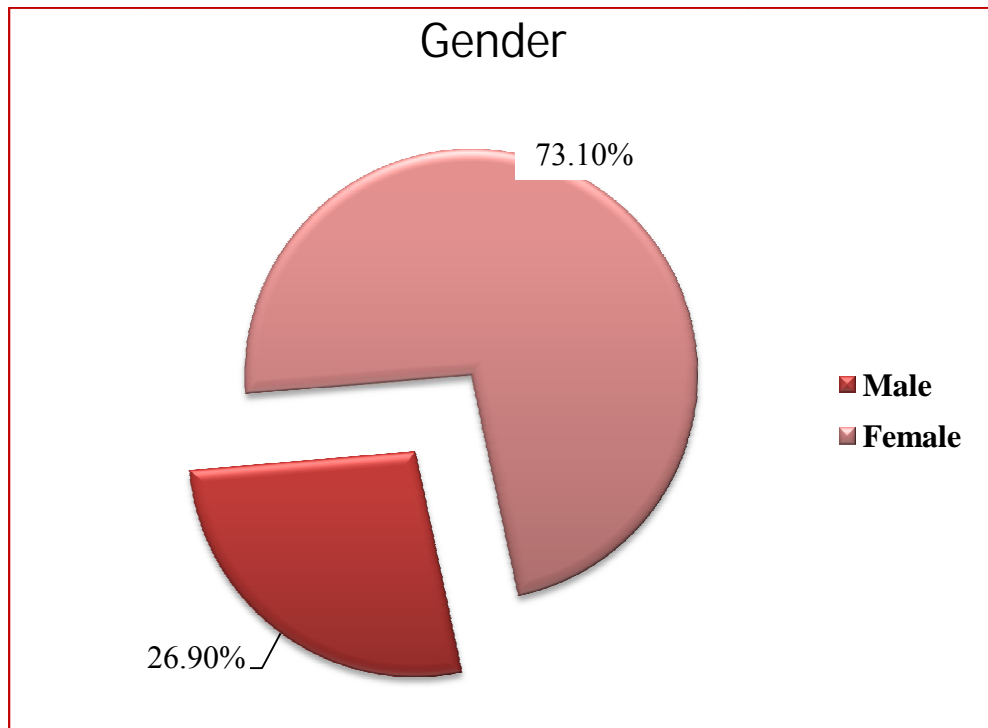
4.1.1.1 Gender

Table 4.1: Gender

Gender	Frequency	Percentage (%)
Male	50	26.9
Female	136	73.1
Total	186	100

Source: Developed for the research

Figure 4.1: Gender



Source: Developed for the research

The gender distribution of respondents in this research is shown in Table 4.1 and Figure 4.1. Female has taken the majority respondents that consist of 73.10% or 136 respondents, while the minority respondents consist of male respondents with a total percentage of 26.90% or 50 respondents.

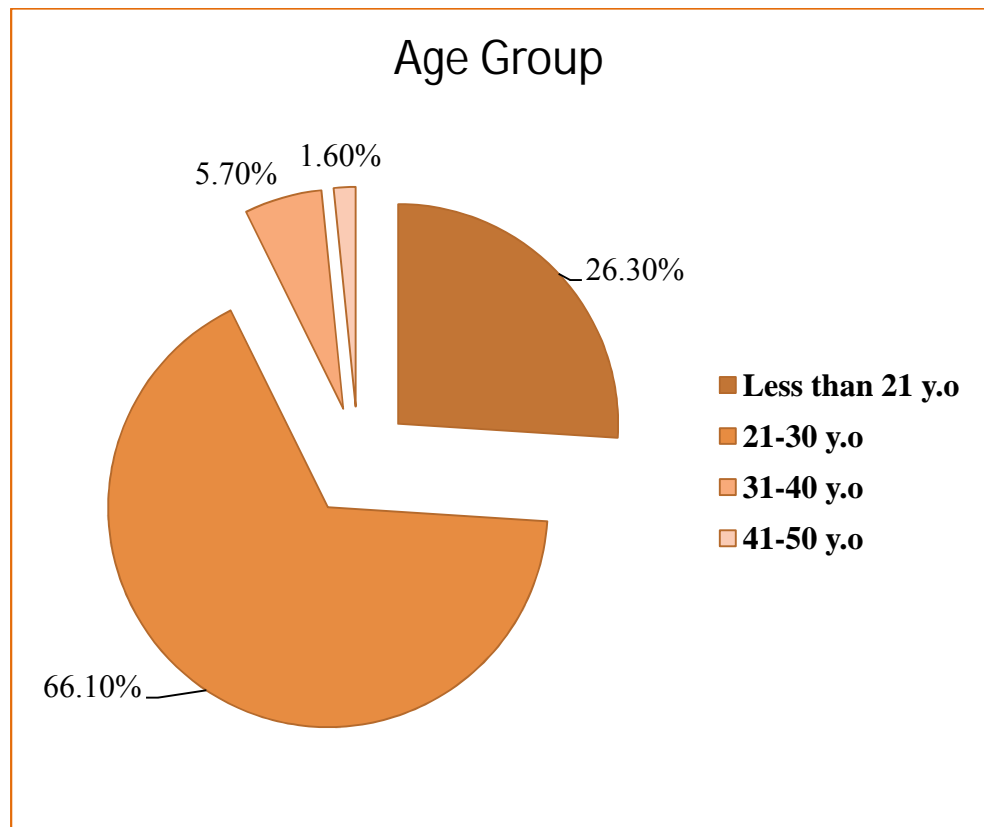
4.1.1.2 Age Group

Table 4.2 Age Group

Age Group	Frequency	Percentage (%)
Less than 21 years old	49	26.3
21 - 30 years old	123	66.1
31 - 40 years old	11	5.9
41 – 50 years old	3	1.6
Total	186	100

Source: Developed for the research

Figure 4.2: Age Group



Source: Developed for the research

Based on Table 4.2 and Figure 4.2, there are 4 age groups provided in the questionnaire. It is shown that respondents that aged between 21 and 30 years old has the highest proportion among 186 respondents, consisting 66.10% or 123 respondents. Followed up, by the respondents whom aged lesser than 21 years old with an amount of 26.30% or a total of 49 respondents; then followed by respondents who aged between 31 and 40 years old, with a total count of 5.90% or 11 respondents. Lastly, there are 1.60% or 3 respondents who aged between the age of 41 and 50 years old.

