

DETERMINANT FACTORS THAT INFLUENCE
REVISIT INTENTION ON CAFES IN PENANG

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- (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.
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TABLE OF CONTENTS

	Pages
Copyright Page	ii
Declaration	iii
Acknowledgement	iv
Dedication	v
Table of Contents	vi
List of Tables	xii
List of Figures	xiii
List of Appendices	xiv
List of Abbreviations	xv
Preface	xvi
Abstract.....	xvii
CHAPTER 1 INTRODUCTION	1
1.1 Research Background	1
1.1.1 Café	1
1.1.2 Café Business in Penang	2
1.2 Problem Statement	3
1.3 Research Objective	4
1.3.1 General Objective	4
1.3.2 Specific Objective	4
1.4 Research Question	5
1.5 Hypothesis of Study	6

1.6	Significance of the Study	7
1.7	Chapter Layout	8
1.8	Conclusion	9
CHAPTER 2 LITERATURE REVIEW		10
2.0	Introduction	10
2.1	The Literature Review	10
2.1.1	Food Quality	10
2.1.2	Service Quality	11
2.1.3	Atmosphere.....	11
2.1.4	Price Value	12
2.1.5	Customer Satisfaction	13
2.1.6	Revisit Intention.....	14
2.2	Theoretical Reference	15
2.3	Past Studies	16
2.4	Proposed Conceptual Framework	18
2.5	Hypothesis Development	19
2.5.1	The Relationship between Food Quality and Revisit Intention	19
2.5.2	The Relationship between Service Quality and Revisit Intention	19
2.5.3	The Relationship between Atmosphere and Revisit Intention	20
2.5.4	The Relationship between Price Value and Revisit Intention	21
2.5.5	The Relationship between Food Quality and Customer Satisfaction	22
2.5.6	The Relationship between Service Quality and Customer Satisfaction	23

2.5.7	The Relationship between Atmosphere and Customer Satisfaction	23
2.5.8	The Relationship between Price Value and Customer Satisfaction	24
2.5.9	The Relationship between Customer Satisfaction and Revisit Intention	25
2.5.10	The Relationship between Food Quality and Revisit Intention with a mediator variable of Customer Satisfaction	26
2.5.11	The Relationship between Service Quality and Revisit Intention with a mediator variable of Customer Satisfaction	26
2.5.12	The Relationship between Atmosphere and Revisit Intention with a mediator variable of Customer Satisfaction	27
2.5.13	The Relationship between Price Value and Revisit Intention with a mediator variable of Customer Satisfaction.....	28
2.6	Conclusion	28
CHAPTER 3 RESEARCH METHODOLOGY		29
3.0	Introduction	29
3.1	Research Design	29
3.2	Data Collection Methods.....	29
3.2.1	Primary Data and Secondary Data.....	30
3.3	Sampling Design	30
3.3.1	Target Population	30
3.3.2	Sampling Frame	30
3.3.3	Sampling Location	31
3.3.4	Sampling Elements	31
3.3.5	Sampling Technique	31
3.3.6	Sampling Size	32

3.4	Research Instrument	32
3.4.1	Questionnaire Design	32
3.4.2	Pilot Test	33
3.5	Constructs Management	33
3.5.1	Origin of Construct	33
3.5.2	Scale of Measurement	35
3.6	Data Processing	36
3.6.1	Data Validation	36
3.6.2	Data Editing	37
3.6.3	Data Coding	37
3.6.4	Data Transcribing	37
3.6.5	Data Cleaning	37
3.7	Data Analysis	38
3.7.1	Descriptive Analysis	38
3.7.2	Scale Measurement	39
	3.7.2.1 Reliability Test	39
3.7.3	Data Analysis Tool: SEM	39
3.8	Conclusion	40
CHAPTER 4	DATA ANALYSIS	41
4.0	Introduction	41
4.1	Descriptive Analysis	41
4.1.1	Demographic Profile of the Respondents	41
	4.1.1.1 Gender of Respondents	41
	4.1.1.2 Age of Respondents	42
	4.1.1.3 Race of Respondents	42

4.1.1.4	Marital Status of Respondents	43
4.1.1.5	Monthly Income of Respondents	43
4.1.1.6	Frequency of the Visits to the same Café in Penang by Respondents	44
4.2	Scale Measurement	45
4.3	Test of Significant	46
4.4	Conclusion	50
CHAPTER 5	DISCUSSION, CONCLUSION AND IMPLICATION	51
5.0	Introduction	51
5.1	Summary of Statistical Analysis	51
5.1.1	Summary of Descriptive Statistics	51
5.1.2	Summary of Inferential Analysis	52
5.2	Discussion of Finding.....	55
5.3	Implication of the Study	56
5.3.1	Theoretical Implications	56
5.3.2	Managerial Implications	57
5.3.2.1	Food Quality	57
5.3.2.2	Service Quality	57
5.3.2.3	Atmosphere	58
5.3.2.4	Price Value	58
5.3.2.5	Customer Satisfaction	58
5.3.2.6	Revisit Intention	59
5.4	Study Limitation	59
5.5	Recommendations for Future Research	60
5.6	Conclusion	60
References	61

Appendices 75

LIST OF TABLES

	Pages
Table 3.5.1.1: Origin of Constructs	34
Table 3.5.1.2: Sample Items of the Constructs	34
Table 3.5.2.1: 5-point Traditional Likert Scale	36
Table 4.1: Gender of Survey Respondents	41
Table 4.2: Age Range of Survey Respondents	42
Table 4.3: Race Range of Survey Respondents	42
Table 4.4: Marital Status of Survey Respondents	43
Table 4.5: Monthly Income of Survey Respondents	43
Table 4.6: Frequency of Revisits to the same Café in Penang	44
Table 4.7: Cronbach's Alpha, Composite Reliability and Average Variance Extracted	45
Table 4.8: Discriminant Validity- Fornell-Larcker Criterion	46
Table 4.9: The Direct Effect between Exogenous Constructs and Endogenous Construct	47
Table 4.10: The Direct Effect between Exogenous Constructs and Mediator	47
Table 4.11: The Direct Effect between Mediator and Endogenous Construct	48
Table 4.12: The Total Effect and Indirect Effect of Exogenous Constructs and Endogenous Construct	48
Table 5.1: Summary of Descriptive Statistics	51
Table 5.2: Summary of Hypothesis Testing	52

LIST OF FIGURES

	Pages
Figure 2.0: Service Quality Model	15
Figure 2.1: Influence of Institutional DINESERV on Customer Satisfaction, Return Intention, and Word-of-Mouth	16
Figure 2.2: Customer Revisit Intention to Restaurants: Evidence from Online Reviews	17
Figure 2.3: Factors Influencing Customer Satisfaction towards Revisit Intention on Cafés in Penang	18

LIST OF APPENDICES

	Pages
Appendix 3.1: Research Survey Questionnaire	75
Appendix 4.1: Hypothesized Path Model – The Direct Effect between Exogenous Constructs and Endogenous Construct	83
Appendix 4.2: Hypothesized Path Model – The Indirect Effect between Exogenous Constructs and Endogenous Construct	84
Appendix 4.3: Hypothesized Path Model – The Direct Effect between Exogenous Constructs and Mediator Construct, Mediator Construct and Endogenous Construct	85

LIST OF ABBREVIATIONS

SEM	Structural Equation Modelling
MSCA	Malaysian Specialty Coffee Association
PLS-SEM	Partial Least Squares Structural Equation Modeling
VAF	Variance Accounted For

PREFACE

This research project is submitted as a fulfillment of the requirement for the pursuit of Bachelor of Marketing (Hons) of UTAR. We have selected the topic “Determinant factors that influence revisit intention on cafes in Penang” for this research project. The four exogenous constructs which tested in this study are food quality, service quality, atmosphere and price value whereas the endogenous construct for this research is the customer revisit intention on cafe in Penang, another factor, customer satisfaction act as mediator. Nowadays, customer revisit intention plays an important role for the cafe industry in Penang because the number of cafe is growing and this situation leads to the stiff competition. To understand the current café competitive scenario, this research was carried out to investigate the factors that influencing customer revisit intention on cafes in Penang. Customer Satisfaction as mediator was also found through this research.

ABSTRACT

Cafe is one of the most rapidly grown businesses in recent year. The number of cafes is mushrooming in Penang which proved that there is increasing demand and opportunity for café business which also lead to strong competition. This research aimed to examine the factors that influence on the revisit intention of customer through customer satisfaction on Penang's cafes. A proposed conceptual research framework with 13 hypotheses has been tested using the 400 data collected from questionnaire survey. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to analyze the data collected. The results showed that all the constructs include atmosphere, service quality, food quality and price value were having a significant positive relationship with customer satisfaction and then led to customer revisit intention. This study contribute to the development of theory since it has tested the previous model in a slightly new setting and it also shares some lights to the café operators in Penang on how to improve their business . The limitations and recommendations were also discussed to share some thought for the future researchers.

CHAPTER 1: OVERVIEW OF RESEARCH

1.0 Introduction

This research aims to find out the factors that influenced the revisit intention of customer on the Penang's cafes. In the wake of this review, viewer should be able to understand the core value of this study and how it was conducted.

1.1 Research Background

1.1.1 Cafe

Cafe is one of the most rapidly grown businesses in recent year, cafe and bars sector have continuously grew started from year 2008 (Agriculture & Agri-Food Canada, 2014).Cafe is defined as entity that serves product such as breakfast, dessert and coffee, and the trend now is an integration of beverage and food (Wong, 2014). Cafe acts as business entity that focuses on the management of serving coffee and others varieties to consumer (“Different between Café”, 2012).

Among others products, coffee is the main selling item of café (Wong, 2014). The Star online (2015) stated that coffee is one of the most sought-after merchandise in the world with more than 500 billion cups consume every year that worth USD100bil (RM359bil) on international scale.

Besides, cafe industry has a supporting platform in Malaysia, which is Malaysian Specialty Coffee Association (MSCA). The inaugural Café Malaysia 2015 aimed to boost up the opportunity among the cafe business to leverage on its comprehensive integration among the café operators (The Star Online, 2015). MSCA also supported others event such as Cafe Malaysia which is an exhibition

platform for cafe owners. Cafes in Malaysia were provided an appropriate platform of sharing through MSCA (“Cafe Malaysia Aims”, 2015).

1.1.2 Café business in Penang

Penang is a potential market for cafe business to grow since it is voted as one of the Asia's best food destinations and the 17 best place to visit in year 2017 (Cable News Network, 2017). These facts show that there will be a lot of travelers visit Penang for food and they may seek for well managed cafes.

In addition, cafe in Penang is also aims at the local consumer, according to Shaizatulaqma, Khairul and Ishak (2011), more than 90% of the patrons in Penang would either dine with friends or family members as opposed to dining alone. The trend of eating out is also in the rise in Penang thus there is demand for more cafes (Shaizatulaqma, Khairul, & Ishak, 2011). To prove this statement, Coffee and Cafe (2013) stated that café in Kuala Lumpur and Penang is mushrooming. Besides that, the rapid growth of Kopitiam in Malaysia showed that the society has accepted the concept of modern coffee shop (Rashiqah, 2010).

Majority (40%) of the workers in café business are below the age of 25 (Whiteford, Seventer, & Patterson, 2014), they tend to look for better workplace, they prefer to work in an air-conditioned environment than work as hawker or others workplace that consider lower standard. The long working hour and almost non-social lifestyle of the hawker has detracted the workers as compared to modern café (Khoo, 2017). This scenario is giving problem to the traditional hawker store but create more manpower supplies to the modern café.

Furthermore, Penang has an excellent economic foundation for business to grow. Based on Lim, Tim, Lim, Negan and Ong (2017), in year 2011 to 2014, average GDP of Penang has increased 5.73% whereas average GDP of Malaysia was 5.38%, in additional, during year 2014, the economy growth of Penang

exceeded Malaysia by 2% (Press Statement, 2017). GDP reflects the purchasing power of citizen in the country (Investopedia, 2016), the higher GDP growth means that Penang consumers have greater purchasing power to consume more. These statistics show that Penang is a good potential market for cafe to grow.

