



**THE IMPACT OF CRISIS COMMUNICATION IN SOCIAL MEDIA ON NETIZEN
BEHAVIOUR: A CASE STUDY OF ZUS COFFEE CRISIS**

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A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT FOR THE AWARD OF
BACHELOR OF COMMUNICATION (HONS) PUBLIC RELATIONS
FACULTY OF ARTS AND SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN

JANUARY 2023

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Next, we would like to thank the UTAR Library for its assistance in providing access to most of the online resources. The library assistants helped us to access different journals from Sage Journal, JSTOR, and others. We appreciate the library's support and resources.

Moreover, we would like to express our deepest gratitude to ourselves, the five members of the group, who worked collaboratively to complete this research project. This project would not have been possible without each member's contributions and dedication.

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Mah Pei Bao,
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DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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APPROVAL FORM

This research paper attached hereto, entitled “The Impact of Crisis Communication in Social Media on Netizen Behaviour: A Case Study of ZUS Coffee Crisis” prepared and submitted by Gan Ka Yee, Mah Pei Bao, Ooi June Chi, Tung Jye Yi and Wong Zhi Seng in partial fulfillment of the requirements for the Bachelor of Communication (Hons) Public Relations is hereby accepted.

Supervisor

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ABSTRACT

The population of social media users in Malaysia increased by 2.3 million, which accounts for approximately 8% of the population, between 2021 and 2022. Nowadays, dissatisfied customers often express their grievances and seek retribution on social media when they feel mistreated or ignored by organisations. However, this phenomenon has negative implications and can potentially lead to significant social media crises. Therefore, effective crisis communication is crucial for organisations. Nevertheless, many organisations frequently fail to implement the best crisis response strategies during the crisis, which could damage their reputation. In this research, an inductive qualitative approach will be used to identify the organisation's crisis response and crisis response strategies during a crisis, and to investigate the impact of an organisation's crisis communication in social media on netizen behaviour. Purposive sampling method will be applied to select the sample of crisis response and crisis response strategies, where three statements posted by ZUS Coffee on Facebook will be selected as sample to analyse. Besides, a simple random sampling method will be applied to collect data on netizens' behaviour, where a total of 1,000 Facebook comments from netizens under the statements of ZUS Coffee will be selected using simple random sampling methods. Content analysis will be used to analyse the data collected. The findings revealed that the most used of crisis response by ZUS Coffee is meeting the public's communication needs and the most used of crisis response strategy is corrective action. However, the impact of ZUS Coffee's crisis communication on netizen behaviour on social media was predominantly negative. The discussion draws on relevant journal studies and there are some similarities and differences compared to the other studies.

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CHAPTER 1 INTRODUCTION

1.1 Background of the Study

A crisis is an unexpected and sudden situation that possibly leads to problems that threaten the image in an organisational context. According to Derani et al. (2016), a crisis can be a situation often separated from ordinary conditions in which a sense of urgency that concerns the problem may worsen without action. A crisis permanently damages an organisation's reputation and has the potential to harm stakeholders (Coombs & Holladay, 2022). According to Schultz & Göritz (2011), reputation is frequently viewed as a valuable, intangible commodity critical to the organisation's financial success. In the public relations industry, reputation is regarded as one of the essential assets to be taken care of as, without it, organisations can get affected negatively (Komodromos, 2017). Crises invariably jeopardise an organisation's reputation, so organisations must always be prepared to face any problem that occurs to their organisation. Thus, crisis communication is crucial to prevent escalation in any event of an emergency. According to Leykin (2016), crisis communication is a process of gathering, processing, and transmitting the information gathered for observation and crowd control. Crisis communication can help during any given circumstance, including several methods of communication used by organisations before, during and after crises to restore some semblance of regular operations (Spradley, 2017).

There are two types of crisis communication channels which include traditional crisis communication and social media crisis communication. Previously, when social media was not mainstream, organisations used traditional media such as television, radio, and newspaper agencies as crisis communication tools to respond to their crisis (Taylor & Perry, 2005). Traditional crisis communication has the disadvantage of providing one-way textual information about a situation to online users. However, empirical data indicate that traditional

media are crucial for crisis communication because audiences find them more credible. The authors also argue that using both traditional and social media is necessary due to their different advantages (Austin et al., 2012).

Social media has become an inherent part of modern society in this globalisation era and has become commonplace for all users around the globe to exchange ideas and share their experiences. According to Dixon (2022), more than 4.26 billion people will use social media in 2021 globally, and that number is expected to rise to approximately 6 billion by 2027. Moreover, due to the rise of social media, crisis communication on social media has attracted plenty of attention from organisations (Wang et al., 2021). Nowadays, most organisations are using social media outlets as their platform to respond to crises such as Facebook, Instagram, Twitter and so on. By including social media in their strategy, it provides a tangible connection between an organisation and the netizens they serve. Social media helps organisations share and disseminate information with as many netizens as possible while at the same time getting feedback and perspectives from them, which makes two-way communication possible (Derani & Naidu, 2016). Pang (2013) claimed that social media fosters relationships more quickly and dialogically than traditional media. Even if well-known newspapers have a high level of credibility, organisation communication through blogs result in exponentially greater reputation and, ultimately, organisational credibility. However, a study also claims that despite the increased options provided by social media platforms for their interactive and dialogical crisis communication, most companies still continue to favour traditional one-way media approaches as their “best practice” of crisis communication (Eriksson, 2012).

Furthermore, what an organisation says and does after the crisis has occurred refers to crisis response (Coombs, 2007). There are two sections of crisis response: the initial crisis response followed by the reputation repair and behavioural intentions. The initial crisis

response recommendations focus on three principles, which are to be quick, to be accurate, and to be consistent. Besides, several researchers have shed light on how to repair the reputational harm a crisis causes an organisation, and a list of crisis response strategies is at the heart of this study (Pangarkar, 2016). An organisation may choose from various crisis response strategies that may lead to the loss of reputation to varying degrees during a social media crisis when unfavourable opinions are widely spread among netizens (Zheng et al., 2018). For example, when the video of the violent sorting of parcels was uploaded onto social media, J&T responded by apologising to the customers. From this crisis, the response decision can see that the delivery organisation did not just shift the responsibility to the employees who were responsible for violently sorting parcels, and they did issue an apology through J&T official social media accounts, which with this response, could help them maintain their reputation (Hana Naz Harun & Mahani Ishak, 2021). Thus, organisations must choose an appropriate crisis response strategy to protect themselves from reputational decline.

According to Fang & Peress (2009), the corporate governance system and the total economic presentation of the organisations will be impacted by the crisis response strategy chosen by the organisation. This is because netizens will have assumptions towards the actions of an organisation during a crisis (Wang et al., 2021). However, when the steps do not meet their expectations, those netizens will try to spread unfavourable information about the organisation from person to person, which might harm the organisation's reputation (Buchanan, 2020). On the contrary, if the actions meet their expectations, they will give a positive action, enhancing the organisation's reputation through favourable feedback. Hence, the actions and behaviours of netizens during a crisis may ultimately influence the organisation's reputation. In contrast, a real-world crisis frequently results in a second crisis in social media (Schultz et al., 2011). Netizens participate in online communities and are

active on the internet (Achmad, 2021). Besides, netizens' behaviour refers to the attitude of netizens in how they respond to a certain message that appears on the internet (Adhianto et al., 2018). People nowadays spend most of their time online surfing, meaning that netizens will leave their opinions and reactions on any post they wish to have related to netizen behaviours. Netizens use acts like "lurking," "spamming," and other similar ones in social media to publicly voice their ideas (Yu et al., 2010). These actions are examples of netizen behaviours or how netizens react to a particular message or event. There are two types of netizen behaviours as is in human nature: positive behaviour and negative behaviour. Negative behaviour will damage the organisation's reputation, while positive behaviour will enhance the organisation's reputation. Therefore, to respond correctly when unfavourable information spreads on social media, an organisation must strengthen their monitoring of public opinions on social media and its ability to determine the views and behaviours of netizens.

In this study, the researchers will apply the Image Restoration Theory to identify the crisis response strategies used by the organisation during a crisis. According to Image Restoration Theory, accusations or suspicions consist of culpability and offensiveness. Only if an obnoxious act has occurred and one is suspected of being responsible for that act is an image at risk (Benoit, 2008). Additionally, the Image Restoration Theory provides a clearer picture of how organisations should respond to image restoration solutions, demonstrating the need for more prescriptive research in this area. (Dardis & Haigh, 2009). Organisations must apply the Image Restoration Theory to safeguard themselves from a fall in reputation if a crisis were to arise.

This study examines how different organisations and netizens have evolved their approaches in response to crises on social media. The researchers can find the best strategies to deploy in a given circumstance using the Evolutionary Game Model (McKenzie, 2021).

The researchers will employ Evolutionary Game Theory as our model in this research. An Evolutionary Game Model is used to analyse the average netizen behaviour during the ZUS Coffee crisis. This study employs evolutionary game theory for two reasons (Gao et al., 2018). Firstly, unlike traditional game theory, Evolutionary Game Theory uses a dynamic analysis of the evolutionary process to explain why and how game players arrive at a stable state. Secondly, the mutation process can account for a certain rigidity in the evolution of groupings. According to this approach, an organisation might choose a positive or negative strategy in a social media crisis. Several variables can affect how social media users react to a crisis within an organisation. For instance, they could respond by ignoring, remaining silent, condemning the organisation, or transmitting negative information. A specific percentage of online netizens choose one of these strategies. We expand the fundamental model to incorporate the effects of strategy learning by supposing that others impact each netizen's decision in the social network (Wang et al., 2021). Finally, we examined how the social media crisis affects organisations by examining the netizen' behaviour in the comment areas. (Gao et al., 2018). This research will employ the use of qualitative research method to collect data. Content analysis will be used to collect the data and investigate the netizen's behaviour.

The main purpose of this study is to identify the crisis response and crisis response strategies used by ZUS Coffee during the crisis and to investigate the impact of an organisation's crisis communication in social media on netizen behaviour by using Image Restoration Theory and Evolutionary Game Theory.

1.2 Statement of the Problem

According to Wok & Mohamed's (2017) analysis, Malaysia's population of social media users increased by 2.3 million, factoring around 8% of the population, between 2021 and 2022. In Malaysia, where there are 30.25 million social media users, 91.7% of the population used the platform at the beginning of 2022. Social media is altering how users connect with organisations after-service problems. Many customers now vent their dissatisfaction and seek retribution on social media after feeling mistreated or disregarded by an organisation (Tripp & Gregoire, 2011). Negative parts of this phenomenon could potentially cause significant social media crises. For instance, the employees at Hilton tweeted a video accusing a visitor of trespassing and violence, which infuriated online users and caused them to adversely criticise the organisation and putting Hilton in a vise (Triantafillidou & Yannas, 2020). Additionally, Austin et al. (2012) claims that the situation will worsen as more people use social media, the situation will worsen because internet users already give social media much credence. They will trust what they see on social media, thus when internet users circulate bad rumours about an organisation, it might substantially harm that organisation's reputation and trigger a crisis, whereas a real-world crisis frequently triggers a second crisis in the social media world (Schultz et al., 2011).

In light of this, crisis communication is essential. Crisis communication is called communication between an organisation and its public before, during, and after a negative event. The conversation outlines ideas and measures to minimise harm to the organisation's reputation (Robert et al., 2017). Crisis response strategies are discussed in the strategies and tactics. Because many organisations frequently fail to put the advice into reality, selecting the best crisis response strategy is crucial (Holladay, 2009). For instance, following the collision of the two trains, Prasarana management sent a thank-you message rather than an apology on its social media, sparking a fresh problem and harming the organisation's brand (Justin,

2021). This demonstrates how Prasarana damaged its reputation by failing to implement the proper crisis response strategy.

Additionally, using the traditional strategy, an organisation may believe that it is not to blame for a disaster, erroneously expecting that the public won't hold that belief, especially on social media (Grunig, 2013). Before deciding on a suitable crisis response approach, an organisation should actively monitor the netizen's behaviour and pay attention to their beliefs. According to Wang et al. (2021), because netizens would have expectations regarding an organisation's activities during a crisis, netizens' behaviours in a crisis may substantially impact that organisation's reputation. When an organisation's actions fall short of expectations, it will strive to disseminate inaccurate information about the organisation that could harm its reputation. Additionally, consumers can easily spread information about an organisation to a large audience through social media, and the organisation has little influence over the process, according to Effing & Spil (2016). This relates to Luoma-aho & Vos (2010), who contend that in the current internet world, organisational communication is becoming less predictable because the organisation cannot control interactions with customers. Lack of control makes organisations more vulnerable, which raises the frequency and seriousness of organisational crises (Gruber et al., 2015). Therefore, an organisation must monitor netizen behaviour before implementing any crisis response strategy.

Besides, only some studies have ever analysed the most recent Social Media Crisis Management research or described the effects of social media on Crisis Communication Strategies (CCS) in the present literature on Public Relations (Cheng, 2018). The study of crisis communication and social media also focuses on examining theories' general traits and tendencies and the theoretical framework and research techniques applied. There is little study that examines how the most recent findings can be used to better understand how to use social media for crisis communication (Eriksson, 2018). This study will close the knowledge

gap and investigate the impact of netizen behaviour in crisis communication, which is crucial for affecting the organisation's reputation.

The Image Restoration Theory developed by Beniot and the Evolutionary Game Theory developed by Weibull will be the main theories of the research. The Image Restoration Theory will be applied in the crisis response strategies used by the organisations. The Evolutionary Game Theory will be applied to analyse netizen behaviour since the primary focus of this study is the influence of netizen behaviour on crisis communication. According to evolutionary game theory, social media crises involve the collective behaviour of parties attempting to alter the game's rules in the face of both an internal and external crisis (Wang et al., 2021). Therefore, it is vital to use evolutionary game theory in this research to analyse netizen behaviour.

Last but not least, according to Ki & Nekmat (2014) analysis of Fortune 500 organisations' Facebook crisis messaging, the public's reactions to these posts were neutral or unfavourable, which suggests that the businesses weren't using social media in a crisis appropriately. However, improper use of social media during a crisis can ignite fires and damage an organisation's brand (Wang et al., 2021). In this study, the ZUS Coffee crisis is selected as the case study to investigate, as ZUS Coffee can be the investigation based in Malaysia.

1.3 Research Objectives

RO1 To identify the organisation's crisis response during a crisis.

RO2 To identify the crisis response strategies used by the organisation during the crisis.

RO3 To investigate the impact of an organisation's crisis communication in social media on netizen behaviour.

1.4 Research Questions

RQ1 What are the organisation's crisis responses during the crisis?

RQ2 What are the crisis response strategies used by the organisation during the crisis?

RQ3 What is the impact of organisations' crisis communication on social media towards netizen behaviour?

1.5 Research Significance

The findings of this study will help large conglomerates better understand the importance of using social media when associating with crises and connecting with their target audiences. The reliability and certainty of the data will serve as a guideline for future research.

From a marketer's viewpoint, this study provides a better understanding of the netizen's behaviour and the need to monitor netizen behaviour to guarantee they operate favourably. A positive brand image will increase consumer loyalty and confidence in the brand's products and a shorter consumer decision-making process. According to Chang et al. (2005), the four elements of store image are infrastructure, convenience, service, and sales activities, which directly impact consumer satisfaction.

From a management standpoint, this study informs organisations on the significance of brand image and customer appraisal. Furthermore, a strong brand image will result in a higher reputation, market share, and intangible worth for the organisation's brand. It generates a large amount of revenue for the organisation and excellent client feedback. According to Aaker (1991), the image of an organisation can be significant and aid consumers in information collecting, brand differentiation, creating a motive to purchase, and creating positive feelings and a foundation for brand extension.

This study will assist organisations and large conglomerates in measuring social media responses of netizens towards the organisation and assist them in exploring methods in ways to generate a favourable outcome and shy away from undesirable consequences. The organisation will gain a deeper understanding of netizen behaviour, when they read through this study, they will find out which strategy and theories are more suitable to respond to a crisis. Different crisis response strategies may produce different results, thus choosing a suitable strategy is crucial. To avoid the unpleasant outcomes of social media crises by applying appropriate crisis communication strategies and engaging social media users in their online discussions to benefit from the potential opportunities present.

Another contribution of this research is the data collected from image restoration theory and evolutionary game theory. As a result, the image restoration theory can assist and alleviate the organisation in restoring its reputation by using an appropriate crisis response strategy. The evolutionary game theory guides the organisation and netizens to counterbalance the costs and benefits of various crisis communication strategies. Through the comprehensive exploration of this study, this research will provide more sources and information for future researchers.

1.6 Scope of the Study

The case study's research will focus on social media, crisis response strategies, netizen behaviour, and ZUS Coffee.

For social media, the dissemination of knowledge in society and around the world is changing due to social media and its influences. The conditions of people's lives are changing due to the growing uptake of blogs, social networking sites, and video-streaming platforms like YouTube and Twitch. The flow of information is now much more rapid and transparent. Events that a few years ago would have been kept as state secrets indefinitely are now

publicised instantly over the globe (Mayfield, 2008). In the context of social media, the researchers will use the platform of social media, which is Facebook, to find out how organisations respond to crises and what crisis response strategies they will employ.

For crisis response, the response begins when avoidance efforts fail, and circumstances produce a crisis. At this point, organisations concentrate their resources and efforts on crowd control efforts to reduce or prevent harm to the environment, infrastructure, and people. Continual crisis occurrences must be communicated to stakeholders, and organisational decisions about whether and how much information to disclose must be made as well as decisions made either by the crisis management team (Hale et al., 2005). In the context of crisis response, the researchers will focus on how organisations use social media to respond to the crisis and find out what crisis response they will apply in their crisis communication.

For crisis response strategies, an organisation experiencing a crisis may choose which crisis management techniques are best for preserving its reputation. This is such that stakeholders' perceptions of the organisation and the issue can be impacted by choice of crisis response tactics. An organisation's reputational assets can be safeguarded, and the impacts of a crisis can be minimised with an effective crisis response strategy. In contrast, an unsuccessful crisis response strategy can grievously undermine an organisation's performance and reputation (Coombs, 1995). In the context of crisis response strategies, the researchers will apply Image Restoration Theory as a strategy of crisis response in this study to focus on how the organisation responded to the crisis and gain back the public's trust.

A netizen is defined as a cyber citizen, a participant of the internet or member of an online community usually displaying a keen interest or habitual tendencies during online discussions and on a multitude of platforms which use online networks as intellectual spaces

to forge connections with people worldwide while being rooted in their immediate environment (Abdullah et al., 2021). In the context of netizen behaviour, the researchers will analyse the behaviour of the netizens on the organisation's social media crisis response.

The organisation ZUS Coffee is an international franchise coffee brand. It was founded in December 2019, and its first outlet was born in Binjai, Indonesia (ZUS Coffee, n.d.). For the ZUS Coffee crisis, Fdaus Ahmad stated on Facebook that he went to ZUS Coffee to buy a cup of beverages for RM11.75 after paying RM12, and the cashier told him they did not have 5 cents to give back the change and returned 20 cents to him. He stated that the issue is not money's value but the gentleman's principles between vendors and purchasers. In this study, the researchers will analyse the ZUS Coffee crisis response and the netizen behaviour of the ZUS Coffee crisis.

CHAPTER 2 LITERATURE REVIEW

2.1 Crisis

Boin et al. (2005: 2-3) describe crises as instances in which widely held values are immediately in danger, creating both demands for rapid action and doubts about the entire scope, repercussions, and potential cures of the occurrence. A crisis can be defined as "an unanticipated incident that threatens major stakeholder expectations and can seriously damage an organisation's performance and cause bad outcomes" for an organisation. When crises are inadequately managed, organisations and stakeholders can encounter financial, physical, and health consequences, among other things (Liu et al., 2011). A crisis denotes a situation in which time is of the essence, and an effective choice must be made immediately. The issue creates a sense of loss of control throughout the organisation, exacerbating the overall predicament. Thus, crisis management must be swift and effective, with flexibility built into crisis management plans to deal with additional shocks. It necessitates the capacity to lead the organisation out of dire circumstances by encouraging and inspiring the personnel (Buallay et al., 2020). There are three outcomes that a crisis could have: (a) The organisation is forced out of business, destroyed, legal action threatened, and key executives may be charged with crimes; (b) The organisation continues to exist but has suffered a significant loss in public perception and financial standing; or (c) the organisation, after a protracted battle, has prevailed in the public's good graces and is viewed as favourably as before or possibly even more favourably (Koselleck & Richter, 2006).

A crisis can result in three types of threats: (1) public safety, (2) financial loss, and (3) reputational damage. Several crises, such as workplace accidents and damaged products, can cause injuries and even fatalities (Zibi, 2018). Diverse forms and natures of crises necessitate distinct reactions and, as a result, different methods of crisis management. The primary sorts

of crises are as follows: (1) Financial crisis, (2) Technological crisis, (3) Crisis of Malevolence (4) Natural crisis (Buallay et al., 2020). A crisis progresses through four stages: (1) Pre Crisis stage (Prodromal phase), (2) Crisis stage (Acute phase), (3) Response stage (Chronic phase), (4) Post-crisis stage (Resolution phase) (Civelek et al., 2019). The "occurrence of the crisis" or "prodromal period" is the early phase of a crisis. During this time, crucial signs of a potential crisis begin to emerge. When these warning signs are detected, they present repetitive messages to the organisation, supporting the elimination or reduction of the possible repercussions of the crisis and continual clues. Organisations that remain aware of the trends and developments in their environment have a better chance of detecting and mitigating the emergence of a crisis (Paraskevas & Altinay, 2013).

2.1.1 Social Media Crisis

According to Dixon (2022), using social media is one of the most common internet activities nowadays. However, social media creates a breeding ground for crises or threats due to the emergence and exchange of user-generated materials (Coombs, 2014a). According to research by Siah et al. (2010), social media has evolved into a catalyst for escalating crises. Diffusion is a critical component of social media, and people have become so accustomed to it that it is practically ubiquitous. Gaining access to social media has relatively low entry requirements, making a reasonably open environment for everyone. This explains why more netizens were aware of the crises when they were reported on social media. Some even contributed to their perpetuation by spreading the news and giving feedback towards the crisis (Mei et al., 2010). Effective social media crisis communication revolves around the following: (1) making the most of social media's ability to spark conversation and (2) selecting the ideal message, source, and timing; (3) using social media monitoring; (4) continuing to give traditional media priority in crises; and (5) simply using social media in strategic crisis communication (Palen, 2008).

Before the emergence of social media, the vast majority of unhappy consumers chose not to voice their complaints following a negative experience because they believed that the costs of doing so would outweigh any potential advantages (Chebat et al., 2005). Due to social media, this situation has significantly changed. According to (Tripp & Gregoire, 2011), many customers increasingly use social media to express their frustrations and seek retribution after being mistreated or ignored by an organisation. Once negative word-of-mouth circulates online, netizens build on one another's comments, and the engaged organisation may no longer have control over the conversation. This could result in significant public crises that the organisation needs to manage appropriately (Laufer, 2010; Laufer & Coombs, 2006). For example, a social media crisis happened during the 2011 Christmas season. A home security video was uploaded to YouTube, showing a FedEx delivery driver tossing a box containing a delicate computer monitor. Even when FedEx responded appropriately in 3 days via the organisation's blog, it was still too late as the video had already received over 500,000 views and many netizens commented negatively toward the video, and this may damage the reputation of FedEx (Grégoire et al., 2015).

Social media has made complaining simpler and more effective than ever before. There is no longer calling the organisation or spending hours on hold while being transferred from representative to representative. Social media allows customers to submit an online complaint in minutes (Grégoire et al., 2015). If they don't respond quickly, they get their "pound of flesh" by complaining about the poor service. Such responses are common nowadays. An alarmingly high percentage of consumers—85%—say they will act if their requirements are not satisfied, and 21% of 18 to 34-year-olds say they will do so by utilising social media, according to a recent poll sponsored by Five9 (Grant, 2013). Therefore, the social media crisis has been increasing in recent years. Customers are becoming more active compared with before.

2.2 Crisis Communication

The preponderance of this literature discusses the significance of developing and implementing a crisis plan and the tactics engaged in that planning (Penrose, 2000). The findings show that more diverse contextual and methodological applications in crisis communication research in public relations may theoretically and practically exist. Overall, it appears that the body of work could be less descriptive and more prescriptive if the models were supported by more scholarly discussion and criticism. This study backs up the (Coombs, 2009; Avery et al., 2010) argument that "much of the existing reputation restoration research has generated more discussion about what should be done than testing genuine prescriptive statements." Looking at the crisis from a communication perspective shows that the control process in the literature moves from linear to interpretive, emphasising the significance of communication at all levels. Bell (2010) stated that analysing the crisis communication literature has shaped our understanding of the issue today. Analysis of effective and efficient crisis communication is widespread due to the urgency it holds with what companies face during emergencies. Studies analyse crucial advice to carry out crisis communication with the utmost efficiency to reduce damage to the companies and the clients they serve with the best crowd control methods. The studies' themes were based on peer-reviewed journal articles and published conference papers, which were identified and critically discussed.

Crisis communication was undoubtedly oral presentation, persuasion, and debate before the print media revolution. Anyone who can reach an audience and is willing to do so could communicate with the intended audience. The instruments of trade during the print and broadcast communications revolutions required ability and knowledge to obtain; editors and other gatekeepers either prevented or allowed access to the public. The avenues of contact are once more open to almost everyone with the desire in this new digital communications

revolution. The communication possibilities are immense and look to develop exponentially, making the world even smaller than it is already, given the numbers of people on earth before Gutenberg and the population now (Kathleen, n.d.). Analysis of effective and efficient crisis communication is widespread due to the urgency it holds with what companies face during emergencies. Studies analyse crucial advice to carry out crisis communication with the utmost efficiency to reduce damage to the companies and the clients they serve with the best crowd control methods. However, lists of dos and don'ts for using social media during emergencies and crises are more than just being developed by different types of organisations as part of their social media use policies. In the past ten years, several scientific studies have provided practitioners in online and social media crisis communication with useful recommendations and/or "best practices" in the fields of informatics White & Plotnick, 2010, marketing, public relations, and strategic communication as well as a disaster- and crisis-management research (Eriksson, 2018). The studies' themes were based on peer-reviewed journal articles and published conference papers, which were identified and critically discussed.

Furthermore, the values, beliefs, conventions, assumptions, and practices that define an organisation's culture will be reflected in its crisis communication methods. According to (Claeys et al., 2010; Coombs & Holladay, 2002; Verhoeven et al., 2012), crisis communication scholars have repeatedly drawn attention to a link between crisis type and reputation, which is justified by the crisis responsibility caused by the nature of the crisis.

The attainment of the corporate goal, which in times of crisis is the organisation's stability, is depicted on the strategy map for crisis communication. The strategic goals of crisis communication can be understood in light of the relationships between causes and effects. Strategic goals that align with the crisis communication objectives must be included in effectiveness indicators of crisis communication. As a tool for expressing the

organisation's crisis communication objectives, the strategy map of the crisis is created (Kádárová et al., 2015).

2.3 Crisis Response

Crisis response is one of the elements of crisis management (Calloway & Keen, 1996). The term "crisis response" describes all the forethought and action done to handle crises, critical occurrences, tragic events, and natural and man-made catastrophes (California Association of Marriage and Family Therapists, 2022). In other words, what an organisation says and does after the crisis occurs refers to crisis response (Coombs, 2007). According to Coombs (1998), comprehending how to employ crisis responses effectively begins with understanding the current crisis. The crisis scenario should influence the selection of crisis responses if we assume that the situation affects communicative decisions. However, Coombs (1999) also claims that the organisation must inform its stakeholders and formulate a crisis plan when a crisis arises. It is important not to take the crisis reaction lightly. When a crisis first arises, what the organisation says and does in the crisis response can greatly impact the success of the crisis management effort. Every organisation will use crisis response because it is the best way to help prevent and handle crises effectively. The management justification for this interest is straightforward: Financial incentives exist to prevent, reduce, and respond to crises in a way that best safeguards human and financial resources, as well as, more generally, "reputation," which some claim to be the cornerstone of successful crisis response (Heath, 2010). According to Stephens (2019), organisational authorities employ assembly rules and communication cycles to choose their specific recovery, remediation, and rectification efforts once a crisis occurs. They then use elaborate communication campaigns to educate the publics about these plans. There are two sections of crisis response: the initial crisis response and the reputation repair and behavioural intentions. The initial crisis response recommendations focus on 3 principles, which are to be quick, to be accurate, and to be

consistent. To (a) reduce uncertainty and (b) fulfil the public's communication demands, companies should purposefully provide crisis information in a timely and honest manner. This will prevent the public from turning to unreliable sources (Stephens, 2019). Crisis response can be monitored in a few ways, which include monitoring social media, providing timely updates, customising key messages for social media platforms and taking social media discussions offline (Austin & Jin, 2018).