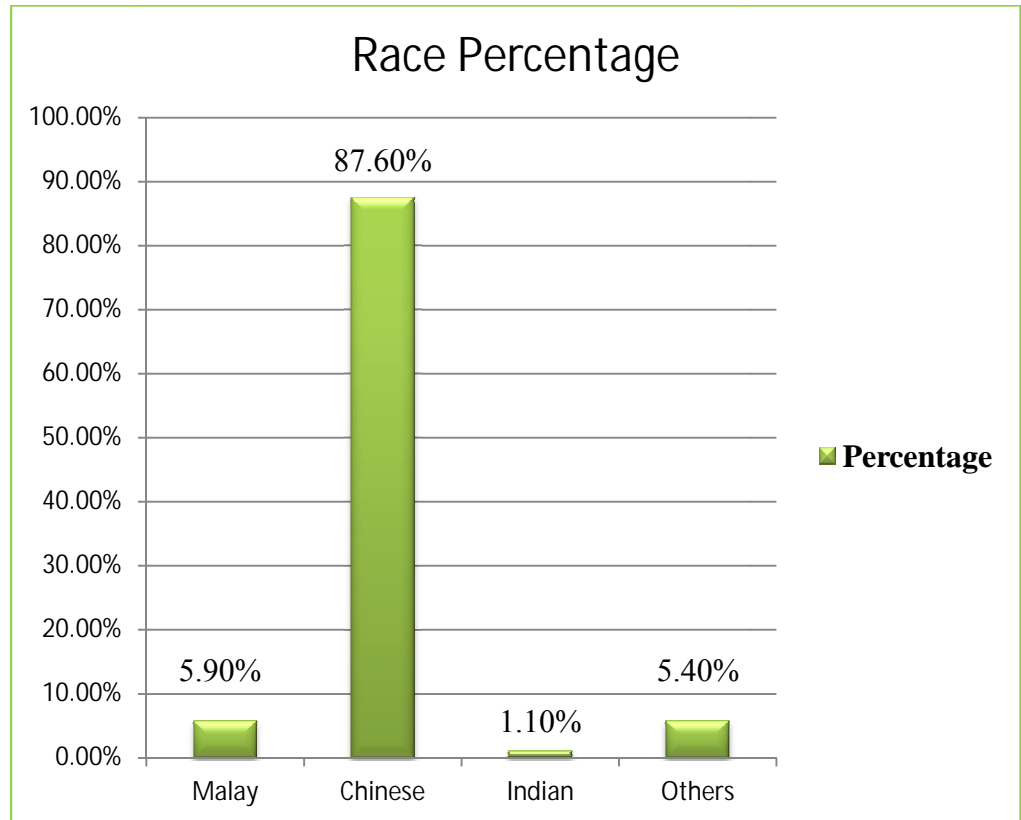
### 4.1.1.3 Race

Table 4.3: Race

Race	Frequency	Percentage (%)
Malay	11	5.9
Chinese	163	87.6
Indian	2	1.1
Others	10	5.4
Total	186	100

Source: Developed for the research

Figure 4.3: Race Percentage



Source: Developed for the research

According to Table 4.3 and Figure 4.3, it was stated that Chinese has the largest proportion among the respondents of the research, with 87.60% or 163 respondents; followed by Malay and other races, having percentage of 5.90% or 11 respondents and 5.40% or 10 respondents respectively. Lastly, Indian was the minority group of respondents, consisting of 1.10% or 2 respondents only.

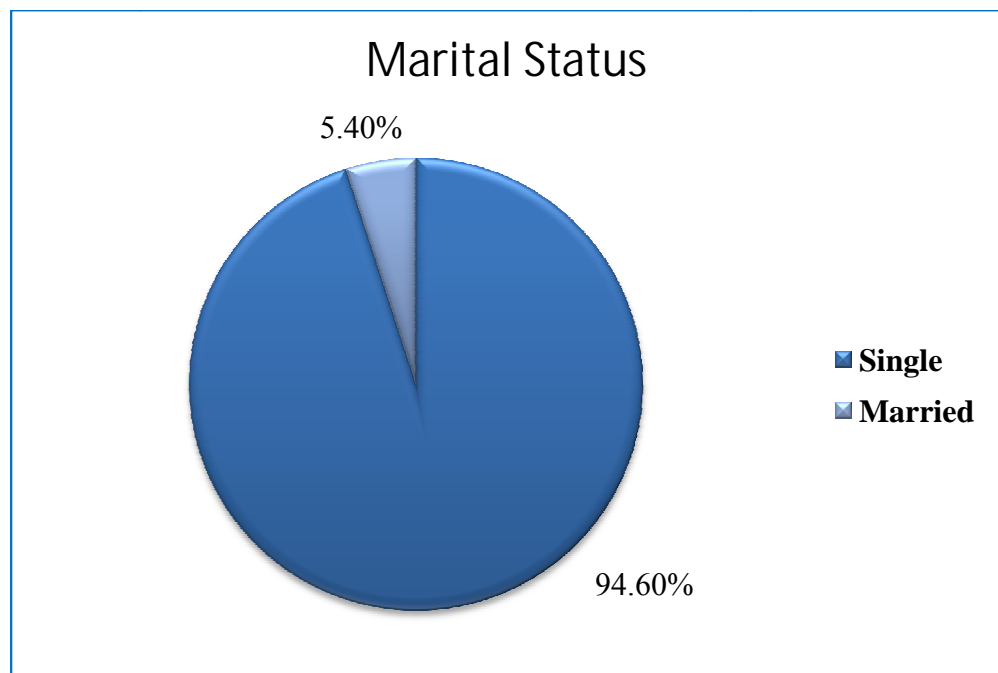
#### 4.1.1.4 Marital Status

Table 4.4 Marital Status

Marital Status	Frequency	Percentage (%)
Single	176	94.6
Married	10	5.4
Total	186	100

Source: Developed for the research

Figure 4.4: Marital Status



Source: Developed for the research

Table 4.4 and Figure 4.4 shown that majority of the respondents have a marital status of single, consisting of 94.60% or 176 respondents. While only 5.40% or 10 respondents are married.



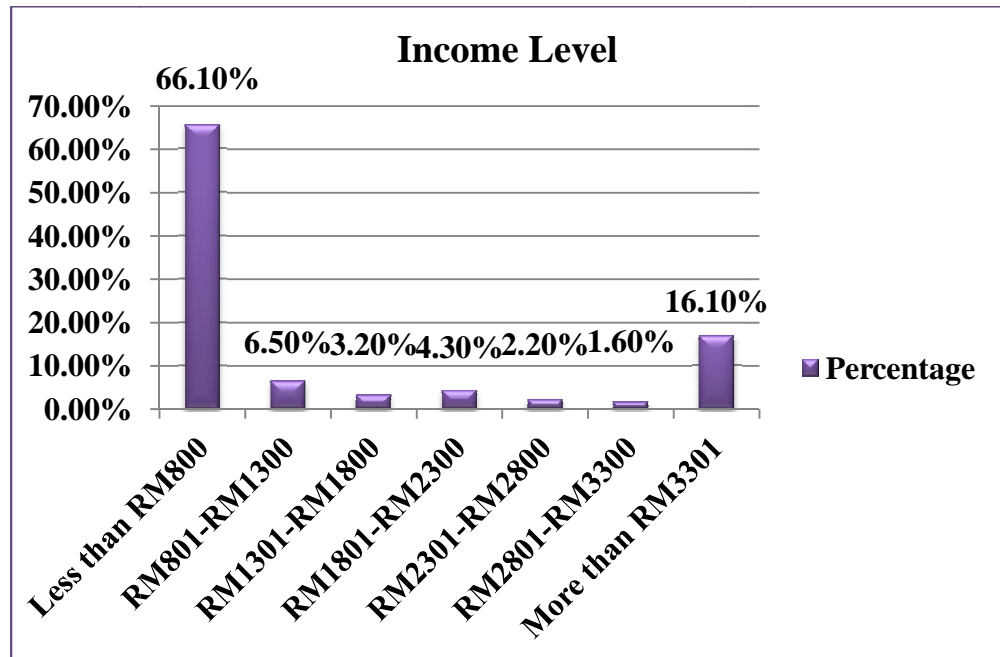
4.1.1.5 Income Level

Table 4.5: Income Level

Income Level	Frequency	Percentage (%)
Less than RM 800	123	66.1
RM 801 – RM 1300	12	6.5
RM 1301 – RM 1800	6	3.2
RM 1801 – RM 2300	8	4.3
RM 2301 – RM 2800	4	2.2
RM 2801 – RM 3300	3	1.6
More than RM 3301	30	16.1
Total	186	100

Source: Developed for the research

Figure 4.5: Income Level



Source: Developed for the research

According to Table 4.5 and Figure 4.5, the highest population of respondents consists of 66.10% or 123 respondents hold an income level of lesser than RM 800; followed up by the population of respondents that has an income level of more than RM 3301, with 16.10% or 30 respondents. Next, respondents with income level between RM 801 - RM 1300 took the third position in the research, with a percentage of 6.50% or 12 respondents. Then, 4.30% or 8 respondents are listed in the income level category of RM 1801 – RM 2300; followed by 3.20% or 6 respondents having income level between RM 1301 – RM 1800. Lastly, there are 2.20% or 4 respondents having income level between RM 2301 - RM 2800; and 1.60% or 3 respondents with income level between RM 2801 – RM 3300.