1.2 Problem Statement

According to Yan, Wang, & Chau (2013), maintaining customer loyalty is the main purpose of marketing since it generates more profit for a company. Therefore, the main issue that faced by the cafe operator is to maintain customer loyalty/revisit intention.

According to BorneoPost Online (2017), Penang and Kuala Lumpur are having a high proportion of cafe and this trend will be continued for some time. This shows that there are ample opportunities in these two places but at the same time the competition among the café operators is stiff. The main problem that faced by the café operators is to maintain customer revisit since there are many choices of café available. To solve this problem, operators need to understand what makes customer revisit and utilize it to improve their business (Hanai, Oguchi, Ando, & Yamaguchi, 2008).

There are many factors that influencing the evaluation of a cafe such as atmosphere and service quality other than food quality (Wall & Berry, 2007). Cafe wasn't just about coffee, cafe is a place where coffee is only a pretext to obtain others experiences (Sohrabi, 2015). In order to satisfy a customer, a cup of coffee wasn't enough, it has to involve many senses such as feeling, experience, culture and globalization (Sohrabi, 2015). A cafe has to provide many elements that improve customer experience and it was found that they revisit the same cafe mainly because of the quality of meal, price value of the product, service quality and also atmosphere (Yan, Wang, & Chau, 2013). Outlook of a restaurant also found to influence customer experience and revisit intention (Ariffin, Bibon, & Raja Abdullah, 2016). Customer satisfaction improved when dining in a well-managed

atmosphere and they are also influenced by the trait of the meal (Shaharudin, Mansor, and Elias, 2011).

1.3 Research objectives

This research attempt to solve the problem statement mentioned. The research objectives can be divided into two categories which are the general objective and specific objectives.

1.3.1 General Objective

This research aimed to examine determinant factors that affecting customer revisit intention on café in Penang by using DINESERV model. It involved 4 factors, including service quality, food quality, atmospheres and price value. We also argue that the relationship between the four factors and revisit intention is mediated by customer satisfaction.

1.3.2 Specific Objectives

The objectives of our study are:

1. To investigate the relationship between service quality and customer revisit intention of Penang café consumers.
2. To investigate the relationship between food quality and customer revisit intention of Penang café consumers.
3. To investigate the relationship between atmosphere and customer revisit intention of Penang café consumers.

4. To investigate the relationship between price value and customer revisit intention of Penang café consumers.

5. To investigate the mediator effect of customer satisfaction on the relationship between service quality, food quality, atmosphere, price value and customer revisit intention of Penang café.

1.4 Research Questions

1. Does food quality significantly and positively affect revisit intention?
2. Does service quality significantly and positively affect revisit intention?
3. Does atmosphere significantly and positively affect revisit intention?
4. Does price value significantly and positively affect revisit intention?
5. Does food quality significantly and positively affect customer satisfaction?
6. Does service quality significantly and positively affect customer satisfaction?
7. Does atmosphere significantly and positively affect customer satisfaction?
8. Does price value significantly and positively affect customer satisfaction?
9. Does customer satisfaction significantly and positively affect revisit intention?
10. Does customer satisfaction mediates the relationship between food quality and revisit intention?
11. Does customer satisfaction mediates the relationship between service quality and revisit intention?

12. Does customer satisfaction mediates the relationship between atmosphere and revisit intention?

13. Does customer satisfaction mediates the relationship between price value and revisit intention?

1.5 Hypothesis of Study

H1: There is significant positive relationship between food quality and revisit intention.

H2: There is significant positive relationship between service quality and revisit intention.

H3: There is significant positive relationship between atmosphere and revisit intention.

H4: There is significant positive relationship between price value and revisit intention.

H5: There is significant positive relationship between food quality and customer satisfaction.

H6: There is significant positive relationship between service quality and customer satisfaction.

H7: There is significant positive relationship between atmosphere and customer satisfaction.

H8: There is significant positive relationship between price value and customer satisfaction.

H9: There is significant positive relationship between customer satisfaction and customer revisit intention.

H10: There is mediation effect of customer satisfaction on the relationship between food quality and revisit intention.

H11: There is mediation effect of customer satisfaction on the relationship between service quality and revisit intention

H12: There is mediation effect of customer satisfaction the relationship between atmosphere and revisit intention

H13: There is mediation effect of customer satisfaction on the relationship between price value and revisit intention.

1.6 Significance of the Study

This research is able to examine the factors to maintain the satisfaction of customer and increase the numbers of revisit intention on café in Penang. Café operators may have a better understanding of what are the factors that café customers emphasized in Penang. They have an in-depth insight of the way that can grab consumer revisit intention by not only focusing on food quality but also on the elements of service quality, atmosphere and price value. By referring to this study, this will help them to success in cafe industry and operate the business in a right and success path. This research mainly emphasize on the implication of service quality, food quality, atmosphere, price value which affect the intention of customer to revisit. By capitalizing on this study, operators of cafe can develop a better way to increase their returning customers.

Furthermore, it benefited academics and educators which they may have in-depth information and knowledge about the domain factors (e.g., food quality, service

quality, atmosphere and price value) that can affect customer satisfaction and revisit intention in related field. It also devote to future researcher, particularly research on customer revisit intention mediated by customer satisfaction on cafés in Penang as there are still rarely available past research papers that discussed in the cafe industry. Therefore, they can obtain more information by using the hypothetical contribution as evidence and support.

Last but not least, the application of SERVQUAL model, DINESERV model and the study from Yan, Wang, Chau (2013) have adapted and lead to the formation of our current conceptual framework that implemented in this research. Inimitably, this research posit that the antecedent of revisit intention. It is also different from previous researches which this research are presently the only one that studying the cafe topic by using DINESERV model. In a word, this research shows these four main factors are correlative to the contribution of customer revisit intention through customer satisfaction on Penang's cafes.

1.7 Chapter Layout

Chapter One -Introduction

Basically discuss about the outline of this research and the core value and objectives of this research.

Chapter Two -Literature Review

This chapter presents an overview of relevant literature. It listed the development of hypotheses, research approach and the theoretical framework of the study.

Chapter Three - Methodology

This part includes research design, data collection methods, sampling design, research instruments, constructs measurement, data processing and data analysis.

Chapter Four - Data Analysis

Results of the data analysis were presented.

Chapter Five - Discussion, Conclusion and Implications

Summing up and concluding the research by providing theoretical and industrial implications. The study concludes with a reminder to future researcher, explanation of limitations and recommendations.

1.8 Conclusion

Overall, this chapter acts as outline of this research and explains the purpose of this research. This chapter is the premise to further develop this research.

Chapter 2: LITERATURE REVIEW

2.0 Introduction

This chapter explains the literature review process which delved into the detail of each construct which influence customer revisit intention of a café. A conceptual framework was developed after reviewing some theories and research models. Finally, thirteen hypotheses were developed based on the review.

2.1 The Literature Review

2.1.1 Food Quality

Food quality refers to the compulsory necessities to satisfy the requirements and expectations of the customers (Peri, 2006). The food quality was major impact on customer's satisfaction. Thus, it would be great if the managers of the café could pay more attention to the food quality that meet customer satisfaction and it could enhance re-patronage of the café (Rozekhi, Hussin, Siddiqe, Rashid, & Salmi, 2016). Based on the study of Shaharudin, Mansor, & Elias (2011), food quality attributes depend on the food type and the food preference of the customer, customers consider beyond the physical product when choosing food. Customers are expecting and demanding for more than the food supply, say the food quality. As mentioned by Ryu, Lee, & Kim (2012), food quality as a measure of customer satisfaction in five aspects, which are (1) food is fresh, (2) food is delicious, (3) food is nutritious, (4) variety of items, and (5) smell of the food is desirable. Today, café industries are dealing with critical challenge to serve quality food which are attractive

that could bring competitive advantage to them (Rozekhi, Hussin, Siddiqe, Rashid, & Salmi, 2016).

2.1.2 Service Quality

According to Mhlanga (2014), customers who eating out not only consider on food quality, but the service quality is also act as an essential part in overall dining experience that make them re-patronage. Therefore, service quality could result in customer satisfaction and future behavior toward a café (Ha & Jang, 2012). However, there are significant differences between services and food. Unlike food, service is impalpable and it is hard for customer to expound the quality of service (Yarimoglu, 2014). Moreover, service quality was also expounding the level of the service accomplished to attain customer's expectations (Yarimoglu, 2014). A customer's expectations could be (1) the service is performed as expectation (2) service is performed poorer than expectation (3) service is performed greater than expectation (Churchill & Surprenant, 1982). Service quality is the major strategic value adding tools in achieving justifiable competitive benefit in a global marketplace (Curry & Gao, 2012). Generally, the quality and satisfaction perceptions have a direct connection to customer behavioral intentions, which are the purchase and loyalty intentions by customers (Olsen, 2002).

2.1.3 Atmosphere

In the view of Levy and Weitz (2009), atmosphere is interpreted as a feature that intends to enhance the surrounding of cafés with various settings, for example, lighting, color, layout, space, design, background music and scent. Kotler (1973) mentioned that atmosphere is illustrated as the air surrounding a sphere that imply the standard of the atmosphere. From Kotler (1973) studies, researcher illustrated that atmosphere is apprehended through the

sense which stimulate emotional and perceptual responses of consumers and thus affect their behaviours. According to Quartier, Christiaans and Cleempoel (2009), lighting is an environmental apparatus that have impact on consumers' perception towards a café, whereas Mattila & Wirtz (2001) viewed that music act as a positive auditory variable that capable of evoking complex affective and behavioral responses in consumers. Color is also a powerful visual variable of a physical setting that can help to strengthen customer enthusiastic reactions (Bellizzi & Hite, 1992). Moreover, physical environment is critical to elucidate the nature of consumer conduct, social interaction as well as their reaction to places (Yuksel & Yuksel, 2002). The importance of a comfortable atmosphere is an on-going effect that will increase continuously with time (Soriano, 2002).

2.1.4 Price Value

According to Soriano (2002), it isn't sufficient by just providing high food and service qualities to attract customers, providing additional value is equally important to sustain the market. Based on Yuksel & Yuksel (2002), the study revealed that different individuals may define value differently. Some may prefer low price food, some valued quality that obtained for what they paid. In financial term, value for money (VFM) is characterized as an ideal mix of entire life cost and quality to attain customer's prerequisite. It can be evaluated with utilizing the criteria of economy, proficiency as well as viability (Jackson, 2012). Zeithaml (1988) defined customer value as a general evaluation from customer on what is gotten and what is given. Perception value has indirect influence on the repurchase intention of the customers (Dodds, Monroe, and Grewal, 1991). In the light of the idea of financial exchange, value for money is characterized as an intellectual trade-off amongst perceived quality and sacrifice (Zeithaml, 1988; Dodds et al., 1991), which implies the exchange amongst the performance of product (quality of food) and finance (price). (Patterson and Spreng, 1997).

In the benefit perspective, perceived value is defined as general evaluation of the utility that obtained from the product or service for a price that paid. (Zeithaml, 1988). The underlying premise for this definition reveals that benefits and sacrifices are crucial in the value formulation. Cronin (2000) revealed that the meaning of sacrifice is not restricted to the money paid for certain goods but also contain the non-fiscal costs, for example, the exchange cost, search cost, negotiation cost and time incurred for the purchase.

2.1.5 Customer Satisfaction

According to Oliver (1999), customer satisfaction is characterized by the degree of meeting customer requirements when for the goods or services that purchased. Brandy and Robertson (2001) find that customer satisfaction is characterized by a person's positive or negative judgment on the comparison between perception and expectation toward the product or service. Customer satisfaction acts as a vital aspect for business to sustain in the market, which mean that the higher the satisfaction created by food service provider, the stronger the relationship with customer be developed and the higher the chances that customer revisit (Deng, Lu, Wei, & Zhang, 2009). In addition, customer satisfaction acts as essential component towards cafe to determine the revisit intention of the customers (Lee, 2004). Consequently, it is necessary to comprehend customers' requirements thus to be succeeded in future (Gregory, Smith, & Lenk, 1997). Therefore, when a café owner is able to meet the requirement of the customers such as listening to their needs and handling their complaints well enough, the customer will feel satisfy and it will create a competitive advantage for the business to contend and sustain in the competition (Harrington, Ottenbacher, Staggs & Powell, 2011; Parsa, Gregory, Self & Dutta, 2012).