One research views crisis response as a complex co-evolving system (CCES). In a complex co-evolving system (CCES), evolutionary and self-organisational processes may result in various new order conditions, not all of which are necessarily ideal (Paraskevas, 2006). Another research mentions that although not the only factor determining a successful crisis response, an organisation's resource availability significantly influences its preparedness (Pangarkar, 2016). Some academics have examined spontaneously occurring (spontaneous) responses to organisational crisis communication using crisis public responses through social media as opposed to experimental approaches (Choi and Lin, 2009; Coombs and Holladay, 2012a; Niedermeir, 2012; Schwarz, 2012). Coombs and Holladay (2014) found that the rhetorical arena is where several crisis actors discuss the situation and reply to other crisis actors' discussions.

2.4 Crisis Response Strategies

Contrary to popular belief, there are times when it is best to refrain from using any strategies when a crisis arises. According to Lee's (2004) research, an organisation is more trustworthy when it employs a "no comment strategy". However, according to Wang et al. (2021), a crisis response strategy is important to an organisation as organisations need a crisis response strategy to influence the development of the public's opinion more successfully and efficiently on crucial issues. Moreover, Coombs (2006) claims that a rapidly expanding body

of crisis management research that focuses on what companies say and do after a crisis strikes, the usage of crisis response tactics, has arisen during the past ten years. Crisis response strategy refers to what an organisation says and does after a crisis to prevent undesirable intentions, lessen the negative impact towards the organisation and repair the reputational harm a crisis causes to an organisation (Coombs, 2007). Various crisis response strategies have been implemented to help organisations control the damage during a crisis. The three main goals of crisis response strategies are to shape how the crisis is attributed, alter how people view the organisation that is experiencing the crisis and lessen the negative effect the crisis has on the organisation (Mohamad Ashari et al., 2017). Based on stakeholders' perceptions, a crisis-affected organisation might decide which crisis response strategy is or is more suited to safeguard its reputation (Yu et al., 2022). This is because the selection of crisis response strategies impacts how stakeholders view the organisation and the crisis. An organisation's reputational assets can be protected, and the effects of a crisis can be minimised with an effective crisis response strategy. However, an ineffective crisis response strategy can severely harm the reputation and performance of an organisation (Ma & Zhan, 2016).

2.5 Image Restoration Theory

The term "Image Restoration Theory" refers to tactics intended to assist businesses, people, or both in regaining their favourable public perception. This theory emphasises the various methods that people, groups, and nations, among others, employ when faced with the prospect of reputational harm (Benoit, 2008). According to Rivas (2019), this notion is predicated on the idea that organisations and people depend on their image. According to this view, an attack comprises two elements: 1) The accused is held accountable for the deed, and 2) The deed is offensive. An adverse impression is only created when a group or person is considered accountable for the behaviour. The image restoration hypothesis solves this issue

because when an organisation's reputation is jeopardised, it risks the organisation's reputation. Organisations and people may experience reputational challenges, and in these situations, they must use the image restoration theory's provisions to rebuild their reputations (Weiner, 2006). Due to the image restoration theory, the organisation could have chances to rebuild its reputation by having a good crisis response strategy.

Image Restoration Theory and its different iterations have emerged as possibly the most influential paradigm of scholarly study when examining the function of corporate communication in crises (Dardis & Haigh, 2009). The theory of image restoration discourse concentrates on message choices, according to Benoit (1997a), rather than characterising the kinds of crisis circumstances or the stages of a crisis. Image Restoration Theory primarily focuses on the immediate aftermath of an event via the prism of different strategic messages, such as denial, shifting the responsibility, reducing the offensiveness of the event, corrective action, and mortification (Ulmer et al., 2007).

According to research done by Dardis & Haigh (2009), the study showed that among all dependent measures, the reduce offensiveness strategy was most effective among consumers. This research claimed that lowering the offensive of the crisis seems to go far further in boosting an organisation's reputation than evading responsibilities. Therefore, it shows that an organisation likely would not want to employ avoiding responsibility during a crisis. However, a study by Coombs & Holladay (1996) claimed that evading responsibility was better than the mortification strategy.

In this research, researchers use the image restoration theory to analyse the crisis response strategies used by ZUS Coffee in crisis communication on social media to rebuild its reputation, which is the ZUS Coffee 75-cent crisis (ZUS Coffee, 2022).

2.5.1 Denial

A denial strategy has two components: simple denial and shifting the blame. Simple denial refers to simply denying the wrongdoing. An organisation accused of misconduct might deny that the offensive act was not committed or deny that it never happened (Grimmer, 2017). If the audience accepts any of these possibilities, the accused should be cleared of all blame and wrongdoing.

Besides, shifting the blame refers to when an organisation claims that another party is responsible for the negative deed. For instance, the CEO of Exxon argued that state officials and the US Coast Guard were impeding Exxon's clean-up operations by denying it proper access to the oil spill locations when the organisation was criticised for being slow to clean up the Valdez oil spill (Dardis & Haigh, 2009). Alternatively, if the accused did not commit the negative deed, they may choose to shift the blame instead (Benoit, 1997b). Additionally, this component might be better than simple denial. First, it gives the audience a place to redirect their unpleasant emotions. Second, it responds to a crucial query that can arise in the minds of others after hearing a simple denial: "Well, if you didn't do it, who did?" (Blaney & Benoit, 2016).

2.5.2 Evasion of Responsibility

Evasion of responsibility aims to minimise the perceived burden of an organisation participating in the incident by minimising or evading their apparent responsibility (Wang et al., 2021). This is equivalent to the account literature's use of the word "excuse". In this case, four circumstances are identified as provocation, defeasibility, accidental, and good intentions (Blaney & Benoit, 2016).

First, provocation indicates that the accused could assert that the wrongdoing was a response to another act and contends that the behaviour in issue can be considered a legitimate reaction to the provocation. As a result, the provocateur might be held accountable rather than the actor, helping to repair the accused's reputation (Blaney & Benoit, 2016). For example, companies cite and use the local government's recalcitrant policies to justify moving elsewhere (Dardis & Haigh, 2009).

Moreover, the second way in which to evade responsibility is by defeasibility. In this circumstance, the accused tries to justify, excuse, or lessen the burden of the act by claiming a lack of information or control over important elements of the situation (Grimmer, 2017). In addition, other authors point to various defeasibility arguments, in which the accused tried to argue that a lack of information, free will, or ability excuses him or her from full liability for the offensive act. If this argument is accepted, it should lessen the accused's perceived responsibility for the offensive action and restore the tarnished reputation (Blaney & Benoit, 2016).

The third way is to claim that the offensive activity was unintentional and happened by accident or mistake (Dardis & Haigh, 2009). If the accused can convince the audience that the failed event happened accidentally, this should minimise the accused's apparent responsibility and lessen the harm to his or her reputation (Grimmer, 2017).

Lastly, an organisation may emphasise that it only ever had good intentions, that is, something "bad" happened while the organisation was trying to do something "good" and that the act was committed without malice (Benoit & Hirson, 2001). Finally, the organisation can indicate that the transgression was engaged to bring about a positive outcome (Nazione & Perrault, 2019). For instance, the California Bureau of Automotive Repairs accused Sears of making the unneeded auto repair. Sears highlighted its long-standing organisation policy of

preventive maintenance and consumer safety (Bradford & Garrett, 1995). In this circumstance, the audience is urged to absolve the actor of some responsibility for the action because it was carried out with good intentions (Blaney & Benoit, 2016).

2.5.3 Reduce Offensiveness

Reducing the perceived offensiveness of the behaviour is the third image restoration strategy. According to (Blaney & Benoit, 2016), reducing offence refers to an organisation that is accused of misbehaviour may try to lessen the perceived offensiveness of the act rather than deny or minimise culpability for the alleged wrongdoing act, and this parallels the concept of “justification” in the literature of the account. This strategy has six different versions: bolstering, minimisation, differentiation, transcendence, attack accuser, and compensation (Wang et al., 2021). Notably, none of the six versions contest or deny that an organisation committed the behaviour; rather, they work to mitigate the consequences of the behaviour and try to mend the harm done to the organisation’s reputation (Dardis & Haigh, 2009).

Firstly, bolstering emphasises the accused's good qualities and positive aspects (Compton & Compton, 2014) to lessen unfavourable reactions towards the offensive behaviour (Benoit, 1997b). In this situation, an organisation might talk about its positive traits or the good things it has done in the past (Dardis & Haigh, 2009). Increasing the favourable sentiment toward the organisation may help counteract the organisation’s negative reputation, even though the negative impact of the charge is unchanged in this form (Blaney & Benoit, 2016). In this version, the hope is that favourable emotions or a positive attitude toward the organisation will be intended to balance out any bad emotions brought on by the offensive behaviours (Grimmer, 2017).

Next, minimization attempts to minimise the perceived harm caused by the offensive act and lessen the associated negative sentiment toward the organisation (Grimmer, 2017). An organisation tries to reduce the negative impacts of the action by persuading the audience that the wrongdoing was not as serious as it initially appeared (Dardis & Haigh, 2009). Therefore, the level of hostility associated with the act decreases if the audience realises that it was not as awful as it first seemed and that the reputational harm done to the accused should be lessened (Blaney & Benoit, 2016).

Moreover, to identify the offensive act as being less harsh than the other comparable actions, differentiation may be utilised to compare the offensive show with similar acts (Grimmer, 2017). Comparatively, the issue front may look less offensive and objectionable and lessen the negative feeling of the audience toward the organisation.

Next, transcendence works by putting the behaviour in a different and better context (Compton & Compton, 2014). For instance, an organisation accused of wrongdoing can draw the audiences' focus to other, purportedly greater values to justify the behaviour in question. A favourable context may minimise the offensiveness of the behaviour and thus enhance the accused's reputation (Blaney & Benoit, 2016).

Furthermore, attacking the accusers is another tactic to lessen the offence of the conduct (Dardis & Haigh, 2009). To help the organisation to repair its reputation and to draw attention away from offensive behaviour, an organisation may choose to simply attack the accuser to lessen the credibility of the source of the allegation (Benoit, 1995). As a result, the harm to the accused's reputation may be decreased if the source of the allegations' credibility and reliability can be damaged.

Lastly, the final method of reducing offensiveness is compensation. An organisation may compensate the victims to lessen the harm caused by the offensive and objectionable act

(Benoit, 1997b). Both monetary compensation and valuable products or services are acceptable forms of redress (Blaney & Benoit, 2016). For instance, when a theatre offers free tickets to another show, or a restaurant manager agrees not to charge for an unpleasant meal. If the “victim” agrees and accepts, the negative impacts of the misconduct presumably should be offset and restore the organisation’s reputation (Dardis & Haigh, 2009).

2.5.4 Corrective Action

Next is corrective action, in which an organisation promises to address the issue or to correct the offensive act or transgression (Dardis & Haigh, 2009).

This can manifest in one of two ways:

(1) The organisation can guarantee that it will find a solution to restore the situation to its original state before the offensive act occurred.

(2) The organisation can commit to preventing similar behaviour from occurring again (Compton & Compton, 2014).

Nevertheless, it is crucial to understand that an organisation can take corrective action without acknowledging their wrongdoing or offering an apology, as Tylenol did when it adopted rage-resistant packaging for its product in the wake of the poisonings (Blaney & Benoit, 2016). Corrective action differs from compensation in that it promises to rectify or prevent the problem, whereas compensation aims to pay restitution. Willingness to correct and avoid the recurrence of the mistake is likely to improve an organisation’s reputation.

2.5.5 Mortification

Mortification can be done by showing an organisation cares about the transgression's negative effects and apologises for doing it (Nazione & Perrault, 2019). It means that the

accused may merely accept the responsibility for the wrongdoing and beg for pardon. If the apology is sincere, we might decide to forgive the transgression. However, this strategy's potential drawback is that it might encourage legal action (Dardis & Haigh, 2009). Besides, concessions, in which the organisation may recognise wrongdoing and express regret, are also covered by Schonbach (1980), as cited in (Blaney & Benoit, 2016). Although it may be advisable to combine this method with plans to address or prevent the problem from recurring, these tactics can also be used separately.

2.6 Netizen Behaviour

According to Liu et al. (2013), netizens can voice their opinions on any social emergency through online forums, reviews, blogs, microblogging, emails, and other channels. However, an Internet emergency occurs when online public sentiment turns into a physical, electronic, or content threat. However, Achmad (2021) claims that netizen conduct is the emotion and activity a social media user exhibits after perceiving something. According to Coombs (2014), social media criticism magnified by the general public may harm reputations, result in undesirable conduct, and cause financial difficulties. Social media invites anyone interested to engage by contributing and providing feedback openly, discussing, and sharing information quickly and indefinitely. Behaviour is the action or reaction of an actor, entity, user, or other entity to situations or environmental stimuli (Safari, 2019). Understanding the behaviour of netizens has gotten more difficult as there is an increasing focus on how the data network mediates human activities (Lancieri & Durand, 2005).

Netizen behaviour can be divided into two categories: positive and negative. For positive behaviour, positive individual behaviour can prevent the spread of negative emotions and encourage the spread of positive ones. Individuals who decrease the transmission of

negative emotions and increase the transmission of positive emotions will specifically contribute to an increase in positive social emotions (Huang et al., 2021). When most user comments were good, netizens were more likely to support the positive perspective. (Safari, 2019). In another manner, frequency-as-information is one of the reasons proposed by researchers to explain the negative bias effect (Skowronski & Carlston, 1989). Research indicates that network structure not only influences but also increases emotional contagion. Individuals with diverse emotions are compelled to adopt the same emotion due to peer pressure. (Huang et al., 2021). Positive individual behaviour reduces negative emotions and encourages the spread of positive emotions, according to research by Goldenberg & Gross (2020). When most netizen comments were negative, an individual would interpret the situation negatively and respond negatively. Negative behaviour, negative individual behaviour will spread negative emotions to the public. Individuals who increase the transmission of negative emotions in social media will affect the feelings of others. For example, cyberbullying on social media. Cyberbullying on social media is an aggressive behaviour to hurt or distress someone. It is repeated between people whose relationships are marked by a power imbalance (Whittaker & Kowalski, 2015). By creating a bogus tale and disseminating it around online networking, social media can easily ruin someone's reputation. It makes people fixate. Spending countless hours on social sites might divert attention from and thoughts for a certain task. Instead of absorbing the practical knowledge and skills of everyday life, they mostly rely on innovation and the internet (Akram & Kumar, 2017).

Also, social media can disseminate and communicate about crisis communication, creating new opportunities for organisations and netizens to develop their own content, monitor possible crisis issues, and engage in decentralised rapid communication in the twenty-first century (Eriksson & Olsson, 2016). At least they get their "pound of flesh" by complaining about the subpar service if they don't receive a prompt response. Today, we

frequently hear responses like these. User-generated content creating, sharing, and commenting on social posts. The netizen can receive the message and generate the message to share with the public instantly on social media as the message's reach will be increased. Hence, User-Generated Content is also a part of the content in crisis communication on social media (Morgan & Wilk, 2021). Through the presence of public space, the public is anticipated to be able to organise to form public opinion, critique, and act as a watchdog to regulate the organisation's behaviour (Achmad, 2021).

According to previous research (Ji et al., 2019), social media content frequently provides information about the author's emotional state, judgement or evaluation of a particular person or issue, or intentional emotional communication. When developing an opinion or impression, individuals place greater importance on negative information than good information. One of the strong determinants of internet content spread is discovered to be emotions. People use emotionally charged social media posts to deepen their relationships, create personas, and make sense of their emotional experiences. The emotional undertones in the content, in turn, affect how people connect with it and spread its messages on social media. Additionally, it influences readers' emotional states and subsequent decisions (Sul & Yuan, 2014). On the other hand, Plutchik proposed a psycho-evolutionary theory of emotions that included eight fundamental emotions: anger, fear, joy, surprise, sadness, disgust, trust, and anticipation, that may combine to create brand-new emotions. He arranged these feelings in concentric circles, with the inner circle housing the stronger emotions and the outer circle housing the lesser ones, according to their intensity. These discs' colours also varied in intensity. The intensity will be stronger the darker the shade (Chawla & Mehrotra, 2021).

2.7 Evolutionary Game Theory

According to Weibull (1997), an evolutionary game theory emerged as an application of the mathematical theory of games to biological contexts due to the insight that frequency-dependent fitness adds a strategic component to evolution. However, there has been an increasing interest in evolutionary game theory among social scientists, such as economists, sociologists, anthropologists, and philosophers. However, Sigmund & Nowak (1999) claim that the interaction between ecology and economics has improved the theory of evolution. This tradition is continued by evolutionary game theory, which combines game theory and population ecology. Game theory was developed to solve issues faced by decision-makers with conflicting interests. Thus, the evolutionary game theory was developed. Three facts explain why social scientists are interested in a theory with clear biological underpinnings. In the first instance, evolutionary game theory does not always consider biological evolution. This understanding of the word "evolution" commonly equates it with cultural evolution, which reflects shifts in norms and ideologies across time. Second, the underlying rationality assumptions of evolutionary game theories are frequently more appropriate for modelling social systems than those underpinning traditional game theory. Third, evolutionary game theory is an explicitly dynamic that closes a significant gap in conventional theory (Sandholm, 2020).

According to Kuhn (1997), The classical games theory, a branch of mathematics and economics that describes situations in which people compete and collaborate, was first given a rigorous definition by von Neumann in 1928. The classic game theory assumes that all players would behave most advantageously and seeks to analyse their best possible actions. The expansion of the conventional game model to consider the participants' diverse worldviews are more in line with people's true character. Ideas from evolutionary theory subsequently inspired the subject of game theory. Individuals engage in learning behaviours

that enable them to continuously modify and enhance their behaviours to advance to a higher level as human civilisation develops (Wang et al., 2021). However, during a crisis, netizen behaviour will impact the organisation's losses, and corporate reaction plans will also affect netizen behaviour (Xie et al., 2020). Game theory can assist the organisation and internet users weigh the costs and benefits of different crisis communication strategies.

The evolutionary game model is chosen to analyse the netizen behaviour in the impact of crisis communication in social media. This model is altered from the evolutionary game model by Lan Wang developed in 2021. The model will explain the player's strategies in different situations (Wang et al., 2021). Image Restoration Theory is applied in this model. At the same time, the organisation has crisis response strategies in social media to overcome the crisis and minimise the reputational damage after the crisis happens. In this research context, the netizens are the players and will have two strategies for their decision-making. The first strategy is strategy T: Transmitting negative information and condemning. The second strategy is strategy D: Defending the netizens supporting the organisation. According to the netizen's strategies, the organisation can understand the netizen's behaviour through feedback. The neutral view of the netizens was large in social media (Bi et al., 2021). However, this research will not investigate the neutral comments and feedback because the neutral view cannot understand the netizen behaviours, whether they respond negatively or positively on the organisation's social media page.

2.7.1 Strategy T: Transmitting Negative Information and Condemning

Negative comments about an organisation or its products influence website viewers' impressions and may spread to many people on the Internet (Walther et al., 2009). Online negative information increases the cost of the netizens and the organisation, the netizen has the emotional charge which is reacting angry or desperate in the crisis issue in social media,

and the organisation has the reputational risk in the post-crisis period (Wang et al., 2021). Users who mainly held negative opinions were more inclined to praise the negative comments when browsing a topic (Rim & Song, 2019). This strategy refers to the netizens who made negative feedback and comments about the crisis on social media.

2.7.2 Strategy D: Defending

The netizen will respond defensively in social media based on their personal preference or belief in the social media crisis. Defending is considered a benefit-based strategy for the netizens and the organisation. The netizen may not blame the organisation for negative feedback but praise the possible positive input to the organisation. In some situations, such as when the responsibility for an incident is ambiguous or the organisation is innocent, netizens could have the option to tolerate the organisation's negative responses and reward the organisation if it makes a positive response. This strategy is the netizen showing support to the organisation in the crisis in social media.

2.8 ZUS Coffee

ZUS Coffee was first founded in December 2019. Its first outlet was born in Binjai (ZUS Coffee, n.d.). The first coffee organisation in Malaysia to concentrate on coffee delivery is ZUS Coffee. The best platform for coffee has been developed after more than a year of research and development, which involved testing more than 150 different delivery goods and service options. ZUS Coffee is working with Grab for its delivery technology, the top fifty coffee roasteries in the world, and internationally renowned champion coffee estates. These excellent resources have been involved in social media and the Internet to make our coffee service strong and blazingly quick. (ZUS Coffee, n.d.).

In February 2021, ZUS Coffee launched the ZUS Frappe. In October 2021, ZUS Coffee launched its 100%off plant-based, edible, and turtle-friendly Rice Straws. ZUS Coffee believes they can change the perception from viewing coffee as a luxury to a treat to yourself on special occasions. ZUS Coffee is a pure, reliable, and well-brewed coffee with its commitment to quality. ZUS Coffee is revolutionising how people consume coffee using the highest-quality ingredients, cutting-edge coffee brewing technology, and an inventive business strategy to make specialty coffee accessible daily. They have supplied more than 8.8 million cups every day. (ZUS Coffee, n.d.).

2.8.1 ZUS Coffee Crisis Case

On 28th September 2022, a man called Fdaus Ahmad posted on Facebook mention that he went to ZUS Coffee to buy a cup of beverage, and the price was RM11.75; Fdaus Ahmad paid them RM12, and the cashier told him that they did not have 5 cents to give back as change and returned only 20 cents to Fdaus Ahmad. He mentioned that it is not about the value of money but about the gentlemen's principles between sellers and buyers (Fdaus Ahmad, 2022).

On 30th September 2022, ZUS Coffee responded to this issue with a post on Facebook that said: "For all the five sen we couldn't return... Sorry. Here's 75 sen off for the inconvenience. Voucher Code: 75SEN", and below, they mentioned that this voucher is only applicable via ZUS App and has a limited number for redemption. The netizens reacted poorly to this and the response from the company was deemed unacceptable, and they did comment below that they disagree with how ZUS Coffee responded to this case. The netizens were not satisfied with this response because they feel that the reply made by ZUS Coffee is humiliating the consumer, because the response was unprofessional and immature, and seems

to be perfunctory as ZUS Coffee mentioned “Here’s 75 sen off for the inconvenience” as a reply for the incident instead of issuing an apology to the consumer (ZUS Coffee, 2022).

2.9 Conceptual Framework



CHAPTER 3 RESEARCH METHODOLOGY

3.1 Research Design

In this study, the analysis approach used was qualitative content analysis. Content analysis is a research approach for drawing reproducible and reliable conclusions from data to their context. The content analysis aims to provide knowledge, fresh perspectives, facts representation, and a practical road map for action (Krippendorff, 1980). The goal is to create a concise and comprehensive explanation of the phenomena, and the analysis's findings are concepts or categories that do just that. These concepts or categories are typically used to create models, conceptual systems, or categories. The term "concept" or "category" is chosen by the researcher, who then uses that phrase exclusively (Kyngäs & Vanhanen 1999). A precondition for successful content analysis is that data can be lessened to concepts that describe the research phenomenon (Cavanagh, 1997; Elo & Kyngäs, 2008; Hsieh & Shannon, 2005) by producing categories, concepts, a model, conceptual system, or conceptual map (Elo & Kyngäs, 2008; Morgan, 1993; Weber, 1990). Researchers should read over each interview as often as required to grasp its key points without feeling pressed to move on analytically (Sandelowski 1995). Moreover, the approach of content analysis is ideally adapted for analysing social media comments. According to Stemler (2015), making connections between the content of Facebook status updates and aspects of personality is another popular application of content analysis, especially with social media. Communication content requires systematic analysis due to its anticipated position as cause or antecedent of a variety of individual processes, impacts, or uses people make of it. Content analyses are crucial for comprehending communication messages (Riffe et al., 2014).

Content Analysis will be used to analyse two perspectives in this study: (i) crisis response & crisis response strategies used by ZUS Coffee, (ii) Netizen behaviour reaction on ZUS Coffee Facebook page.

(i) To analyse the organisation's crisis response and crisis response strategies in the Facebook statement.

(ii) To analyse the netizen behaviour on the ZUS Coffee Page.

An inductive content analysis approach will be selected in this study. Organising the qualitative data is the next step if the researcher has opted to utilise inductive content analysis. In this process, categories are created, open coding is used, and abstraction is used. Open coding refers to making notes and headings as you read text. The written material is read through again, and any headings required to describe every text part are noted in the margins (Burnard 1991, 1996, Hsieh & Shannon 2005).

3.2 Sampling

In this study, the researcher will apply two sampling methods to study the crisis response, crisis response strategies and netizen behaviour. A purposive sampling method will be applied to select the samples. Non-probability sampling and the purposive sampling method are applied in the study of crisis response and crisis response strategies. Non-probability sampling is a sampling procedure that will not bid a basis for any opinion of probability that elements in the universe will have a chance to be included in the study sample (Etikan & Bala, 2017). According to Jensen (1928), “A purposive selection denotes the method of selecting several groups of units in such a way that selected groups together yield as nearly as possible the same average or proportion as the totality concerning those characteristics which are already a matter of statistical knowledge.” Purposive sampling is

appropriate in qualitative research when the researcher seeks informants with the greatest subject-matter competence. When using purposive sampling, decisions must be made about who or what is sampled, what form the sampling should take, and how many people or sites need to be sampled (Creswell, 2013). Critical case sampling, one of the purposive samplings, was selected to determine the sample. According to Etikan et al. (2016), critical case sampling is a method where a select number of essential or “critical” cases are preferred and examined. To study the organisation's crisis response and crisis response strategies, the researchers select the social media posts statements as the critical cases to identify the crisis response and crisis response strategies the organisation uses.

On the other hand, the simple random sampling technique was chosen to gather the data for netizen behaviour. According to Taherdoost (2016), every population instance has an identical opportunity of being involved under the simple random sampling. Every population instance has an identical chance of being included in a sample under simple random sampling.

Simple Random Sampling (SRS) is the simplest and most prevalent method for picking a sample, in which the sample is selected unit by unit with an equal probability of selection at each draw (Singh, 2003).

Additionally, a sample without replacement can be obtained from a sample with replacement by merely removing the copy in simple random sampling. Of course, the sample size may be reduced, necessitating sampling supply-side population segments. According to Olken and Rotem (1986), the application must only require part of the response to the query for sampling to be useful. So, to facilitate statistical analysis of a dataset, random sampling is frequently used to estimate key parameters or test hypotheses. Applications include quality assurance, policy studies, scientific investigations, and high-energy particle physics

experiments. To assess the rates of benefit fraud, one could, for instance, sample a joint of welfare recipient records with tax returns or social security records.

For the present study, the netizen behavior dataset will use the simple random sampling approach proposed by Takahashi et al. (2015), which demonstrated a Krippendorff's alpha value of 78. A total of 1,000 samples will be selected for analysis to study the behavior of netizens regarding the crisis response strategies used by the organization.

3.3 Sample Size

The sample is a segment of a population or universe. However, by population, many usually consider individuals only. The population does not certainly mean the number of people. It can also indicate the overall quantity of the things or cases that are our research's subject (Etikan & Bala, 2017).

The goal of this study is to examine crisis response and crisis response strategies that are used by ZUS Coffee on social media. The three social media announcements that ZUS Coffee posted on September 30, 2022, and October 1, 2022, will be the intended samples for analysis. The the selected statements website link as below:

(i) For all the 5 sen we couldn't return...Sorry. Here's 75 sen off for the inconvenience.