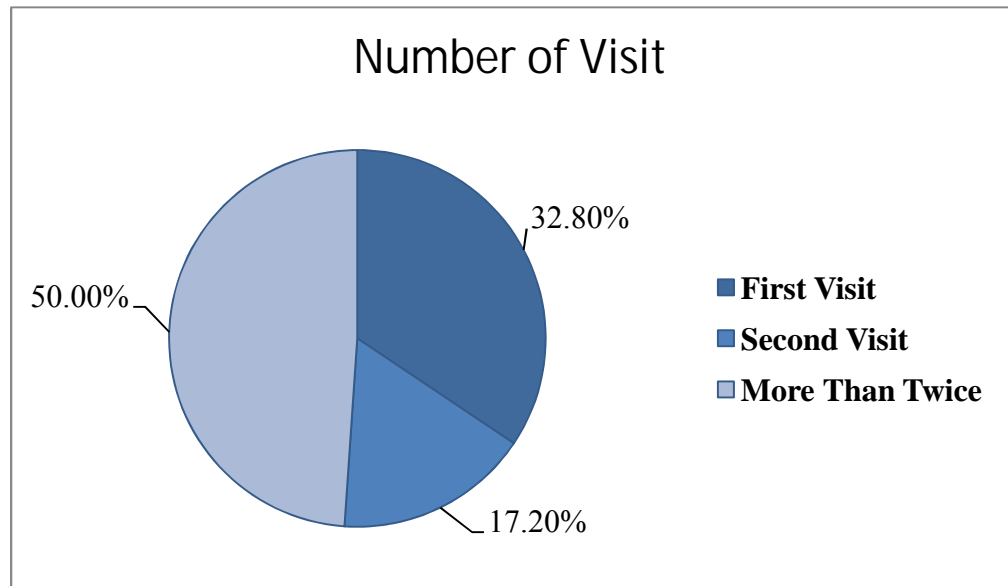
**4.1.1.6 Number of Visit**

Table 4.6: Number of Visit

Number of Visit	Frequency	Percentage (%)
First Visit	61	32.80
Second Visit	32	17.20
More than Twice	93	50.00
Total	192	100

Source: Developed for the research

Figure 4.6: Number of Visit



Source: Developed for the research

Referring to Table 4.6 and Figure 4.6, it was stated that 50.00% or 93 respondents has visited the respective café more than twice, while 32.80% or 61 of the respondents were visiting the café for the first time. Also, 17.20% or 32 of the respondents were visiting the café for the second time.

### 4.1.2 Descriptive Statistic

Table 4.7: Descriptive Statistics on Variables

No.	Variables	N	Mean	Standard Deviation	Ranking
1	Service Quality	186	3.7283	.46970	4
2	Word Of Mouth	186	3.8990	.44260	2
3	Value For Price	186	3.3785	.63482	5
4	Food Quality	186	3.8185	.53808	3
5	Environment	186	4.0573	.51639	1

Source: Developed for the research

Table 4.7 indicates the descriptive statistics of service quality, word of mouth, value for price, food quality and environment. Environment has the maximum mean of 4.0573, followed by word of mouth with a mean of 3.8990. Subsequently, it was closely followed by food quality and service quality, by the means of 3.8185 and 3.7283 respectively. Lastly, value for price has the minimum mean, which is 3.3785. Table 4.7 has signaled that the environment of a café has highest effect in influencing customer's re-patronage to a café; while the value for price has the least effect on customer's re-patronage.

Furthermore, standard deviation indicates how dispersed the data is from the mean. According to Table 4.7, value for price has the highest standard deviation with 0.63482; followed by food quality and environment, which are 0.53808 and 0.51639. Next, which is the service quality with 0.46970 and closely followed by the last standard deviation, which is word of mouth of only 0.44260. (See Appendix D)

## 4.2 Scale Measurement

### 4.2.1 Internal Reliability Test

In reliability analysis, Cronbach's alpha was used to determine the internal reliability of all the items used to measure the six constructs. The Cronbach's alpha differs from 0 to 1; and with a value of 0.6 or lesser symbolized unsatisfactory internal consistency reliability. Pilot test's reliability test has been done for this study before actual questionnaire to be distributed. (See Appendix C)

Table 4.8: Reliability Test

No.	Constructs	Cronbach's Alpha	No. of Items
1	Service Quality	.841	11
2	Word of Mouth	.785	9
3	Value for Money	.853	5
4	Food Quality	.739	4
5	Environment	.780	6
6	Return Patronage	.899	5

Source: Developed for the research

Table 4.8 shows the result of the reliability test, that all six constructs have exceeded 0.6. As indicated by Table 4.8, the return patronage was measured by 5 items and achieved the highest alpha coefficient of 0.899; followed by value of price, which is measured by 5 items and achieved an alpha coefficient of 0.853. Next, the service quality was measured by 11 items and achieved an alpha coefficient of 0.841. It is continued by word of mouth that was measured by 9 items, achieving an alpha coefficient of 0.785. Then, the environment was measured by

6 items, achieving alpha coefficient of 0.780. Lastly, the food quality was measured by 4 items, achieving an alpha coefficient of 0.739. (See Appendix E)

## 4.3 Inferential Analysis

### 4.3.1 Pearson Correlation Analysis

Based on Appendix F, the correlation of each independent variable (service quality, word of mouth, value for money, food quality and environment) is significant at 0.01 levels, two-tailed toward customer satisfaction. In addition, result also shows that there are the positive relationship between all independent variables and customer satisfaction. The value between service quality and return patronage is 0.340, while word of mouth is 0.242 and value of value for money is 0.330. Followed up by the value between food quality and return patronage is 0.425 and the value between environment and return patronage is 0.267. The result proved that food quality shows a strongest positive influence on customer return patronage.

As a result, service quality shown a strongest positive relationship with return patronage ( $r = 0.425$ ), followed by the service quality ( $r = 0.340$ ), then the value for money (0.330) and environment ( $r = 0.267$ ). Lastly, word of mouth has the weakest positive relationship with return patronage, with a result of  $r = 0.242$ .

### 4.3.2 Multiple Regression Analysis

Table 4.9: Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.509 <sup>a</sup>	.259	.238	.53205

Source: Developed for the research

a. Predictors: (Constant), Environment, Value for Money, Food Quality, Service Quality, Word of Mouth

Table 4.9 indicates that R Square is 0.259 for regression of customer re-patronage of 0.509. At the same time, 25.90% of variation in the customer re-patronage was influenced by the five independent variables (service quality, word of mouth, value for price, environment and food quality). However, the remaining 74.10% remained uninfluenced.