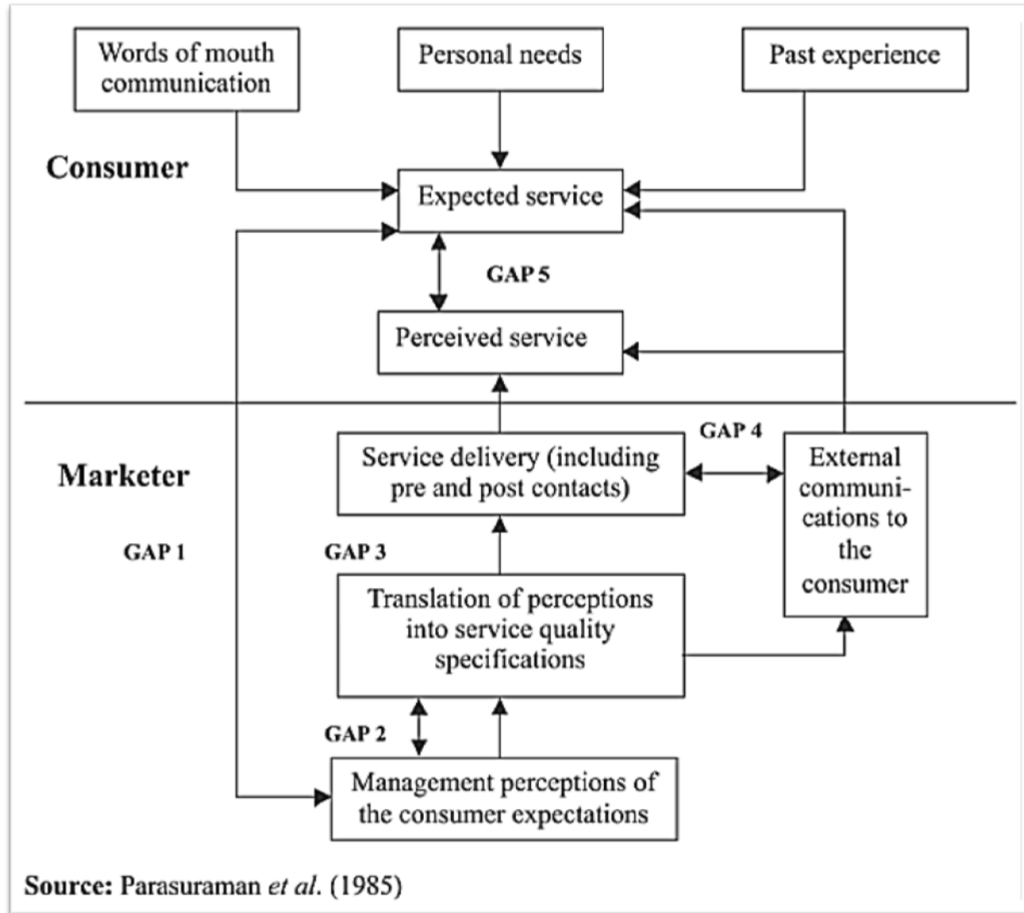
2.1.6 Revisit Intention

Revisit intention is characterized by customer intention to repurchase as well as show readiness to revisit the same place, spread the positive information and recommend the services or products to others (Oliver, 1997; Soderlund & Ohman, 2003; Teng & Kuo, 2011; Mat Som, Marzuki, Yousefi, & Khalifeh, 2012). Basically, customers' revisit decision is based on the purposes which include seeking for better quality of food and services, looking for a better relaxing environment, or seeking for better value for their money (Soriano, 2002). Besides that, the customers' revisit intention can be influenced by the promotional effort as well as positive experience that recalled by new attractions (Um, Chon, & Ro, 2006). The restaurant attributes as well as the number of previous visits can be a factor which influenced the customer revisit intention (Petrick, Morais & Norman, 2001; Weiss, 2003).

According to Kivela, Inbakaran and Reece (1999), customer revisit intention is determined by five elements which includes quality of food and service, first and last impression, environment and comfort level of the place. Therefore, café manager is required to figure out customer requirements and the possible attributes that lead to customer satisfaction and customer's future behavior.

2.2 Theoretical Reference

Figure 2.0: Service Quality Model

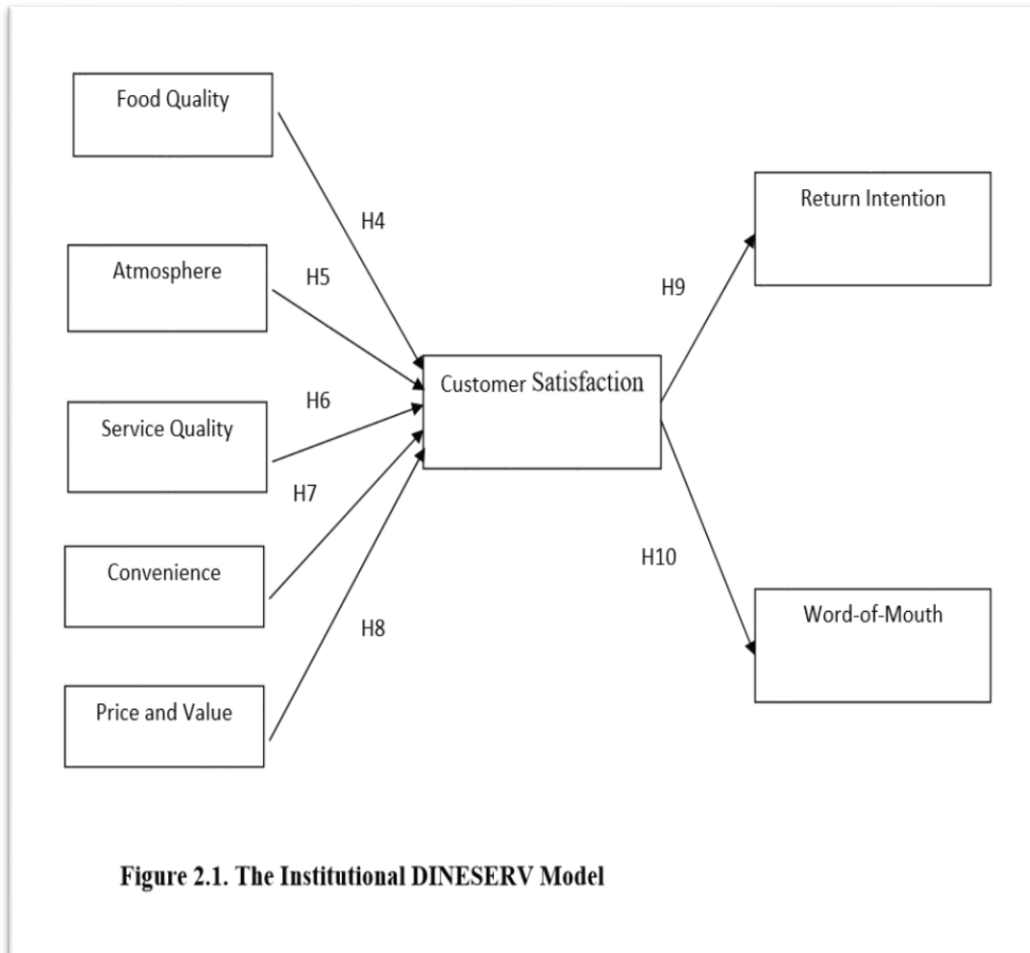


Source: Parasuraman, Zeithaml, & Berry (1985)

Figure 2.0 shows the SERVQUAL Model which adopted from Parasuraman, Zeithaml, & Berry (1985). SERVQUAL Model is used to analyses the five dimensions of service quality which includes tangibility, empathy, assurance, responsiveness and reliability in investigating the perception and expectation gap of the consumer. Additionally, the Gap 5 in this model is the most important because Gap 5 represents the results of the interaction from Gap 1 to Gap 4, therefore many research only focused on the Gap 5.

2.3 Past Studies

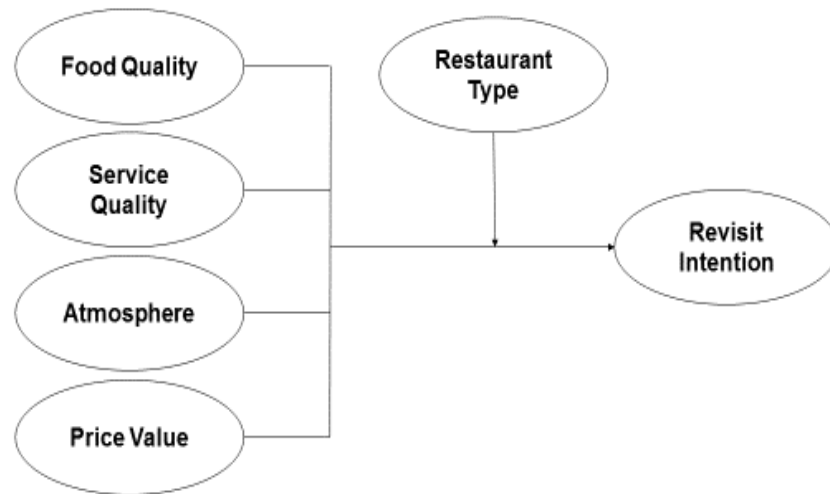
Figure 2.1: Influence of Institutional DINESERV on Customer Satisfaction, Return Intention, and Word-of-Mouth



Source: Kim, Ng, Kim (2009)

Figure 2.1 shows the DINESERV Model which adopted from the research of Kim, Ng and Kim (2009). The constructs covered in this study are food quality, price value, atmosphere, convenience and service quality towards customer satisfaction and which lead to return intention and word-of-mouth endorsement in the university dining facilities in United State.

Figure 2.2: Customer revisit intention to restaurants: Evidence from online reviews

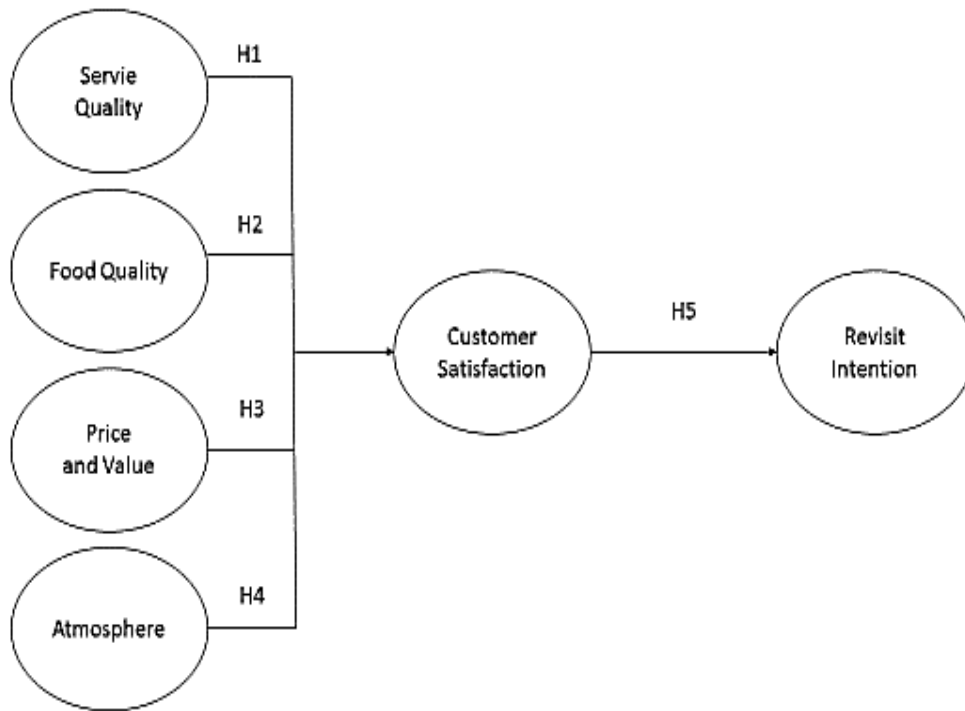


Source: Yan, X.B. & Wang, J. & Chau, M. (2013)

Figure 2.2 shows the conceptual framework adopted from the research of Yan, Wang and Chau (2013). The factors covered in this research study are food quality, price value, atmosphere, and service quality which lead to revisit intention to restaurants with a moderating effect of restaurant type.