Voucher Code: 75SEN

<https://www.facebook.com/113386190060230/posts/pfbid0xs5oTQ98vGMikbKipxajNhhBLf5C1g3G7bHRUYkSPahMenZX4A9Vd2Q4h8QCHwZSI/?sfnsn=mo>

(ii) Hi, everyone. Thank you for all your feedback and we are taking them into serious consideration. [Pinned comment of (i) post, *CCTV Footage attached*]

<https://www.facebook.com/113386190060230/posts/pfbid0xs5oTQ98vGMikbKipxajNhhBLf5C1g3G7bHRUYkSPahMenZX4A9Vd2Q4h8QCHwZSI/?sfnsn=mo>

(iii)Statement: Short Changing Customer- 5 CENTS

<https://www.facebook.com/113386190060230/posts/pfbid0xUoeoHpDNUdmuOctikKZKJGQCgH9ZbMt5kfEvsRwTToUMgRUKmiHBmcihF6cWPy1l/?sfnsn=mo>

To investigate netizen behaviour, a simple random sampling approach will be employed using the comment section of Zus Coffee's social media statements (Takahashi et al., 2015). A total of 1000 Facebook comments will be collected from three separate URLs specified above, with data compiled on 30 September 2022 and 1 October 2022. The top 333 comments from each URL will be selected for analysis, with additional comments from the remaining URLs used to reach the desired sample size of 1000. The majority of the comments are in Malay, English, or a combination of the two, and coders will interpret the content for meaning and emotion during the coding process.

The news article and meme page that discussed this crisis are not considered when choosing the comments to use as our data since they do not reflect the netizens' behaviour toward the organisations in the most direct manner.

3.4 Data Collection Procedure

3.4.1 Crisis response & Crisis Response Strategy

According to the study of Abrahamson and Amir (1996), the information content of the president's letter to shareholders highlights the importance of textual portions of annual reports to investors. The text or the phrase the organisation uses can reflect the crisis response and the crisis response strategies. The three statements released by ZUS Coffee will be the

data sources. However, the official investigation statement on 1st October 2022 was released as a PNG file. The researcher will convert the statement to the document word file .docx via Microsoft word. The researcher can do the coding or labelling process through Microsoft Word and the content analysis program.

3.4.2 Netizen Behaviour

Adapting the data collection method of Albesta et al. (2021), the researcher could scrap the comments of the social media posts by utilising the scrapper website (e.g., Scrape Box). The research team will hire the IT professionals to develop a website to extract the comments. As the comments were extracted, the file was converted into a comma-separated value (CSV) file format. The researcher will change the comment spreadsheet in the. XLSX via the researcher will pick Microsoft Excel for the coding proof.

The researcher will do the data cleansing. The researchers will select randomly the total 1,000 comments from the total of 13,000 comments (Top 333 comments on each post, 1 post take top 334 comments). After collecting the data, the coders will code the comments based on the eight emotions.

Name	Comment	Date
-1 ZUS Coffee	T&Cs Apply	30-Sep-22
0 ZUS Coffee	Hi everyone. Thank you for all your feedback and we are taking them into	1-Oct-22
1 Maria Rahman	ZUS Coffee Ahmad Syakirin	4-Oct-22
2 Bell Loy	ZUS Coffee Yg bebal tak reti tukar harga tu knpa?	4-Oct-22
3 Nadia Ikmal	Abu Musa Al-Sa'ari oh my..passive aggressive ig seller is so long agoδŸ“δŸ“„zarr	4-Oct-22
4 Syuhada Suhaimi	ZUS Coffee whats your intention to reveal both of your customer n staff without	4-Oct-22
5 Irda Yanti	Alfian Arief Abdullah	4-Oct-22
6 Mozen Mocen	ZUS Coffee yg gelabah nak caj 5sen tu watpe. Bagi genap je laaaaaaaaaa	4-Oct-22
7 Acap Garaj	ZUS Coffee tiu	5-Oct-22
8 Tyra Shuhaimi	ZUS Coffee this is so distasteful of you!!!! It is your fault for for shortchanging th	5-Oct-22
9 Amin Hudi	ZUS Coffee sempat lagi delete ni.	5-Oct-22
10 Gem Jipiu	Elton Kitton Tati Tingau imagine lah dorg buat begini di itcc mcm DIY dan Subway	16-Oct-22
11 Wan Farieyzan	EZ Ahmad hr khamis kak cuti	3-Oct-22
12 Nadey Salbiah	ZUS Coffee STUPID	3-Oct-22
13 Nadey Salbiah	ZUS Coffee miskin ke 5 sen pun xmampu pulang????? SCAMMER 5 CENTS???????	3-Oct-22
14 Nadey Salbiah	ZUS Coffee 5 CENTS IS STILL MONEY STUPIDDDDDDDDD	3-Oct-22
15 Michelle Wang	Seon Lim	3-Oct-22
16 EFATO Awareness	Kementerian Komunikasi dan Multimedia Malaysia, KKMM mohon ambil	4-Oct-22
17 Amar Zulkarnain	ZUS Coffee change your name to Hades Coffee	4-Oct-22
18 Wan Nurhasni	ZUS Coffee Wan Saifulhasan Wan Nurulnasuha boikot.. berlagak gila depa ni siap	4-Oct-22
19 Rahimah Ihwan	ZUS Coffee macam ni ke cara zus handling problem. Siap tunjuk video cctv muka	4-Oct-22
20 Encik Abdullah	ZUS Coffee what is the purpose of wearing the glove to prevent the contaminati	3-Oct-22
21 ρ„εαπ“-if	ZUS Coffee wtf weh simply up cctv of the said customer. ko nak minta maaf	3-Oct-22
22 Nur Amirah	Zaidha Mohamad setuju. Richiamo lg better.	3-Oct-22
23 Siemens Yee	Mervyn Yong	3-Oct-22

Table 1. Comments of ZUS Coffee Posts on Facebook scrapped by IT Professionals.

3.5 Coding

Content analysis involves identifying and labeling conceptually significant features in text through a process known as "coding" (Miles and Huberman, 1994). An inductive approach to data analysis moves from specific instances to general statements, where individual instances are recognized and then combined to form a larger whole (Chinn & Kramer 1999). The primary objective of this method is to develop a set of criteria for extracting information from the textual material, based on the theoretical background and research question (Mayring, 2004).

In this study, the research team followed Takahashi et al.'s sampling and sample method (2015) to code the sampled Facebook comments based on the theoretical considerations described above. Three categories were applied to the code. The first category involved coding for crisis response and crisis response strategies, such as Denial or Mortification. The second category involved coding for the eight primary emotions in human behavior, using the image restoration theory to develop the code for crisis response and crisis response strategy. Finally, the code for investigating netizen behavior used the emotion classification model developed by Plutchik (1980), with codes such as Joy, Anger, and Surprise.

Code	Description
Monitor social media	<ul style="list-style-type: none">-Ability to evaluate sentiments of discussions or posts- Ability to analyse issue that is being discussed- Ability to assess the pressure of discussions or posts

Provide timely update / Responding quickly	<ul style="list-style-type: none"> - Ability to post updates within an hour of the crisis - Ability to address inaccurate information on social media - Ability to address the solicitousness of and questions from stakeholders
Customise key messages for the social media platform	<ul style="list-style-type: none"> -Ability to craft messages according to each social media platform -Ability to draft key organisational messages clearly and briefly -Ability to craft persistent messages across communication platforms
Rectification	-The action of putting something right
Honest Manner	-Tell the truth, No deception
Ease uncertainty	Calm, Adaptive
Meet the publics' communication needs	Satisfy the public needs
Transparency (The new Openness)	<ul style="list-style-type: none"> - Availability to the media -Willingness to disclose information - Honesty
Consistency (Speaking with One Voice)	<ul style="list-style-type: none"> - Deliver consistent message - Unified response

Table 2. Crisis Response (Damanyati, 2017; Stephens, 2019; Coombs, 2019)

Code	Description
Denial	<p>Two components:</p> <ol style="list-style-type: none"> 1. Simple Denial: an organisation might categorically deny that the offensive conduct took place, that it was committed by it, or that it was hurtful. 2. Shifting the Blame: the organisation claims that another party is to blame for the damaging conduct.

Evasion of Responsibility	<p>Four Circumstances:</p> <ol style="list-style-type: none"> 1. Provocation: this happens when a business justifies an action by claiming that it occurred in response to an action by another party, like when businesses use the local government's unhelpful policies as a reason for moving to another location. 2. Defeasibility: Implies that the corporation lacks knowledge or control over crucial aspects of the issue. 3. Accidental: Implies the incident was unintentional or happened by accident. 4. Good Intentions: A business may assert that the objectionable activity was carried out with good purpose.
Reduce Offensiveness	<p>Six different versions:</p> <ol style="list-style-type: none"> 1. Bolstering: To increase the audience's favourable opinions about the organisation to counteract the negative impacts of the act itself. 2. Minimization: By persuading the audience that the misconduct was not as serious as it initially seemed, the negative impacts of the act were minimised. 3. Differentiation: By contrasting it with comparable but more well-known acts, differentiation seeks to produce a similar reaction in the audience. 4. Transcendence: Tries to lessen offensiveness by repositioning the incident in issue. 5. Attack Accuser: lowering the credibility of the accusing source may assist the business in regaining its reputation and may also serve to draw attention away from the objectionable behaviour. 6. Compensation: the actor will make a substantial offer of recompense to anybody hurt by the conduct.
Corrective Action	<p>Two forms:</p> <ol style="list-style-type: none"> 1. The organisation can guarantee that it will find a solution to reinstate the situation to the original state that existed prior to the disrespectful act occurred. 2. The organisation can commit to taking steps to avoid a similar behaviour from happening again in the future.
Mortification	<p>The accused may only accept blame for their actions and beg for pardon.</p>

Table 3. Crisis Response Strategy

(Benoit & Drew, 1997; Compton & Compton, 2014; Dardis & Haigh, 2009; Seltzer, 2013)

	Code	Description
Strategy T: Transmitting negative information/ Condemning	Anger	Enemy Blame
	Fear	Danger Worry
	Surprise	What is it
	Sadness	Isolation Grief Crying
	Disgust	Poison abandon
Strategy D: Defending/ Support the organisation	Joy	Posses Happy Joyfulness
	Trust	Friend Support
	Anticipation	What is out there

Table 4 : Emotion Classification Model (Plutchik, 1980)

3.6 Data Processing & Analysis

The data processing for this study involved three social media statements from ZUS Coffee, which were analyzed to identify crisis response and crisis response strategies used by the organization, as well as 1,000 comments selected from Facebook to determine netizen behavior. Two coders were tasked with coding the data and auditing the codes to ensure their validity.

To code the sentences in the three social media statements, each sentence was examined and coded based on the crisis response and response strategies employed by the organization. One sentence may have multiple codes depending on the coder's interpretation. If a sentence does not relate to any crisis response or strategy, it will not be coded. For example, the sentence "We do feel genuinely sorry about the matter from the start but it was an attempt at injecting some light humour into the situation" will be coded as "Rectification" and "Meeting the public's communication needs." On the other hand, the sentence "Customer visited our Tanjung Malim outlet on 28' September 2022 at 11.13am" is not relevant to crisis response strategies and will not be coded.

Regarding netizen behavior, the two coders will code each comment with one emotion. The comments may be in Malay, English, or a mix of both. The coders will analyze the meaning of the comments and assign codes accordingly.

3.7 Trustworthiness

To ensure the reliability of our data, we applied the concept of trustworthiness in our research. Specifically, we submitted our coding to a Crisis Communications Lecturer for review before proceeding to our findings. This process increased the credibility of our research by validating the accuracy and consistency of our coding. By having an expert in the field review our coding, we were able to identify potential errors or biases and make necessary adjustments to ensure the validity of our findings. This approach ensured that our research was trustworthy and that our findings accurately reflected the crisis responses, response strategies, and netizen behavior impacted by the organization.

CHAPTER 4 FINDINGS & ANALYSIS

4.1 Introduction

The purpose of this study assists organisations and large conglomerates in measuring social media responses of netizens towards the organisation and assists them in exploring methods in ways to generate a favourable outcome and shy away from undesirable consequences. The organisation will gain a deeper understanding of netizen behaviour, when they read through this study, they will find out which strategy and theories are more suitable to respond to a crisis.

This chapter discusses the findings of this research topic, which included the demographic of our research where we collected our data sample set used throughout the research. The research group fully utilised social media as a platform to collect and develop the data collected according to the research aim. The data collected would help the research team discuss netizen behaviour during a crisis and how it would affect the company and vice versa. All of the findings within this research report was carried out through qualitative analysis in order to provide feasible results to support the research question.

4.2 Demographic of the respondents

To carry out this research topic, the sample set was collected from social media platform Facebook, mainly the company's Malaysian social media account. The company's crisis response and crisis response strategy were extracted from the statement the company had made, whereas the netizens' behaviour is obtained from the comments of the statement of 3 posts. Due to the inexplicit nature of the respondents in the comment section, the respondents were deemed demographic less, which led the research team to assume that the demographic wasn't within any boundaries of age, gender, race, job position, location, years

of experience and organisation affiliation aside from the ability to utilise social media. The fact that the comments were taken from a specific post under the company's main social media account states that the sample set was relevant and would be utilised under sound circumstances.

4.3 Organisation's Crisis Response during the crisis

Content analysis has been done to analyse an organisation's crisis response during the crisis. The result of the content analysis showed that the most crisis response used by ZUS Coffee during the crisis was to **meet the public's communication**, identified 12 times in the statements. This response focuses on satisfying public needs. For example, in their first statement, ZUS Coffee offered a voucher code for 75 cents off to address the inconvenience caused. Additionally, ZUS Coffee outlined their plans of action in their statement, which included providing customers with exact change or alternative at the nearest denomination and removing all 5 cents denomination in the next menu refreshment cycle to satisfy the public needs.

Next, **Honest Manner** was identified 11 times in the statement. This response involves being truthful and transparent in communication to build trust with the public. ZUS Coffee was open about the issue and provided clear and accurate information, which is essential to avoid downplaying or hiding the severity of the crisis. They acknowledged the problem and provided information on what they knew and what they were doing to address it. In addition, the **fact** was identified 9 times in the statement. This response involves providing accurate information based on evidence to build credibility and trust. ZUS Coffee remained transparent about any limitations or uncertainties in the information available and relied on the facts they could collect. For example, according to their response of honest manners and fact, ZUS Coffee has described the entire process of the crisis in their statements based on the

CCTV footage in their shop, which was uploaded on social media to show transparency. However, this has drawn criticism from netizens for potentially violating customers' privacy. In addition, according to their response in an honest manner, they have also mentioned that they understand the issue of running out of change and assured stakeholders that they were doing their best to minimise the error.

Furthermore, **rectification** was identified 7 times in the statement. This response involves taking corrective action to address the cause of the crisis and prevent its recurrence. Since rectification is an essential aspect of crisis response, ZUS Coffee first identified the root cause of the crisis, which was customer dissatisfaction with services, and this involved implementing new policies or procedures, which ZUS Coffee had rounded off their prices to avoid the 5-cent crisis or similar crisis in the future to show their commitment to rectify the issue.

Ease uncertainty was identified 6 times in the statements. This response involves providing clear and accurate information to the public to reduce anxiety and confusion. It is important to provide resources and support for the customers affected by the crisis where ZUS Coffee is open to accepting their flaws and having customer services to support the consumer's problem. Besides, ZUS Coffee also mentioned that they had done an immediate official investigation on both retail operations to address the issue to ease the uncertainty.

Customise key messages for the social media platform was identified 3 times in the statements. This response involves adapting the message to suit the characteristics of different social media platforms to ensure maximum reach and impact. Additionally, this response also refers to the ability to draft key organisational messages clearly and briefly. For example, ZUS Coffee thanked everyone for their feedback on their first statement to respond to the crisis. They said that they would take all the information into serious consideration.

These vital organisational messages by ZUS Coffee were drafted briefly and clearly for the netizens to understand.

Monitor social media was identified 1 time in the statements. This response refers to the ability to analyse the issue that is being discussed, where ZUS Coffee has mentioned in their statement that they encourage cashless payment methods and advise customers to order via their app that they have heavily invested in for the best customer experience to prevent the shortchanging issue from happening again in the future.

Lastly, ZUS Coffee's response of **repentance** was identified 1 time in the statements. By admitting fault and expressing regret, ZUS Coffee showcase their willingness to take responsibility and accountability for the crisis. By admitting fault and expressing regret, they show their commitment to addressing the issue and regaining the trust of their stakeholders.

Codes	Frequency	Percent
Meet the Public's Communication Needs	12	19.4 %
Honest Manner	11	17.7 %
Fact	9	14.5 %
Ease Uncertainty	6	9.7 %
Rectification	7	11.3 %
Customize Key Messages for the Social Media Platform	3	4.8 %
Transparency	3	4.8 %
Media Platform	2	3.3 %
Sarcasm	2	3.3 %
Monitor Social Media	1	1.6 %
Priority	1	1.6 %
Repent	1	1.6 %

Respect	1	1.6 %
Shirk Responsibility	1	1.6 %
Take Opportunity	1	1.6 %
Two-Way Communication	1	1.6 %
Total:	62	100%

Table 5 Crisis Response the Organization used.

4.4 Crisis Response Strategies used by the organisation during the crisis

Content analysis has been used to identify the crisis response strategies used by the organisation. The content analysis results show that **corrective action** was the most frequently identified strategy, with 9 frequencies of Corrective Action (Form 2) and 3 instances of Corrective Action (Form 1) identified in the statements. Corrective action (Form 2) refers to the organisation that can commit to taking steps to avoid a similar behaviour from happening again. ZUS Coffee applied corrective action (Form 2) by providing the action plans in their statements, which included extending business ethic training to all team members, including part-timers, to avoid similar behaviour from happening again. Additionally, they mentioned in their statements that they will take this opportunity to improve themselves.

Moreover, corrective action (Form 1) refers to the organisation finding a solution to reinstate the situation to the original state that existed before the disrespectful act occurred. ZUS Coffee is taking corrective action (Form 1) by announcing they will remove all 5 cents denominations in the next menu refreshment cycle. This action addresses the root cause of the crisis, which is the issue of running out of change.

The crisis response strategy of **mortification** was also a commonly identified strategy, with 5 instances identified in the statements. Mortification involves admitting fault and taking

responsibility for the crisis. By utilising a mortification strategy, ZUS Coffee takes responsibility for the crisis and works to restore trust with their stakeholders. In their statements, they mentioned that they apologised for the 5-cent issue and acknowledged the concerns raised by netizens. They committed to serving better and hoped netizens would accept their apology.

Reduce Offensiveness was another strategy that emerged from the analysis, with 3 instances each of Bolstering and Compensation identified and 1 instance of Minimization. These strategies involve minimising the perceived harm caused by the crisis and restoring the organisation's image and reputation. For example, ZUS Coffee used a bolstering strategy by expressing gratitude towards their junior barista, who handled the situation well in their statements. They highlighted their positive attributes and attempted to mitigate negative reactions towards their wrongdoing. Moreover, we also found that ZUS Coffee used a compensation strategy by providing netizens with a 75-cent off voucher code to lessen the harm caused. They also try to minimise the action's negative impact by persuading the audience that it was just a matter of personal opinion. This shows that ZUS Coffee employed a minimisation strategy to reduce the negative impact of their actions.

Denial, in the form of simple denial, was identified 2 times in the statements. Based on the analysis, we found that ZUS Coffee denied that the offensive act that caused the crisis happened and suggested that it was just a customer highlighting a mere 5-cent difference. They claimed that their team member immediately acted to rectify the shortchange case.

Evasion Responsibility (Good Intentions) was identified once. In their statements, ZUS Coffee expressed genuine sorry for the incident and stated that they had good intentions. They claimed that the offensive act was committed without any malice and was an attempt at injecting light humour into the situation. The organisation minimises their responsibility for

the crisis by emphasising that they were trying to do something good, and the wrongdoing happened accidentally.

Codes	Frequency	Percent
Corrective Action (Form 2)	9	33.3 %
Mortification	5	18.6 %
Corrective Action (Form 1)	3	11.1 %
Reduce Offensiveness (Bolstering)	3	11.1 %
Reduce Offensiveness (Compensation)	3	11.1 %
Denial (Simple Denial)	2	7.4 %
Evasion Responsibility (Good Intentions)	1	3.7 %
Reduce Offensiveness (Minimisation)	1	3.7 %
Total:	27	100%

Table 6 Crisis Response Strategies the Organization used.

4.5 Netizen Behaviour during the crisis

Content analysis has been run to identify the percentage of netizen behaviour during the crisis. The result shows that the highest percentage of emotion expressed by netizens during the crisis communication event was **anger**, which accounted for 30.8% of all emotions expressed. This suggests that anger is a common emotional response to crisis communication events on social media. This may be a feature of a principle in psychology also known as the “backfire effect” — that is, people often become illogical and contradictory, more entrenched in their position when presented with data that dispute their beliefs. To show the emotion of anger, the netizens have expressed their anger in their comments. The example of comments by the netizens are “ZUS Coffee from a branch management issue now has become your PR nightmare”, “should be taken more seriously as this can be the downfall of your company”, “

so many things that's wrong with your corporate value system, which I doubt you have any at all looking at how you are handling the situation”, “giving 75 cents discount is an utter joke if that's the best way to deal with the situation”, “I don't know what your company is really doing about it but better be quick, cos it looks like it's a sinking ship from your customer's comments so far...”, “ZUS Coffee very immature and unprofessional move, what a shame”. These comments correlate the anger emotions, which accounts for 30.8% for the total data collections.

Even when netizens read the entire articles, aggressive comments are often formed out of defiance rather than ignorance of confirmation presented by the author. The provocative nature of Internet headlines are in fact designed to elicit such emotional responses in order to gain additional page views. One result is that many readers come away very quickly feeling attacked or misrepresented by information when that was not necessarily the article's objective or focus.

Disgust was the second most common emotion expressed by netizens, accounting for 29.9% of all emotions expressed. The examples of comments that are correlated with the emotion of disgust by netizens are “Seriously is this how you guys respond towards the issue?”, and “this is classic bad marketing and publicity. This is tasteless like your coffee...whoever is in charge of social media engagement should be fired for such a lousy riposte”. This could indicate that netizens were repulsed by the crisis or the way it was being handled. Disgust is a natural opposing emotion that has expanded to protect against potential contamination. The netizens may be disgusted by the action of ZUS Company because the product or service does not live up to their expectations.

Anticipation was the third most common emotion expressed by netizens, accounting for 14.3% of all emotions expressed. This could indicate that netizens were anticipating the

outcome of the crisis or were eager to learn more about the situation and the solution provided. The comments that were extracted from the post are “Change the price to the exact amount, don’t include 5 cent, make it easy ZUS Coffee”, “We don’t want the discount, we want the changes price”, “Come on Zus. You could do better than this”, “Zus, better you implement fully cashless like MyFamily mart”. These comments correlated the emotion of anticipation from netizens and resulted in 14.3% of all emotions expressed.

Fear was the least common emotion expressed by netizens, accounting for only 0.3% of all emotions expressed. This suggests that netizens may not have felt personally threatened by the crisis, or that they felt confident in the ability of ZUS coffee to handle the situation in releasing the footage of the CCTV without the permission of the client and the staff inside the video. According to the comments, Netizens are afraid that ZUS coffee will once again handle the situation the same way which may again expose their customer’s identity. The example comment that is correlated to the behaviour fear are “this looks like more of a sabotage than a case to me. byk kali je shortchanged staff tlpas pndg kt tmpt lain, mcd, kfc, sbc, etc. a normal person, wouldnt care to bring it up, unless its an agenda or sabotage. just stop & think. if you're shortchanged 5 cents, just tell them, they give the actual amount, then there you go, problem solved. i'm sure this is more of a sabotage from competitor”.

Joy was expressed by 5.6% of netizens during the crisis communication event. This could indicate that some netizens were relieved that the situation was being addressed or that they had a positive outlook on the outcome. Netizens who felt joy towards the statement ZUS had made because most of the netizens do not think this is a crucial case and notice the sincerity of ZUS Coffee in making an apology statement in a short time. The comments retrieved are “Junior barista already refunded after a few seconds, some time when in a busy environment, people will have brain fog moments too. Just be kind to everyone who serve you even just a cup of coffee. Life is a learning process. Spread love and peace. Well done

ZUS Coffee team!” and “Great job zus reacting on even small petty issue”. These comments by the netizens represent support and joy towards ZUS coffee’s response.

Sadness was expressed by only 3.7% of netizens during the crisis communication event. This could indicate that netizens did not feel emotionally invested in the crisis or that they felt confident in the ability of authorities to handle the situation. Several comments that indicated sadness included: “So by default you will just be quiet and give the change only when I ask for it?”, “wow zus, i have recommended you to a lot of my friend. Nor more Zus this time.”, “So sad to read thi...u just established your brand and risking it with this post? Jadilah professional”. These comments conveyed the netizens’ sadness at ZUS Coffee’s action in response to the crisis, as well as their dissatisfaction with the company’s unprofessional conduct.

Surprise was expressed by 7.2% of netizens during the crisis communication event. This could indicate that netizens were caught off guard by the crisis or that they were surprised by the way it was being handled. “Mind to explain why would you expose the cctv footage of the complainant without blurry his face?” According to the comments, people are surprised by how ZUS coffee releases the footage of the CCTV that shows the client’s face without their knowing. Netizens then became furious about the actions that ZUS had made, as some said that it is against the law.

Trust was expressed by 8.2% of netizens during the crisis communication event. This could indicate that netizens had faith in the authorities handling the crisis or that they trusted the information being provided on social media. Consumers tend to trust a company when they feel that the company has their best interests in mind and is committed to providing quality products and services. For example “Ady Tajudin from the open statement displayed, they already shown commitment for improvement. If management is lousy, this would have

been swept under the carpet. Anyhow, I'm not defending them, nor i have any interest in the company, whether in stocks or anything with monetary value.” This trust can be built in a number of ways. As ZUS coffee responds quickly and effectively to customer complaints or feedback, consumers are more likely to trust that the company cares about their needs and is committed to providing a positive experience.

Codes	Frequency	Percent
Anger	308	30.8 %
Disgust	299	29.9 %
Anticipation	143	14.3 %
Trust	82	8.2 %
Surprise	72	7.2 %
Joy	56	5.6 %
Sadness	37	3.7 %
Fear	3	0.3 %
Total:	1000	100%

Table 7 The Impact of Netizen Behaviour in Crisis Communication on social media.

4.6 Summary of Findings

Based on the content analysis run for this research study, the result shows that ZUS Coffee has used several crisis responses during the crisis. The most commonly used crisis response was to meet the public’s communication needs, identified 12 times in the statements. Next, the second most are Honest Manner which was recognised 11 times, followed by the Fact (9 times), ease uncertainty (6 times), transparency, and customise key messages for the social media platform (3 times) and Media platform and sarcasm (2 times). Moreover, other crisis responses such as monitoring social media, priority, repentance,

respect, shirking responsibility, taking opportunity and two-way communication are all identified once each in the statements.

Furthermore, the finding also shows that ZUS Coffee has used several crisis response strategies during the crisis. The most frequently used crisis response strategy by ZUS Coffee was corrective action (form 2), identified 9 times in the statement, followed by mortification, identified 5 times. Other crisis response strategies such as corrective action (form 1), reduce offensiveness (bolstering) and reduce offensiveness (compensation) have been identified 3 times each in the statements. Besides, denial (simple denial) has been recognised 2 times and followed by evasion responsibility (good intentions), and reduced offensiveness (minimisations) has been identified once.

In addition, regarding the netizen behaviour during the crisis, the results show that the highest percentage of emotions expressed by the netizens during the crisis was anger which accounted for 30.8%, followed by disgust (29.9%), anticipation (14.3%), trust (8.2%), surprise (7.2%), joy (5.6%) and sadness (3.7%). However, the lowest percentage of emotions expressed by the netizens during the crisis was fear which accounted for only 0.3 per cent.

CHAPTER 5 DISCUSSION & CONCLUSION

5.1 Introduction

This chapter is to conclude this research and it is represented in six sections. The first section contributes to the discussion on the results of the research followed by the implications of the research. The discussion on the results included the discussions of the crisis responses used by ZUS Coffee during the crisis, crisis response strategies used by ZUS Coffee during the crisis and the impact of ZUS Coffee's crisis communication on social media towards netizen behaviours. Subsequent to this are the limitations of the research that we have found in this research after we completed the research followed by the recommendations for this research. The recommendations given are based on the research findings and limitations to provide ways to improve on the outcomes of the research and suggestions on how future research can improve on the results obtained. The last part of this chapter will be the overall conclusion for this research. The conclusion was based on the research questions, results, and also the purpose of study.