Table 4.10: ANOVA

Model		Sun of Squares	df	Mean Square	F	Sig.
1	Regression	17.781	5	3.556	12.563	.00
	Residual	50.954	180	.283		0 <sup>b</sup>
	Total	68.735	185			

Source: Developed for the research

a. Dependent Variable: Return Patronage

b. Predictors: (Constant), Service Quality, Word of Mouth, Value for Money, Food Quality, Environment

As shown in Table 4.10.  $F = 12.563$ ;  $p = 0.000 < 0.01$ . Thus, the fitness for the model is confirmed. The overall regression model with the five predictors (service quality, word of mouth, value for money,

food quality, environment) has worked well in describing the variation in return patronage.

Table 4.11: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.737	.441		1.671	.097
	Service Quality	.164	.099	.126	1.651	.100
	Word of Mouth	.065	.106	.047	.610	.543
	Value for Money	.176	.068	.184	2.600	.010
	Food Quality	.326	.082	.288	3.971	.000
	Environment	.095	.089	.081	1.076	.284

Dependent Variable: Return Patronage

Source: Developed for the research

Based on Table 4.11 above, the following linear equation is formed:

$$\text{Return Patronage} = 0.737 + 0.164 (\text{Service Quality}) + 0.065 (\text{Word of Mouth}) + 0.176 (\text{Value for Money}) + 0.326 (\text{Food Quality}) + 0.095 (\text{Environment})$$

There is significant relationship between service quality, word of mouth, value for money, food quality environment and return patronage. According to the equation formed, the regression coefficient of service quality is 0.164. This shows that the level of return patronage will increase 0.164 units when service quality increase 1 unit while others remain constant. Furthermore, the coefficient of word of mouth is 0.065, which proves that the return patronage will increase 0.065 units when word of mouth increase 1 unit while others remain constant. In addition, the coefficient of value



for money is showed as 0.176, which means the level of return patronage will increase 0.176 with every increase in 1 unit of value for money and others remain constant. Follow up, the coefficient for food quality is 0.326, which means that the level of return patronage will increase by 0.326 with every 1 unit increase in food quality while others remain constant. Lastly, the environment has a coefficient of 0.095, which proves that the level of return patronage will increase with every increase of 1 unit of environment while others remain constant. (See Appendix G)

### **4.3.3 Hypotheses Testing**

#### **Hypothesis 1**

H<sub>0</sub>: There is no significant relationship between service quality and return patronage.

H<sub>1</sub>: There is a significant relationship between service quality and return patronage.

Reject H<sub>0</sub>, if  $p < 0.05$

Based on Table 4.12, the significant value of service quality is 0.100, which is above p-value of 0.05. Hence, H<sub>0</sub> is not rejected.

#### **Hypothesis 2**

H<sub>0</sub>: There is no significant relationship between word of mouth and return patronage.

H<sub>1</sub>: There is a significant relationship between word of mouth and return patronage.

Reject H<sub>0</sub>, if  $p < 0.05$

Based on Table 4.12, the significant value of word of mouth is 0.543, which is above p-value of 0.05. Hence,  $H_0$  is not rejected.

**Hypothesis 3**

$H_0$ : There is no significant relationship between value for money and return patronage.

$H_1$ : There is a significant relationship between value for money and return patronage.

Reject  $H_0$ , if  $p < 0.05$

Based on Table 4.12, the significant value of value for money is 0.010, which is below p-value of 0.05. Hence,  $H_0$  is rejected, which indicates that there is a positive relationship between value for money and return patronage.

**Hypothesis 4**

$H_0$ : There is no significant relationship between food quality and return patronage.

$H_1$ : There is a significant relationship between food quality and return patronage.

Reject  $H_0$ , if  $p < 0.05$

Based on Table 4.12, the significant value of food quality is 0.000, which is below p-value of 0.05. Hence,  $H_0$  is rejected, which indicates that there is a positive relationship between food quality and return patronage.

**Hypothesis 5**

H<sub>0</sub>: There is no significant relationship between environment and return patronage.

H<sub>1</sub>: There is a significant relationship between environment and return patronage.

Reject H<sub>0</sub>, if  $p < 0.05$

Based on Table 4.12, the significant value of environment is 0.284, which is above p-value of 0.05. Hence, H<sub>0</sub> is not rejected.

**4.4 Conclusion**

This chapter summed up the respondents' demographic profiles that were analyzed using descriptive analysis. Also, the six constructs' reliability was tested using an internal reliability test. Meanwhile, inferential analysis was measured through Multiple Regression Analysis; to verify whether or not the independent variables have significant impact to the dependent variable. Finally, Pearson Correlation Analysis was used in examining the association among the six constructs.

## **CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS**

### **5.0 Introduction**

Chapter 5 provides conclusive outcomes and recommendations for research to be conducted in the near future. It starts off with summarized statistical analyses covering both descriptive and inferential analyses. Next, discussion on finding throughout the study will come into the picture. The implications brought upon by the research study will be discussed in managerial aspect. It is then followed by the limitations or constraints in which subsequent recommendations will be based on. Finally, the entire research project will be concluded in line with the research objectives stated previously.

### **5.1 Summary of Statistical Analyses**

#### **5.1.1 Descriptive Analyses**

According to the respondents' demographic information, the personal details are listed as gender, age, race, marital status and monthly income. From the result shown, female respondents have taken the majority position, consisting of 73% of the total sample size. Also, 66.3% of the respondents fell into the age group between 21 to 30 years old, representing the largest age group. Furthermore, the Chinese respondents are listed as the largest group of respondents, consisting of 87.5% of the total sample size. 95% of the total respondents are having

a marital status of single. On the other hand, 65.6% of the total sample size has fallen into the group of respondents consisting income of not more than RM800 monthly.

## **5.1.2 Inferential Analyses**

### **5.1.2.1 Pearson Correlation**

Pearson Correlation is used to measure the relationships among the six constructs of this research. The result states that all the five independent variables, which are the service quality, word of mouth, food quality, environment and value for money, have significant positive relationship with customers return patronage at a significant level of 0.01. According to the result shown, the food quality has the strongest significant relationship with the customers return patronage ( $r = 0.340$ ) among the five independent variables. It is then followed by the service quality and the value for money, with a result of  $r = 0.340$  and  $r = 0.330$  respectively. Then continued by environment ( $r = 0.267$ ) and word of mouth ( $r = 0.242$ ). Thus, the result has proven that there are significant positive relationships between the six constructs.

### **5.1.2.2 Multiple Regression Analysis**

Multiple regression analysis was conducted for the reason of testing the association among the five independent variables (service quality, word of mouth, value for money, food quality and environment) against the customers return patronage. According to the result of regression shown in Table 4.10, R Square is 0.259 for regression of customers return patronage of 0.509. At the same time, 25.9% of

variation in the customer re-patronage was influenced by the five independent variables (service quality, word of mouth, value for price, environment and food quality). Based on Table 4.12, an equation has been formed as shown below:

$$\text{Customer Return Patronage} = 0.737 + 0.164 (\text{Service Quality}) + 0.065 (\text{Word of Mouth}) + 0.176 (\text{Value for Money}) + 0.326 (\text{Food Quality}) + 0.095 (\text{Environment})$$

According to Table 4.12 in the previous chapter, the result shows that only two independent variables (Food Quality and Value for Money) have a significant influence on customer return patronage. According to the equation formed, the regression coefficient of service quality is 0.164. It was then continued by word of mouth and value for money, with a regression coefficient of 0.065 and 0.176 respectively; then followed up by food quality and environment, with regression coefficient of 0.326 and 0.095 respectively. On the other hand, food quality has a standardized beta of 0.288, which proves that food quality has the strongest impact on customer return patronage among all five independent variables. Therefore, food quality is the most crucial predictor of customer return patronage and followed by value for money, service quality, environment and word of mouth. All the five hypotheses have been tested. However, only two were supported with significant level less than 0.05. As a result, only H3 and H4 were supported.