2.4 Proposed Conceptual Framework

Figure 2.3: Factors Influencing Customer Satisfaction towards Revisit Intention on Café in Penang



Source: Developed for the research

From the literature and theoretical review, we have proposed a research framework as shown in figure 2.3. This framework demonstrates four exogenous constructs which are service quality, price value, food quality and atmosphere that lead to customer satisfaction and then affect revisit intention towards cafés. Customer Satisfaction is the mediator and revisit intention is the endogenous construct in this framework.

2.5 Hypothesis Development

2.5.1 The Relationship between Food Quality and Revisit Intention

The quality of food found to have a significant and positive connection with re-patronage in food service industry (Kim, Lee, & Kim, 2011). Food quality represents the nature of the eatery with a sizable perceptible trait. The trait of wholesome food enhanced the satisfaction of eatery, thereby expanding diner value perception. The increased perceived value is like to bring return support. It is also supported by research of Andaleeb & Conway (2006) and DiPietro & Campbell (2014) where the researchers find that customers were probably revisit if the perceived food quality was good. Hence, food was found to be more essential and applied a more noteworthy impact on return patronage and lead to positive behavioral intentions.

Thus, the hypothesis developed is as follow:

Hypothesis 1: There is a significant positive relationship between food quality and revisit intention.

2.5.2 The Relationship between Service Quality and Revisit Intention

Consistent with Marinkovic, Senic, Ivkov, Dimitrovski, & Bjelic (2014), whom uncovered that quality of service directly effect on behavioral intention in food service industry, which include revisit intention. Customers not only enjoying quality food, they also appreciate the interaction with the service provider during the dining experience. Hence, the service quality is one of the vital elements toward return patronage. Similarly, the study of Munhurrun (2012) and Kim, Ko, & Park (2013) explored the relative significance of the service quality in deciding

customers' intention to revisit. They found that restaurant that provides friendly services could make customers to feel valued and cared for, leading to the improvement of the restaurant's reputation to gain more deals and greater income in long term. Therefore, the study supports the connection between the service quality and intention to revisit respectively. Furthermore, Shariff (2015); Getty & Thompson (1995) mentioned that the dimensions of service quality developed as the most essential characteristic in inducing the return patronage. The consistent and reliable service provided could prompt revisit intention. Generally, good service quality would results in positive customer behavioral intentions where customer would recommend and revisit the same restaurant.

Thus, the hypothesis developed is as follow:

H2: There is a significant positive relationship between service quality and revisit intention.

2.5.3 The Relationship between Atmosphere and Revisit Intention

In the study of Emir (2016), he finds that the inner and outside environmental elements are vital in influencing revisit intention. He proved that there is a significant connection between atmosphere and future behavior of customers. Consequently, the result of the study showed that each powerful atmosphere variable have a strong impact on the communication among service provider and clients as well as the amount of purchase and behaviour. Moreover, in the research by Liu & Jang (2009); Rhee, Yang, Koo, & Chung (2016) on food service industry, the researchers state that music, aroma, temperature, as well as employee appearance showed significant relationship with the sentiments of customers, which thus influenced the return patronage. It is also supported by the research of Heung & Gu (2012); Raza, Siddiquei, Awan, & Bukhari (2012), they revealed that atmosphere is an additional marketing tool that can be effective

in matching customers needs in overall favorable dining experience. If the budgets permit, the café manager should consider invest a reasonable amount in the café's interior design and decorations, which could bring extra benefits as well as greater customers future return to the cafes.

Thus, the hypothesis developed is as follow:

H3: There is a significant positive relationship between atmosphere and revisit intention.

2.5.4 The Relationship between Price Value and Revisit Intention

There is an evidence to support that price value is a significant predictor of positive return intentions (Yuksel & Yuksel, 2002; Kim, Duncan, & Chung, 2015; Chen & Tsai, 2007). The researchers argued that customer willingness to revisit the same cafes relies on price value. In a restaurant setting, the results of Klassen, Trybus, & Kumar (2005) disclosed that price value was found to be more vital and has a more noteworthy impact on revisit patronage, with majority of the respondents choosing price instead of other factors. Although most of the food outlets had already given a great discount to the students, but students still consider price while choosing where to eat. Moreover, based on the study of Keaveney (1995), customer repeat patronage was influenced by perceived value, where price value seen to be the best predictor of revisit intention in food service industry, hence an unfavorable price perception can lead to a direct effect on customer intention to switch. Moreover, the findings of Yan, Wang, & Chau (2013) revealed that quality of food, price value, quality of service, and atmosphere are the essential factor of return patronage of eateries, where price value is the critical element.

Thus, the hypothesis developed is as follow:

H4: There is a significant positive relationship between price value and revisit intention.

2.5.5 The Relationship between Food Quality and Customer Satisfaction

In the study of Rozekhi, Hussin, Siddiqe, Rashid, & Salmi (2016), there is a strong connection between food quality and customer satisfaction in food service industry, where customer satisfaction is based on the food presentation, variety, wholesome options, flavorsome, fresh, tasty, as well as intensity of heat. Consequently, food quality is a critical element in deciding the degree of customer satisfaction toward a café/restaurant. Ryu, Lee, & Kim (2012) stated that food quality that perceived by customer, for example, nutritious and good-looking food, has a significant impact towards consumer satisfaction. Ryu, Lee, & Kim (2012) added that food quality plays the most critical component as it determines customer satisfaction, positive word-of-mouth, and repeat sales, therefore a good food quality could result in high customer perception which influence customer satisfaction and return patronage toward the café/restaurant. Moreover, a study of Rashid, Abdullah, Yusuf, & Shaar (2014) specified quality of food is a strong variable that significantly affect customer satisfaction among generation Y in fast food context. Other than that, Petzer & Mackay (2014) stated that the quality of food is considered as the best indicator of customer satisfaction at a dine-in eateries.

Thus, the hypothesis developed is as follow:

Hypothesis 5: There is a significant positive relationship between food quality and customer satisfaction.

2.5.6 The Relationship between Service Quality and Customer Satisfaction

In the research of Yulisetiari (2014), the connection among the quality of service and customer satisfaction was found, the study demonstrated that the quality of service significantly affects customer satisfaction, where good quality of service results in good customer satisfaction, and vice versa. According to the research of Andaleeb & Conway (2006), tangible and responsiveness services significantly influenced customer satisfaction as the service quality is a basic segment that strongly affect satisfaction, which represented the reliable, consistent service and supportive service provided found to fulfill customer requirement. Based on the findings of Markovic, Komsic, & Stifanic (2013), service quality considered as an important factor leading to greater customers' satisfaction, with the five measurements which include visible, dependability, responsiveness, pledge and empathy that demonstrate a noteworthy influence towards customer satisfaction. Besides that, Shaikah & Khan (2011) demonstrated the centrality of service quality on customer satisfaction, where the tangibles and responsiveness services have major impacts on customer satisfaction as these services qualities have a very strong connection with customer relationship that influence customer satisfaction.

Thus, the hypothesis developed is as follow:

H6: There is significant positive relationship between service quality and customer satisfaction.

2.5.7 The Relationship between Atmosphere and Customer Satisfaction

Atmosphere has turn into a significant feature in customer satisfaction, income-expanding efforts and in sustaining market share (Ryu & Han, 2011). Brady and Cronin (2001) stated that atmosphere can significantly affect

impression of overall quality, which turn to influence customer satisfaction towards certain restaurants. Petzer & Mackay (2014), shows that although atmospherics (the style, hues, format, lighting, ambience and decorations) is less critical, yet notably influence customer satisfaction. It is also supported by the findings of Lim (2010). A fantastic eating atmospherics will conduce large amount of customer satisfaction in food service industry. Few scholars found a noteworthy association between physical surrounding and customer satisfaction, for example, Chang (2000); Ryu and Han (2011); Wakefield and Blodgett (1996). Especially, Ryu and Han (2011) find that equipment aesthetics, lighting, design, and supportive service provided significantly affected disconfirmation and then impact on customer satisfaction. Besides, cleanliness is a noteworthy element in consumer assessment of eatery ambience as well as impact on customer satisfaction (Aksoydan, 2007). Sulek & Hensley (2004) said that customers usually remember a number of problems with cafe cleanliness longer than remembering food or service problems that lead to avoidance of the eatery in future. Moreover, Ladhari, Brun and Morales (2008) indicated that emotions have been seen as a basic determinant of satisfaction. Atmosphere of the food service provider (e.g., music, noise, and lighting) affect the emotions of a consumer, which in turn impacts his or her overall satisfaction with the service delivery process and result.

Thus, the hypothesis developed is as follow:

H7: There is significant positive relationship between atmosphere and customer satisfaction.

2.5.8 The Relationship between Price Value and Customer Satisfaction

Yuksel & Yuksel (2002) reveal that not just because of good meal, good service quality, as well as enjoyable environment that caused customers to visit the food store, but also because of the price they are paying correspond

with the value for money. A study by Qu (1997) specified that cost and value were essentially related to satisfaction and customer's return. The previous study of Yuksel and Yuksel (2002) likewise demonstrated that there is moderate connection between price value and dining satisfaction in term of atmosphere and service seekers. Furthermore, Jiang and Rosenbloom (2005) realized that perceived price acts as an essential part in deciding post-purchase satisfaction. Dodds et al. (1991) stated that despite the fact that there is positive effect of price on perceived food quality, it influences willingness of purchase and perceived value negatively. This is also concur by Schiffman and Kanuk (2004) whom declared that if perceived price is unfair, it may stimulate negative value perception and their readiness to buy. In price, quality and value relationship, Soriano (2002) demonstrated that the cost to be paid for the food and service decide the degree of quality to be requested. Consumers have increase their requirements to get a better quality as well as service in finding a superior value for spending. Besides, he stressed that service or price/value of meal is similarly critical when contrasting with other variables.

Hence, the hypothesis is developed as follow:

H8: There is a significant positive relationship between price value and customer satisfaction.

2.5.9 The Relationship between Customer Satisfaction and Revisit Intention

Some studies emphasized that customer satisfaction and intention to revisit are correlated since customer satisfaction influence customer return decision to the same dining location (Oliver, 1980; Cronin & Taylor, 1992). In addition, customer satisfaction positively influences the behavioral intention which include the positive word-of-mouth in sharing with their friends and return intention (Kivela, Inbakaran, & Reece, 1999; Namkung & Jang, 2007). Furthermore, the positive connection among customer

satisfaction and return patronage has been proven in the researches within the chain of restaurant industry (Chow, Lau, Lo, Sha, & YuN, 2007; Hyun, 2010).

Thus, the hypothesis is created as follow:

H9: There is significant positive relationship between customer satisfaction and revisit intention.

2.5.10 The Relationship between Food Quality and Revisit Intention with a mediator variable of Customer Satisfaction.

The food quality of a restaurant can possibly attract customers for returning to the restaurant (Sulek & Hensley, 2004). Also, food quality has involved as the main factor of customer satisfaction and return patronage in food service industry (Gupta, McLaughlin, & Gomez, 2007). Moreover, some studies proved that overall food quality significantly affected behavioral intention and furthermore uncovered that the connection between the quality of food and customer return patronage was mediated by satisfaction (Munhurrun, 2012; Ryu & Han 2010).

Thus, the hypothesis developed is as follow:

H10: There is mediation effect of customer satisfaction on the relationship between food quality and revisit intention.