5.2 Organisation's Crisis Response during the crisis

In response to the issue of ZUS Coffee not returning 5 sen to customers, they posted on their Facebook page: "For all the 5 sen we couldn't return... Sorry. Here's 75 sen off for the inconvenience Voucher Code: 75SEN". The crisis response used by this response are honest manner and meet the public's communication needs. A truthful reply that expresses empathy and care has the potential to gain the support of stakeholder (Pangarkar, 2016).

But in this case, although ZUS Coffee had been honest about their case of not returning 5 cents to the consumer, the public are still not happy with it. For example, there is a netizen comment that "Goodbye ZUS, you should know recently there are a few

competitors coming out already, yet you still so arrogant. Good luck la.”, where from this comment, the netizen showed his dissatisfaction through saying goodbye to ZUS Coffee. From this comment also it can seem that the netizen was not happy with their response with the word “arrogant”. ZUS Coffee by giving the voucher can stop the crisis from happening, on the contrary, it makes the public feel arrogant. It seems that by offering a voucher, ZUS Coffee exacerbated the situation and made the public perceive them as arrogant. While meeting the public's communication needs is crucial for managing stakeholder perceptions and reputation, it is important to do so in a way that satisfies the complainant. ZUS Coffee's response failed to satisfy the public and resulted in more dissatisfaction. Next, by meeting the public's communication needs, they said sorry and provided 75 cent vouchers to the public. It is crucial for an organisation to manage stakeholder perceptions and reputation by appropriately addressing complaints expressed on its social media platform in a manner that satisfies the complainant (Einwiller & Steilen, 2015). Which means that meeting public satisfaction is important in order to keep the reputation of the organisation. The organisation reputation is maintained in case the company is being honest and meets the public needs with the appropriate crisis response strategies. From this it may seem there's a lot of dissatisfaction from the public because many of them “No more ZUS. Goodbye!” “Cashless payment no issue for me thanks for the code anyway” and more. It may seem the netizens are ridiculing ZUS Coffee instead of supporting them so it may seem it is a failed crisis response where it makes more dissatisfaction for the public.

The second response made by ZUS Coffee is the CCTV footage with the explanation of that situation. Same as the first crisis response by ZUS Coffee, they had to use an honest manner and meet the public's communication needs as their crisis response. But there are also different crisis response practices in the second statement which customise key messages for the social media platform, transparency, rectification and ease uncertainty. Mass

customization is a concept that combines the reach of mass markets in the industrial economy with the individualised treatment of customised markets in pre-industrial economics (Lalić et al., 2012). From this can be seen that customising a key message for the social media platform is important for an organisation. ZUS Coffee responded with sentences like: “Hi everyone. Thank you for all your feedback and we are taking them into serious consideration.” This message can let the public know that ZUS Coffee had taken this crisis seriously, but it does not stop the anger from the public where the public felt that this case is very serious for them. For example, there are public replies to ZUS Coffee with “pfft” which means the public are showing ridicule to ZUS Coffee.

Next, ZUS Coffee are using transparency as their crisis response too. There is research done during Covid-19 pandemic crisis, according to political scientists, transparency is a crucial mechanism for ensuring good governance, where publics’ ability to access information and hold governments accountable serves as a fundamental pillar (Enria et al, 2012). In this crisis, ZUS Coffee had shown the CCTV to the public to show that they had returned extra 5 cents to the customer, but this also led to public anger. For example there are public comments: “Cina ke Melayu owner kedai ni? Kuang Ajaq betul reveal muka customer...” This comment meant that ZUS Coffee had revealed the customer. This led to the public's anger because ZUS Coffee did not ask for permission before they post the CCTV and did not censor the customer face where this may be the privacy of the customer. From these can see that ZUS Coffee had failed in using the crisis response.

Last but not least, the response made by ZUS Coffee is a statement for the 5 cents issue, what ZUS Coffee figured out and future action they will take after learning from this crisis. They also used honest manners, meet the public’s communication, ease uncertainty, rectification, and customised key messages for the social media platform. Other than that,

ZUS Coffee also used sarcasm, repent, take opportunity, fact, shirk responsibility, respect, two-way communication, and priority as their crisis response. The fact of a story may be perceived as relative when considering the principle of fairness (Abuse, 2020). ZUS Coffee provides the facts by giving the statement of all details of what ZUS Coffee had done when the customers bought the drinks with the CCTV timestamp. For example, they mention in the statement that, the customer who visited ZUS Coffee at Tanjung Malim area at the date of 28th September 2022 with the time 11.13am. Having complete and accurate facts is crucial when making decisions, especially those that could significantly impact our lives (Perez, 2022). This is the reason why ZUS Coffee has to provide facts in order to let them make the decision. Last but not least, sarcasm also is a way of their crisis response. They used in the sentence of the third statement which is: SHORTCHANGING CUSTOMER – 5 CENTS. It appears that the sarcastic posts on social media are focused more on gathering support for a particular cause rather than targeting opponents (Knoblock, 2016). Which means that this statement is actually more like sarcasm rather than voicing their mistake. This made public angrier to ZUS Coffee where they said : “the action will be affected to the brand. Once brand name drops, or this month sales slow... then they do another statement.” where this is another way of sarcasm back ZUS Coffee. By this, it seems that the crisis response used by ZUS Coffee failed.

In a small conclusion, our analysis of the crisis response to ZUS Coffee shortchanging customer crisis has failed because it leads to anger of the public. This can be shown through all the comments from the Facebook page. Institute for Public Relations (2007) mentions that a crisis can lead to three threats which are public safety, financial loss and reputation loss. From this case, it can be shown that the reputation of ZUS Coffee has been lost because of many comments saying “Goodbye ZUS”. Institute for Public Relation (2007) also mentioned

that not providing a timely and regular response could be detrimental to an organisation. So, a good crisis response is important to an organisation.

5.3 Crisis response strategies used by the organisation during the crisis

ZUS Coffee applied crisis response strategies outlined by Coombs (2006) during a recent social media crisis. The company utilised several strategies in response to three statements posted by netizens.

The first statement, "For all the 5 sen we couldn't return... Sorry. Here's 75 sen off for the inconvenience ... Voucher Code: 75SEN," shows that ZUS Coffee practised mortification and reduced offensiveness (compensation) by offering a voucher code to compensate the customer. Compensation aims to reimburse victims and mitigate negative feelings that arise from the act. If compensation is acceptable to the audience, the company's image should be improved (Schonbach, 1980; Benoit, 1997). However, ZUS Coffee's strategy did not improve their image in this context. Netizens thought that ZUS Coffee was mocking them, leading to a second crisis and boycott. They would like to purchase the coffee and the products with the company's competitors such as Gigi Coffee, Bask Bear Coffee and Starbucks. It is leading to the company profit loss. This outcome aligns with Karl's (2013) findings that any crisis can degenerate into a corporate scandal that exacerbates the situation. To avoid this, ZUS Coffee could use reduced offensiveness with a compensation strategy and good content to comfort, rather than humiliate, the public during a crisis. For example, ensuring the voice tone of the content is sincere to apologise and appreciate the feedback.

For the second statement, ZUS Coffee applied corrective action, evasion responsibility (good intentions), and mortification. The company appreciated the netizen's feedback about the crisis and explained their initiative in response to the first statement. Avoiding responsibility can have devastating consequences and worsen public perception of

the company. In cases where responsibility cannot be attributed to someone else, taking effective and appropriate corrective measures can benefit the accused (Brinson & Benoit, 1996). Moreover, ZUS Coffee apologised with a humorous tone in their response, which Benoit and Czerwinski (1997) found persuasive when a company admits fault and apologises. However, ZUS Coffee also used the reducing-offensiveness (bolstering) strategy, which was inappropriate as it involved revealing the customer's portrayal without permission. This led to another crisis, where the public viewed ZUS Coffee as inconsiderate in handling the crisis, further harming the organisation's reputation. According to Wan and Pfau (2004), the most effective proactive approach is bolstering, which reinforces a positive image to strengthen the public's favourable attitude toward the organisation.

In the last statement, ZUS Coffee mainly used mortification and corrective action strategies. The company apologised for the 5 cents issue and expressed a desire to improve. Mortification is recommended as the most effective way to address harm caused by offensive acts (Sheldon & Sallot, 2008). Apologising for actions and expressing genuine remorse can help to repair damaged relationships, trust, and reputation. Taking responsibility and promptly taking corrective action can also help restore an organisation's credibility (Sellnow et al., 1998). ZUS Coffee applied corrective action by listing a series of actions they would take after the crisis, such as removing all 5 cents denominations in the next menu refreshment cycle, promoting cashless apps, and enhancing business ethics training for workers. This strategy received a positive response from some netizens, who felt that ZUS Coffee had learned from the crisis and proposed effective strategies to respond to the public.

In conclusion, the case of ZUS Coffee illustrates the importance of using appropriate crisis response strategies, such as mortification and corrective action, to manage negative situations effectively. It is essential to carefully consider the tone and content of crisis

responses to avoid exacerbating the crisis and damaging the company's reputation. Companies must understand the appropriate use of each crisis response strategy and use them in the right context to ensure an effective response to the crisis. ZUS Coffee employed multiple crisis response strategies during a recent social media crisis. The primary strategy used was corrective action, followed by mortification. Previous studies have shown that mortification and corrective action are the most effective and appropriate methods to handle problematic situations (Benoit & Drew, 1997). Apologising is also a highly effective way to handle difficult situations. When individuals take responsibility for offensive acts and offer sincere apologies, people tend to be more forgiving and understanding, which can help to repair damaged relationships and reputations. However, it is crucial for companies to be careful when using other strategies such as reducing offensiveness and evasion of responsibility. Inappropriate use of these strategies can worsen the crisis and harm the company's reputation. Therefore, it is essential for companies to understand the appropriate use of each crisis response strategy and use them in the right context to ensure an effective response to the crisis.

5.4 The impact of organisation's crisis communication on social media towards netizen behaviour

From the 1,000 comments collected on ZUS Coffee's Facebook page, we discovered that social media crises have a significant impact on an organisation's reputation. Netizens can share their opinions emotionally in the public sphere, and negative comments can be quickly exposed on social media. In this particular crisis case, many netizens expressed anger and engaged in Strategy T (Transmitting Negative Information and Condemning) as they felt that ZUS Coffee had failed to handle the crisis adequately. The netizens felt offended by the organisation's crisis response and crisis response strategies, with some expressing surprise

and mocking ZUS Coffee for its response. Examples of such comments include "Your PR is an intern, is it?" and "Dear ZUS, your damage control is a huge failure." They used words such as "unethical" and "bad" to blame ZUS Coffee. This finding is aligned with Achmad's (2021) research, which suggests that netizens serve as observers to regulate an organisation's behaviour in the public sphere. Furthermore, ZUS Coffee has 180 outlets in Malaysia in 2022 (Aliff, 2022), indicating high brand recognition. The cognitive reputation leads to high morality violations, which can intensify the public's social media crisis communication (Caruana et al., 2006; Zheng et al., 2018).

We also found that netizens tend to transmit negative comments in response to a significant number of negative comments in the comment area. The netizens blamed ZUS Coffee's response for sounding too defensive and punitive, and 20 sub-comments agreed with these negative comments and blamed ZUS Coffee. This result is consistent with the findings of Zheng et al. (2018) and Goldenberg and Gross (2020), which suggest that when most netizen comments are negative, negative comments snowball on social media, with individuals responding negatively. Netizens can be easily influenced by the emotions of others in an emotionally fermenting network environment, and the effect of self-regulation on the control of public opinion is negligible (Shi et al., 2022).

Furthermore, we discovered that netizens started boycotting ZUS Coffee after the organisation's responses. Some comments indicated that they would not buy coffee from ZUS Coffee and would instead purchase from competitors such as Starbucks. This finding highlights how social media can easily harm an organisation's reputation (Akram & Kumar, 2017), which can negatively impact its profits and overall value. Positive brand image and awareness are crucial to organisations (Dart, 2022), and appropriate crisis communication is

essential to avoid consumer boycotts that could lead to decreased consumer loyalty and a switch to other brands.

Our content analysis also revealed that not all comments were negative. Some were positive and supportive of ZUS Coffee. This finding is inconsistent with Zheng et al.'s (2018) research, which suggests that even if the public considers the crisis a one-time failure and is willing to forgive the organisation, they may avoid expressing their positive opinion if they perceive it is not supported by others. In our research, we found that netizens react to the defending strategy in anticipating ZUS Coffee's future performance and supporting the organisation. According to Huang et al. (2021), individuals who decrease the transmission of negative emotions and increase the transmission of positive emotions contribute specifically to an increase in positive social emotions. For example, some netizens commented that the plaintiff (@Fdaus Ahmad) did not need to post about the issue on social media, as it could be easily settled within the ZUS Coffee shop. In addition, some netizens have commented that using E-Wallets could have prevented this incident from happening, and have given suggestions to ZUS Coffee for future improvements. For instance, comments such as "Great job ZUS! Thanks for your quick action and response! Keep it up!" and "Kudos to the ZUS management" were made in support of ZUS Coffee. This is consistent with the findings of Wang et al. (2021), which suggest that netizens may defend a company in certain situations, allowing the company to avoid criticism for negative responses and receive praise for positive ones.

Furthermore, we observed that some netizens who defended the company received likes from others. This finding is consistent with Goldenberg and Gross's (2020) argument that positive individual behaviour can reduce negative emotions and promote the spread of positive emotions. Additionally, Fombrun and Van Riel (2004) suggest that consumers tend to

support firms they like. In our study, the public may have silently supported the firms they preferred by avoiding SCC on social media. The practice of Strategy D (Defending) may have spread positivity among netizens during this social media crisis communication if more people had employed this strategy.

In a small conclusion, our analysis of netizen responses to the social media crisis of ZUS Coffee reveals that netizens have the option to defend the company in some situations, where the company can avoid condemnation for a negative response and be applauded for a positive response. This aligns with the findings of previous studies by Wang et al. (2021) and Goldenberg & Gross (2020) that positive individual behaviour can reduce negative emotions and encourage the spread of positive emotions. Moreover, the support of netizens may also extend beyond social media, as consumers who like a firm are more likely to support it, as found in the study by Fombrun and Van Riel (2004). Therefore, it is important for companies to be aware of the potential positive impact of social media crisis communication and to consider engaging in defending strategies. This may not only mitigate the negative impact of a crisis but also increase the positive reputation of the company in the eyes of netizens.

5.5 Implication of study

The findings of this study have significant implications for netizens behaviour, as they provide new insights into the impact of organisations' crisis communication on social media towards netizen behaviour and offer potential solutions to solve the crisis.

Nowadays, everyone is a user of social media and social media allows anyone to voice up their opinion or their perspective towards a situation. This study provides a better understanding for crisis communication in social media and better insight in netizens behaviour. With the help of social media, everything gets attention easily and everyone who is on social media can easily access any content. However, it is crucial to use social media as

a tool when a crisis occurs, because by the help of the netizens everything on social media gets spread easily and miscommunication or misunderstanding will occur when there is different perspective or opinion towards the case. Handling social media in the right way will help a company to save up cost and time for publicity which is crucial for all companies who are using social media to acknowledge, because the tool in social media for publicity is the netizens who are using it.

In order for crisis managers or companies to understand the impact of how crisis communication will impact netizen's behaviour and will cause companies to go down, we dedicate this research to them. As crisis communication is very important in any company to protect their reputation, with the help of today's technology which is the social media it contribute more advantages for the company when solving a crisis using social media, because there is various of ways to convey the consumer and stakeholders and with the help of good crisis communication it can ease the company from many terrible incident.

Moreover, an implication of a study for crisis response on social media is that social media platforms can be effective channels for disseminating emergency information during a crisis. A study could find that people often turn to social media during crises to seek information and updates, making it a crucial tool for crisis communication.

In response to this finding, emergency responders and organisations could create social media accounts specifically for crisis communication, such as official Twitter accounts or Facebook pages. They could also establish protocols for using social media during a crisis, such as regularly updating information, responding to questions and concerns, and providing links to additional resources.

Additionally, the study could suggest that social media can be used to engage with communities and build trust prior to a crisis. This could involve regularly sharing information

and updates on social media, as well as interacting with followers and responding to their feedback.

Overall, the implication of the study would be that social media can play a valuable role in crisis response, both as a tool for disseminating information and as a means of building relationships with communities. By understanding how to effectively use social media during a crisis, emergency responders and organisations can improve their response efforts and better support the communities they serve.

5.6 Limitation of study

While this study provides valuable insights into the impact of crisis communication on netizens behaviour, it is important to acknowledge the limitations of our research design and methodology. The limitation of our studies is data limitation, as there is limited data for us to retrieve due to small sample size and the data we retrieve doesn't represent the larger population. Moving on, is the quality of the data, considering that the comments are from some of the customers from ZUS coffee, it may be difficult for us to draw accurate conclusions from the study. As the data was collected from 3 posts of ZUS coffee from their official Facebook account that doesn't involve other ZUS official accounts. The total comments we had gathered from 3 of the posts are 7591 but after filtering out the comments, the total comments that we are using for the data is 1000. Because some of the comments are irrelevant to use as the comments were just emojis.

Furthermore, the limitation that we encountered bias, cultural and other types of bias. As the conflict of interest will lead to bias, Netizens or users online just comment on the post based on their assumptions. The comments that were on the posts were biased towards ZUS coffee as a result they just commented boycott ZUS coffee without considering the situation. Moreover, the sample size was small and it does not represent netizens behaviour and the

public relations practitioners from ZUS coffee. As the knowledge gap for netizens' behaviour is too large, there is not a lot of research about netizens behaviour that we can refer to for our studies. The inadequate sample size affects the results of the data statistics which indicates that it is insufficient to refer to the whole netizens behaviour. While in today's era almost everyone is a user of the social media which is known as the netizens, the amount of data we gathered is not adequate to reflect to the netizens.

Not only that, we had limited excess information to represent the netizens' behaviour. As this study is conducted on ZUS coffee only and they had established for less than a decade which they might not have as much recognition as other larger food and beverage companies. In order to align with one of our research objectives which is to investigate the impact of an organisation's crisis communication in social media on netizen behaviour we need greater sources of data to justify the result and reach our objective. Lastly, the limitation that we encountered during the research for our study is the unavailability of resources excess, while there wasn't a variety of resources to extract information from. Thus, limiting our literature review to the few credible articles we could cite from.

5.7 Recommendation of the study

Based on the findings of this study, we recommend ZUS coffee to provide a data support platform for netizens and other stakeholders in order to achieve great customer satisfaction and reduce the risk of a crisis. For example, ZUS coffee can develop an artificial intelligence platform for their stakeholders to reach out to them when in need instead of email and customer support as these take more time which will frustrate the customers if they have any urgent enquiry.

Based on the current gap in the literature, we recommend conducting a deeper study to investigate the impact of social media on netizens' behaviour broadly on the internet. The

future study should have a large sample size in order to improve the generalizability of the findings. For example, they should aim to gather a larger sample size of comment from a diverse range of social media platforms. This will help to capture a wider range of opinions and behaviours and avoid biases that may arise from a small sample size. Additionally, researchers should also consider stratified sampling to ensure that the sample is representative of the larger population.

Moreover, to better understand netizen behaviour in crisis situations, recommendations for future researchers is to use multiple sources of data such as interview and social media analytics or use validated measures to assess both social media netizens behaviour outcomes. This will help to triangulate the findings and provide a more comprehensive understanding of netizens behaviour.

In addition, to avoid bias in the data, it is important to include comments from multiple organisations' crises, including those with a longer establishment. Comparing comments from different organisations will help to identify similarities and differences in netizens' behaviour and the effectiveness of crisis communication strategies. Furthermore, the future study should control for potential confounding variables, such as age, gender, and race. The results of this study could provide valuable insights into the impact of netizens' behaviour in social media.

5.8 Conclusion

With the rise of globalisation, social media has become an essential component of modern society, allowing users worldwide to exchange ideas, make comments and share experiences. Businesses have also leveraged this platform to communicate quickly and efficiently with their customers, addressing concerns and answering questions (Coombs & Holladay, 2010). However, while social media offers the advantage of fast communication, it

also enables the rapid spread of negative feedback (Wright & Hinson, 2008). Consequently, real-world crises can quickly escalate into secondary crises on social media if organisations fail to respond appropriately or lack a crisis response plan. As social media crises can spread more quickly than traditional forms of communication, an organisation's success is highly contingent on its response to a crisis (Jones et al., 2009). Therefore, effective crisis management is crucial to an organisation's reputation and continued success in today's interconnected world (Benoit, 1997).

In this research, we had effectively identified ZUS Coffee's crisis response and crisis response strategies during the crisis, as well as investigated the impact of ZUS Coffee's crisis communication in social media on netizen behaviour. The findings revealed that ZUS Coffee's primary crisis response was focused on meeting the public's communication needs, which involved providing timely and accurate information, sharing plans and actions taken to address the crisis, offering vouchers as a gesture of goodwill, and issuing apologies to the public. Furthermore, the research found that the most commonly used crisis response strategy by ZUS Coffee was corrective action (Form 1), which aimed at resolving the issue and restoring the situation to its original state prior to the crisis. However, it was noted that the highest percentage of emotions expressed by netizens during ZUS Coffee's crisis communication was anger, accounting for 30.8% of all emotions expressed. This suggests that the impact of ZUS Coffee's crisis communication on netizen behaviour on social media was largely negative, potentially damaging their reputation.

On the other hand, past studies have shown that acknowledging responsibility and apologising are likely to produce a more favourable reaction from the public and minimise damage to the reputation of an organisation (Bradford & Garrett, 1995). ZUS Coffee did take these steps in their crisis communication, but the results did not align with the past studies, as they received more negative reactions than positive reactions. Therefore, from the results, it is

suggested that ZUS coffee failed to use their crisis response and crisis response strategy effectively, despite having used the right crisis response and crisis response strategy. An organisation chooses the right crisis response and strategies, using them incorrectly can lead to negative outcomes (Coombs & Holladay, 2001). For example, ZUS coffee's apology, coupled with an explanation that the customer was highlighting a "mere" 5 cents or trying to be honest and bring transparency by revealing CCTV footage without covering the customer's face, caused dissatisfaction among the audience.

This study has highlighted the importance of effective crisis communication on social media for organisations, specifically in the context of netizens' behaviour. The findings suggest that netizens' behaviour during a crisis on social media can significantly impact the reputation and image of an organisation, and therefore, organisations need to be proactive in managing crises on social media to reduce the risk of negative outcomes. It is important to have a professional public relations practitioner or crisis manager to handle social media accounts and daily crises. This can help organisations to effectively manage unresolved conditions and determine the appropriate course of action during crises.

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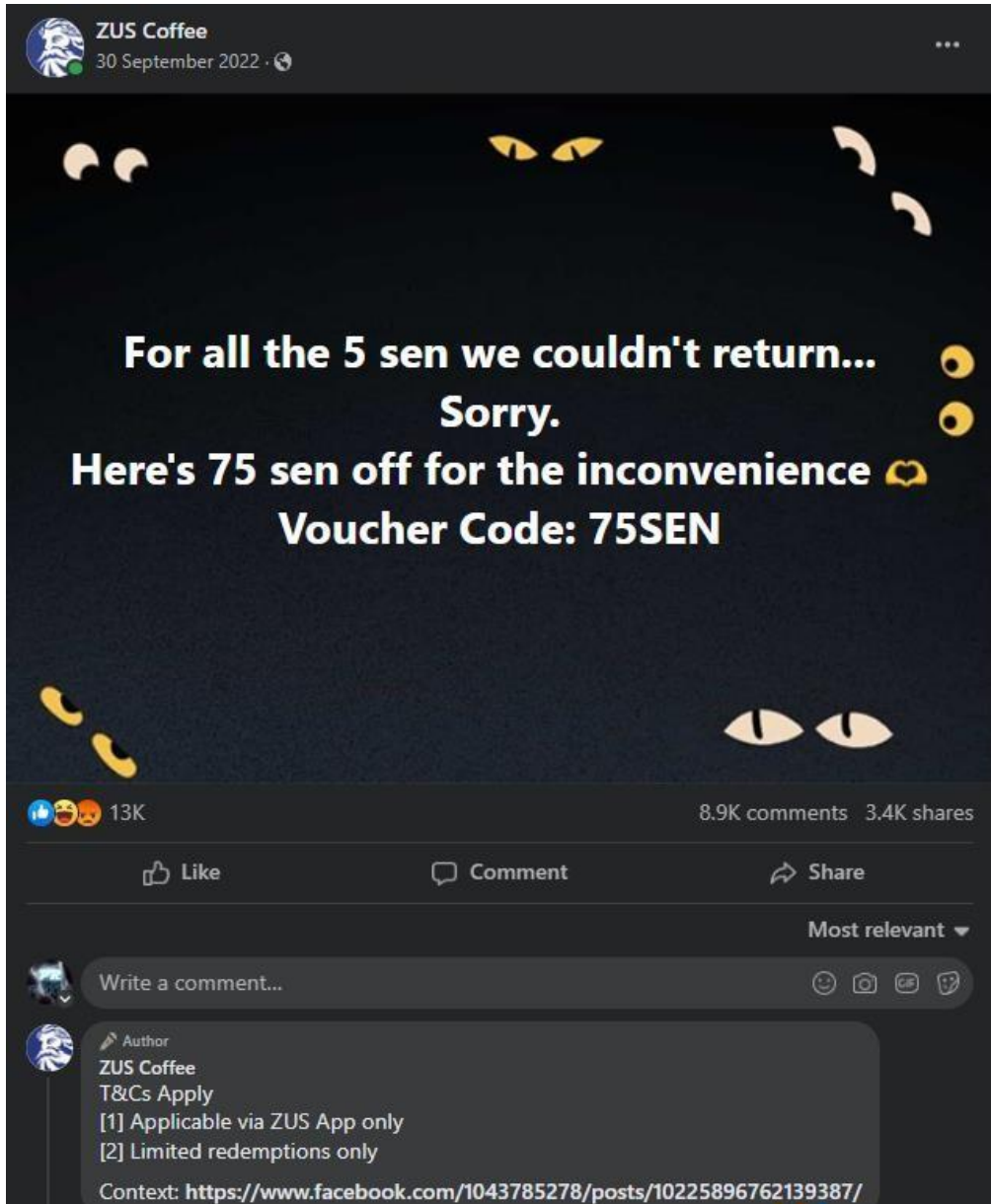
ZUS Coffee. (2022, October 1). *Shortchanging customer- 5 cents.* [Image Attached]. Facebook. <https://www.facebook.com/ZuscoffeeMalaysia/photos/a.129868091745373/1007449900653850/>

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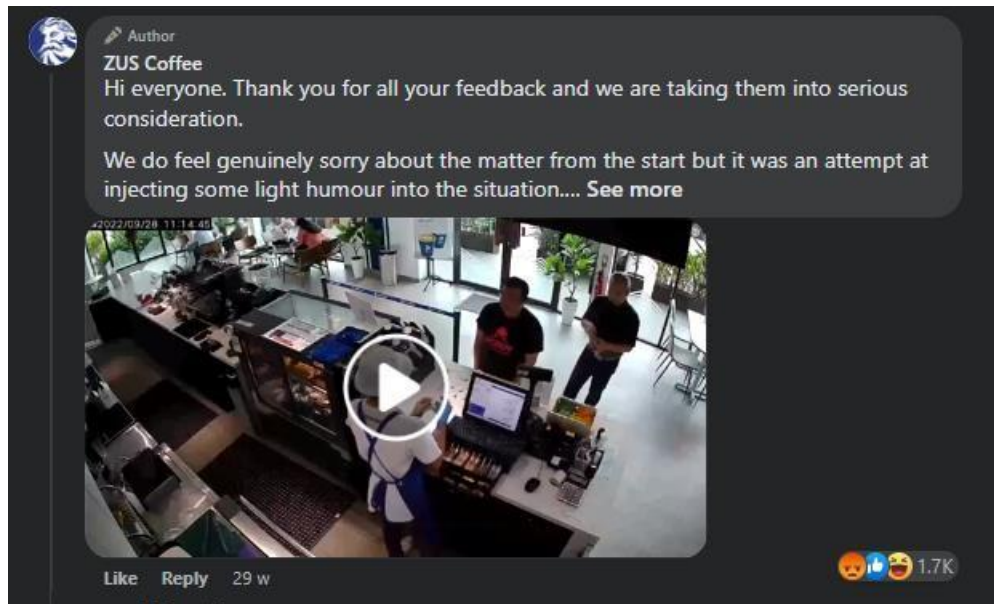
ZUS Coffee. (n.d.). *Our Story.* <https://zuscoffee.com/our-story/>

APPENDICES

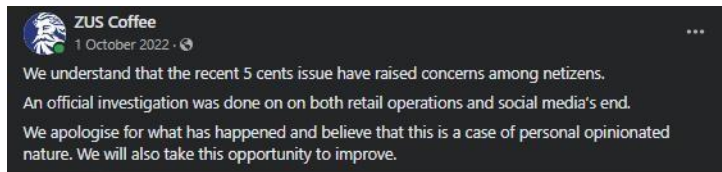
Appendix A - 930 Statement 1 (Screenshot)



Appendix B - 930 Statement 2 (Screenshot)



Appendix C - 101 Statement 3 (Screenshot)



ZUSPRESSO (M) SDN BHD (1340330-X)
 No. 7, Jalan Penyajak U1/45A, Seksyen U1 Glenmarie,
 40150 Shah Alam, Selangor

DATE : 1st October 2022
 REFERENCE : GR/221001/01

SHORTCHANGING CUSTOMER – 5 CENTS

With reference to the above matter, an immediate investigation was launched to address the issue. Our findings are that: **The time references below are based on CCTV timestamp*

- Customer visited our Tanjung Malim outlet on 28th September 2022 at 11.13am.
- Customer ordered an Ice Caramel Macchiato amounting to RM11.75 at 11.14am.
- RM12 was collected by a team member, and RM0.20 change was first returned to the customer.
- Upon customer highlighting that the team member has given 5 cents lesser, the customer also advised to provide additional 10 cents change instead.
- The team member gave the additional 10 cents change almost immediately – 8 seconds from first change given.