## 5.2 Discussions of Major Findings

Table 5.1 Summary of Major Findings

No.	Hypotheses	Results (p, r and $\beta$ )	Accepted/Rejected
H1	There is a significant relationship between service quality and customer's return patronage to café in Klang Valley.	p = 0.100 (p<0.05) r = 0.340 $\beta$ = 0.126	Rejected
H2	There is a significant relationship between word of mouth and customer's return patronage to café in Klang Valley.	p = 0.543 (p<0.05) r = 0.242 $\beta$ = 0.047	Rejected
H3	There is a significant relationship between value for money (price) and customer's return patronage to café in Klang Valley.	p = 0.010 (p<0.05) r = 0.330 $\beta$ = 0.184	Accepted
H4	There is a significant relationship between food quality and customer's return patronage to café in Klang Valley.	p = 0.000 (p<0.05) r = 0.425 $\beta$ = 0.288	Accepted
H5	There is a significant relationship between environment and customer's return patronage to café in Klang Valley.	p = 0.284 (p<0.05) r = 0.267 $\beta$ = 0.081	Rejected

Source: Developed for the research

### 5.2.1 Service Quality

Research Objective 1: To examine the relationship between service quality and customer's return patronage to café in Klang Valley.

Research Question 1: Does service quality affect customer's return patronage to café in Klang Valley?

H<sub>0</sub>: There is no significant relationship between service quality and customer's return patronage to café.

H<sub>1</sub>: There is a significant relationship between service quality and customer's return patronage to café.

The Pearson's correlation coefficient,  $r$  for service quality is 0.340, which means there is definite positive relationship between service quality and customer's return patronage to café. Based on multiple regression analysis, the value of  $p$  is 0.100, which according to the rule of thumb, the relationship between service quality and customer's return patronage to café is insignificant. The beta,  $\beta$  is 0.126, implying that 12.6% of customer's return patronage to café is explained by service quality. Due to the fact that the relationship is not significant, hypothesis (H<sub>1</sub>) will be rejected.

Previous studies have shown some insignificant results of service quality to marketing variable. Particularly some dimensions of service quality including tangibility, reliability and empathy failed to show significant linkage to customer satisfaction (Ismail, Ridzuan, Rose, Abdullah, Rahman & Francis, 2013). Other than commonly significant results,



certain studies proved that there is no significant linkage between perceived service quality and revisit intention (Gagic, Tesanovic & Jovicic, 2013; Ariffin, Abdullah & Bobin, 2012). The insignificant results discussed above are consistent with the finding in current study, in which the relationship between service quality and customer's return patronage to café is not significant.

### **5.2.2 Word of Mouth**

Research Objective 2: To examine the relationship between word of mouth and customer's return patronage to café in Klang Valley.

Research Question 2: Does word of mouth affect customer's return patronage to café in Klang Valley?

H<sub>0</sub>: There is no significant relationship between word of mouth and customer's return patronage to café.

H<sub>2</sub>: There is a significant relationship between word of mouth and customer's return patronage to café.

The Pearson's correlation coefficient, *r* value of 0.242 implies that word of mouth is correlated with customer's return patronage to café. However, under the multiple regression, *p*-value of 0.543 shows insignificant relationship between word of mouth and customer's return patronage to café. Thus, hypothesis (H<sub>2</sub>) is then rejected. Also, the beta value of 0.047 indicates that 4.7% of customer's return patronage to café is explained by word of mouth.

Most of the previous studies place word of mouth as dependent variable. According to Castaneda et al. (2007), electronic word of mouth's influence on one's decision to revisit is insignificant. Also, there is research showing that the relationship between positive word of mouth and intention to repurchase is negative (Kuo, Hu & Yang, 2013).

### **5.2.3 Value for Money (Price)**

Research Objective 3: To examine the relationship between value for money (price) and customer's return patronage to café in Klang Valley.

Research Question 3: Does value for money (price) affect customer's return patronage to café in Klang Valley?

H<sub>0</sub>: There is no significant relationship between value for money (price) and customer's return patronage to café in Klang Valley.

H<sub>3</sub>: There is a significant relationship between value for money (price) and customer's return patronage to café in Klang Valley.

Based on the Table 5.1, the figure  $r = 0.330$  is the result of Pearson Correlation Analysis which indicates that value for money is strongly correlated with customer's return patronage. Besides, the research also conducted the Multiple Regression Analysis. It is showing the figure ( $p = 0.010$ ) which means customer's return patronage is strongly affected by the value for money and other independent variables. Thus, the hypothesis (H<sub>3</sub>) is accepted as there is a significant relationship between the value for money and customer's return patronage to café

in Klang Valley. On other hand, the standardized Beta coefficient value ( $\beta$ ) of value for money is 0.184. This is implying that the value for money has 18.4% influences in customer decision making of return patronage to café.

According to Yuksel and Yuksel (2003), the price is an important attribute because of its direct influential towards customers to visit the restaurants. By comparing the results from previous studies done by Butcher et al. (2002); Oh (1999); Sweeney et al. (1997); and Yang and Chang (2011), the result of this study is consistent to and supported by other previous studies as the value for money is positively related to customer's return patronage. Therefore, the value for money can directly affects customer's return patronage. This indicates that customers are very price conscious by comparing the food they ordered, the sacrifices (monetary) they made, and the value they received when consuming the food which ultimately affects their decision making for returning to café. This is supported by Bolton and Lemon (1999); Han and Ryu (2009); Varki and Colgate (2001) as they mentioned price is used by customers as a cue for their experiences with product/services and form their attitude towards the product/service provider. In addition, they are also categorized as the value seekers. Based on Yuksel and Yuksel (2003) study, they found that the value for money is greatly important and attached to value seekers when they are selecting restaurants and food.

### **5.2.4 Food Quality**

Research Objective 4: To study the relationship between food quality and customer's return patronage.

Research Question 4: Is there any relationship between food quality and customer's return patronage?

H<sub>0</sub>: There is no significant relationship between food quality and customer's return patronage to café.

H<sub>4</sub>: There is a significant relationship between food quality and customer's return patronage to café.

According to the Pearson Correlation Analysis conducted in this research, food quality is significantly correlated with customer's return patronage ( $r = 0.425$ ). On the other hand, multiple regression analysis proves that the food quality is influencing customer's return patronage positively ( $p = 0.000$ ). Therefore, the hypothesis (H<sub>4</sub>) is accepted as there is a significant positive relationship between food quality and customer's return patronage in café. Also, beta value is 0.288, implying that 28.8% of customer's return patronage is explained by food quality.

Based on research conducted by Peri (2006), food quality is a critically essential element in satisfying the needs and expectations of customers. Also, this statement was supported by Pettijohn et al. (1997), which the research stated that food quality was positioned as one of the most crucial determinants in measuring customer's satisfaction, which eventually leads to the decision on returning to cafés, proving it to have significantly affecting the customer's return patronage to café.

In the current research, the food quality is the most important factor in comparison with the other four variables (service quality, word of mouth, value for money and environment) that affects the customer's return patronage. Majority of the café goers choose to dine in at cafés

because of the enjoyment of the food provided. Thus, food quality is of emphasis of their choice of café they chose to dine in.

### **5.2.5 Environment**

Research Objective 5: To study the relationship between environment and customer's return patronage.