2.5.11 The Relationship between Service Quality and Revisit Intention with a mediator variable of Customer Satisfaction.

According to Boulding, Karla, Staelin and Zeithaml (1993), when customers received a better service from a store, its helps in forming a greater behavioral intention, for example, spreading the positive message to others,

recommend the restaurant to others, or turn into higher return patronage. As supported by Ha and Jang (2010), the greater service provided to customers in Korean restaurant eventually prompted higher customer satisfaction, and then the satisfied customer will stay loyal and tend to revisit the same restaurant. The study of Diab, Mohammed, Mansour, & Saad (2015) identified DINESERV model as the core measurements of the quality of service and its impact on consumer satisfaction in the context of restaurant. There are four factors which include pledge, empathy, perceptibility and dependability, measured the significant impact on customer satisfaction, which lead to customer intention of revisit.

Thus, the hypothesis developed is as follow:

H11: There is mediation effect of customer satisfaction on the relationship between service quality and revisit intention.

2.5.12 The Relationship between Atmosphere and Revisit Intention with a mediator variable of Customer Satisfaction.

According to Jalil, Fikry and Zainuddin (2016), their conceptual paper attempts to connect atmosphere and return patronage with customer satisfaction as the mediator, concurrently, good atmospherics of store will result in positive return intention. Besides that, Bitner (1990) indicated that physical surrounding, employee responses and attribution will influence customer satisfaction and prompt customer behavioral intention in making revisit. With the support from Ryu and Han (2010), whom mentioned that pleasant atmosphere (e.g., lighting) act as a noteworthy general fulfillment as well as lead to revisit intention in the food service industry. Furthermore, Canny (2014) finds that physical environment such as interior decoration and colors has an important impact on the customer satisfaction which bring return patronage. Moreover, Kim & Moon (2009); Jang & Namkung (2009) indicated that eatery environment as well as entertainment could lead to consumer affective feedback and consequently have emotional impact on

the customer return patronage. In the view of the result of Marinkovic et al. (2014), there was a significant indirect influence on revisit intention through satisfaction.

Thus, the hypothesis developed is as follow:

H12: There is mediation effect of customer satisfaction on the relationship between atmosphere and revisit Intention.

2.5.13 The Relationship between Price Value and Revisit Intention with a mediator variable of Customer Satisfaction.

According to Yuksel and Yuksel (2002), price value is a vital factor in deciding customer satisfaction and revisit intention. A study by Qu (1997) discovered that price value was crucially associated to the customer satisfaction and result in customer revisit intention. When there was a greater satisfaction level in price value, customers revisit intention is likely to increase (Yan, Wang, & Chau, 2015; Qu, 1997). Shoemaker (1998) identified that when individuals deciding where to eat, they were mostly considered reasonable price as a critical element and attempt to switch to other restaurants if they provide better and favorable offers.

Thus, the hypothesis developed is as follow:

H13: There is mediation effect of customer satisfaction on the relationship between price value and Revisit Intention.

2.6 Conclusion

This chapter explained the study area by reviewing relevant studies. It explored the literature of the quality of food, price value, atmosphere and the quality of service that could bring about customer satisfaction towards revisit intention of café.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

This section determines and discusses the way in collecting, processing and analyzing data to answer the hypotheses in a methodical and organized way. The aim of this section is to make sure appropriate research techniques are followed to ensure comprehension assessment on the study.

3.1 Research Design

Quantitative research was used to support and test the exogenous constructs (price value, service quality, atmosphere, and food quality) that affect the endogenous construct (return intention) through mediator (customer satisfaction).

Quantitative research is the manipulation of observation in a numerical form for the point of depicting and clarifying the phenomenon that reflects from those observations (Sukamolson, 2007). It starts with a research problem statement and the development of hypotheses, a literature review, and a quantitative data analysis (Williams, 2007). In our research, survey method was used by distributing the questionnaires to the respondents and data collected were used for analysis. The quantitative research of discoveries can be prescient, explanatory, and affirming.

3.2 Data Collection Methods

Data collection referred as researchers aggregate the information that required for a research (Hox & Boejie, 2005). Primary data and secondary data were being gathered in the collection of data.

3.2.1 Primary Data and Secondary Data

First-hand information which aggregated and developed for certain purposes are known as primary data. In this research, Survey questionnaires method was conducted to collect primary data. A self-administered questionnaire was applied whereby respondents completed the questionnaires on his/her own.

Secondary data is the information which collected and created from other researchers. Google Scholar, Science Direct, Sage, Emerald and others databases as well as several reference books were referred for this study.

3.3 Sampling Design

Sampling design is making conclusion about the whole population by referring to a smaller group or part of the overall population (Zikmund, 2003).

3.3.1 Target Population

The theoretical population comprises every customers of the domestic café in Penang.

3.3.2 Sampling Frame

Sampling frame was not applicable in this study due to the difficulties in getting the sampling frame from a large number of the domestic café in Penang. In addition, the cafes that we had selected do not practice any

loyalty program. It was impossible to obtain the customer list in this situation.

3.3.3 Sampling Location

According to Ng (2016), the top 10 best cafes in Penang are (1) Awesome Canteen, (2) Black Kettle, (3) Bricklin Cafe Bar, (4) Brown Pocket Café, (5) China House, (6) Constant Gardener Coffee, (7) Macallum Connoisseurs, (8) Narrow Marrow, (9) Tavern in the Park and (10) The Alley Café. These 10 cafes suggested by Ng (2016) from Ladyiron Chef.com are credible and reliable due to it has more than five hundred thousand followers in Facebook. Therefore, we strongly believed that the cafes in the list definitely have more loyal customers compared to others and thus, these they were selected for survey purpose.

3.3.4 Sampling Elements

Customers of domestic café in Penang who at least visited the same café once before were selected as our target respondents, because there is always a reason support and motivate the customers to revisit. Therefore, their responses are the nearest to be representative of the overall population.

3.3.5 Sampling Technique

Convenience sampling has been applied to pick a sample because it is the easiest, time-saving, convenient, and low cost method by acquiring sample who were conveniently obtained (Zikmund, 2003).

3.3.6 Sample Size

According to Hill and Alexander (2000) a sample size between 200 to 500 respondents are adequate for achieving accurate estimation. Therefore, a total of 400 sets of questionnaire were being distributed.

3.4 Research Instrument

We had applied self-administered questionnaire in the study to eliminate high cost and time in data collection. The process was done in the form of questionnaires that delivered by hand to every respondent and collected subsequently.

3.4.1 Questionnaire Design

The question in the questionnaire was adapted from previous researchers. Fixed-alternative questions were being used in the questionnaires which respondents were given particular, limited-option responses and made a request to pick the one nearest to his/her own particular perspective. Therefore, the level of information that analyzed and collected from the respondents will be more accurate. The questionnaire was printed in English language.

Section A of the questionnaire is used to collect demographic information of respondents. For instances, age, marital status, race, gender and monthly income in addition to the number of visit to a café. In conclusion, this section involves simple-dichotomy, determinant-choice and frequency-determination questions.

In Section B, the measurement intent to identify the perceptions of customers about the four exogenous constructs which included atmosphere,

food quality, price value and service quality.

- 1: Questions about food quality consists of 6 questions.
- 2: Questions about service quality consists of 5 questions.
- 3: Questions about atmosphere consists of 8 questions.
- 4: Questions about price and value consists of 5 questions.

In Section C, it covered the evaluation of the endogenous constructs which were customer satisfaction and intention to revisit.

- A: Questions about customer satisfaction consists of 5 questions.
- B: Questions about revisit intention consists of 5 questions.

3.4.2 Pilot Test

Pilot test was conducted to evaluate the validity and reliability and identifying errors in the survey questions (Zikmund, Babin, Carr, & Griffin, 2010). For the purpose of this test, we had distributed an aggregate number of 30 questionnaires to the target respondents. The analysis of Cronbach's Alpha embraced reliability of the questionnaire.

3.5 Constructs Management

3.5.1 Origin of Construct

The questionnaire items are adapted from numerous researchers as shown in Table 3.5.1.1.

Table 3.5.1.1 Origin of Constructs

Construct	Source
Food Quality	<ul style="list-style-type: none"> • Ryu, Lee, & Kim (2012)
Service Quality	<ul style="list-style-type: none"> • Mhlanga (2014)
Atmosphere	<ul style="list-style-type: none"> • Mhlanga (2014)
Price and Value (Value for Money)	<ul style="list-style-type: none"> • Butcher, Sparks, & O’Callaghan (2002)
Customer Satisfaction	<ul style="list-style-type: none"> • Lim (2010) • Ryu, Lee, & Kim (2012)
Revisit Intention	<ul style="list-style-type: none"> • Ryu, Han & Jang (2012) • Ryu, Lee & Kim (2012) • Canny (2014) • Lim (2010)

Source: Established for the research

Table 3.5.1.2 Sample Items of the Constructs

Constructs	Sample Items
Food Quality	<ul style="list-style-type: none"> • The food presentation was visually attractive • The restaurant offered fresh food • The restaurant offered a variety of menu items • The smell of the food was enticing • The food was delicious
Service Quality	<ul style="list-style-type: none"> • Friendliness and politeness of staff • Staff have food and beverage knowledge • Attentiveness of staff • Staff greeting diners

	<ul style="list-style-type: none"> • Sympathetic handling of complaints
Atmosphere	<ul style="list-style-type: none"> • Attractiveness of exterior appearance • Subdued lighting • Comfortable temperature • Rational music • Pleasant odours • Spatial layout and functionality
Price Value (Value for Money)	<ul style="list-style-type: none"> • At the price I paid, the food was very reasonable • The price charged for my food last time was very acceptable • The food I had last time was very good value for the money. • The food at this café appears to be a bargain • I consider the food I received to be a good deal
Customer Satisfaction	<ul style="list-style-type: none"> • I am very satisfied with my overall experience at this restaurant • Overall, this restaurant puts me in a good mood • I have really enjoyed myself at this restaurant
Revisit Intention	<ul style="list-style-type: none"> • I would recommend this restaurant to my friends or others • I would like to come back to this restaurant in the future • I would say positive things about this restaurant to others

Source: Established for the research

3.5.2 Scale of Measurement

Nominal scales and ordinal scales were applied in this study. According to Malhotra and Peterson (2006), nominal scale is a scale in which the data are

serving as labels to distinguish and group the items with a rigorous objective function between numbers and items. For example, “Gender”:- Male or Female was one of the examples in section A of the questionnaire.

A scale in which the assignment of numbers to items are showing the relative extent to which the items claim certain attributes is called ordinal scale (Malhotra & Peterson, 2006). For instances, age with the option of “less than 18”, “18-25”, “26-35” and “more than 35” were questioned in Section A. Besides, Likert scale with five response options was used in Section B as well as Section C of the questionnaire.

Table 3.5.2.1: 5-point Traditional Likert scale

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

3.6 Data Processing

The data collected were processed and analyzed in accordance with the outline established for the purpose at the time of developing the research plan (Kothari, 2004). The data was validated, followed by editing, coding, transcribing as well as cleaning, which aid in data analysis to come out with the result for the study (Rudo, 2013; Shukla, 2008).

3.6.1 Data validation

Data validation is a process that attempt to discover illegible, incomplete, ambiguous and inconsistent response so that unacceptable questionnaires will be eliminated (Malhotra, 2008).

3.6.2 Data Editing

This process is the following procedure of inspecting the collected raw data to detect mistakes and exclusions and then correct them to achieve minimum data quality standards. For example, the data collected from the questionnaires might have some of the answers which do not tick at the correct places or some questions might be left unanswered, therefore, data editing is needed (Shukla, 2008; Jambwa, 2003).

3.6.3 Data Coding

Data coding is an activity of driving codes from those observed data which obtained from observations, interviews or questionnaires with the purpose of bringing out the essence and meaning of the data from the respondents toward the given topic (ReadingCraze, 2014). Thus, researchers can confirm the concepts, ideas and themes that derive from the data are coded to fit the categories (Treiber, Kipke, Dizon, Andrews, & Cassady, 2012).

3.6.4 Data Transcribing

Data Transcribing can consider as a process where the coded data are transferred from the questionnaires into computers by key punching. In this process, it also performed consistency checks to ensure the data is valid (Mazzocchi, 2008).

3.6.5 Data Cleaning

Data cleaning, also called data scrubbing, deals with detecting and eliminating data errors and inconsistencies in order to enhance the quality

of data (Rahm & Do, 2000). These procedures were implemented for checking invalid, incorrect and inconsistent data.