Based on the findings above, we can conclude that this was a case of customer highlighting despite a mere 5 cents, a business should return the exact change, or more and never shortchange – as part of business ethics and principle, **which our team member did almost immediately**. We do not see this as a case of shortchanging but highlighting of personal opinion which all businesses should adapt.

Below are action plans that the team will be taking

- i) To reach out to customer to personally thank the feedback for our continuous improvement
- ii) To extend business ethics training to all team members including part timers
- iii) To provide exact change to customer and alternatively more at the nearest denomination
- iv) Remove all 5 cents denomination in the next menu refreshment cycle
- v) Continue our efforts in promoting our app for seamless customer experience and encourage cashless

We take every feedback seriously and are committed to continuously improve our customer experience. Please do reach out to our Customer Happiness channel if found to have not served you at your expectations.

We apologise for any inconveniences this may have caused and are committed to continue serving better. There's no ZUS without U.

Yours Sincerely,

Appendix D - Coding- Crisis Responses used by the organisation during the crisis.

Statement 1		
No.	Sentence(s)	Code(s)
1	For all the 5 sen we couldn't return... Sorry.	- Honest Manner
2	Here's 75 sen off for the inconvenience. VoucherCode: 75SEN	- Meet the public's communication needs

Statement 2		
No.	Sentence(s)	Code(s)
3	Hi everyone. Thank you for all your feedback and we are taking them into serious consideration.	- Customise key messages for the social media platform
4	We do feel genuinely sorry about the matter from the start but it was an attempt at injecting some light humour into the situation.	- Transparency - Meet the Public's Communications needs
5	In hindsight, it's of poor taste and we apologise for that as well.	- Rectification - Meet the Public's Communications needs
6	Running out of change does happen and we are doing our best to minimise the error.	- Rectification - Honest Manner
7	We're also grateful to our junior barista (as shown in the CCTV footage), who responded immediately and handled the situation well.	- Ease uncertainty - Customise key messages for the social media platform
8	As a whole, we encourage cashless payment methods and advise customers to order via our app that we have heavily invested in for the best customer experience.	- Monitor social media - Transparency

9	This voucher that we've shared is also for non-app users to simultaneously try the App and experience our products.	- Meet the public's communication needs - Transparency
10	We've also extended the voucher redemption limit.	- Meet the public's communication needs
11	We hope you accept our apology and we thank you all for keeping us in check, always 🙏	- Rectification - Meet the public's communication needs

Statement 3		
No.	Sentence(s)	Code(s)
12	We understand that the recent 5 cents issue have raised concerns among netizens.	- Ease uncertainty - Rectification
13	An official investigation was done on on both retail operations and social media's end.	- Customise key messages for the social media platform - Ease uncertainty
14	We apologise for what has happened and believe that this is a case of personal opinionated nature.	- Ease uncertainty - Sarcasm
15	We will also take this opportunity to improve.	- Repent - Take Opportunity
16	SHORTCHANGING CUSTOMER — 5 CENTS	- Honest Manner - Sarcasm - Fact
17	With reference to the above matter, an immediate investigation was launched to address the issue.	- Ease uncertainty - Rectification
18	Our findings are that: *The time references below are based on CCTV timestamp	- Honest Manner - Fact
19	Customer visited our Tanjung Malim outlet on 28' September 2022 at 11.13am.	- Honest Manner - Fact

20	Customer ordered an ice Caramel Macchiato amounting to RM11.75 at 11.14am.	- Honest Manner - Fact
21	RM12 was collected by a team member, and RM0.20 change was first returned to the customer.	- Honest Manner - Fact
22	Upon customer highlighting that the team member has given 5 cents lesser, the customer also advised to provide additional 10cents change instead.	- Honest Manner - Fact
23	The team member gave the additional 10 cents change almost immediately	- Honest Manner - Fact
24	8 seconds from first change given.	- Honest Manner - Fact
25	Based on the findings above, we can conclude that this was a case of customer highlighting despite a mere 5 cents, a business should return the exact change, or more and never shortchange — as part of business ethics and principle, which our team member did almost immediately.	- Honest Manner - Fact
26	We do not see this as a case of shortchanging but highlighting of personal opinion which all businesses should adapt.	- Rectification - Shirk Responsibility
27	Below are action plans that the team will be taking	- Meet the public's communication needs
28	i) To reach out to customer to personally thank the feedback for our continuous improvement	- Meet the public's communication needs
29	ii) To extend business ethics training to all team members including part timers	- Meet the public's communication needs
30	iii) To provide exact change to customer and alternatively more at the nearest denomination	- Meet the public's communication needs
31	iv) Remove all 5 cents denomination in the next menu refreshment cycle	- Meet the public's communication needs

32	v) Continue our efforts in promoting our app for seamless customer experience and encourage cashless	- Meet the public's communication needs
33	We take every feedback seriously and are committed to continuously improve our customer experience.	- Respect Two-Way communication
34	Please do reach out to our Customer Happiness channel if found to have not served you at your expectations.	- Priority
35	We apologise for any inconveniences this may have caused and are committed to continue serving better.	- Rectification
36	There's no ZUS without U.	- Ease uncertainty

Appendix E - Coding- Crisis Response Strategies used by the organisation during crisis.

Statement 1		
No.	Sentence(s)	Code(s)
1	For all the 5 sen we couldn't return...Sorry.	- Mortification
2	Here's 75 sen off for the inconvenience. Voucher Code: 75SEN	- Reduce Offensiveness (Compensation)

Statement 2		
No.	Sentence(s)	Code(s)
3	Hi everyone. Thank you for all your feedback and we are taking them into serious consideration.	- Corrective Action (Form 2)
4	We do feel genuinely sorry about the matter from the start but it was an attempt at injecting some light humour into the situation.	- Evasion Responsibility (Good Intentions)
5	In hindsight, it's of poor taste and we apologise for that as well.	- Mortification
6	Running out of change does happen and we are doing our best to minimise the error.	- Corrective Action (Form 1)

7	We're also grateful to our junior barista (as shown in the CCTV footage), who responded immediately and handled the situation well.	- Reduce Offensive (Bolstering)
8	As a whole, we encourage cashless payment methods and advise customers to order via our app that we have heavily invested in for the best customer experience.	- Corrective Action (Form 2)
9	This voucher that we've shared is also for non-app users to simultaneously try the App and experience our products.	- Reduce Offensiveness (Compensation)
10	We've also extended the voucher redemption limit.	- Reduce Offensiveness (Compensation)
11	We hope you accept our apology and we thank you all for keeping us in check, always 🏹	- Mortification

Statement 3		
No.	Sentence(s)	Code(s)
12	We understand that the recent 5 cents issue have raised concerns among netizens.	-Mortification
13	An official investigation was done on on both retail operations and social media's end.	-
14	We apologise for what has happened and believe that this is a case of personal opinionated nature.	-Reduce Offensiveness (Minimization)
15	We will also take this opportunity to improve.	-Corrective Action (Form 2)
16	SHORTCHANGING CUSTOMER — 5 CENTS	-
17	With reference to the above matter, an immediate investigation was launched to address the issue.	-
18	Our findings are that: *The time references below are based on CCTV timestamp	-
19	- Customer visited our Tanjung Malim outlet on 28' September 2022 at 11.13am.	-
20	Customer ordered an ice Caramel Macchiato amounting to RM11.75 at 11.14am.	-
21	RM12 was collected by a team member, and RM0.20 change was first returned to the customer.	-
22	Upon customer highlighting that the team member has given 5 cents lesser, the customer also adviced to provide additional 10 cents change instead.	-
23	The team member gave the additional 10 cents change almost	-Reduce Offensiveness

	immediately	(Bolstering)
24	8 seconds from first change given.	-
25	Based on the findings above, we can conclude that this was a case of customer highlighting despite a mere 5 cents, a business should return the exact change, or more and never shortchange — as part of business ethics and principle, which our team member did almost immediately.	-Denial (Simple denial)
26	We do not see this as a case of shortchanging but highlighting of personal opinion which all businesses should adapt.	-Denial (Simple denial)
27	Below are action plans that the team will be taking	-Corrective Action (Form 2)
28	i) To reach out to customer to personally thank the feedback for our continuous improvement	-Corrective Action (Form 2)
29	ii) To extend business ethics training to all team members including part timers	-Corrective Action (Form 2)
30	iii) To provide exact change to customer and alternatively more at the nearest denomination	-Corrective Action (Form 1)
31	iv) Remove all 5 cents denomination in the next menu refreshment cycle	-Corrective Action (Form 1)
32	v) Continue our efforts in promoting our app for seamless customer experience and encourage cashless	-Corrective Action (Form 2)
33	We take every feedback seriously and are committed to continuously improve our customer experience.	-Corrective Action (Form 2)
34	Please do reach out to our Customer Happiness channel if found to have not served you at your expectations.	-Corrective Action (Form 2)
35	We apologise for any inconveniences this may have caused and are committed to continue serving better.	-Mortification
36	There's no ZUS without U.	-Reduce Offensiveness (Bolstering)

Appendix F - 3 Statements Screenshot Comment (Netizen Behaviour)

Coding - Netizen Behaviour			
NO,	Name	Comment	Emotions
1	Braxton Lee Kok Weng	Never been a fan of zus. The 5 cents uproar did caught my attention. The way your team handle this crisis is unprofessional, immature more so in sarcastic manner. A simple apology goes a long way. Pretty sure you have lost lots of supporters by posting this. Good luck.	Disgust
2	Jessica Lee	Braxton Lee Kok Weng maybe they don't see this as a crisis at all.	Disgust
3	Fdaus Ahmad	Hai Zus! pls declare how much your 5 sen heist ripped every day from all of us Malaysians!	Anger
4	Abu Ali	Saya tak backup. Saya hairan benda ni dapat je solve on the spot betul? If he still want his money. Refund lah balik. Baya ewallet or online. Casher dapat je void. Tapi instead dia penat penat komen cakap zus ni buat ni lah tu lah. Yang dapat pulak orang macam kau. Benda boleh bincang. Why nak viral?	Trust
5		Abu Ali peniaga tepi jalan ok la, nak berkira 5 sen buat apa. ZUS ni well-known brand, banyak outlets, ramai customers, ada proper accounting system.. 5 Sen tu maybe part of pricing strategy Berbaloi viral Kan issue ni, sebab 5 sen tu tetap hak customer. Kalau semua customer tak bayar 5 sen tu setiap kali pembelian, berapa banyak ZUS akan rugi? Buat accounting pun tak balance tau nak ambil macam tu je.	Trust
6	Muhammad Fakhrullah Zulkopli	Abu Ali hg pernah dgar crita pegawai bank yg jd jutawan sbb cekau 1 sen dari customer pada setiap transaksi bank?	Disgust
7		Abu Ali chaos tak chaos yang salah tetap salah. Dah tidur esok bangun nak kerja zus lagi.	Disgust
8	Abu Ali	Muhammad Fakhrullah Zulkopli tapi dia yang kaya. Awak jatuh miskin ke? 1 sen will effect your life? Dia tak patut viral at the first place. Okay memang salah casher. Tak provide. But... Benda simple je pun. Awak ambik balik duit. Awak baya guna ewallet. Maybe waktu tu dia memang takda duit kecil. If kau pernah casher kau tahu lah	Trust
9	Nur Asmaniza Mohammad	Nur Syuhada esok kena bawa duit 5 sen bnyk bnyk tukar dkt zus ðŸ˜	Disgust

10	Azura Azmi	Scammer kot ni, dok pau 5sen customer	Anger
11	Abu Ali	Fdaus Ahmad disini kita nampak orang bijak tapi bodoh. Why? Argue benda dapat resolved. Ni lah orang kita. Gaduh benda benda kecil. 5 sen? One question. Losing 5 sen buat you terus miskin? Kau dapat je cakap takpa lah dik. Saya pakai card or ewallet. Instead you creating chaos. Pastu kau dapat apa? Kau tak dapat apa apa. In the end orang still pergi zus	Trust
12	Ù...ØÙ...Ø ⁻ Ø¥Ø±ØØ§Ù... Ø¹Ø´Ø¯Ø§Ù,,Ø®Ø§Ù ,,Ø ⁻	Abu Ali cermin diri. Statement hg ni sebijik mcm apa yg hg ckp, nampak bijak tapi bodoh!	Anger
13	Ù...ØÙ...Ø ⁻ Ø¥Ø±ØØ§Ù... Ø¹Ø´Ø¯Ø§Ù,,Ø®Ø§Ù ,,Ø ⁻	Abu Ali 5 sen bukan benda simple kalau 1000 orang customer zus kena dah berapa dia untung? Benda simple mcm ni pun susah sangat nak faham lpstu konon tunjuk bijak.	Anger
14	Abu Ali	Ù...ØÙ...Ø ⁻ Ø¥Ø±ØØ§Ù... Ø¹Ø´Ø¯Ø§Ù,,Ø®Ø§Ù,,Ø ⁻ saya nak tanya berbaloi ? ke nak viralkan issue ni	Trust
15	Ù...ØÙ...Ø ⁻ Ø¥Ø±ØØ§Ù... Ø¹Ø´Ø¯Ø§Ù,,Ø®Ø§Ù ,,Ø ⁻	Abu Ali berbaloi. Tgklah apa zus bagi skrg? Kita yg marhaen ni nak backup sgt company mcm tu buat apa? Benda salah, tegur. Mudah.	Anger
16	Abdul Rahman Bin Hanif	Budin Budin kalau beratus kes mcm ni ...mcm mana ya	Anger
17	Ø§Ø´Ø±Ø§Ù Ø¹Ù,,ÙŠ	Fdaus Ahmad byk je lg mart2 lebih kurg gini....peniaga perlu standby 5sen, klu xde, peniaga la tanggung rugi 5 sen....pengguna byr dh cukup..baki je xdpt cukup...pengguna ada hak.....	Anger
18	Akira Orked	Helmi Hayazi baru ke lama ke, salah tetap salah. Doesnâ€™t mean you baru, you are allowed utk buat salah.	Anger
19	Alif Afiq Mohd Kamal	Budin Budin tak kisah lah siapa pun. Dia tak dapat beri baki, dia lah kena loss. Bukan customer. Tapi chain store yang corporate size pun gagal nak sedia kan baki yang cukup. Apa menda?	Disgust
20	Akira Orked	Muhammad Farhan nak komen pun kita kena tgok org tu mcm mana. Kot lg berusia dari kita, tone dia berbeza. ðŸ˜€	Anger
21	Muhammad Farhan	Akira Orked Betul, tapi tak perlu a kau mention islamic bagai. Tegur je a penulisan dia & bagitau point kau 100000 orang x 5 sen.	Anger

34	Al Farabi	Iâ€™m glad I no longer drink zus coffee. The coffee tastes mediocre, the service is slow, and the staff are rude. Complete package for a fiasco	Disgust
35	Pei Yee	Al Farabi oh no,, i though im the only who experience it.. the barista keep talking or being disturbed while making coffee and caused the production slow..	Disgust
36	Ateqah Addeen	Al Farabi agreed to the max	Disgust
37	Ain Kamis	Ptotla staff zus kerekâ² ..management pon sama jgk rupanya ahahaha	Disgust
38	Mohd Yasser	Ain Kamis sama bingaiii. ðŸ˜ª	Disgust
39	Myzatulhazra Yahaya	Tak der isu ni pun aku dah lama boikot ZUS. Coffe nya memang tak sedap. Tersiksa nak perabihkan	Disgust
40	Rafique Ghazali	Myzatulhazra Yahaya setuju, masih tak capai piawaian sebenar	Disgust
41	Baihaqi Mohamad	For all the 75sen that you had giveâ€ Thank you. We are not gonna spend any cents for ZUS anyway ðŸ˜ª »	Disgust
42	Safurah Abdul Jalil	Itâ€™s like this. If a customer is short 5 cents, would the shop also be ok with them saying â€œoh short 5 sen.. takpe kan??â€ ðŸ˜ª for those yg kata 5 sen tak payah berkira sangat, itâ€™s not about the amount.. itâ€™s protecting consumerâ€™s rights.	Disgust
43	Saleh Ahmad	This is classic bad marketing and publicity. This is tasteless like your coffee..Whoever is in charge of social media engagement should be fired for such a lousy riposte	Disgust
44	Wai Hong	Good bye ZUS, u shld know recently there are a few competitors coming out alrdy, yet u still so arrogant. Good luck la!	Disgust
45	Maria Cheh	No more zus. Goodbye!	Anger
46	Alvin Lim	Cashless payment no issue for me thanks for the code anyway	Joy
47	Alastair Michael Lee	Alvin Lim yepp...saves all the hassle...ðŸ˜ª ðŸ˜ª ¼	Joy

48	Pavithran Pillay	Alvin Lim best way I have found to avoid the 5 cent situation everywhere I go ☹️	Joy
49	Hanafi Hamdan	Alvin Lim betul. Sometimes bila kita guna cashless, ada juga cashier yang bundarkan price. Jadi genap. So kalau cashless suppose tak perlu payment digenapkan kan?	Joy
50	Safwan Illias	Alvin Lim order through app and online payment. No queue no 5 cent shortage. Come and collect only. Save a lot of time.	Joy
51	Cza Arip	Aiyoo zus... please don't make any provocation, you should settle the matter professionally	Anticipation
52	Mohd Khairul Nizam	Esok2 sale drop mula la buat ayat sedih. Walhal sendiri yang menyebabkan customer lari	Disgust
53	Arisha Mansor	Used to be one of your fans! No more zus!! Hahaha	Disgust
54	Syamimie Murad	Yeah I also terkena a few times too, then I stopped buying because they seemed like intentionally doing that. It's such a hassle especially for those who paid by cash. Why bother put 5 cent in your price if you couldn't even provide that much balance to "not have" one.	Disgust
55	Sin Hwa	The branch at Sungai Petani is even RM0.10 also not going to return to us. What is the point for setting your drink at RM9.90 direct RM10 better.	Anticipation
56	Eldon Ong	Sin Hwa i feel most branches are doing it. I also kena in ipoh. Its just 10 sen . Didnt wanna make a fuss but yea , seems like im not alone	Disgust
57	Fong Lik	Sin Hwa this is not acceptable	Disgust
58	Ahmad Fitri	saya pun pernah short 5 sen di zus coffee. tapi lepas tanya baru cashier tu beritahu yg takde syiling. bukan psl berkira amount 5 sen tu, tapi rules berjual beli kenalah clear. at least proper communication drpd cashier ke customer, and 2-2 agree, then takpe lah.	Anticipation
59	Eric Hoon	75 cents voucher as apology? Should handle this matter in professional way. Bye Zeus.	Disgust
60	Abdul Muiz Yaacob	Sapa admin ?, aok tengah down ke, koi tak down ☹️... koi masih mampu beli starbuck.	Disgust
61	Amiera Shahrir	Dear ZUS Coffee Just say a simple apologize professionally. That's™s more than enough. We don't™t need sarcasm. Plus it is	Disgust

		not funny at all. What a shame.	
62	Sazali Amin	KPDNHEP Laman Rasmi please take action to this company mocking customers asking for change 5 sen.	Anger
63	Nurul Nadia Omar	Unprofessional way to tackle the issue..	Disgust
64	Aien Zakaria	Whoever come out with this campaign , get him/her fired. You are in no position to mock your customer.	Anger
65	Haniza Sulaiman	Aien Zakaria fired boss dia sekali sbb bagi green light for this posting & campaign. Eyuwwww	Disgust
66	Rachel Wo	What a shame. Never thought ZUS Coffee will tackle this issue in such a childish way. Is it that hard to make an official sincere apology? Customers need as simple as that but you have made yourself look disrespectful and disgraceful in this 75sen voucher. Will stop buying coffee from Zus. â €â €â €	Disgust
67	Suezety Kamaruddin	Rachel Wo kannn.. is like x de 5sen then bagi voucher (with limited redemption) soooo customer diam la nnt.. n Zus can continue taking that 5sen again n again..	Disgust
68	Sarah Zaifullizan	Yep, no more Zus for me. Booo. The audacity! You are giving the impression that you donâ€™t care for your customers.	Anger
69	Raisha Dahiri	Ala apa susah. Banyak lagi pilihan cafe lain boleh pergi. Pembeli kan berhak buat pilihan. Sombong betul cara dia reply. Bukan zus coffee je ada kat Malaysia ni ðŸ˜~ .	Disgust
70	Daniel Ariff	Itâ€™s been really disgraceful and disrespectful on how this big brand react to the customer sâ€™ complain.	Anger
71	Aizat Ilias	Is it hard to admit and make a sincere apology? Shame on you	Disgust
72	Naim Mahyuddin	Nope.. another thing I dislike about Zus is the taste of the coffee are bad. Sorry doesnâ€™t meet my expectation anymore.	Disgust
73	Ct Rohani	Change the price to the exact amount, dont include 5 cent,make it easy Zus coffee	Anticipation
74	Nurul Izza Zaya	Ct Rohani totally agree	Anticipation

75	Ct Rohani	Nurul Izza Zaya agree too. We dont want the discount code we want the changes price.	Anticipation
76	Naqi Dahamat Azam	Respon Zus ni mengundang sungguh ðŸ˜,ðŸ˜, Cuma saya setuju dgn beberapa komen di sini. Rasa kopi Zus kureng kick berbanding yg lain. Rasa mcm minum susu campur kopi. Huhuhu ðŸ˜...	Disgust
77	Prudentius Laudavere	Utterly arrogant and unprofessional... not going to use nor recommend Zus to anyone anymore until you mend your professionalism... may you rot till then... farewell! ðŸ˜,ðŸ˜'ðŸ˜ »ðŸ˜'ðŸ˜ »ðŸ˜'ðŸ˜ »	Anger
78	Siva Shangkaree	Prudentius Laudavere say tak nak to zues !	Anger
79	Meng Jack Soh	that's how you fail your marketing and PR...	Disgust
80	Lutfee Masrur	Eja sen pun salah. Cents la cents! Come on Zus. You could do better than this.	Anticipation
81	Shairli Saad	Been through this situation @ 7E. The way the staff informing me no 5 sen was an issue too. Someone (customer) even offered me the 5 sen. Which I declined. Got back 10 sen, went back home & return the 5 sen to 7E. Shame! No more ZUS.	Anger
82	Haji Othman	dia berani main2 dgn netizen malaysia ye..	Disgust
83	Syafiqah Yahaya	Statement mengundang bethol.. Well,in Penang branch,is cashless. If u don't bring along ur atm card or TNG E-wallet,don't u dream to buy at this kind of branch haha	Anticipation
84	Zuhairi Ghapar	Sampah betul cara respons kepada isu customer	Anger
85	Tom Roy Joy	Clever marketing comeback..leverage issue to attract more customer, i would say theyr clever to deal with the issue..apology wont solve problem, plus they intend to be fully cashless likely..so those with cash note on hands just boycott them.	Disgust
86	Jane Tai	Tom Roy Joy actually not. It was handled very badly. Cause they also lost people who pay using digital means like me (and many others looking at the comment here). I was still willing to buy from ZUS Coffee until I saw their reply on this issue.	Disgust

87	Tom Roy Joy	Jane Tai good, just boycot them ðŸ˜ˆ	Anger
88	Nabil Nadir	Wow Zus..boleh ko buat lawak ek ..perli gini..org da mula suka brand ni tapi xleh handle komplek..loser giler admin yg handle ni	Disgust
89	Mohd Hafiz Shamshuddin	Bad respond indeed. Whoever come up with this should be fired.	Anger
90	Rashdan Hadri	Terrible marketing. Learn to accept mistakes and move on better from this. Best not to downplay this because at the end of the day customers are what drives your sales ðŸ˜ˆ	Anticipation
91	Nurul Neena	Buang la harga 5 sen tu.. letak je la harga genap.	Anticipation
92	Widad Ma	such a childish response.This about integriti.And in islamic â€œceribaâ€ Menghulurkan kata maaf dengan rendah hati lebih baik dari membalas dengan perlian.	Anger
93	Mohd Akram	Apalah nasib brand kopi kat Mâ€™TMsia ni. Starbucks = kantoai buat warehouse sale. ZUS Coffee = kantoai handle issue x return 5 sen. Maybe they need a good manager to manage this kind of issue.	Disgust
94	Ateqah Addeen	Nikmatul Adha endingnya gimik je .. berapa ramai je dapat guna ðŸ˜ˆ...	Disgust
95	Wan Noor Hafidza	Poor you.. company baru nk establish but yr team spoilt it in a second. who shud be sack out? Or reshuffle the management team? or let them Continously ruin your establish. this is disaster.	Sadness
96	Azrul Hafishi	Ya la ringgit dropped so low now 5 cents taken shudnt be an issue right? Right ?	Disgust
97	Janna Jane	Tak pernah try.. bru nk try keluar pulak statement gini.. tak payah try pon xpela.. support kopi2 yg jual bwh khemah lg bgus.. bantu anak2 muda.. ade je yg jual setanding rasa dorg ni..	Disgust
98	Ayeh Zaharey	Done uninstall app.	Anger
99	Emir Shaukey Hendry	Damaged has done. You can do it better. Hire me as your pr to handle the crisis communications ðŸ˜ˆ«£	Disgust