Research Question 5: Is there any relationship between environment and customer's return patronage?

H<sub>0</sub>: There is no significant relationship between environment and customer's return patronage to café.

H<sub>5</sub>: There is a significant relationship between environment and customer's return patronage to café.

According to the Pearson Correlation Analysis conducted in this research, environment is significantly correlated with customer's return patronage ( $r = 0.267$ ). However, multiple regression analysis proves that the environment is not influencing customer's return patronage positively ( $p = 0.284$ ). Therefore, the hypothesis (H<sub>5</sub>) is not accepted as there is no significant positive relationship between environment and customer's return patronage in café. Also, beta value is 0.081, which shows that 8.1% of customer's return patronage to café is explained by environment.

On the contrary, café atmosphere might not be significantly affecting the customer's return patronage to café. This was proved by John et al. (2013) that signs, symbols are of useless for employees' skills coordination in terms patronage.

## **5.3 Implications of the Study**

### **5.3.1 Managerial Implications**

#### **5.3.1.1 Service Quality**

The analysis has shown that the relationship between service quality and customer's return patronage to café is insignificant. However, it is undeniable that the two variables are correlated as depicted in Pearson's correlation coefficient. Therefore, manager's emphasis on service quality in a café still remains as a concern. Each dimension of service quality including tangibles, reliability, responsiveness, assurance and empathy can be improved. One of the instances will be to ensure staff in the café possesses competencies needed so that it results in favorable serving speed and efficiency (Ramapuram & Batra, 2006). The good job of different aspects of the café also has to be kept up in order to secure customer's next visit (Ramapuram & Batra, 2006). Additionally, when the café is assessing its service quality, it should incorporate behavioral-intention questions to understand the dimensions that have to be further enhanced for the good of customers. This is backed by the fact that service quality serves as a reason for customer's behavioral responses including revisit intention (Yap & Kew, 2007). Training is also necessary to be directed to new and unskilled staff to fully upgrade the service quality of the café. Meanwhile, performance evaluation and reward system that complement training should be implemented hand in hand with training program.

### **5.3.1.2 Word of Mouth**

The hypothesis of word of mouth having significant relationship with customer's return patronage is rejected, however, the Pearson's correlation coefficient implies a positive correlated relationship. In the current era where customer's lifetime value to a company is vital, commitment that is develop affectively is important as it can directly influences customer's decision to patron the same café again (Susskind & Viccari, 2011). Given its relatively low value of correlation with customer's return patronage to café, specifically in Klang Valley context, the café may want to allocate more resources to other factors such as food quality and value for money. Despite of the fact, in the current marketing world where user-generated content is prevalent, word of mouth can still be invested as a marketing tool. By doing so, the café is able to win customers in term of the frequency of their visit and the level of loyalty (Ryu & Feick, 2007).

### **5.3.1.3 Value for Money (Price)**

Based on the research, it is found that the value for money has the second strongest positive impact on customer's return patronage to café in Klang Valley. Albeit it placed second in this research, but value for money still remain as one of the important impetuses for return patronage (Yuksel and Yuksel, 2003). Thus, value for money is still implanted as high priority in the industry as customers make decision on returning to café based on the experiences or perceived value they received (Grace and O'Cass, 2005). Ultimately, café managers should

have carefully set the price against the portion they are serving or quality of food as indicated in this study's findings too. This approach will be giving an impression of reasonable pricing to customer's perceived value is equivalent to the food they ordered. According to Han and Ryu (2009), they stated that the price reasonableness in consumer perception is mainly depending on the pricing on the menu. This may lead to situation of consumer perceives that the café is serving expensive food when looking at the menu and form their attitude and behavior of not revisiting to the café (Bolton and Lemon, 1999; Han and Ryu, 2009; Varki and Colgate, 2001). Additionally, this is supported by Kim, Lee and Yoo (2006), they mentioned that return patronage would not be happening as customers are not willing due to the price is immoderately high. Therefore, it concluded that value for money is an important attribute and managers of cafés should carefully revise the menu price.

### **5.3.1.4 Food Quality**

Based on the research conducted, it is proven that the food quality has the most positive impact on affecting customer's return patronage to café.

This was supported by a research conducted by Pettijohn et al. (1997), which it was stated that food quality was positioned as one of the most crucial determinants in measuring customer's satisfaction, which will further be led to the choice of customer's return patronage to a particular café. Therefore, café managers are advised to commit more effort in making sure of the efficiency of food source supply chain in exchange for ingredient quality and freshness. Also, the food preparation process must be observed closely from time to time to



ensure food quality is up to standard and matches customer's expectation.

### **5.3.1.5 Environment**

According to multiple regression analysis, the research conclusion stated that the café environment is not a contributing factor that has the ability to affect the customer's return patronage to cafés. However, based on the result of Pearson correlation analysis, it was stated that environment is still correlated with the other five constructs. Therefore, it is concluded that environment is still an important determinant and café managers are required to make improvements to better accommodate the customer's needs for a relaxing and pleasurable dining environment.

Based on findings by Aubert-Gamet and Cova (1997), the ambience conditions are considered to be significant elements in customer assessment on the quality level of the service they received from, eventually affecting the customer's satisfaction and return patronage. Café managers are advised to improve on the environment aspect in creating a dining place with pleasurable atmosphere, further creating customer satisfaction and return patronage from customers.

## 5.4 Limitations of the Study

Several constraints and limitations can be pointed out during the process in which the research is being carried out. In term of the geographic coverage, the cafes researched are only a small portion of all the cafes in Klang Valley. The research was conducted mainly in areas including TTDI, Pudu and Kuala Lumpur, which did not fulfill the coverage of Klang Valley which includes both Selangor and Kuala Lumpur. Therefore, it is less appropriate if the study were meant to generalize the café patrons' behavior in the whole Klang Valley since the small sample size used is not large enough to be representative.

Convenience sampling is the sampling technique used in the current study. Despite of its upside of saving time and budget, the drawback includes possible biasness since the respondents are chosen based on their availability. Part of the research study is done through online distribution and collection method, which reflects the potential drawback of such technique. The respondent's ability to understand and interpret the questions remains unknown, which may lead to biased responses and subsequent less accurate results.

The independent variables tested in the research study is only limited to five, which includes service quality, word of mouth, value for money (pricing), food quality and store environment. The absence of other possible independent or mediating variables such as location may hinder the researcher from getting relatively in-depth results. Thus, other overlooked factors which may also have an impact on customer's return patronage to café serve as a limitation.

The finding under the demographic sections of the respondents has unfolded another limitation. There is an imbalance in the respondents'

gender whereby more than 70% of them are female. Similar limitation arises as for respondents' race in which majority of the respondents are Chinese. These show that the survey questionnaire was not evenly distributed to cover respondents of various races and gender fairly. Such limitation can be attributed to the use of convenience sampling.

In term of journals and articles with regards to previous studies of the variables, there are limited amount of journals and articles that are relevant to certain variable. For instance, valid sources for the independent variable word of mouth is lacking because in most of the journal articles, word of mouth served as dependent variable instead of independent variable. This serves as a limitation while relationship between word of mouth and return patronage has to be justified.

It has to be noted that the limitations are recognized, however, they will not detract from the significance of the findings. Instead, they serve merely as platforms for future research study.

## 5.5 Recommendations for Future Research

To enhance the accuracy and gain diverse perspectives on factors leading customers to return to a café, it is advised that bigger sample size can be involved in data collection process. In term of the sampling location, more cafés should be involved and the geographical coverage should be expanded so that the research is done evenly throughout the Klang Valley area.