3.7 Data Analysis

McDaniel and Gates (2014) stated that data analysis is a research process after data collection. It aims to interpret and draw conclusions from the data collected. Among the 400 sets of distributed questionnaires, only completed questionnaires were used in analysis. In this research, SmartPLS version 3.0 was used as the primary software for data analysis.

3.7.1 Descriptive Analysis

Descriptive statistics is transforming source data into descriptive information to help researcher in comprehending and interpreting, describing, organizing and manipulating data collected (Zikmund, 2003). Descriptive statistics can be separated into measures of variability and central tendency, or dispersion. The three leading measures of central tendency comprised mean, mode and median, while measures of variability or dispersion comprise the standard deviation or variance, interquartile range, kurtosis and skewness. One of the most common ways to describe a single variable is frequency distribution. The aim of frequency is to exhibit the values (Zikmund, 2003). Moreover, descriptive statistics were measured and the mean with highest value was interpreted that respondents were likely to be considered significance into certain factors toward their satisfaction and intention to revisit.

3.7.2 Scale Measurement

The levels of measurement that researchers manipulated to classify the constructs or data is called scale measurement. Reliability and validity are two elements assessments. Researchers generally intend to develop reliable and valid tests and questionnaires in order to improve the accuracy of their assessment and evaluations (Golafshani, 2003).

3.7.2.1 Reliability Test

As reliability is measuring consistency of measurement over time or stability of measurement over a variety of conditions. Cronbach's Alpha is broadly adopted to assess the internal consistency of a scale or test in order to measure the items' inter-relatedness within the investigation. According to Hair, Hult, Ringle and Sarstedt (2014), Cronbach's Alpha acted as a conventional tool of internal consistency reliability which it should be greater than 0.708. In contrast, 0.60 to 0.70 indicated that internal consistency reliability is satisfactory in exploratory research.

3.7.3 Data Analysis Tool: SEM

In this research, the technique that used in data analysis is Partial Least Squares Structural Equation Modeling (PLS-SEM). SmartPLS 3.0 software was used in analyzing the data collected and also evaluating the hypothesized relationships with two-step methods which were measurement model and structural model. According to Hair, Hult, Ringle and Sarstedt (2014), when employing PLS-SEM, researchers has additionally advantage from parameter estimation with high efficiency, which showed the superior statistical power of the method with more prone to provide a specific correlation critical when it is in actuality huge within the population. Researchers were able to model multiple exogenous and endogenous

constructs as well as handling multicollinearity among the exogenous constructs.

3.8 Conclusion

In this study, convenience sampling method was employed to handpick a sample. Questionnaire survey was adopted by using self-administered method in a form of Paper-and-Pencil instrument. Among the 400 sets of questionnaires that had been given out, 388 sets of questionnaires were valid whereas 12 sets of questionnaires were invalid. SmartPLS software version 3.0 was applied in data analysis and interpretation.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter discussed about the result obtained from 388 surveys, which covered descriptive analysis, scale measurement and inferential analysis.

4.1 Descriptive Analysis

4.1.1 Demographic Profile of the Respondents

4.1.1.1 Gender of Respondents

Table 4.1: Gender of Survey Respondents

Category	Frequency	Percentage (%)
Male	163	42.01
Female	225	57.99
Total	388	100

Source: Developed for the research

A survey of determinant factors influencing customer satisfaction towards revisit intention on cafés in Penang was conducted in 2017. As shown in Table 4.1, out of the 388 completed data, 163 of them are male (42.01%) while 225 are female (57.99%).

4.1.1.2 Age of Respondents

Table 4.2: Age Range of Survey Respondents

Age Group	Frequency	Percentage (%)
18 and below	50	12.89
18-25	185	47.68
26-35	105	27.06
35 and above	48	12.37
Total	388	100

Source: Developed for the research

Table 4.2 presents the percentage distribution of respondents by age. The age group around 18-25 years old has the highest percentage (185 respondents, 47.68%), followed by the age group around 26-35 years old (105 respondents, 27.06%), the youngest age group which below 18 years old (50 respondents, 12.89%), then the age group around 35 and above has the lowest percentage (48 respondents, 12.37%).

4.1.1.3 Race of Respondents

Table 4.3: Race Range of Survey Respondents

Categories	Frequency	Percentage (%)
Malay	6	1.55
Chinese	335	86.34
Indian	27	6.96
Others	20	5.15
Total	388	100

Source: Developed for the research

The racial breakdown of the respondents is illustrated in Table 4.3. More than half of the respondents surveyed are Chinese, which is 335 respondents (86.34%), 6.96% of Indian respondents and 5.15% of the respondents are

from other races. Muslims only 6 (1.55%) since the cafes are mostly non-halal.

4.1.1.4 Marital Status of Respondents

Table 4.4: Marital Status of Survey Respondents

Categories	Frequency	Percentage (%)
Single	299	77.06
Married	78	20.10
Others	11	2.84
Total	388	100

Source: Developed for the research

Overall, 78 respondents (20.10%) from the total respondents were reported married at the time of survey. 299 (77.06%) of respondents reported that they were single and a small percentage reported being other status (2.84 %) (Table 4.4).

4.1.1.5 Monthly Income of Respondents

Table 4.5: Monthly Income of Survey Respondents

Categories	Frequency	Percentage (%)
RM1000 and below	136	35.05
RM 1001-RM2000	48	12.37
RM2001-RM3000	75	19.33
RM3001-RM4000	39	10.05
RM4001-RM5000	32	8.25
RM5000 and above	58	14.95
Total	388	100

Source: Developed for the research

Table 4.5 shows that the majority of respondents (35.05%) were in the income group of RM 1000 and below. The second dominant group was the category of RM 2001-RM3000 with 75 respondents (19.33%), followed by 58 respondents (14.95%) in the category of RM5000 and above. Besides that, 48 of respondents (12.37%) fell under the category of RM1001-RM2000. Additionally, the second lowest percentage was from the income group of RM3001-RM4000 with 39 respondents (10.05%), whereas the lowest percentage was the category of RM4001-RM5000 with 32 respondents (8.25%).

4.1.1.6 Frequency of the visits to the same Cafe in Penang by Respondents

Table 4.6: Frequency of Revisits to the Same Café in Penang

Category	Frequency	Percentage (%)
One	162	41.75
Two or Three	139	35.82
Four and above	87	22.42
Total	388	100

Source: Developed for the research

Table 4.6 illustrated the frequency of majority respondents revisit the same café before. Based on table shows, 162 respondents (41.75%) revisit the same café exactly one time. Furthermore, 139 of respondents (35.82%) have reported that they have revisit the same café for the second or third time, and 87 respondents (22.42%) have revisit for the fourth time and above.

4.2 Scale Measurement

Table 4.7: Cronbach's Alpha, Composite Reliability and Average Variance Extracted

Latent Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Atmosphere	0.768	0.842	0.516
Customer Satisfaction	0.828	0.879	0.594
Food Quality	0.858	0.894	0.585
Price Value	0.883	0.915	0.683
Revisit Intention	0.899	0.925	0.712
Service Quality	0.879	0.912	0.674

Source: Developed for the research

Table 4.7 indicates the result of the Cronbach's Alpha, Composite Reliability and Average Variance Extracted (AVE) of the data. According to Hair, Hult, Ringle, and Sarstedt (2014), Cronbach's Alpha and Composite Reliability must be above 0.70, if not it will still consider as weak in reliability. Based on the table above, all the value of Cronbach's Alpha and Composite Reliability are above 0.7 with the range of 0.768 to 0.899. The ranging of composite reliability are from 0.842 to 0.925. Both results are considered good. For the AVE, the result above 0.50 is consider as good and acceptable (Hair, Hult, Ringle & Sarstedt, 2014), the result shown that AVE range is from 0.516 to 0.712. The results shown above is consider good and acceptable.

Table 4.8: Discriminant Validity- Fornell-Larcker criterion

	Atmosphere	Customer Satisfaction	Food Quality	Price Value	Revisit Intention	Service Quality
Atmosphere	0.719					
Customer Satisfaction	0.493	0.770				
Food Quality	0.415	0.463	0.765			
Price Value	0.406	0.592	0.443	0.826		
Revisit Intention	0.427	0.756	0.416	0.516	0.844	
Service Quality	0.388	0.516	0.496	0.405	0.431	0.821

Sources: Developed for the research.

Discriminant validity can be defined as a measurement of the extent to which a construct or variable is unique with other variable or construct (Fornell & Larcker, 1981; Alaiad & Zhou, 2014). Table 4.8 shows the correlations between the latent constructs. A discriminant validity is established when the indicator’s loadings on its own construct is the highest among all of its loadings with other constructs (Sajad, Ebrahim, & Ramin, 2017). Therefore, based on the value shows in the table above, there is discriminant validity between research constructs.

4.3 Test of Significant

Table 4.9: The Direct Effect between Exogenous Constructs and Endogenous Construct

Hypothesis	Path Coefficient	T Value	P Values	Result
Food Quality -> Revisit Intention (H1)	0.112	2.329	0.020	Significant

Service Quality -> Revisit Intention (H2)	0.173	3.414	0.001	Significant
Atmosphere -> Revisit Intention (H3)	0.186	3.697	0.000	Significant
Price Value -> Revisit Intention (H4)	0.323	6.753	0.000	Significant

Note* when P Value < 0.05 is significant.

Source: Developed for the research

Table 4.9 illustrated the relationship between exogenous constructs (Food Quality, Service Quality, Atmosphere and Price Value) are significantly and positively related to endogenous construct (Revisit Intention) due to P-value are below 0.05 and all coefficient correlation values are positive. Hence, the hypothesis of 1, 2, 3 and 4 are supported.

Table 4.10: The Direct Effect between Exogenous Constructs and Mediator

Hypothesis	Path Coefficient	T Value	P Values	Result
Food Quality -> Customer Satisfaction (H5)	0.093	2.029	0.043	Significant
Service Quality -> Customer Satisfaction (H6)	0.238	4.588	0.000	Significant
Atmosphere -> Customer Satisfaction (H7)	0.212	5.223	0.000	Significant
Price Value -> Customer Satisfaction (H8)	0.368	7.756	0.000	Significant

Note* when P Value < 0.05 is significant.

Source: Developed for the research

Based on the Table 4.10, relationship between exogenous constructs (Food Quality, Service Quality, Atmosphere and Price Value) and mediator (Customer Satisfaction)

are significant and positive with the P-value below 0.05 and positive coefficient correlation. Therefore, the hypothesis of 5, 6, 7 and 8 are supported.

Table 4.11: The Direct Effect between Mediator and Endogenous Construct.

Hypothesis	Path Coefficient	T Value	P Values	Result
Customer Satisfaction -> Revisit Intention (H9)	0.756	27.556	0.000	Significant

Note* when P Value < 0.05 is significant.

Source: Developed for the research

Table 4.11 discussed the relationship between mediator (Customer Satisfaction) and endogenous construct (Revisit Intention). The relationship is significant and positive due to P-value is below 0.05. Hence, the hypothesis 9 is supported.

Table 4.12: The Total Effect and Indirect Effect of Exogenous Constructs and Endogenous Construct

Hypothesis	Indirect Effect	Total Effect	VAF	T Value	P Values	Mediation
Food Quality -> Revisit Intention (H10)	0.060	0.111	0.541	2.127	0.034	Partial Mediation
Service Quality -> Revisit Intention (H11)	0.154	0.174	0.885	4.489	0.000	Full Mediation
Atmosphere -> Revisit Intention	0.139	0.184	0.755	4.972	0.000	Partial Mediation

(H12)						
Price Value -> Revisit Intention (H13)	0.240	0.323	0.743	7.588	0.000	Partial Mediation

Note* when P Value < 0.05 is significant.

VAF= Variance Accounted For

VAF > 0.8 is Full Mediation; 0.2 < VAF <0.8 is Partial Mediation;

VAF < 0.2 is No Mediation

Source: Developed for the research

The mediation test was established based on Hair, Hult, Ringle and Sarstedt (2014) by using Bootstrapping method to explain the indirect effect of mediator (customer satisfaction) between exogenous constructs (food quality, service quality, atmosphere and price value) and endogenous construct (revisit intention). According to Hair, Hult, Ringle and Sarstedt (2014), a total of 3 steps need to be taken in order to test the mediation effect.