100	Jane Tai	Wah. ZUS Coffee, this is not funny at all. PR done very very badly. At first, I wasn't concerned, but now you make me want to stop buying your coffee.	Anger
101	Yasalma Yasalma	free marketing ke ni.	Disgust
102	Jozanto Soe Aung	That's why I just use their app....give and take la. It's not that hard. You want to buy coffee, this type of method should be something most people should get used to.	Trust
103	Khairul Tdp	Panaih xpa, jangan koyak ðŸ˜,	Disgust
104	Penasihat Jualan	Its your responsible to have a small change. Otherwise you shoud return extra 5 sen to customer.	Anticipation
105	Mohd Rosdi Mustafa	This is how they robbed from their customers. ðŸ˜,.	Disgust
106	Axereal Sahadan	5 sen xyah return,so call mcm day light rob ler by ZUS Coffee . Mcm sama je kes ex banker yg embezzled duit 1 sen from savings account ni ðŸ˜	Disgust
107	Mohd Rafizan Samian	I believe the problem came from non digital consumer thus those segment should be addressed instead - cash payment should enJoy this voucher not digital/apps user.	Anticipation
108	Ashraff Daniel	Pakai apps jer lah beli.	Trust
109	Muhamad Dinie	Really bad and unprofessional way to response. As one of your fan, this is unacceptable. Better support our local coffee shop than ZUS Coffee. For those who would like to support may refer to the live coffee shop map on this link (not affiliated) http://petakopi.my/	Disgust
110	Fara Dila	ZUS team did good job with sarcasm there.. i think people would prefer real honest apology. This will make good meme	Disgust
111	Wan Muhd Riduan	No integrity. I won't go to this place. There are lot more choices available in the market.	Anger
112	Ù...Ø\$ÙŠ Ù†ÙŠÙ... Ø\$ÙŠØ³ Ø"Ù...Ø"Ù	Lain kali jangan letak harga yang ada 5 sen. Nanti customer mintak pulang baki, takde duit kecil. Ingat kitorang ni nak sedekah suka2 ke kat ko. Binawe betul.	Anticipation
113	Fazlina Fazmunun	Wow. The way you handle the issue, so proffesional walawweehh ðŸ˜	Disgust

114	Mizie Mohamad	With this kind of inappropriate response from them, they only deserve our absencesâ€!	Disgust
115	Rohaya Kamarudin	Jamaliah Mohd Zabidi kita minum kopi che nah je le Ama ðŸ˜ˆ...	Disgust
116	Rohaya Kamarudin	Jamaliah Mohd Zabidi tak nak la nanti rugi 5 sen kakhakah ðŸ˜ˆ,ðŸ˜ˆ,	Disgust
117	Faiz Azmi	Zus, better u implement fully cashless mcm Myfamily mart. Sure xkan ada issue 5sen ni.	Anticipation
118	Ahmad Nazir Afiq	This is why Iâ€™™d rather not using cash to pay. Just look at their response. What a joke.	Disgust
119	Nor Sharfina	Yoowww, you should learn from Khairul Aming how to handle complaints. Be mature in handling your business. Apologies with sarcasm is so childish. Go back to school please.	Disgust
120	Vin Cullen	Because of "5sen" and you lose 5% of your customer ðŸ˜ˆœ good luck!	Disgust
121	M Jauhari Hashim	Kalau duit saya short by 5 sen, awak bagi tak kopi tu kat saya	Disgust
122	Lutefield Hadi	Insincere apology, not a formal one plus you are trying to selit some marketing into it. Never try it but now I have one less brand to try	Disgust
123	Lucy Namy	Masalah retailers ni bukan ape hire staffs lacks of common sense, next time atleast provide training for them, teach them about courtesies, customer services ..	Anticipation
124	Mohamad Shafiq	This is not the way u should tackle this issue.	Surprise
125	Masfura Azmi	teruk nya respon management zus ni. no more zus ðŸ˜ˆ‘ ðŸ˜ˆ »	Anger
126	Toni Eusoffian's	Never thought ZUS Coffee will tackle this issue in such a childish way. What a shame!	Disgust
127	Nabihah Othman	So sad to read this... U just established your brand and risking it with this post? . Jadilah professional...	Sadness
128	WM Azlan	Better improved lol... Or get ur "5cent coin" every single each ur store instead 75sen less with *T&Cs* .. Just my opinion and I don't f care at all...	Anticipation

129	Nazimuddin Nazaruddin	Bad marketing is still a marketing. Good luck for your ESG	Disgust
130	Fae Go Go	You know what ZUS Coffee bila management sendiri bahan customer macam ni, boleh nilai la mentaliti dia mcmana. Sorry to say. Kalau ko buat iklan utk mana2 orang Yang mmg simpan 5sen utk tukar dkt outlet terdekat, dkt situ da nmpk inisiatif ko Dan dpt marketing free.	Disgust
131	Nicole Cheah	I just gotta knowâ€ who is ZUSâ€™ social media agency ðŸ˜” time for change?	Disgust
132	Rozanna Jecqo	First time dulu pergi zus, staff ajar dengan sabar beli pakai apps. Sampai sekarang pakai apps je. Kita senang, staff pun senang. Pebenda laa pasal 5 sen pun dramatik sangat.	Trust
133	Aiman Roslan	Dah lah ambil duit org. Lepastu nak menganjing. Dasar anjing	Disgust
134	Faz Fathil	This sarcasm towards customer, I just canâ€™tâ€	Disgust
135	Airif Slikh	Bad management with the bad services..	Anger
136	Wong Jing Kai	Nice tactic and marketing strategy, Zus even more famous now. Malaysia doesn't have true 'cancel culture'.	Disgust
137	Sarah Salim	Zus koyak ke apa ni? Respons trhadap isu tak profesional lgsg..	Sadness
138	Zaidatun Nain	Tak support dah zus pasni. Lama dh tak beli. Kes 5 sen kau berkira. Tp ganti 75 sen pun limited redemption. Pdhal dh lama guna taktik takda 5 sen tu kan. ðŸ˜ bye zus. Kopi i bancuh sendiri lg sodap. ðŸ˜‘ðŸ˜ »	Disgust
139	Runne Weera	Chuffed knowing that you guys are opening a new branch at AEON Mall Taman Equine.	Joy
140	Anisah Syakirah	Buat je cashless all outlet.. So no issue..	Anticipation
141	Siti Rozita	Sentap ke tu?dlm perniagaan kena professional la..lgpun apa yg customer tu ckp mmg betul,bkn mslh customer klu u xde 5 sen,customer bayar ikut harga yg u ttpkan so klu ade baki mmg wajib la u pulangkan..klu ssh sgt nk sediakan baki 5 sen tu why not buang je 5 sen tu dr harga yg u letak,genapkan aje harga so easy kna..childish response sgt tu Zus	Disgust

142	Meen Hashim	Hayatie Haron itulah, harapnya lepas ni Zus buat cashless terus jadi tak ada issue berbangkit. Maklumla puak2 manusia nak glamor murahan ni makin membiak. Kurang kerja kut ðŸ˜ˆðŸ˜ˆ~ ~	Anticipation
143	Mohd Syahmi	If row boat forward can still reverse, but if bad response like this no one coming back, mark this words	Anticipation
144	Areyou Orked	Not to against you, but i think every comp must prep 5cents secukupnya.	Anticipation
145	Najwa Hanafiah	No more zus. Wont go there anymore if this how u handle the complain.	Anger
146	Nabilah Omr	How dare you look down on 5 cents, they still exist because they have worth	Anger
147	Shah Riezman	By the way ..ZUS is refer towhich is inappropriate to use as a business strategy	Anger
148	NorAidah Samsuri	Tak perlu sombong. Is it hard to make an official sincere apology?	Anticipation
149	Enawar Alias	Wrong move zus... wrong move.	Sadness
150	Faiz Hussain	Y'all stop talking about business ethics if y'all still buying from brands that use sweatshop labours. ðŸ˜ˆ ðŸ˜ˆ (zara, nike, addidas, h&m, etc)	Trust
151	Azilan Gley	Wow... very bold statement.. it sounds so much arrogance.... i dont give a damn about your 5cent lah... i have a lot of money... nko ape taw 5 sen pun nak berkira... aku beli nasik goreng rega rm5.50, bayar rm10, kedai takdak syiling.. dia pulang balik kat aku rm5 ter.. ni kedai tepi jalan jerk.. bukan level zus kayangan ini batu dalm kapla ada duduk wooo	Sadness
152	Novafi Jacobs	Great for fast responsive for complaints ðŸ˜ˆ‘ ðŸ˜ˆ‘	Joy
153	Kenny Tan	Use cc or debit card that all .. I do think if you able to consumer Zus you be at least hold a debit card which can do the paid easy	Joy
154	Hazwani Abdullah	Shame on u zus..never buy zus coffee..so childish	Disgust

155	Asyhraf Fahri Muhammad	starbuck the best!	Disgust
156	Nur Lella	Seriously is this how you guys respond towards the issue?	Disgust
157	Ainon Abu Bakar	ZUS is not professional tackling the issue	Sadness
158	Andrew Lee	Be prepared to exit Malaysia's market...Zus just started a war	Disgust
159	Nana Rieyy	No big deal though.	Trust
160	Emas Putih KR	Habislah zus, kerana 5sen ...! Nampak kecil tapi impak besar!	Fear
161	Tiau LuckNut	Bangang. 5 sen sorang kena. Dah kalau sehari beratus orang datang beli. Campur pulak berapa outlet ada. Kutip duit mudah macam tu je. Bahlol. Lain kali letak harga genapkan terus.	Disgust
162	Firdaus Ahmad Murad	Tasteless coffee with lousy services and now lousy PR response.	Disgust
163	Leng Kuas	Done uninstall zus coffee applications	Anger
164	Rafidah Aziz	Booo zus! No more zus after this	Anger
165	Ibnu Abdullah Abd Razak	wondering sape top management yg bg greenlight 4 this kind of crisis management... ZUS Coffee big fail...	Disgust
166	Nora Ridzwan	No more zus i guess. Lets go to Kopi purnama shall we? Faez Salleh	Sadness
167	Aliff Ghaffar	No more zuss after this!	Anger
168	Nurul Husna Zaharuddin	No more zus!	Anger
169	Aliff IE	Angkuh nya management ZUS Coffee ni.. takyah nk perli2 customer la..ingat Malaysian hadap sgt voucher 75sen tu ke??? Pegi mam	Disgust

170	Aizat Hisamudin	U make alot of money..balance 5cent cannot supply ke	Anger
171	Amalina Jafri	So childish la..pegi Richiamo jela lpas nih..	Anger
172	Ihsan Rahim	Never tried ZUS and never will	Anger
173	PutRy Fara	Shue Kahar boikot la zus cmni ðŸ˜,ðŸ˜,ðŸ˜,dahla kite sllu beli .. starbuck jgk ðŸ˜‘œðŸ˜‘œðŸ˜‘œ	Disgust
174	Shue Kahar	Report kpdnhep jee. PR zus nih hire cokia cokia i syak ðŸ˜,	Anger
175	Nur Hidayah Al-Aris	BYE2 ZUS.jom kopi bar	Anger
176	Keyra Halim	No more zeus. I will stop buying from zues . boo... #childish	Anger
177	Nur Fathiah	Woww mcm ni respon engko ye. No more zus fo me	Anger
178	Ateqah Addeen	Memang do not go to Zus. The Staff at Setia Alam also all lousy and did not prepare food and take order properly. Makanan rosak kowt. Beli air chocolate frappe, minum rasa green tea., ko rasa ??? Cleanliness out la maksudnya.. Takde effort to apologise apatah lagi ganti spoilt food . Already lodged report and Management also buat tak endah. Memang geram tapi kena sabar. Almaklum kita ni semut	Disgust
179	Ah Seng	5 sen? I think Zus is not wrong la, for me the 5 sen I will put in the donation box if got. Malaysian love to find matters to comment Nia.	Trust
180	Lokman	Boikot	Anger
181	Maizatul Wahidah	Siapa la yang handle PR korang ni oii ðŸ˜«œ Lepasni genapkan je harga makan minum tu. Korang senang, customer pun senang. 5 sen punya hal	Anticipation
182	Emiey Anuar	Standby la 5senâ€¦mende ntah niaga xmampu nak sedikan 5sen..xpon hapuskan je 5sen..bukan SUSAH ponnmmnâ€¦	Anger
183	Amar Hashiem	Come on ZUS, u can do better than this	Trust

184	Nazira Mohd Sapee	Hello encik zus, cadangan saya, sila revise harga tanpa 5sen. Lebih cantik revise harga tanpa sen.	Anticipation
185	Fira Fahmi	Khairul Aming handle complaint customers lebih bagus n sopan daripada ZUS Coffee lawak lah. This is why our office turns to Gigi coffee	Disgust
186	Fira Fahmi	Ahmad Huzaifah Ismail dulu hampir setiap minggu atau setiap 2 hari juga lah kitaorang beli zus. Sekarang x dah . Beli Gigi	Disgust
187	Nur Izzati Yusof	Hye @Zus Coffee. U don't have 5 cent haaa??? Why not tampal dekat pintu atau tempat cashier bahawasanya anda memerlukan 5 sen??? Mana la tahu ada orang yg kumpul duit 5 sen ni boleh tukar dgn komer. Alaaa tu pun nak ajar keee?? Kalau rasa MALU SANGAT nak buat macamtu bundarkan jelah senang. Xyah 5 sen 5 sen ni yeee. kalau perlukan 5 sen dan x dapat tukar dr bank, letak la notis yg anda perlukan 5 sen atau duit syiling lain. Mana tahu kot ada orang2 yg kumpul duit syiling ni nk tukar...	Anticipation
188	Khairul Mohamad	Limited redemption? Hahaha...dem	Disgust
189	Meor Ahmad Iqmal	Zus cuba nk tackle masalah ni dgn bagi discount code pun still korang x puas hati. Korang expect apa wei ðŸ˜ˆ,	Trust
190	Sabrie Mustafa Hamizan	Tak professional & defensive ðŸ˜ˆ« Dah salah, astu nak memperlekeh lak. Gitew	Disgust
191	Muhammad Syukri Zulkarnain	Kalau dh 2000 org customer tak collect 5sen berapa untung korang dapat mcm tu je? Manager buat apa? Petty cash korang asal tak standby duit 5sen siap2? Kalau dh tak boleh bagi baki 5 sen tak payah buat harga ada baki 5sen. Genap genap kan. Ingt, seorang customer tak halal kan baki tu, cari lah korang sorang2 customer tu kt akhirat nanti!	Disgust
192	Nor Hafifah	Masa saya jadi cashier dulu, saya return je 10sen... Kalau short pun masa closing 5sen je...	Trust
193	AyeEda SAm	Kalau lah customer yang tak cukup 5 sen nak beli kopi tu boleh ke nak cakap kat cashier â€œtakpe ya dik, kalau tak payah la 5 sen tu boleh tak?? halal ye..â€ ðŸ˜ˆ	Trust
194	Idayu Axmi	Dulu2, kalau terlebih duit dalam cashier samada letak tepi takpon donate terus dalam tabung. Kurang, pepandailah settle dengan manager. Ni usually hal operation di restoran/shop. Sebab sedia maklum, sekarang sume dah computerized dan digital. Kalau 888 cash, 888 lah total wajib bankin kat no akaun	Fear

		bank biz diorang. Esok reset balik berbekalkan petty cash sedia ada. Bila dah kena camni, management dah pening sbb viral, mesti kene carik nak kene tiaw pale. Area manager kejar head restoran, head restoran kene kejar budak yang buat silap tu. Risau pulak aku budak tu kene buang kerja sebab silap 5sen dia. Sebab 5sen, viral 1malaysia.	
195	Wawa Iskandar	Marketing team you org yg sama jd cashier ke	Disgust
196	Nurul Syuhada Iking	Walau 1 sen, sy tetap minta. I don't care.	Disgust
197	Halim Mhb	5 sen jangan songlap. Kalau takde syiling 5 sen, buat menu harga genap.	Anticipation
198	Azizi Ezaham	Org ini macam pun boleh kerja ka? Aaaiihhhh. Nia mah..	Disgust
199	Ezran Darami	75 sen per cups seems reasonable.	Disgust
200	Ahmad Yeq	bila nak buat offer buy 1 free 1 lg	Trust
201	Ah Chaprovic	ur 5cent problem not us..ðŸ˜€	Anger
202	Mohd Fauzi Badawi	Tanak la... Benda senang ko letak la 50 sen.. 20 sen.. 40 sen.. Ni ko nak letak 75 sen la.. 35 sen la.. Kaya dah selama ni	Disgust
203	Abdul Qayyum	tak settle lagi ye hal 5 sen ni...ðŸ˜,ðŸ˜,ðŸ˜,	Surprise
204	Rashidi Shaari	Memandangkan ramai yang dah hentam, aku nak puji pula. Terima kasih Zus untuk secawan kopi yang percuma pada setiap 8x pembelian. RaFa RaFa. Faizal Hadi ada minum tak hehe	Joy
205	Aie Hussain	Boleh buat movie .. The thief of 5 sen.	Disgust
206	Fazza Jazzy	Bulan ni & bulan lepas, tu belum kira yg minum kat kedai lg..zus mmg murah dari starbucks & coffee beans..korang nih buat aku rasa nk tekan order je..dan dan rasa lapaq ayaq kupi..	Trust

207	Izwan Ahmad	What a stupid response ðŸ˜ˆ,ðŸ˜ˆ,ðŸ˜ˆ,	Anger
208	Mohamad Hafiz	Lahh serupa tak payah bagi voucher je setakat 75sen discountðŸ˜ˆ?	Disgust
209	Adam Baharum	Curi duit pelanggan	Anger
210	Mat Dafi	Terbaik, aku pun pelik manusia sekarang 5sen pun kemut. Buat adik cashier yang kena tu pm aku, aku nak bagi 5sen sebanyak rm100 yang ada dalam simpanan aku supaya akan datang takde lagi mamat kemut 5sen memebel	Trust
211	Noor Hasmin	Jangan la provoke customer. Cuba dengar their complaint dan buat jalan penyelesaian yg tuntas. Bukan bagi voucher bersen-sen juga. Aiyo	Anticipation
212	Suhardi Saliman	kalau tak guna nilai 5sen tu hentikan saja pengeluaran syiling tu ...sama kes cermin sisi lah ni ada tak guna kena tendang marah	Anticipation
213	Zamzarul Iqbal	ZUS Coffee its about business ethics	Anticipation
214	Reallife Nhhas	Boikot je. ðŸ˜ˆ☹	Anger
215	Jayy Hardy	Azura Azmi kopi ais tepi jalan pun harga dah level2 yahudi skrg ðŸ˜ˆðŸ˜ˆðŸ˜ˆ	Disgust
216	Ryu Rain	Haha pengurusan pun fail rupanya	Disgust
217	Adinda Anne	ZUS ni mmg hire bbnu. Tu tak reti handle complaint. Buat air pun tak consistent. Staff pun kerek mcm la kita byr pakai daun.	Anger
218	Cik Nan	Wow perli customer. Hebat	Disgust
219	Qurratu A'in	Staf zus cawangan Tampin, Negeri Sembilan kena belajar layan pelanggan!!	Anger
220	Adam Firdauz	You let your tiktok admin handling FB also? Macam hamkaleng lahhh	Disgust
221	Brigitte Juan	Tak profesional langsung. 5 sen tu kalau tak dihalalkan pun susah tau	Anger

222	Putra Mohd Sabah	Pasal 5 sen, beribu orang kecoh. Yang kecoh ni aku rasa tak pernah jadi cashier.	Trust
223	Acu Lekir	Putra Mohd Sabah kite yg cashier ni rse bsalah..ade btul gak..diorg byr pkai duit kot..ptut company fix kn harge tu blk yg xde 1sen n 5sen ni..utk memudahkan urusan niaga ni..kite yg cashier ni pon senang nk bg balance..ni bg pendapat aku laa..memudahkan kdua dua urusan..	Anticipation
224	Putra Mohd Sabah	Acu Lekir aku tengok komen pun aku tau dorang ni xprenah jadi cashier. Especially yang cakap "kenapa nak bagi duit kat big organisation?" Kahkahkah. Dia ingat 5 sen dia tu pegi dekat company kot. Padahal, kalau ada balance lebih masuk pocket cashier, tapi kalau short pocket cashier kena keluar. Tapi most of the time mmg cashier lah yang kena keluar duit manjang. Lepastu beria diorang ni mcm 5 sen tu kalau bagi boleh jadi miskin.	Anticipation
225	Acu Lekir	Putra Mohd Sabah biase laa bang..klu kne cm ni..5sen pnye pasal..harge 75sen kite balik kn 70sen..dia msti nk tuntutan..kite bg laa 80sen..klu lari tu..dpt customer cm ni..brape plak kite nk byr company blk..sbb tu, company kne fix kn harga tu senang..mansuh kn 1sen dgn 5sen ni..myusahkan..ni pgalaman aku laa, keje fastfood kt singapore fix je harge diorg..kbanyakan..senang brurusan..kt malaysia, msti ade 75sen,79sen,99sen..senang kn cilok duit org,	Anticipation
226	Fauzul Azim	Intern mana jadi admin ni	Disgust
227	Ghani Bin Sulaiman	masih jgk nak guna 75 sen...apa 5 sen tu pelaris ke	Disgust
228	Kaira San	marketing power oiii	Disgust
229	Mas Dayana Hairuddin	5 sen nampak kecik. Tapi kalau islam mesti faham halal haram sesuatu atau urusan niaga. Hukum menipu timbangan pun berat. Instead of sakau 5 sen dari customer kenapa tak serap je 5 sen tu dari akaun sendiri.	Disgust
230	Zaki Yahya	Selamat melingkup. Arrogance and ignorance.	Disgust
231	Cik Puan Zati	Tak professional la...mcm budak	Disgust

232	Edy Raden	Tak kena report ke KPDNKK lagi tahulah pasal baki tak cukup ni.. Jangan asal boleh.	Disgust
233	Yoorin Noorazian	Korang nanti nak beli zus bayar dengan duit 5sen. If harga rm12 , guna 60pcs 5 sen. Baru ada akaiii	Disgust
234	Nurin Reen	Okaylah tu dia bg 75sen free	Trust
235	Juny	Sape admin ni	Anger
236	Fadhira Fauzi	Semudah voucher je dia punya respon. "Sorry" katanya	Disgust
237	Izzat Jat	200 customer untung rm100, 1 branch ada kot untung dalam rm1500 sebulan. Kot la	Disgust
238	Tiau LuckNut	Bila ahli politik sakau duit haram. Dapat ke dia sakau duit halal. Wutohhh	Disgust
239	Zuridan Nor Hanis	Dh sebat agaknye beribu2 kot bg 75sen je?	Disgust
240	KJ Nilam	Tak Professional..	Anger
241	Hisyam Gold	ZUS Coffee this is not the way to show your sorry. It shows your arrogant.	Anger
242	Nadia Salleh	Aigoo ZUS Coffee ... please don't make any provocation lah. You should settle the matter professionally.	Anger
243	Nor Fazila Mohamed	To ZUS Coffee you are not professional at all. Just a sincere apologies would be nice.	Anticipation
244	Mohd Zairudin	Kalau susah sgt nk sediakan duit 5sen, genapkanlah terus harga tu, jd 70sen ke, 80sen ke..sengaja jadikan harga ade 5sen kat blkg tu pehal??	Anticipation
245	Adam Harris	Mohd Zairudin untung atas angin yang tidak dicukai hahaha	Disgust
246	Adam Harris	Boleh kempen boikot dah ni..	Disgust

247	Mohd Syafiq	0.05sen x 1,000,000 malaysian citizens: rm50,000. wow can downpayment merc A45 AMG.	Disgust
248	Saif Al-Helmi	5 cent x 1000 cust= 5000 cent. Very easy making money this day. Get support from customer also	Disgust
249	Adriana Nor	dia berani main2 dgn netizen malaysia	Anger
250	Fadzilah Fuad	Unprofessional manner.	Anger
251	Pia Sofieya	well this is stupid ðŸ˜…	Anger
252	Konrad Warren	Your apology lack sincerity	Disgust
253	Hajar Nadia	Arrogant and petty.	Disgust
254	Izad Izwan	Wrong moveâ€¦	Anger
255	Abdul Zahin	Done uninstall. Very langsi management.	Disgust
256	Acu Lekir	can u fix the price..genap kn price tu senang..80sen..	Anticipation
257	Zaid Najid	Cahaya Nabilah in other way, ZUS bg sikit je.. Post ni sekadar nk menganjing customer je kot	Anticipation
258	Dyg Nurul Khairunisa	Anip Mohd?suruh cashier dia cover with 5 sen yg dia x bagi baki kt other customer tu huhuhu	Anger
259	Muhammad Amerrul	Suraya Razali?kena REPORT mcm nie...senang senang letak t&c sedangkan 5sen tuu duit pelanggan...	Anger
260	Em Kay	Cina ke Melayu owner kedai ni? Kuang Ajaq betul reveal muka customer...	Anger
261	Ahmad Firdaus Hashim	Suraya Razali itula letak harga 5sen, tp tak provide 5sen secukupnya kat outlet. Kalo xnk tukar harga pn, bg la direction kat semua outlet kena pulangkan lebih, bkn kurang. Dasar Kapitalis.	Disgust

262	Siti Hajar Takahara	ZUS Coffee?Bad service. Straw pun order 6 air bagi 2 pcs je. Ais pulak tu. Branch Manjung lagi lah. siap dh mark dlm apps lg. Now dh stop Zus, aku minum kopi gantung perlis sedap lg	Anger
263	Suraya Ahmad	ZUS Coffee?.. hentikan jual harga ada 5 sen.. genapkan saja.. kalau buat juga.. sila sediakan duit kecil.. jangan biasakan takde 5 sen okey.	Disgust
264	Noor Aisyah Afham	ZUS Coffee Harga air tu tak boleh ke jgn letak 5sen sen sen Kat belakang kalau dah tahu duit syiling susah nak ada?. Bygkan 1juta org kutip 1sen..teringat kes peg bank amik dlm acc org 1sen sampai berjuta duit dia siap benti keja lagi.	Anger
265	Nur Farah Binti Jasmin	Noor Aisyah Afham?memang orang bisnes mcm ni kaya dgn tactic ni pon sis. scam sana sini normal la tu. 0.05 x berapa orng satu hari sendiri paham la bole dpt berapa	Disgust
266	Farhan Mad Noh	ZUS Coffee?Nganjing eh? Kemain 75sen je voucher code?punye la nak kata ??sen-sen?? kan.. i saw what u did there	Anger
267	Jesline Jasmine	ZUS Coffee pfft	Anger
268	Caravan Melaka	Stupid response. Shortage of 5cent? you can simply reduce the price by slashing 5cent, can't you? Jenis peniaga Bangang.	Anger
269	Muhd Arief Zainal Khatib	ZUS Coffee?this is what i call, u ask someone to marry you, but you dont allow them to hold you.. you think all your "5 cent" customers issue use app when paying? Common sense..i've had experience twice here at Zus Pekan Nenas.	Disgust
270	Eda Lee	pity u?ZUS Coffee. nanti beli coffee rm11.75 bayar pakai duit 5sen je semua	Anger
271	Noorzalina Mat Hussein	ZUS Coffee?kalau nak tukar 5sen, saya ada banyak dlm tabung ni..	Anger
272	Efendi Jusdi	ZUS Coffee?nmpk dah aura2 kna bankrupt	Anger
273	Nurul Fatihah	ZUS Coffee?Teruk gila services hang	Anger
274	Megat Shahir	ZUS Coffee?cheroooo.. sorry beli sekali ja.. jual 5 sen secawan pun aku xbeli..	Disgust
275	Ezany Izani	ZUS Coffee?fuck you	Anger

276	?????E	ZUS Coffee?useless, I??ve uninstalled ur app anyway.	Disgust
277	Shafizi Suhaimi	ZUS Coffee?Perhaps you don't know the location of nearest bank around you?	Anger
278	Wani Mstf	adoi??admin ni pun??x tau la saya nak kata ape..	Anger
279	Mishi Maru	ZUS Coffee?duit bai..duit..bukan voucher..voucher ni nak buat apa..ko masih sakau 5 sen orang lepas tu ko suruh orang beli lagi kat outlet ko..75sen apa yang dapat??? Bodoh betul management?ZUS Coffee	Anger
280	Faiz Hashim	ZUS Coffee dah la 5 sen pun berkira, voucher 75 sen tu pun limited a downfall indeed	Disgust
281	Mohammad Haire	ZUS Coffee?buang la harga 5 sen tu. Apa susah benar. Sapa ceo zus? Bak mai nak sembang.	Anger
282	Mimi Mokhtar	ZUS Coffee?ew	Disgust
283	Tinn Weena	ZUS Coffee?itu hak dia	Disgust
284	Nina Lee Daud	ZUS Coffee alahaii ZUS.. mcm takmatured pulak U ni.. Nak bg code voucher, bagi je lah.. Reveal CCTV buat apa...mcm tak ikhlas pulak.U supposed to just say sorry & improve whichever lack at your service... Itu je.Applause to the man for posted that issue.	Disgust
285	Izzwani Asri	ZUS Coffee?lahh isu nie pun terasa ke? Betul lah customer tu tegur. Korang yang patut adjust harga bukan customer pulak kena tanggung 5 sen korang tu.	Anger
286	Roslan Ahmad	ZUS Coffee?teruskan usaha.apa2 pn aku ttap sokong netizen	Anger
287	Lipa Hanyut	ZUS Coffee?Lain kali kalau taknak bagi baki wlpn sen jgn dk gatai buat rega blkg tu ada sen? , letak harga genap , org nak kira pun senang . 5sen sorg kalau sehari 100 org dah untung berapa kat situ . Adehhhh	Disgust
288	Yusuf Daniel	ZUS?#boikotzuscoffee	Anger
289	Nik Adha	ZUS Coffee?.....Nama pon macam DEWA Zeus.....pic pon lebih KURANG.....tau ke halal haram dlm berniaga....dlm islam1 cen pon Lau hak org....tetap hak org	Disgust