In term of sampling technique, where resources permit, it is advisable for future research to use probability sampling, which will largely reduce the possibility of biasness as each member of the involved population has known probability to be selected (Zikmund et. al, 2010). Despite of its lack of convenience, it increases the tendency for the results to be free from bias.

Besides that, by recognizing the possible imbalance of demographic profile of respondents, researchers of future study ought to consistently take note of the types of respondents involved. This is to ensure an even coverage of respondents in term of the demographic variables as well as to avoid an extreme imbalance of races and genders of respondents.

Additional variables can be put into test for a more in-depth research. Extra applicable variables, whether they are independent or mediating variables can be investigated for more outcomes which can reflect customer needs more precisely. By doing so, an even more comprehensive framework regarding reasons of customer's return patronage can be developed.

## 5.6 Conclusion

The research has studied the relationship between service quality, word of mouth, value for money (price), food quality and environment with customer return's patronage to café in Klang Valley. By reviewing the literature and implementing the data collection process with pre-set research methodology, the research questions are answered while the specific research objectives are achieved. The Pearson Correlation Analysis shows that all the independent variables are correlated with customer's decision to revisit a café. On the other hand, multiple regression analysis shows that only food quality and value for money (price) have significant relationship with return patronage intention. The descending order of variables in term of its degree of significance is food quality, value for money (price), service quality, environment and word of mouth. This chapter has also outlined the suggestions for managers to improve each and every aspect of café to secure customer's next visit. Besides contributing to the knowledge of service provider in café industry, the study also contributes to the body of knowledge.

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APPENDICES

Appendix A: Previous Research Showing Research Gap

Research Title and Author	Author(s)	Is it local?	Does it cover café?	Does it cover revisit intention?
1. <b>The Social Transformation of Coffee Houses: The Emergence of Chain Establishments and the Private Nature of Usage</b>	Woldoff, Lozzi, & Dilks (2013)	×	√	×
2. <b>The Ottoman Coffeehouse: All The Charms and Dangers of Commonality in the 16th-17th Century</b>	Collaco (2011)	×	√	×
3. <b>Restaurant Healthy Food Quality, Perceived Value, and Revisit Intention: Testing a moderating role of green customers in South Korea</b>	Kim, Lee, Kim, & Ryu (2011)	×	×	√
4. <b>Determining Factors That Influence Customers Repatronage Intention: The Case Study of Radix Fried Chicken (RFC), the Local Homegrown Fast Food Chain Restaurant in Malaysia</b>	Sefian, Jaini, Sharudin, & Abdullah (2013)	√	×	√
5. <b>Factors Affecting Customer's Experience in Local Fast Food Restaurant</b>	Azila, Suraya, & Zamanira (2014)	√	×	×

Source: Developed for the research

Appendix B: Questionnaire



**UNIVERSITI TUNKU ABDUL RAHMAN  
FACULTY OF ACCOUNTANCY AND MANAGEMENT**

**Bachelor of International Business (HONS) (IN)**

**Survey on Factors Influencing Customer's Return Patronage to Café  
in Klang Valley**

**Survey Questionnaire**

Dear Respondents,

We are students from Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management, pursuing the degree in Bachelor of International Business (HONS) (IN), currently conducting a research on “Factors Influencing Return Patronage to Café in Klang Valley” for our final year project. The objective of this research is to understand the factors that affecting patrons revisit to café twice and above in Klang Valley.

We sincerely hope that you will take a few minutes to complete this questionnaire. Your responses are important for us to complete our study. Your participation is on voluntary basis.

Please take note that this survey is strictly for academic purposes and we would like to assure you that all the information collected will remain PRIVATE AND CONFIDENTIAL. We greatly appreciate you for taking the time, efforts and participation in completing this questionnaire. Thank you for cooperation.

NAME	STUDENT ID NO.
HUI HUE YEOW	11UKB05075
LAU HENG KIT	11UKB05252
NG YI-YEN	11UKB02821

**Section A: Demographic Profile**

**Instruction:** Please read EACH question carefully and provide the correct information by placing a TICK (✓) in the boxes provided.

Q1. Gender

- Male  
 Female

Q2. Age

- Less than 21 years old  
 21 – 30 years old  
 31 – 40 years old  
 41 – 50 years old  
 51 – 60 years old  
 More than 60 years old

Q3. Race

- Malay  
 Chinese  
 Indian  
 Others (Please state: \_\_\_\_\_ )

Q4. Marital Status

- Single  
 Married

Q5. Monthly Income

- Less than RM800
- RM801 – RM1,300
- RM1,301 – RM1,800
- RM1,801 – RM2,300
- RM2,301 – RM2,800
- RM2,801 – RM3,200
- More than RM3,200

Q6. How many times have you been to this (any particular) café?

- 1<sup>st</sup> Visit
- 2<sup>nd</sup> Visit
- More than twice

**Section B: Construct Measurement**

**INSTRUCTION:** Based on the statement, please **CIRCLE** the most suitable answer to indicate the importance rating of attribute with the statement by placing a circle on a scale of 1 to 5.

Question	Service Quality (Comparison between customer expectation and his/her perception of the firm)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The café has clean restrooms.	1	2	3	4	5
2.	The café has a dining area which is easy for me to move around in.	1	2	3	4	5
3.	The café staffs provide dependable and consistent service.	1	2	3	4	5
4.	The café serves me within the time promised.	1	2	3	4	5
5.	The staff shifts to help each other to maintain the speed of service during peak hours.	1	2	3	4	5
6.	The staffs are attentive.	1	2	3	4	5
7.	The café provides prompt service.	1	2	3	4	5
8.	The staffs seemed well trained, competent and experienced.	1	2	3	4	5
9.	The staffs have knowledge about its food and beverages offerings.	1	2	3	4	5
10.	The staffs are sensitive to individual needs and wants rather than always relying on policy and procedures.	1	2	3	4	5
11.	The staffs are sympathetic and reassuring if something is wrong.	1	2	3	4	5

Question	<p style="text-align: center;">Word of Mouth (An oral or written recommendation by a family member friend or satisfied customer regarding a café they have visited, including interpersonal and electronic)</p>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Information from family about café choice plays a significant role in my decision making.	1	2	3	4	5
2.	Information from friends about café choice is important in my decision making.	1	2	3	4	5
3.	Electronic media and the Internet provide effective information about café.	1	2	3	4	5
4.	The online reviews/comments provide sufficient reasons supporting the opinion.	1	2	3	4	5
5.	The message I have received via word of mouth is credible and convincing.	1	2	3	4	5
6.	Word of mouth provides helpful information.	1	2	3	4	5
7.	Word of mouth provides influence to me in knowing feature and offerings by the café.	1	2	3	4	5
8.	Word of mouth regarding a café influences my visit decision to the particular cafe.	1	2	3	4	5
9.	I give priority to WOM, taking into consideration the risks (including financial, functional, social, time, psychological risks) involved in decision making.	1	2	3	4	5

## Factors of Influencing Customer's Return Patronage in Café in Klang Valley

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Question	Value for money (A cognitive opportunity cost between the perceived quality and sacrificed in terms of monetary exchange concept like money)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The food I had last time was very good value for the money.	1	2	3	4	5
2.	The price charged for my food last time was very acceptable.	1	2	3	4	5
3.	At the price I paid, the food was very reasonable.	1	2	3	4	5
4.	The food at this café appears to be a bargain.	1	2	3	4	5
5.	I consider the food I received to be a good deal.	1	2	3	4	5