Firstly, to assess the significant of the direct effect without including the mediator between exogenous constructs and endogenous construct (Table 4.9). Since the direct effect is significant, we proceeded to second step. Secondly, we have assessed the significant (P<0.05) of the indirect effect between exogenous constructs and endogenous construct through mediator. Since the indirect effect is significant (P<0.05), we proceeded to the last step. Lastly, we calculated the variance accounted for (VAF). There will be a mediation effect if the VAF is above 0.2.

As stated by Hair, Hult, Ringle and Sarstedt (2014, p. 240), full mediation exists if exogenous construct is insignificant with the endogenous construct when the mediator variable is included in the path model. Besides that, partial mediation can be defined as the mediator variable accounts for some but not all of the relationship between independent construct and a dependent construct (Hair, Hult, Ringle and Sarstedt, 2014, p. 241).

Based on Table 4.12, it shows that customer satisfaction serves as a mediator between the exogenous constructs (food quality, service quality, atmosphere and price value) and endogenous construct (revisit intention) as all the relationships are significant ($p < 0.05$) and VAF are positive ($VAF > 0.2$). Hence, the hypothesis 10, 11, 12 and 13 are supported.

4.4 Conclusion

As a conclusion, the result of the scale measurement has proven that our data is sufficiently reliable and valid. Furthermore, 13 hypotheses that developed in the previous chapter were supported.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATION

5.0 Introduction

This chapter discusses the discoveries that had been clarified in chapter 4 while additionally elucidating several implications and summaries of the discoveries, theoretical and managerial implications, restrictions, suggestions for future research and conclusion.

5.1 Summary of Statistical Analysis

5.1.1 Summary of Descriptive Statistics

Table 5.1: Summary of Descriptive Statistics

Profile	Category	Frequency	Percent (%)
Gender	Male	163	42.01
	Female	225	57.99
Age Group	18 and below	50	12.89
	18-25	185	47.68
	26-35	105	27.06
	36 and above	48	12.37
Race	Malay	6	1.55
	Chinese	335	86.34
	Indian	27	6.96
	Others	20	5.15
Marital Status	Single	299	77.06
	Married	78	20.10
	Others	11	2.84

Monthly Income	RM 1000 and below	136	35.05
	RM1001- RM2000	48	12.37
	RM2001 – RM3000	75	19.33
	RM3001 – RM4000	39	10.05
	RM4001 – RM5000	32	8.25
	RM 5001 and above	58	14.95
Frequency of visits	One	162	41.75
	Two and Three	139	35.82
	Four and above	87	22.42

Source: Developed for the research

Table 5.1 shows the demographic profile of the target respondents, who were the customers of cafés in Penang. From the findings, most of them were females, aged 18 to 25, single, Chinese, monthly income is RM1,000 and below, and return visitors to the café.

5.1.2 Summary of Inferential Analysis

Table 5.2: Summary of Hypothesis Testing

Hypothesis	Path Coefficient (β)	T-Value	P-Value	Result
H1: There is significant positive relationship between food quality and revisit intention	0.112	2.329	0.020	Significant
H2: There is significant positive relationship between service quality and revisit intention	0.173	3.414	0.001	Significant

H3: There is significant positive relationship between atmosphere and revisit intention	0.186	3.697	0.000	Significant
H4: There is significant positive relationship between price value and revisit intention	0.323	6.753	0.000	Significant
H5: There is significant positive relationship between food quality and customer satisfaction	0.093	2.029	0.043	Significant
H6: There is significant positive relationship between service quality and customer satisfaction	0.238	4.588	0.000	Significant
H7: There is significant positive relationship between atmosphere and customer satisfaction	0.212	5.223	0.000	Significant
H8: There is significant positive relationship between price value and customer satisfaction	0.368	7.756	0.000	Significant
H9: There is significant positive relationship between customer satisfaction and revisit intention	0.756	27.556	0.000	Significant

H10: There is a mediation effect of customer satisfaction on the relationship between food quality and revisit intention	0.070	2.022	0.044	Significant
H11: There is a mediation effect of customer satisfaction on the relationship between service quality and revisit intention	0.180	4.431	0.000	Significant
H12: There is a mediation effect of customer satisfaction on the relationship between atmosphere and revisit intention	0.161	5.225	0.000	Significant
H13 : There is a mediation effect of customer satisfaction on the relationship between price value and revisit intention	0.278	4.336	0.000	Significant

Source: Developed for the research

By referring to Table 5.2, price value has the strongest significant relationship with customer satisfaction ($\beta=0.368$) among the four exogenous constructs. Followed by the service quality ($\beta=0.238$), atmosphere ($\beta=0.212$) and food quality ($\beta=0.093$). Thereafter, the relationship between mediator (customer satisfaction) and endogenous construct (revisit intention) also significant and positive with β value = 0.756. Additionally, through indirect effect, price value ($\beta=0.278$) has the strongest

significant relationship with revisit intention, followed by service quality ($\beta=0.180$) and atmosphere ($\beta=0.161$) whereas food quality ($\beta=0.070$) has the least significant indirect relationship with revisit intention. As such, all of the hypotheses were tested and supported ($t > 1.96$, $p < 0.05$).

5.2 Discussion of Major Finding

In this research, the result shown that all of the exogenous constructs are having significant positive relationship with customer revisit intention through the mediator - customer satisfaction.

Price is the essential elements among marketing mix which it is a clear factor that show monetary value and provides obvious signal of success or failure of products and services (Al-Salamin & Al-Hassan, 2016). Therefore, this explained the strong relationship between price value and customer revisit intention. Moreover, as consumers are basically price sensitive, it significantly affects customer motivation to consume (Zhou & Gu, 2015). According to World Population by Income (2011), Malaysia was populated by majority middle class and low income with average daily spending around RM10 to RM20. However, the price rates of cafe are usually falls in the range of RM10 to RM15 per cup of coffee and it is considered as burdensome to consume. Additionally, Davies (2017), stated that Malaysia ringgit is one of Asia worst-performing currencies over the past year and it has further to fall. Therefore, the crisis of the Ringgits exchange made the Malaysian consumers become more sensitive in price.

Next, service quality also acts as an important role in the cafe decision. It is necessary to percept the service first so that it could be graded, or to feel the satisfaction (Biserka & Ciric, 2008). A cafe simply accentuating the physical environment couldn't really enhance the customer satisfaction and return patronage if the service quality is lacking (Boo, 2010). Thus, it is important to provide appropriate service in order to satisfy customers especially the youngsters.

Furthermore, service failure was hard to recover and it may lead to a destroyed relationship between consumer and the cafe (Kabir & Carlsson, 2010).

Atmosphere acts as an important role to provide satisfaction to customer and a fine decorated atmosphere shows consumer status and convenience them to flaunt in social media, which mean that atmosphere acts as a critical role in determining satisfaction towards the cafe (Voon, 2012). In addition, atmosphere presented the brand and attribute of the cafe therefore attracts customer to revisit and satisfied them with the ideal acoustic and physical environment (Hannah, 2004). Moreover, the product and service of cafe basically constitute of food, hence food quality acts as critical part of the satisfaction (Golani, 2017). Based on the investigation of Sulek and Hensley (2004), they specified that food quality act as a vital indicators of customer satisfaction.

Lastly, customer satisfaction shows significant mediating effect on the relationships between all exogenous constructs and customer revisit intention. According to Yan, Wang & Chau (2013), the four factors is the antecedent of customer satisfaction which in turn act as the precursor of revisit intention to a cafe. In a nutshell, it proved that if a customer is satisfied with these four determinant factors, they would have higher satisfaction and possibility to revisit towards a cafe.

5.3 Implications of the Study

5.3.1 Theoretical Implications

This research shows strong relevant effect between service quality, price value, food quality, atmosphere and customer satisfaction thus lead to customer revisit intention. Therefore, from the theoretical perspective, it contributes some useful knowledge to the academics. This study mainly applied DINESERV Model in investigating the relationship between service quality, price value, food quality and atmosphere with customer revisit intention through customer satisfaction. It proves that both the four factors

are having significant impact on the customer satisfaction, which mean that the improvements on the four elements will lead to the improvement of customer satisfaction. It also shown the mediation effect of customer satisfaction that eventually lead to customer revisit intention. Hence, this research proofs that the DINESERV model is applicable in the situation restaurant as well as in café. The knowledge that share through this research could be further tested by other researcher in the future.

5.3.2 Managerial Implications

5.3.2.1 Food Quality

From the research, food quality has the slightest positive effect in impacting the customer satisfaction towards revisit intention on Café in Penang. In spite of the fact that it has the minimum effect, food is still considers as one of the basic perspective in affecting customer satisfaction (Namkung & Jang, 2007; Sulek & Hensley, 2004). Improvement of visual appeal, food taste, freshness, and nutritional content might aid managers to meet or exceed customer expectations and enhance behavioral intention (Pettijohn, Pettijohn, & Luke, 1997; Sulek & Hensley, 2004).

5.3.2.2 Service Quality

Service quality ended up being the third most critical component that influencing consumer satisfaction. For service quality improvement, it is suggested that administrators of Cafes ought to give essential training on how to treat customers to all the employees (Haghighi, Dorosti, Rahnama, & Hoseinpour, 2012). Moreover, the attitudes and performance of service providers is critical as it impacts customer perception on service quality (Iglesias & Guillén, 2004). Consequently, Cafe managers should keep on training their employees to welcome their customers in well-mannered,

being attentive, giving polite service, and increment their understanding about food, so they can convey a better service to customers.

5.3.2.3 Atmosphere

Atmosphere has the second rank with positive impact on the customer satisfaction. Managers should design the interiors and exteriors of the Cafes creatively and elegantly in order to deliver a conducive dining atmosphere to attract new customers (Kim, Ng, & Kim, 2009) as well as ensuring cleanliness and pleasing ambience with appropriate lighting and music.

5.3.2.4 Price Value

Furthermore, price value has the strongest positive impact among the four significant factors, thereby managers should focus in offering a sensible pricing to make their customers satisfied and prevent them from switching to other cafes. According to Kim, Ng, & Kim (2009), improving price value proposition and offering proper portion size may help administrators to pull in more customers, which successively enhanced operational proficiency and profitability of the cafes.

5.3.2.5 Customer Satisfaction

By referring to the research of Yuksel and Yuksel (2002), they contended that majority of satisfaction theories indicate that satisfaction is a relative idea and is constantly judged in connection to a particular standard. Thereby, managers need to give useful bits of knowledge into how well or how inadequately the cafés are performing in the marketplace through conducting analysis of effective customer satisfaction and retaining ratings and feedback from customer. It is essential to give customers a chance to show their response towards the overall satisfaction level because managers

can have the capacity to acknowledge and settle the issues by investigating customer disappointment.

5.3.2.6 Revisit Intention

As indicated by Yang and Chang (2011), they mentioned that customer satisfaction is the primary incentive for return patronage. A high level of customer satisfaction prompts an expansion in repeat business (Yuksel & Yuksel, 2002). Therefore, managers should be more conscious and emphasize on the four determinant factors - food quality, service quality, atmosphere and price value which can have a substantial effect on the level of satisfaction experienced by customers. Besides, the managers are encouraged to gauge the customer desire and satisfaction frequently and possessing the ability to deal with the complaints that received from customers timely and effectively.

5.4 Study Limitations

The research has been carried out successfully. However, there were limitations occurred during the research. The critical problem faced in this study is the willingness of the cafe owner to allow us to conduct the survey. Some of the cafe owners cited by Ng (2016) was unwilling to let us to conduct survey. Therefore, we are not able to conduct the survey at all the cafe we have listed and thus we only focus on few cafes to conduct the study.

5.5 Recommendations for Future Research

Refer to limitation stated above, we suggest to future researcher to refer to more sources and target more cafe to avoid the shrinkage of the research location. Hence, when the moment researcher reject by those cafe, they still have lots of choices and able to maintain the spread of data.