290	Iquwan Ramli	ZUS Coffee?cantiknya cara lu. Bye2!	Surprise
291	Qardhawi Showbiz	ZUS Coffee?bongoknya.. kalo tahu brg ko da sen2 mcm tu... standby lha sblom buka kedai... kesian cashier tu serba salah...	Anger
292	Omar Tompong	ZUS Coffee?, benda haram memang sedap, walaupun 5 sen.	Surprise
293	Halinda Roslan	ZUS Coffee?Dah lah tak sedap! Kaki songlap! Puii	Disgust
294	Amcu Toy	ZUS Coffee?eh limited redemption? App only? Lol.. u guys r funny (dibaca \$tupid)	Disgust
295	Connie Ng	ZUS Coffee?You come out 75cents. You make sure you got enough 5 cents change for customer? Come on...	Surprise
296	Zu Zulkifli	ZUS Coffee?sudahla salah, nak provoke dgn statement sarcastic mcm ni ingat u can win the hearts of??ke? Pidahhh	Disgust
297	Muhammad Ridhwan	ZUS Coffee?don??t get things complicated la. U may: 1. Provide sufficient balance at all yer outlets or 2. Provide QR pay or 3. Change the price e.g 11.75 to 11.80 or 11.70. Simple resolution. It??s almost end of 2022 la..haiyooo	Disgust
298	Fuad Saiful	ZUS Coffee?taknok ..awok guno lah voucher tu sorang? ..aok taknok	Anger
299	Muhamad Qurrota A'ayun	ZUS Coffee?BODOH MANAGEMENT	Anger
300	Hamzah	ZUS Coffee?euwww, dahlah kopi tak sedap. Tapi berlagak mcm kopi kau tu five star. Puihh.	Disgust
301	Zie Kastam	ZUS Coffee?you should think to remove the 5 cents from the price or do it like?McDonald Malaysia?where the price stated as RM5.99 and then rounded to RM6.00 instead.	Anticipation
302	Amer Hamdan	ZUS Coffee?kedai bodo	Disgust
303	Malik Kamal	ZUS Coffee?your apps is sluggish and slow?	Disgust

304	Nazrul Hilmi Mohammad	ZUS Coffee? f k off!	Anger
305	Nur Faezah Mansor	ZUS Coffee i dah tachoodddddd nak pergi kedai you. Tak memasal kena reveal muka ðŸ˜ˆ“	Anger
306	Luhi Atina	Zulhazry Mohd Yusoff wey dia bole pulak tayang muka customer ni. Kawan ko kan? Yg bising pasal xcukup 5 sen tu. Bole log report ni	Surprise
307	Zaid Zainuddin	ZUS Coffee pehh, release CCTV. Apa bodo punya management ðŸ˜ˆ,	Anger
308	Muhammad Syafiq Havana	Jessica Lee I hope this customer sue them for releasing this video and treat him like he is criminal because asking why he as customer should absorb this mere 5 cent ðŸ™„,	Anger
309	Irman Zubir	ZUS Coffee even this comment still sounds defensive.. what? No praise ti the guy who highlighted the malpractice? Instead painting that your staff 'did well' in this situation.. Maybe u should go back to the drawing board and draft your apologies carefully.. make sure to get it reviewed to the top management ya..	Surprise
310	Kamal Hamid	ZUS Coffee kah3.. Boikottt	Anger
311	Nurul Fathihah	Abu Musa Al-Sa'ari cancel je Zus coffee ni.	Anger
312	Lut ã,·	Ezro Castello gile barai zus ni. Acah defensive pulak diorang.	Anger
313	Saya Backpacker	ZUS Coffee you need to stop put price with 5 cents if you fail to have 5 cent coins to return to the customers.	Disgust
314	Opie Alan	Luhi Atina dia bole pulak release cctv footage without customer consent..tolong tag zul tu pls..suruh kwn dia log report report kt Suruhanjaya Komunikasi dan Multimedia Malaysia..bole sue ni..nice	Surprise
315	Saifudin Arief	U should not post this cctv. Bad marketing to promote your apps ðŸ˜ˆ½	Disgust
316	Irtihaly Awwal	ZUS Coffee menakutkannya business korang, jenis dedahkan identiti pelanggan, tak pandai jaga privacy customers. Nampak sangat team takde integriti.	Disgust

317	Ya Na	ZUS Coffee rude response	Anger
318	Meng Adek Mock	ZUS Coffee this show how stupid your handle the issue ðŸ‘ŽðŸ »	Anger
319	RuRu Mao	ZUS Coffee this case is inappropriate for œlight humourœ and by exposing the footage is not professional at all	Disgust
320	Hanan Hafizah Rose	ZUS Coffee why are you being so damn defensive siap tunjuk cctv bagai ni? A company this size acted like small kid losing candy over the complaint of 5cents matter? So childish and improper! Go fix your menu lah, semua foods TAK SEDAP LANGSUNG. The simple Wrap pun taksedapppp, apetah lagi coffee. Takde food tester ke?	Disgust
321	Rezza Saleh	ZUS Coffee bodohhhh punya cafe	Anger
322	Dinesh Kumar Murugaya	ZUS Coffee Start from ur 3rd paragraph is totally disaster..what kind of apology it is..trying to be sarcastic is it..	Anger
323	Star Gazer	ZUS Coffee oh no, we are sorry! Anywyyy here is the cctv showing thier face, enJoy â œi,	Disgust
324	Ibrahim Mã¼ller	ZUS Coffee poor staff. I hope he is doing well. Please take care of him ya.	Trust
325	Norfaezah Amoy	ZUS Coffee please put down this video. Lawyer cakap kalau customer ni buat report dan saman naya zus. Hati2. Tq	Disgust
326	LNazoe Bee Bee	ZUS Coffee kau ni koyak sgt ke sampai reveal muka customer .sgt tak profesional cara kau handle sesuatu issues.hello???	Anger
327	Tengku Ahmad Nazri	ZUS Coffee you go back to Greece! Out! Now! ðŸ~i	Anger
328	Mar Diana	ZUS Coffee if really wanna credit your junior barista.. you should post & reveal your barista face..ðŸ~... do customer give his consent for you to post & reveal his face in this CCTV?? Otherwise better delete it & repost with blurr effect on customer or better delete itðŸ~µœ ðŸ’œ hopefully no action taken by this customer. Do not prolong this issue..	Disgust
329	Eqwan Roslan	“mere 5 cents” “of personal opinion” Bodohnya benda mudah pun masih nak pertahankan.	Anger

		Ego tinggi. Patutlah pakai nama Zus. Orang Islam dah boleh mula fikir semula beli kopi daripada Zus ni.	
330	Ahmad Firdaus Abdullah	Jauh bijak Khairul Amin berbanding management ZUS ni. Padahal ZUS ni brand level international. Inilah masalahnya bila bagi kat budak muda handle masalah.	Anger
331	Luqman Enter	Ahmad Firdaus Abdullah acah2 international je. 5 sen pon nak ambik dari kita.	Disgust
332	Liz Samsudin	Betul, baru terdetik tadi, cara KA handle dua issues dia recently sangat bagus dan lebih bijak dari cara Zus handle issue ni. Diorang patut berguru dengan KA.	Disgust
333	Fareedz Henrique	"... case of personal opinionated nature" I find this shady, or is it just me., ðŸ˜ˆ,	Surprise
334	Nuraini Rafik	Yes this still leaves a bad taste, although i too am a fan of their coffee	Trust
335	Irtihaly Awwal	Seluruh team memang defensive ke? Yang kelmarin media sosial dia joking, yang ni higher up pun "mere 5 cents", wah wahhhh Takde ke yang jenis humble mengaku salah tanpa fingerpointing mana-mana pihak?	Disgust
336	Nagathisen Katahenggam	The statement is defensive... And sounds punitive, after this the 5 cents would be absorbed, by whom? Just give the exact change. Unless customers themselves say keep the 5 cents, businesses have no right to shortchange customers	Disgust
337	Nur Izah	Dear ZUS, your damage control is a huge failure.	Disgust
338	Koh Kho King	Short changing is WRONG. This is NOT an opinion to be adapted or not. Your initial practice of short changing every 5 cents customers is already a big wrongful practice. You should not wait till a customer asked then only gave back the change or 10 cents.	Anger
339	Collin Soon	Very ethical and professional ways of handling this incident, kudos to ZUS management!	Joy
340	Hafiz Sulaiman	Mere 5 cent. This is wrong word to use for damage control. 5 cent is small in value but when it comes to integrity, its huge.	Anger
341	Zainul Afkar Zainal Azim	Hafiz Sulaiman agree. Lousy betul PR dia	Anger

342	Ikmal Hisham Maharon	Should fire the COO and Coms person, this is a badly written statement.	Anger
343	Luqman Hakiim	Well, a more critical oversight than the shortchanging your customer issue, is actually underestimating the impact of public opinion on your company's reputation. The matter was addressed not with a serious tone but instead through a gentle "mockery". However gentle and well-intentioned that was, it is a gamble on your part and it looked like it is backfiring. I guess it's a lesson for all involved to be more vigilant and careful when dealing with your biggest stakeholder.	Disgust
344	Navin Ravi	But you can never justify the 75sen joke. Also, releasing video of the customer unsensored on your comment, another mistake there. If without these two, and if only this recent clear statement released, that would have settled the matter at its best. Everyone makes mistakes, just apologize and move on to improve it.	Anticipation
345	Saidatul Liyana Zamhuri	Navin Ravi indeed. Responding in sarcastic way, releasing the cctv video. I don't think the man will stop here. Zus need to apologise. Thats it	Anticipation
346	Mishah Malarvilie	Navin Ravi They did it on purpose to humiliate customers with 75cents voucher thinking we are beggars. Even this statement doesn't sound they are regretful. The packing material used is cheap especially the coffee lid is not spill-proof but priced Robinson.	Disgust
347	Noorina Md Som	Navin Ravi betul! I didn't see any apology in the statement langsung. PR dr mana tah ni	Anger
348	Mohd Yusof Yusnita	Navin Ravi the PR team should be removed for the wrong damaged control done. don't have to give 75 sen but instead should apologize properly & what's the next course of action to rectify the mistake done	Anger
349	Navin Ravi	Muhamad Syeql Che Murat ðŸ˜, Unfortunately my application was rejected after interview. But, to be honest, the team is good. It's normal to make mistakes. I hope they learn from it.	Anticipation
350	Syakinah Kamarudin	I see no point of uploading the cctv recording investigation. â€œPersonal opinionatedâ€ is a defensive claim. Just admit, apologise & improvise thats all needed.	Anger

351	Munalhanan Uzir	Syakinah Kamarudin yessss it wasnt an opinion. It's a fact that zus does not practice integrity. Shortchanging the customers.	Disgust
352	Nur Hidayah Abu Bakar	Even 1 cent diambil pun ada orang pernah jadi jutawan (but already convicted) so, NO. This is not a matter of personal opinion but integrity. Customer pay for what it is and should receive balance for what it is , not more or less (he shouldn't ask for 10cent anyways).	Surprise
353	Bryan Wong	Opinionated nature or not it is still shortchanging. Come on. The passive-agressiveness of the "it only took 8 seconds to give the proper change" statement justifying it as #nohalkan #drama is not an opinion. Your cashier shortchanged the customer. 5 sen or not is not the issue. Perlu ke kita kira saat yang diperlukan untuk pulangkan duit yang sepatutnya? Itu pun SELEPAS pelanggan tu complain. If no complain? Diam2 saja ka? If really wanna do damage control dont use this facetious disingenuous passive-agressive tone and label it is #opiniondriven. Thats all. Mudah je. Susahkan buat ape?	Disgust
354	Jocelyn Ho	Great job ZUS! ðŸ‘ Thanks for quick action and response! Keep it up!	Trust
355	Christine Ting	When I first saw the complaint post by the customer, I saw many ppl commenting against him. I was with the customer but I thought it would just end there. And then this half a** apology from Zus? Unbelievable. By your definition, 5 sen is a "mere" amount yes? So next time if a customer pay you 5 sen less because no change, it is OK yes? Tell me yes or not?	Disgust
356	Fahdzul Aziz	Bank Negara should make it compulsory that the business provided the next higher change if they short of change - example they should give 10 cents if 5 cents not available without being asked by the customers in the first place This should ensure that the change is always available or maybe encourage the biz to just simply remove the 5 cents from the pricing list This is not just happening only in Zus of course but other big retails like 7E	Trust
357	Naz Abd Aziz	Bukan berkira. Tu Hak buyer nak bg or x . Biar 1 sen sekali pun .ke nak rembat duit org dalam diam ? Cuba kalau buyer yang x ckup 5 sen agak agak seller bg x ?	Anger
358	Nik Izwan Kamel	#supportpidomat Fdaus Ahmad Bukan pasal mere 5 sen, tapi hak customer jgn di ambil.	Anger

359	Sultan B40	Baru dapat sijil Halal dah pandai nak perli. Sebelum ni masa tak halal menikus je. ðŸ˜–	Disgust
360	Ahmad Farhan Ismail	Sultan B40 gigit dia	Anger
361	Ana Shakirah Khayra	Tu la...geram betul cashier buat muka tak bersalah...dari dulu sampai sekarang macam tu. Dari cashier KFC di AEON Wangsa Maju lagi selalu saja buat macam tu. Selalu ada auntie Chinese yang datang ke kaunter ask for 5 cents. Sejak hari tu, saya pun selalu kira betul betul sebelum balik. Memang selalu ja terkena 5 cents short. Selalu kena sindir jugak kena cashier, 5 sen je pun. Sebab tengok auntie Chinese tu selalu minta la, saya pun start minta 5 sen. Saya mula tak ada masalah ni lepas bayar guna cashless transaction. Sekarang malas nak gaduh dengan cashier, selalu order guna Grab saja.	Disgust
362	Azlina Ibrahim	Ana Shakirah Khayra bukan salah cashier pun.. management yg x provide balance 5cent tu..	Trust
363	Jarvis Khong Chun Wei	Be kind to frontliner. They are human also. Humans made mistakes. Keep it up ZUS coffee and thumbs up for responding to the issue immediately.	Joy
364	Ibrahim MÃ¼ller	Elaine Yong i never had this experience because i pre ordered online. Sampai2 kedai, kopi dah siap.	Trust
365	Elaine Yong	Jarvis Khong Chun Wei If u were standing at the cashier counter for 20mins to order the drinks, the front liners ask u to wait and wait..Will u still be kind to them? I have this bad expereice at Zues, It will never happen at Family Mart/Tealive/ Starbucks / Gongcha. But only at Zues	Disgust
366	Abu Adam Sr.	Fiza Mohd Bardam that should be the management responsibility..not the frontliner	Trust
367	Kristy Geraldine Ho	Well done, ZUS! This whole ‘shortchanging’ issue doesnâ€™t only happen in ZUS, it happens everywhere. Itâ€™s just unfortunate for Zus that this was highlighted. But great job for responding by apologizing, coming up with solutions on ways to improve yourselves, and also	Joy

		<p>for giving everyone further discounts!</p> <p>I donâ€™t see any other companies doing this, do you?</p> <p>You have done your part. You didnâ€™t have to. You could have just ignored this whole thing. But you didnâ€™t.</p> <p>So thank you!</p>	
368	Kobo Coffee	<p>It is great when an establishment recognise their mistake and provide an action plan to go with.</p> <p>But, this is not a â€œpersonal opinionated nature matterâ€ .</p> <p>I think the matter here is more about the fact that your management think it is ok to give 5 cents less and get away with it, believing that customer wouldnâ€™t make a big fuss just for a mere 5 cents.</p>	Disgust
369	Seong Foo	<p>This is not a personal opinionated issue. What an shocking response from the official. Irresponsible. It show you all never realized the problem don't you.</p>	Anger
370	UMe Cikin	<p>Terbaik. Pening pon peninglah. Boleh sambung minum Zus. #lalang</p>	Trust
371	Cik Muda	<p>This chief operating officer is the one who should be fired. ðŸ˜ƒ Talk rubbish, try to defense something not ethical..n like they cannot accept their failure.</p>	Anger
372	Puan Hafizah	<p>Lima sen dia tak pulangkan, isu kecil bagi dia. 5 sen kita tak cukup baru isu besar bagi dia. Lumrah manusia....ðŸ˜ˆ</p> <p>Customer oriented xda, professionalism tak ada, integriti tak ada.</p> <p>Semoga isu ni jadi iktibar pada sesiapa yang berniaga tak kira tauke kecil ke besar untuk lebih maju dan berkat.ðŸ˜Š</p>	Anticipation
373	Justin Chew	<p>The word "mere 5 cents" already threw this letter 's sincerity to the tong sampah lol</p>	Disgust
374	Feroz Khan	<p>U lost the first chance to improve and do service recovery but u mocked the incident and made it very personalâ€ that shows your business has no moral and ethical principles,shame on youâ€ you made made the damage n now be prepared to face the backlash..</p>	Disgust
375	Sakina Mohamed	<p>Well that seems like a sorry not sorry statement ðŸ˜†</p> <p>Perhaps if your business operated with basic integrity, this wouldn't have happened. But it seems like this is</p>	Surprise

		missing from the bottom to the top. Every level of management handling this matter has been problematic. The only bright side to this is it makes for a simple case study of what not to do when engaging crisis management ðŸ˜†	
376	Pali Pojee	mere 5 cent katenye. phui. penyamun siang2.	Anger
377	Fety Ab Wahab	Pali Pojee betul. Saya pun nak address perkataan mere tu. Apa masalah dia. Serupa ajar anak kita minta maaf, tapi dia nya maaf takde rasa penyesalan dan tak bermakna. Sgt tak profesional. Bukan saya nak boikot or kutuk zus, tapi ubah la cara deal dgn customer.. ayat minta maaf sgt tak menunjukkan sincerely walaupun ucapan maaf itu diucapkan	Anger
378	Mohd Faizal Razali	despite a mere 5 sen.. this statement sounds defensive & itâ€™s like normal for a business like u to rob xtra 5 sen from thousand transactions per day from naive customers..	Disgust
379	Kathryne Yeoh	Kudos to ZUS for this swift action. There will always be two sides to a story or opinion. But what ZUS has done to rectify this almost immediately deserves a pat on the shoulder. Part of running a business I guess. To face criticism and complaints every now and then. Lets face it, peeps: we can never satisfy everyone. There will always be naysayers and unhappy customers. If I may suggest something: utilise the e-wallet, peeps. Then u wont hav to dig for 5 cents or being shortchanged â€˜unintentionallyâ€™. Cheers!	Trust
380	Farah Abu Bakar	Hmmm Zus, I'm a regular customer tapi looking at the way you handle this makes me think twice. Must be humble in handling such situation. While some would say this post is good etc but if you thread the lines in this post carefully, still there's aplenty u need to learn in dealing with such situation. Kena ingat, customer support and demand is a key success factor. The rude and stupid sarcasm thrown in the previous post was already damaging enough, now this... Be humble. This is not opiated matter! My gosh u should hire a communication expert especially to deal with damage ctrl.	Anger
381	Chris Tan	Farah Abu Bakar they did ok except for the silly "merely customer expressing personal opinion" thingy. Still tak mengaku salah. These chaps ada ego problem.	Disgust
382	A'ai Zairi	Also, your socmed admin needs proper training / disciplinary action. ðŸ™,,	Anticipation

383	SayurNara Kimchi	Lepas kena kutuk sarcasm baru nk buat kenyataan rasmi yg berakal. Mana pergi admin semalam ye.. Minta dia duk cashier la pulak layan customer.. Tgk berani tak nk bagi 75sen voucher.. ðŸ™,,	Disgust
384	Lee Sheah Liang	1. Mistakes are bound to happen, especially in F&B industry and it was immediately rectified. 2. What is uncalled for is the act of the customer- to make this viral unnecessarily and continue to occupy online space and media, which we shall not give in to. 3. Kudos to ZUS Coffee for protecting your staffs yet maintaining high EQ in taking immediate action to reach out to this customer.	Joy
385	Hazdee Kamil	harga menu selepas ini akan dinaikkan 5 sen? ðŸ~...	Anticipation
386	Chun How	Thanks for taking this to attention and address it accordingly. Mistake bounds to happen, but the effort to improve shall not be overlooked. Keep it up, Team ZUS! ðŸœðŸœ	Trust
387	Ryhn Rzkn	MERE 5 cent?? So if customer were short of 5 cent would u let us get our drink then? Ever think of that? Though it's good though that in this case the barista mentioned it, while at some retail they never say anything and just "rob" us silently. It's principle & integrity. Short changing is WRONG	Anger
388	Syaz Izzati	I disagree that itâ€™s personal opinionated. Business ethics: You give exactly the change. You SHOULDNâ€™T wait the customer to ask for the exact change.	Disgust
389	Faeza Saharani	â€œDespite a mere 5 centsâ€ and â€œa case of personal opinionated natureâ€ . Seriously? Zus, please look into your PR. Embrace feedback and complaints in a mature manner and not by posting such a defensive statement with pure arrogance.	Disgust
390	Taufik Jabir	Ini bukan soal lambat ke cepat pulang baki yang di minta tu. Walaupun amaun dia 5 sen je, kalau 1 juta customer dia buat macam tu, berapa dah pendapatan "sedekah" ni. Untung atas angin begitu sahaja. Sebagai outlet, kena prepare la duit secukupnya. Dah kau yang jual menu ada 5 sen tu, kau patut sediakan la baki 5 sen. Ni kau minta customer "halal"kan 5 sen. Wah, Senang kerja.	Anticipation
391	Emily Loo	Exact amount should be paid instead of pay upon request.	Anticipation

392	Maximus Sangeet Singh	This should have been the first response instead of what was posted yesterday. Somebody should be relieved of their job within your organization, period. "There's no zus without u" konon. Lol!	Disgust
393	Mat Aleng	Unethical and Unprofessional, Goodbye Zus ðŸˆ¸	Disgust
394	Nur Hidayah Hashim	Your letter is still with the defensive statement, LOL. I reckon you guys should learn how to embrace feedback & complaints in a mature manner, donâ€™t have to emphasize that your staff in a right side solely to defend & win the situation.	Disgust
395	Chrystie Cheong	Lol dah refund on the spot. Give the junior barista a chance lah. Probably she just started working not long. Ppl make mistakes. Kudos to #zuscoffee for taking responsibility for their staff. Been to a few of their outlets, so far good experience, friendly staff, pleasant vibes. Love their genmai match a and Ceo latte ðŸ’– ðŸ’–	Trust
396	Zuhaidi Hilmi	â€œWe apologise for the issues caused. We are looking forward to improve our services especially in coin changes shortage immediately. Thank you for your continuous supportâ€ There. Simple je..nak apologies tak perlu tapi tapi or justify anything	Anticipation
397	Aini Yusnira	a mere 5 cents' 'personal opinion' What a worst statement from ZUS. The worst so far i've read from a corporate business or office. The COO need to attend more course on how to handle complaint or criticism from your 'mere customer'. Congratulations, u've just lost another customer. Another reason why not to choose ZUS aside from your terrible straw ðŸˆ¸,	Anger
398	Asha Ho Abdullah	Nothing opinionated about it. It's his right to demand the change.	Anticipation
399	Syahmie Raziff	I think for the shortchanged issues that definitely happens every where. But thatâ€™s not the case. Case in point is the sarcasm afterwards. Low blow ZUS.	Disgust
400	Hanisah Hasan Anis	Its the way u handle crisis and u think being funny is okay to solve things. May u guys learn from this. Keep it up.	Anticipation
401	Fa Evergarden	Bukan senang bidang customer service ni.. kena bnyk sabar n kena sgt berhati2... staff2 kena igt, even 5 sen, customer boleh viralkan....kena ingat zmn skrg ni, klu bg 5 sen extra, dia rasa mcm dpt sgt sikit...cuba kalau buat offer diskaun less 5sen, mesti org gelak je Tp klu bg kurang 5 sen baki pd nya, dia rasa sgt sgt banyak yg dicilok, hingga leh jd untung juta2 pd syarikat klu	Anticipation

		selalu buat	
402	Ismail Mohamad	Hello ZUS Coffee ...sepatutnya kau buat statement macam ni dulu...bukan iklan menganjing dulu...	Disgust
403	Fikhrie Khairie	Ismail Mohamad bodo gile marketing team	Surprise
404	Ashraf Zain	You took the extra miles to prolong the issue. Just a simple apology would solve the issue.	Surprise
405	Andrew Sebastian Hor	Just use E-Wallet. Everyone is fuming over 5 cents? Honestly how many of us still keep and uses 5 cents anymore.	Anticipation
406	Amy Amy	You should have given exact change, or more if you did not have 5 cents at that point of time, not waited until your customer raised his concern. Also, your statement on customer "highlighting despite a mere 5 cents" shows how much you stress on the amount rather than the professionalism, the principles and ethics of how you run your business. It makes customers feel you still think it is perfectly ok to shortchange since it is a "mere 5 cents" and customers should just keep quiet about it.	Disgust
407	Eliza Basir	How ironical that i stumbled across this on my feed. Yes mistakes are made & the junior barista in this incident didn't know better. That can still be accepted if mistakes are owned up and learned. But the way ZUS responded to this incident speaks volumes of their arrogance. My own personal experience at that very same Tjg Malim ZUS coffee outlet on 2nd June. Never mind the staffs were generally inexperienced and clueless (ok we were still patient & understanding at this point even though we were the only customers that needed to be served that early morning), but the last straw was this young male barista (probably the experienced one who's showing the newbies the ropes) who was condescending and downright arrogant towards us. The audacity to behave arrogantly towards a customer was unbelievable. Suffice to say the experience left us vowing to never step into ANY zus coffee outlet, EVER. Yes, it was THAT BAD! And seeing how zus responded to this incident, i can't help but think 3 months later ...ah.. no wonder!!	Anger
408	Kevin Dass	well done ZUS, you can ignore the naysayers, you guys are doing a fantastic job, move on - forward, apologies have been made for an tiny almost non-existent-error, it has been rectified with further voucher codes. I will still BUY-ZUS, even more!	Trust