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## Factors of Influencing Customer's Return Patronage in Café in Klang Valley

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Question	Food Quality (The perceived quality refers to the customers' assessment about the performance of product [food])	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The restaurant served tasty food.	1	2	3	4	5
2.	The food presentation is visually appealing.	1	2	3	4	5
3.	The food was served at the appropriate temperature.	1	2	3	4	5
4.	The restaurant served fresh food.	1	2	3	4	5



Factors of Influencing Customer's Return Patronage in Café in Klang Valley

Question	<p style="text-align: center;">Environment (Ambient Condition - Different musical conditions influenced subjects' perception about the cafeteria) (Physical Environment – Observable features of the situation such as geographical location, setting, sound, odor, light and temperature)</p>	Extremely Unimportant	Unimportant	Neutral	Important	Extremely Important
1.	Music was played in café.	1	2	3	4	5
2.	The type of music being played in café was appropriate.	1	2	3	4	5
3.	The music played in café creates positive emotions.	1	2	3	4	5
4.	The attractiveness of color of the interior of café.	1	2	3	4	5
5.	The seating capacity of the café.	1	2	3	4	5
6.	The seating arrangement of the café.	1	2	3	4	5

**Section C: Return Patronage**

**INSTRUCTION:** Based on the statement, please **CIRCLE** the most suitable answer to indicate the importance rating of attribute with the statement by placing a circle on a scale of 1 to 5.

Question	Return patronage (Customer's willingness is conveyed to commit into repeat patronage to preferred restaurant and provide good comments regarding the restaurant to social influence, like family or friends in future.)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I would like to come back to this café.	1	2	3	4	5
2.	I would consider revisiting this café in the future.	1	2	3	4	5
3.	I would recommend this café to my friends or others.	1	2	3	4	5
4.	I would say positive things about this café to others.	1	2	3	4	5
5.	I would encourage others to visit this café.	1	2	3	4	5

Appendix C: Pilot Test

**Service Quality**

Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.803	11

**Word of Mouth**

Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.772	9

**Value for Money (Price)**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.839	5

**Food Quality**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.842	4

**Environment**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.758	6

**Return Patronage**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.843	5

Appendix D: Descriptive Statistics

**Statistics**

		AVSQ	AVWOM	AVVFM	AVFQ	AVE	AVRP
N	Valid	186	186	186	186	186	186
	Missing	0	0	0	0	0	0
Mean		3.7283	3.8990	3.3785	3.8185	4.0573	3.8280
Std. Deviation		.46967	.44260	.63482	.53808	.51639	.60954
Minimum		2.36	2.33	1.60	2.25	2.83	1.60
Maximum		4.82	5.00	5.00	5.00	5.00	5.00

**Statistics**

		Gender	Age	Race	Marital Status	Income	Number of Visit
N	Valid	186	186	186	186	186	186
	Missing	0	0	0	0	0	0

**Frequency Table**

**Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	50	26.9	26.9	26.9
	Female	136	73.1	73.1	100.0
	Total	186	100.0	100.0	

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 21	49	26.3	26.3	26.3
	21 - 30	123	66.1	66.1	92.5
	31 -40	11	5.9	5.9	98.4
	41 - 50	3	1.6	1.6	100.0
	Total	186	100.0	100.0	

**Race**

	Frequency	Percent	Valid Percent	Cumulative Percent
Malay	11	5.9	5.9	5.9
Chinese	163	87.6	87.6	93.5
Valid Indian	2	1.1	1.1	94.6
Others	10	5.4	5.4	100.0
Total	186	100.0	100.0	

**Marital Status**

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	176	94.6	94.6	94.6
Valid Married	10	5.4	5.4	100.0
Total	186	100.0	100.0	

**Income**

	Frequency	Percent	Valid Percent	Cumulative Percent
< 800	123	66.1	66.1	66.1
801 - 1300	12	6.5	6.5	72.6
1301 - 1800	6	3.2	3.2	75.8
Valid 1801 - 2300	8	4.3	4.3	80.1
2301 - 2800	4	2.2	2.2	82.3
2801 - 3300	3	1.6	1.6	83.9
> 3301	30	16.1	16.1	100.0
Total	186	100.0	100.0	

**Number of Visit**

	Frequency	Percent	Valid Percent	Cumulative Percent
1st visit	61	32.8	32.8	32.8
Valid 2nd visit	32	17.2	17.2	50.0
more than twice	93	50.0	50.0	100.0
Total	186	100.0	100.0	

Appendix E: Reliability Test

**Service Quality**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	186	100.0
	Excluded <sup>a</sup>	0	.0
	Total	186	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.841	11

**Word of Mouth**

**Case Processing Summary**

		N	%
Cases	Valid	186	100.0
	Excluded <sup>a</sup>	0	.0
	Total	186	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.785	9



**Value for Money (Price)**

**Case Processing Summary**

		N	%
Cases	Valid	186	100.0
	Excluded <sup>a</sup>	0	.0
	Total	186	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.853	5

**Food Quality**

**Case Processing Summary**

		N	%
Cases	Valid	186	100.0
	Excluded <sup>a</sup>	0	.0
	Total	186	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.739	4

**Environment**

**Case Processing Summary**

		N	%
Cases	Valid	186	100.0
	Excluded <sup>a</sup>	0	.0
	Total	186	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.780	6

**Return Patronage**

**Case Processing Summary**

	N	%
Valid	186	100.0
Cases Excluded <sup>a</sup>	0	.0
Total	186	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.899	5

Appendix F: Pearson Correlation Analysis

**Correlations**

		SQ	WOM	VFM	FQ	E	RP
SQ	Pearson Correlation	1	.381**	.364**	.347**	.355**	.340**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	186	186	186	186	186	186
WOM	Pearson Correlation	.381**	1	.076	.330**	.466**	.242**
	Sig. (2-tailed)	.000		.302	.000	.000	.001
	N	186	186	186	186	186	186
VFM	Pearson Correlation	.364**	.076	1	.288**	.164*	.330**
	Sig. (2-tailed)	.000	.302		.000	.026	.000
	N	186	186	186	186	186	186
FQ	Pearson Correlation	.347**	.330**	.288**	1	.310**	.425**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	186	186	186	186	186	186
E	Pearson Correlation	.355**	.466**	.164*	.310**	1	.267**
	Sig. (2-tailed)	.000	.000	.026	.000		.000
	N	186	186	186	186	186	186
RP	Pearson Correlation	.340**	.242**	.330**	.425**	.267**	1
	Sig. (2-tailed)	.000	.001	.000	.000	.000	
	N	186	186	186	186	186	186

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Appendix G: Multiple Regression Analysis

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	E, VFM, FQ, SQ, WOM <sup>b</sup>		Enter

a. Dependent Variable: AVRVP

b. All requested variables entered

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.509 <sup>a</sup>	.259	.238	.53205	.259	12.563	5	180	.000

a. Predictors: (Constant), E, VFM, FQ, SQ, WOM

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.781	5	3.556	12.563	.000 <sup>b</sup>
	Residual	50.954	180	.283		
	Total	68.735	185			

a. Dependent Variable: RP

b. Predictors: (Constant), E, VFM, FQ, SQ, WOM

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.737	.441		1.671	.097
	SQ	.164	.099	.126	1.651	.100
	WOM	.065	.106	.047	.610	.543
	VFM	.176	.068	.184	2.600	.010
	FQ	.326	.082	.288	3.971	.000
	E	.095	.089	.081	1.076	.284

a. Dependent Variable: RP