5.6 Conclusion

To conclude, the reason to conduct this study is to inspect the factors that influencing revisit intention of the cafes in Penang among the customers with customer satisfaction as a mediator. This research proven that there are relationships between the four exogenous constructs with customer revisit intention through customer satisfaction by using SEM modelling. The results prove that all the exogenous constructs which is service quality, price value, atmosphere and food quality is having a prominent impact towards customer satisfaction, additionally, customer satisfaction also showed significant impact onto revisit intention.

Lastly, this research also listed the limitation of the study that may affect the accuracy of the results, to solve this problem, recommendation has been suggested. In conclusion, this research provides a basic understanding of the cafe industry and acts as a guideline to the management of cafe in Penang for some improvement and further develops the business to achieve higher revisit rate. It also act as reference to academic in the research.

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APPENDICES

(Appendix 3.1: Questionnaire)



UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE

BACHELOR OF MARKETING (HONS-MK)

Determinant Factors that Influence Revisit Intention on Cafes in Penang

Survey Questionnaire

Dear Respondent,

We are students from Universiti Tunku Abdul Rahman (UTAR), Faculty of Business and Finance, pursuing degree in Bachelor of Marketing (Hons-MK). Currently, we are conducting a final year research on a project entitled “Determinant factors influencing customer satisfaction towards revisit intention on Cafe in Penang”

The main objective of this study is concerned about customers’ perception regarding the contributing factors that affects to the customer in term of loyalty in Penang. Furthermore, we hope that this research can contribute to the development of knowledge through the review of the literature and the analysis of data in order to learn more about the relative importances of institutional DINESERV factors (food quality, service quality, atmosphere and price and value) that affect customer satisfaction and revisit intention.

Your cooperation in completing this questionnaire is greatly appreciated. All information would remain strictly confidential, private and only be employed for research purpose.

NAME	STUDENT ID NO.
LIM JI CHUE	1406389
ANG YANNIE	1406232
CHIANG SEOK MIN	1406746
GOH SU MING	1406635

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 18 years old 18 – 25 years old 26 – 35 years old
 More than 35 years old

Q3. Race

- Malay Chinese
 Indian Others (Please state: _____)

Q4. Marital Status

- Single
 Married
 Others: _____

Q5. Monthly Income

- Less than RM 1000 RM 1001 – RM 2000 RM 2001 – RM 3000
 RM3001 - RM 4000 RM 4001 - RM 5000 More than RM 5000

Q6. How many times per month, on average, do you visited to this (any particular) café?

- 1 times 2-3 times More than 3 times

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.

No	Food Quality	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The food and beverage is tasty.	1	2	3	4	5
2	The range of the choice in the menu have meet my expectation.	1	2	3	4	5
3	Ingredient of the food is fresh.	1	2	3	4	5
4	Ingredient of the food is suitable for the meal.	1	2	3	4	5
5	The smell of the food is appetizing.	1	2	3	4	5
6	The food appearance is able to stimulate my appetite.	1	2	3	4	5

No	Service Quality	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
7	The attitude of staff is friendly.	1	2	3	4	5
8	Staff is able to serve me timely and efficiently.	1	2	3	4	5
9	Staff is having a well communication with me throughout the experience in the cafe.	1	2	3	4	5
10	Staff is knowledgeable to answer my enquiry.	1	2	3	4	5
11	They solve my complaint effectively.	1	2	3	4	5

No	Atmosphere	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
11	The design of exterior appearance is able to attract me.	1	2	3	4	5
12	Lighting of the environment is suitable.	1	2	3	4	5
13	Temperature of that area is appropriate.	1	2	3	4	5
14	Dining area provides suitable music.	1	2	3	4	5
15	Odours inside the cafe is acceptable.	1	2	3	4	5
16	Cleanness of the cafe is acceptable.	1	2	3	4	5
17	Design of the dining area is spacious enough.	1	2	3	4	5
18	Design of the dining area is convenience me to enjoy my meal.	1	2	3	4	5

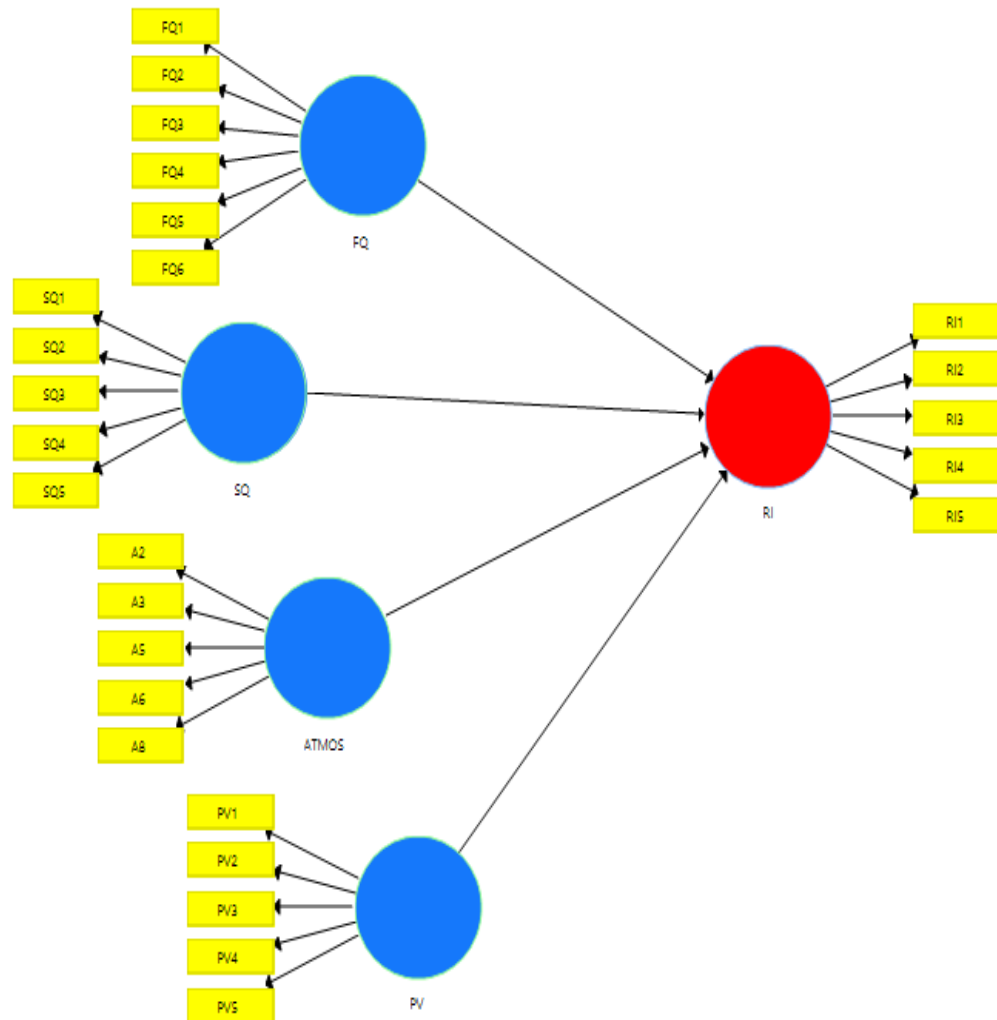
No	Price Value (Value for Money)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
19	The food I had last time was worth taking.	1	2	3	4	5
20	The food was very reasonable at the price I paid.	1	2	3	4	5
21	The food portion is value for it price.	1	2	3	4	5
22	The taste of the food is suitable for the price.	1	2	3	4	5
23	The food that I receive was a great deal.	1	2	3	4	5

No	Customer Satisfaction	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
24	I am satisfied with the food in this cafe.	1	2	3	4	5
25	I feel comfortable of the environment in this cafe.	1	2	3	4	5
26	The overall service provides is satisfied.	1	2	3	4	5
27	The price range is acceptable.	1	2	3	4	5
28	I satisfied with the overall experience in this cafe.	1	2	3	4	5

No	Revisit Intention	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
29	I would like to revisit to this cafe in the future	1	2	3	4	5
30	I would recommend this cafe to my friends, family or others.	1	2	3	4	5
31	I would spread positive word of mouth about this cafe to others.	1	2	3	4	5
32	This cafe will be one of my favorite cafe list.	1	2	3	4	5
33	I would like to become a loyal customer of this cafe.	1	2	3	4	5

(Appendix 4.1)

Hypothesized Path Model – The Direct Effect between Exogenous Constructs and Endogenous Construct

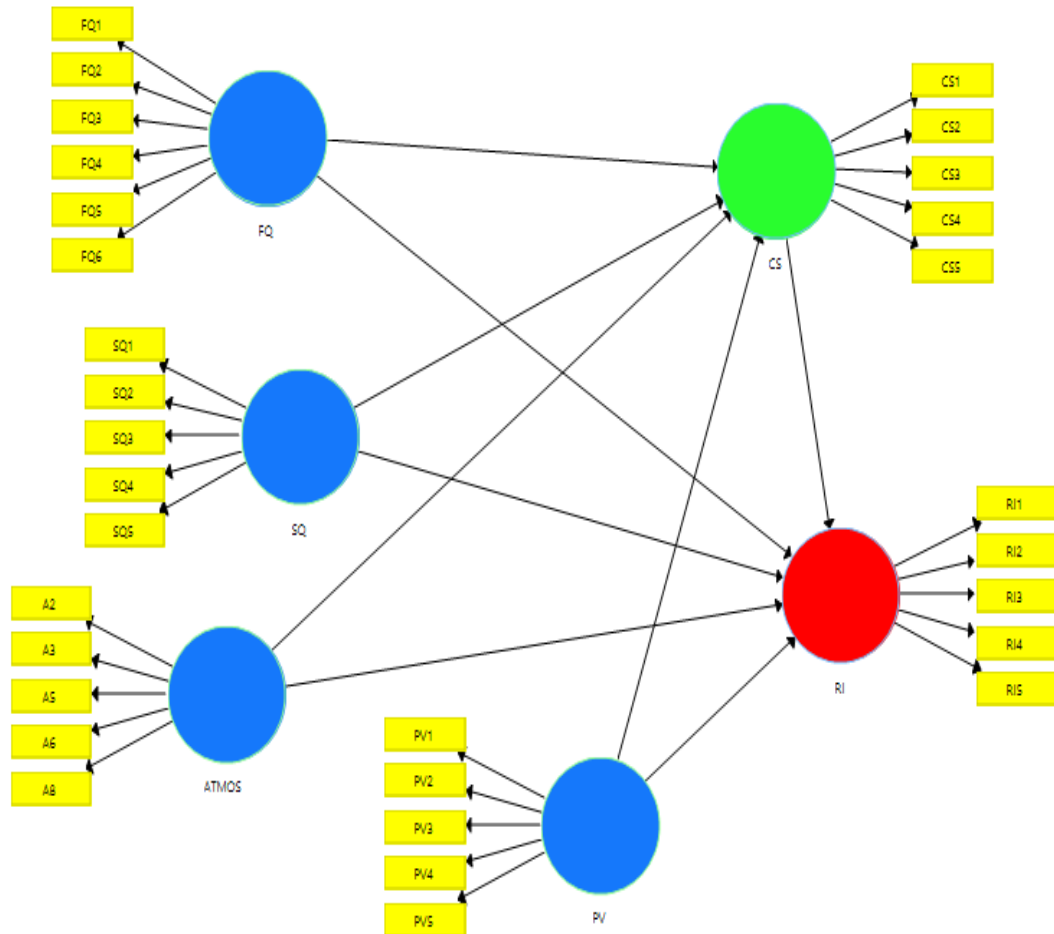


FQ: Food Quality
SQ: Service Quality
ATMOS: Atmosphere
PV: Price Value
RI: Revisit Intention

Source: Developed for the research

(Appendix 4.2)

Hypothesized Path Model – The Indirect Effect between Exogenous Constructs and Endogenous Construct.



FQ: Food Quality
SQ: Service Quality
ATMOS: Atmosphere
PV: Price Value
CS: Customer Satisfaction
RI: Revisit Intention

Source: Developed for the research

(Appendix 4.3)