409	Jack Lee	Defensive statement, your employee is blessed to have such good company to protect them. But now, there're more than 100k++ customers i dont know, maybe more than that, you have earned extra Rm5000 from earning extra 5 sen, even though 5 sen is nothing to each customer. i dont think your "internal investigation" would be valid once you get reported and boikot. Imagine these taokes sitting on top, money launder on a portion of these 5 sen, maybe 3 sen cukup, because even 1 sen also can go through online transaction	Surprise
410	Dilla Latiff	Ya dan jangan penalised your cashier sahaja ye. Yg penting manager dan boss besar sekali kena amek tanggungjawab ni!	Anger
411	Zurina Hassan	True.. This issue not only happens to Zus, tapi diorang tak menganjing macam Zus! 75 cents voucher in limited redemption. Less than three hours already sold out! What a joke.	Disgust
412	Ajlaa Kamal	for some, it's not 5cent that really matters. but how professional are u in handling complaints and responding issues in social media. never belittle things, always be humble, use proper words- thats what customer service/ PR should do. hope u learned the lesson. love your coffee nonetheless.	Anticipation
413	Darren Yik	Human made mistakes sometime. Everyone should have 2nd chance given. With standing on the Junior Barista's standpoint, he is stressful also. Please be kind to him. Spread love and coffee. PEACE.	Trust
414	Lu Han Wen	Is a courageous move to reflect and admit their own mistake, not many wise one can do this. As a matter of fact, some of the ppl will just microscope ppls mistake and neglect their own part. Great job, ZUS Coffee , and definitely great coffee too. Is awesome to see local coffee franchise!	Trust
415	Abdul Aziz	Just rounding the figure from 5 cents to 10 cents. I think on this issue your social media team needs to be trained calmly and not to be so defensive. Sorry and moved on. Mcm tak tau pulak malaysia ni tentera bawang diorang israel pun koyak tau.	Anticipation
416	Nurhidayah Abdul Razak	Zus, this is NOT how statement should be written. You guys need PR training.	Surprise
417	Zarin Azham	Lesson learned to all other shops.. not only Zus.. give to the customer exact change.. this issue already been there for many years.. only now it's getting big attention thanks to ZUS Coffee and special thanks to that brother for raising this matter.. persetankan kat orang yang kata 5sen pun nak berkira	Trust

		tu.. poyo jer derang tu..	
418	Ahmad Yeq	bagi tahu boss tu,just ckupkan yg sen sen tu..11.95rm jdkan 11.90rm..customer happy diornng repeat lg kerap..dari rugi 5 sen n isu jd hngat,auto jd ttp kes,untung bertambah..	Anger
419	ChinHui Chan	Already refunded on the spot, give the junior barista a breakâ€ he/she is also just a human being. Well done Zus! Immediate action & response, will continue support.	Trust
420	Nazimuddin Nazaruddin	This one should come first than the 75 sen voucher trolling the recent 5 sen case. But anyhow damage has been done but it's ok, netizen tend to forget so hadap je kejap	Trust
421	April Chen	Wow super fast in responding to the issue. Well done ðŸˆ‘ ðŸˆ‘ ðŸˆ‘	Joy
422	Eddie Goh	And I thought is some new album release by 50cents or some local new band song. Give the unintentional mistake a pass guys, plus its settled on the spot. Pity that young barista, and shame on those who took the opportunity to even bring up race issue/integrity issue when there's none. It's just pure human small error. ðŸˆ˘ Personally i think the coupon code of whatever cents that follows from the team is unnecessaary, and not helping with the situation. The world is going so close to war and yet everybody is picking issue with this 5cent thing. Drink some spanish latte and chill fams. Focus on the wonderful stuff in life more	Joy
423	Solihin Mahadi	Shortchanging shouldâ€™ve never be an option in the first place. If itâ€™s a mere 5 cents why didnâ€™t u return the change more and giving that 5 cents? 5 cents only maaa. Haha. But, the truth is, itâ€™s never about the amount, itâ€™s the principle that the company is adopting. No one blames the cashier okay. U donâ€™t have to justify with giving additional 10 cents almost immediately yada yada. Thatâ€™s very defensive and sounds like u guys are clearly missing the point still !!! I mean of course u are missing the point. Mocking the issue with â€75 cents voucherâ€ instead of instant	Anger

		apology and statement? Releasing CCTV footage with customerâ€™s face in it? This half-baked I-think-Iâ€™m-not-wrong-but-I-have-to-say-something statement. Haha cmon.	
424	Hani Suraya Md Zain	5 cents still money to some people. The best way to remove all the price with 5 cents. And nobody will complain. But I had bad experience with ZUS, both me & my officemate had a bit of stomachache and in and out to the ladies. If me only, I can understand but both of us? That was my last purchase.	Disgust
425	Goon Wui Yeang	I don't mind that a business short changes me 5-10 sen provided that they can accept if I pay them 5-10 sen less than the bill amount. Chances are they CANT especially those with printed bills.	Disgust
426	Hasif Halim	Good and quick response from the Management team. Taking 5 cent from 1 customer may not seems to be as a huge amount, but what if they took it from 1million customers? (Joking only). It's a matter of ethical. Removing 5 cent from the retail price either it is round up or reduce is a good move.	Anticipation
427	Munalhanan Uzir	Hasif Halim years ago, a bank staff did just that, manipulated the bank system and just took only 1cent from customers' accounts. He became a millionaire, but later was caught la.. So imagine now 5 cent!!	Disgust
428	Hanam Hamid	Itâ€™s interesting how many of us backing up this 5 cents shortchanging. This is not the only company, yes, but itâ€™s still a wrongdoings. Plus, Trust me, this is not the only time it happened. It just the fact someone make a big deal out of it. This is kinda one if the reason why I prefer card than cash. Ethically we should educate everyone that charging a â€œmereâ€ 5 cents more than we should is still a steal. Cashier should always let customers know before bluntly assume it is okay.	Anticipation
429	Khair Senan	Hanam Hamid dia guna "mere" yg x tahan tu.	Disgust
430	Hanam Hamid	Khair Senan 5 cents out of every 100 customers everyday is almost RM2000 a year. Boleh hire intern setengah tahun.	Disgust
431	Zikri Zicronz	Kalau short 5sen masa nak bayr pun resit takleh nak keluarâ€ mere la sangatâ€	Anger
432	Adly Walid	Probably hire a better comms personnel.	Trust
433	Shidah Ab Rashid	Personal opinionated nature? Wow! Do you know that opinionated is a negative word? It means someone self-centered, expressing their opinion strongly. A cocky	Disgust

		person.	
434	Luqman Mohd Hata	Should encourage cashless transactions such as DuitNow QR and MyDebit to avoid these kind of issue. It's 2022 already ðŸ˜…	Anticipation
435	Liz Samsudin	PR fail lah Zus. It is not a question of what you call a 'mere 5 cents', it is a question of returning due change without a customer having to ask for it. If a customer was short a 'mere 5 cents' would you be giving them the drink or meal they wanted to buy? PR failure on your end this time. Badly.	Disgust
436	Firdaus Khalid	yes...u should remove all the 5 sen denomination in ur menu. this is not the first time, I also had experienced this before at one of ur outlet in KL, just I never complaint publicly.	Anticipation
437	Khairul Anam	Hello zus.. u should apologies at the first sentence. Or in the first paragraph at least. Where is ur empathy. The whole letter become defensive but far from submissive tone	Anger
438	Catherine Foo	Kudos to ZUS for quick action and response! ðŸ˜‘	Trust
439	Johnson Goh	This kinda things happen la.. give the barista a break also.. she must be going through hell right now for a moment lapse of judgement.. junior sommone.. and great job ZUS for the quick response to the previous statement	Anticipation
440	Annas Mukhlis	Good Response and countermeasure taken. Hoping this issue will improve your social media handling and response to the customer. All the best ZUS Coffee!	Anticipation
441	Azanor Azha	a mere 5 sen' is a good response?	Disgust
442	Jason Peng	I have always wanted to try Zus coffee but because of this defensive, unprofessional statement, you aint getting a cent.	Anger
443	En Azmi Aldam	Ni cter customer tu putar belit la ni, padehal da bagi lebih, pastu up kat media social seolah-olah pihak zus tak bagi, jadi manusia biar la ade sifat jujur bang oi, awk menipu mcm ni jmpe la kat padang masyar org yg awk fitnah tu ye, semoge mendapat kemaafan darinye	Anticipation
444	Phoebe Ng	Junior barista already refunded after a few seconds, some time when in a busy environment, people will have brain fog moment too. Just be kind to everyone who serve you even it's just a cup of coffee. Life is a learning process. Spread love and peace. Well done ZUS Coffee team!	Joy

445	Dennis G. Zill	Need to learn on how to handle crisis communication. Looks like your damage control is a huge failure.	Anger
446	Atikah Malina	Get the issue right Why did he even need to ask his 5 cents back, that's the real issue. Not the fact that you have returned it afterwards.	Anger
447	Fadhillah Din	Eleh video muka customer semalam X padam pon ðŸ« ðŸ«	Anger
448	Emaroe Halimah	Fadhillah Din personally thanks je..say sorry takde ke..mmg xsalah ea	Disgust
449	Emaroe Halimah	Fadhillah Din aku da tengok cctv tu .ade say sorry tapi still nak menang gkk..hampéh tol.klw betul apologize, takpayah la berjela explain. truely deeply apologize sudahla. dengan voucher 75sen. apekah???menganjeng ke ape???	Disgust
450	Fadhillah Din	Emaroe Halimah isu dia bukan kat cashier Tu beb. Smlm zus update coupon code tapi Lepas tu dia Komen dgn video CCTV Tu sekali. Dah la X blur muka customer tu. Pastu, harini baru release statement ni. Yet, tak take down Pon CCTV comments Tu semalam. X professional langsung la cara dia. Org marah sbb diorang make fun of the situation.	Anger
451	Nicole Low	Well done Zus! Immediate action & response was taken... I think since already refunded and please let the junior barista take a break ler... ðŸ—ðŸŠ	Anticipation
452	Hidayah Bahrom	Batu pahat branch Pon selalu takde 5cent. Bayangkan kalo 20 org beli dah rm1. Darab 30. Dah rm30. Baru satu branch...huhuh...so it's not just mere 50cent.....	Surprise
453	Nor Diyana Mohd Noor	Defensive. Posting the cctv. "Mere" 5cents. Limited redemption of 75cents ðŸ™,, Wow. No more zus . Go back to Greece lah.	Anger
454	Elle Ahmad	If customer short of 5 cent, will you barista just absorb the insufficient amount and make the drink?? You will definitely WAIT for our 5cent right?We still have to pay for the service charge & other taxes for you! And not to mention, you put a tip box in the counter as well so we can tip back the balance esp coin coz we donâ€™t want	Disgust

		to keep the coin.	
455	Victoria Lee	That's why cashless is always better ðŸ˜… well done Zus on the prompt and professional response. Will still continue to support you ðŸ˜Š	Anticipation
456	Sebastian Chow Jer How	Great job to ZUS, you just cant satisfy everyone, kudos for the quick response to let the public know what is happening.	Trust
457	Amirah Anuar	<p>Hello ZUS Coffee</p> <p>Definitely this is the first & initial step u should take. Make an official apologies statement like this, netizens accept it, Close case & Move onðŸ˜ŽFullstop. Because it could happen to other shops not only ZUS.</p> <p>Actually, the 5 cents is not the issue but how your PR & social marketing team handled the situation with pure arrogance is unprofessional by giving sarcastic â€œ75 sen voucherâ€ & childish statement.</p> <p>Aside to customer, please go for cashless i.e MyDebit, E-wallet, its 2022 already ðŸ˜…</p> <p>Apapun, Ice Spanish Latte & Vietnamese Spanish Latte will always be my first â€œ,</p>	Joy
458	Fatin Ismail	Shame on you ZUS Coffee . You have a very bad business ethics and professionalism here. Your response is even worst. This is not only A MERE 5 CENTS issue. This is beyond that!	Anger
459	Leong Zhi	Already give back the money wad , why so serious, small matter	Anger
460	Karen Tan	<p>makes me wonder, if the customer had received extra 5 cents in change from the beginning, would he still make a post to sing praises about the store? would the post go viral? probably not.</p> <p>let's all be kinder and more understanding towards each other, don't magnify such a small human error. imagine how much stress the poor staff is under because of that one viral post. I know I wouldn't wanna be put in that position.</p> <p>just sharing my two cents ðŸ˜’ ðŸ˜ »â€ â™€ï, pun intended.</p> <p>well done, ZUS! will go buy a drink later.</p>	Trust

461	Madiha Hailani	this is making it even worse. letak timestamp la pulak. the damage has been done. just post an apology with no further explanations. good luck Zus!	Anticipation
462	Yazid Sahak	I guess its time to hire a proper PR company	Anticipation
463	Mariam Adlin	It is a case of short-change. Businesses shouldn't just 'adapt'. It's supposed to be a procedure. You shouldn't put your staff in that position in the first place.	Disgust
464	KhaiChy Tneh	Well done ZUS for acknowledging the feedback openly and for taking immediate actions to rectify the issue, as well as coming up with action plans to prevent it from happening again. Good business ethic!	Trust
465	Zara Mardiana	The 5 cents is not the issue. How your social, pr & marketing team handled the situation - with pure arrogance - is.	Anger
466	Effa Masfarita	a company that appreciates feedback will definite go a long way than the rest of the crowd.	Anticipation
467		In this issue I think zus did a great job, as quick action in settle the problem	Trust
468	Adnin Zakaria	For me, if you are giving payment options eg QR TnGo or even cash payment , you have to anticipate all possibilities and be prepared.. a big company like this (i assume) should have a better way of handling consumers up till they leave the store. easiest way is to place at the counter, Cashless ONLY . Fullstop. cheers	Anticipation
469	Sharil Iman Mohd Hanafi	Smell so arrogant, sarcastic and defensive statement. Just make further damage	Anger
470	Wi Wa	Isu ni bukan 8 second atau split second terus bagi balik shortage 5sen tu. Isu ni kenapa bagi kurang at first place ?Kat mana business ethic and principle tu? Itu pun customer yang highlight.Kalau tak memang senyap kan?Dah jadi common practice tu tak perlu defensive sgt.Management kena highlight kat staff psl business ethic bukan hanya highlight psl potong gaji kalau shortage. Dan bukan hanya customer kena faham fronliner,management pun lagilah kena faham in and out psl fronliner sendiri yer..	Anger

471	Skylar Yeo	Kesian the barista boy... He must be terrified now. I think this situation is quite common in retail/F&B , but the boy rectify the issue immediately already. Come on , give chance a bit lo ðŸ˜˜...ðŸ˜˜...ðŸ˜˜...	Trust
472	Desmond Lyngdoh Chua	Previous post was really good! Making up for 1 bad comment by giving hundred thousand/millions of members 75cents! Then coming up with his post to further apologize about the matter. Nothing short of proud for a local MALAYSIAN company that's contending with the big dogs. Keep up the good work!!	Joy
473	Chun Kiat Khong	From the CCTV record, the staff made immediate correction after the mistake.	Surprise
474	Han Wei Liao	don't worry I'll still be supporting your Zus on a daily basis. let those people who have so much sense of justice move on to other drinks	Trust
475	Edmund Chung	Great job zus reacting on even small petty issue	Joy
476	Yew Yee Young	Good job ZUS Coffee! Quick response on even such a small matter. Will def support Zus again. Spread love and peace always â ĩ,	Joy
477	Kuldip Kay Singh	Kudos to ZUS team for swift action. You can ignore the naysayers. You guys are doing an amazing job and keep it up. Will continue to support you guys. ðŸ˜˜' ðŸ˜˜ »ðŸ˜˜' ðŸ˜˜ »ðŸ˜˜' ðŸ˜˜ »ðŸ˜˜' ðŸ˜˜ »	Trust
478	Imran Shamsir	Damage has been done ðŸ˜˜'ŽðŸ˜˜'ŽðŸ˜˜'Ž	Anger
479	Kian Seong Teow	Thumb up to ZUS for quick response on this case. ðŸ˜˜' ðŸ˜˜ »ðŸ˜˜' ðŸ˜˜ » As we can see the cashier did correct the mistake immediately after being wrong. Relax la netizens. Apologies made, we accept it. Close case. Spread love and peace, sit well and enJoy your coffee. Keep it up ZUS Team !! #supportfrontliner #loveandcare #peaceandlove	Joy
480	è~†â æ~f	Good Job ZUS for the quick response! Let the barista take a breath la. please be kind to the frontliner	Trust

481	Syahmie Allam Shah	Personal opinion my ass. That is call unethical. Zus is very unprofessional in dealing with this matter. U wont have me as customer ever again.	Disgust
482	Wai Hong	Which our team member did almost immediately... Do not see this as a case of short changing...??? Joke sial, if customer didn't ask, it's alrdy a case of shortchanging ffs. What about the humiliating 75cent voucher? No apology on that?	Anger
483	Muhd Hafiz Kamal	The damage already happen. Just need be matured while handle complaint or any viral issue about your business in the future. This is a moral value to ZUS team and ordinary people. Think before post anything in social media. For ZuS team, good luck. ḏŸ‘ ḏŸ~Š	Anticipation
484	Balqis Latif	Ni bukan masalah A MERE 5 CENTS. Ni masalah macam mana company handle complaint or any raised issue secara professional. Dah keluar surat rasmi, still buat kesalahan sama. Just apologize properly lah. Apa susah sangat. Benda remeh macam ni pun tak boleh handle, issue besar lagi teruklah cara korang handle. Irresponsible.	Anger
485	Mohd Hilmi	5 cents/customer, say 1 day 1 branch shortchange 100 customers, that is already RM5.00, katakan they have 100 branches with the same perangai, that is RM500.00/day. Kalau 30 days? Kalau 365 days? RM182,500.00. Mere 5 cents they say. 7e pon like this, speedmart pon ada like this banyak je yang ada branch banyak ni perangai like this. Hek eleh 5 sen pon nak kecoh depa kata. Yang rugi kita yang untungnya hampa.	Surprise
486	Jen Ying	Human errors sometime is unavoidable, when it is highlighted, n the cashier have immediately return the balance change, she have did her job. I believe Zus have learnt from this incident & will definitely improve after this. Take it easy & peace guys â ĳī, Keep up the works Zus ḏŸ‘ḏŸ‘ḏŸ‘ḏŸ »ḏŸ‘ ḏŸ »ḏŸ‘ ḏŸ »ḏŸ‘ ḏŸ »	Joy
487	MYen Chok	Well done ZUS for immediate action on this matter. ḏŸ‘ ḏŸ »ḏŸ‘ ḏŸ »ḏŸ‘ ḏŸ »ḏŸ‘ ḏŸ »	Trust
488	Asif Ahmad Hasbullah	Maybe add PR training too. Very poorly handled.	Disgust
489	Agnes Ng	Good job, Team Zus. Thank you for taking immediate action	Joy
490	Farizal MOhd Bin Rashid	"A MERE 5 CENTS"!!!!!! Angkuh dan bongkak betul kau ye Zus!!!!!! Memang aku ban Zeus pasni. Kalau tak ban. Aku akan pick Pugna. Makan lah kau self inflict	Disgust

		damage.	
491	Deandra Rose	<p>Had a small issue the first time trying Zus. I don't really like my coffee bitter, but at the same time, don't wanna use sugar to cover the bitter taste. So usually, I'd like my coffee to be on the "berlemak" side so I'd ask for extra milk, IF the coffee is bitter so , back to the first time trying Zus, it tasted bitter la (strong coffee kan) so I politely asked the batista for extra milk , they said they can't. Even when I offered to pay, and they said that it's not their SOP. Like they can't adjust to customers liking because that's how they serve coffee.</p> <p>I have Mixed feelings on this. Yes, maybe I should 'respect' how they serve their coffee, but I've paid, and if I'd like to adjust to my likings, am I not allowed? It's like having a burger that already has sauce in it and I can't add on more sauces myself/ask for extra sauce because its not the "burgers SOP".</p> <p>Well, after this issue with the 5 cent (again not because of the "nilai" if 5 cents" but the way they handled the issue. So I'm sorry , am deleting your app. Thanks & Good Luck Zus..</p>	Disgust
492	Jeffery Razali	<p>Wow. So defensive. What we can learn from this incident is, business ethics. Simple je.</p>	Anger
493	Meera MN	<p>Mere 5cents? This is funny.</p> <p>5cents x 100customers = RM5</p> <p>100 outlets x RM5 = RM500/ day.</p> <p>RM500/ day x 365days = RM182,500 (over RM15k/ monthly - those yang back up ZUS Coffee and bash Fdaus Ahmad haritu mana? Gaji awak tinggi lagi ke dari amaun RM15k ni?)</p> <p>-</p> <p>A new way how to be rich faster</p>	Surprise
494	Ahmad Daniel Sulaiman	<p>Wow. What is this? "Our staff gave an extra 10 cents - 8 seconds from the first change given".</p> <p>Why does this released letter sound so defensive in nature?</p>	Anger
495	Abu Auliya	<p>Good job ZUS for the response. Hopefully everything goes well.</p>	Joy

496	Lyn Zulkifli	Tiap Kali aku pergi zus ..5sen dia tak pulang .. aku tak viral kan .. sebab aku pk 1 hari nnti mesti viral .. zus pun lepas nie dah boleh pk.. bkn semua org boleh terima shortage 5sen ðŸ˜,	Anger
497	Shazawati Mohammad	Its ok Zus. You have done good job taking action of this. I have so many companies of F&B & some sueprmarket who didn't return my extra 5 cent every single time. When i ask, they asked me to give me back 5sen if they give me extra. Some the worker said if they gave me, the company will deduct 5sen everytime from each transaction. Hence why I didn't viral it.	Joy
498	Alya Syzwana	Kudos to Zus Team for responding to this issue. It doesnâ€™t matter who you are, what you are but be kind to all. Iâ€™ll keep enJoying your Australian Chocolate so good ðŸ«ðŸ«ðŸ »	Trust
499	æž—â†°â‡‰%o	Glad to see that Zus has taken this seriously and provided immediate remedy and response. Let's not over scrutinies the junior barista, be kind to the frontliner.	Trust
500	Chua Seng Chai	Well done ZUS , thank for prompt reply and please give the barista a break	Joy
501	CAzizah CKhalid	At least dia respond la jugak elok2, ada certain company tu kau complaint 40 ribu kali pun nan hado dia nak kesah.	Joy
502	Faten Nasyrah Zulkifli	Zus, my suggestion, jual kopi tak yah ada sen sen. Jual je guna round number: rm 11, rm 12, senang hidup semua org.	Anticipation
503	Jieya Romanoff	The damage has been done. Remember the 75sen troll? That will be the beginning of your end. With the inflation and so on, good luck zus. GIGI COFFEE LAGI SEDAP LA ðŸ™,,	Disgust
504	Fazrul Khan	Honestly when you used should you are still using it as an option not mandatory I believe that this additional 5 cent will be deducted from the cashier salary, right ZUS Coffee ?	Anticipation
505	Nurulismah Abdullah	MERE 5CENTS??. Next time, kalau tak boleh sediakan duit kecil, tak perlu nak letak harga yang ada 5sen..	Anger
506	Adhadi Mohd	takde masalah apa pun. kopi pun ok je. isu 5 sen di diperbesarkan sebab orang malaysia setiap hari nak kena ada isu nak dibangkitkan. Teruskan perniagaan dan employ anak anak kita.	Anticipation
507	Sannil Walson	Round up your prices if you cant keep to the basic principles of sales.	Anticipation

508	Nadia Iman	One word arrogant....at the 1st place u should apologize & close case but too much drama ...ðŸ™„,,	Anger
509	Alice Ong Leewah	I rmb I did this on long time ago when I pump my petrol at a petrol station , they did this to me too and I being told that should not be so calculative . Finally I can see someone raise this issue and it get a good response from human being !	Surprise
510	Haya Ta	Why you viral the customer. As a customer i am not happy with that. Damage is still happen and become worse. Now you should appologized to the customer.	Anger
511	Kamal Shaari	If your business has high standards or ethics, your staff should return 30 sen to the customer at the first place and not 20 sen. You just make it worst thru the handling of this issue. Let me tell you something, the way you responded is turning a crisis into disaster.	Disgust
512	Eu Shen	Translation... "sorry, not sorry, totally not out fault"	Anger
513	Ikhwan Tenno	Perhaps an even better & longer term response shud be, not to charge 5 sen anymore, just round it up lah.	Anticipation
514	Pej JAI	DIA DAH TAKUTTTTrilek guys..jgn marah ² dh..skang ni byk dh org bukak bisnes kopi camni..dh jd new trend n culture..even yg baru start bisnes kopi mesin pacak tepi jalan pun dia punya brew sedap n standard rasa pun sama kualiti..n harga pun nice..bisnes kopi ni baik dari segi marketing letak harga n teknik brew setiap barista tu kalo x proper mmg bole melingkup n xtahan lama laa bisnes ko..customer byk option lg bole cari kopi tempat lain dgn mudah ..ko bikin bisnes main ² bole bye ² laa ke planet Zarguss	Anger
515	Danial Idraki	I love ZUS coffee, but Please hire a proper and professional PR person to write your statements. The statement could have more impact with less grandfather story	Anticipation
516	Amir Red	So by default you will just be quiet and give the change only when I ask for it?	Sadness
517	Muzammil Abu Bakar	Poor ZUS you tried to mitigate the damage but bad choice of words has made this worst. Instead of stubbornly being defensive you may try to apologise in all honesty and humbly. This is unacceptable, coming from a CEO. Im officially boycotting ZUS	Disgust
518	Fazley Izham	Zus should come out with this statement first instead of came out with sarcastic statement and made viral the video. Damage has been done.	Anger

519	Moses Lee	Life is tough. Why seek for trouble over 5cent? Come on....	Joy
520	Shafiana Zainal	When u still want to play defensive instead off using a magic word to say sorry, admit the weakness and move on.. You look triggered dont u.	Disgust
521	Kongzi Tan	I love the way you handling your "crisis" Shall continue support you Keep it up Cheers	Joy
522	Kelvin Wong	Dear ZUS team! Who's the regular customer will know that you guys services~ we hope each other improve with those mistake and grow up together! Always support	Joy
523	Muhammad Fiqri Mustaffa	Straw tu, tlg la upgrade bahan dia. Cpt sgt lembek, long distance drive mmg xcun la. Baru nk hisap air. Eh straw lembek. Lemau nau. Skrng pon dh mula nk buat strawless, Kalau drive sorg. Payoh weyh nk mnum xdok straw. Kemon la..	Disgust
524	Farah Nadia Samsudin	I was going to say 'good job zus coffee for responding to this immediately' then I read 'mere 5 cents'. Wow..damage control FAIL big time!	Surprise
525	Syakila Eleeza	Its not how fast you give the money. Its why you cannot provide small change when the pricing have 5cent. Not the customer fault but you charge extra 5cent. Like i always said before, 5cent per customer times how many orders times how many days and how many branches. Not a simple issue.	Disgust
526	Syakila Eleeza	Mere 5 cent' pissed me off tho.	Anger
527	Rowaida Fauzi	Kalau aku bos ZUS, aku pecat team yang handle damage control ni. Memalukan! Boleh boikot dah zus lepas ni. Bye!	Anger
528	Amira Karim	All people make a mistakes. We should take it as lesson & improve. But big clap to Zus team with the immediate action plans	Trust
529	Ivan Mang	Good move for taking the immediate action	Joy

530	Ira Rahim	Kalau dah tahu xde 5 sen tukar xyah la beria letak harga menu ade 5 sen. bundar jela terus. Ni sengaja letak 5 sen pastu buat2 xde duit tukar 5 sen. bangang	Anger
531	Zamir Catz	Rileks...rakyat Malaysia ni pemaaf. Esok lusa datang la balik tu, buat2 mcm takde apa2 berlaku. âœ€i,	Joy
532	Ong Zi Hao	well done zusi¼thank u for taking immediate action to response to ur mistakeðŸ‘ ĩ¼	Trust
533	Ecan Saad	Support local kopi entrepreneur sudah la..mcm tempat kami ada 3-4 port ngopi orang kita..lg padu.	Trust
534	Erma Erani	Dah tahu malas nak tukar duit 5 sen kat bank, takyah la letak harga 5 sen tu. Menyusahkan. Pastu staf semua muka kerek macam kedai tu dia punyaaa. Podacit! Kopi tak sedap Done mengeruhkan keadaan ðŸŒŸ	Disgust
535	Khairisharizal Salehin	Zus.. basically u guys not professional at all in order to mitigate this matter.. so funny haaaa	Surprise
536	Amri Musfan	Saya duduk di Malaysia bukan London. Tulis dalam bahasa kebangsaan!	Anger
537	Hidayah Fuaad	Ala kalau kita as customer x cukup 5 sen, kira boleh halal ke? Jgn harap weh! " kak tak cukup 5 sen ni" Jadi tak pyh nak angkuh sgt. Ingat sikit kau naik pn sebab customer. Kopi pn xdela sedap sentiasa. Tgk air tgn yg buat kdg sedap kdg hampeh dead shot.	Anger
538	Nur Hamizah Ideres	Zus pun takpayah letak harge point 5 sen la.. genap kan aje	Anger
539	Iffwat Zainudin	Lack of professionalism. Instead of giving solution u turn the situation even worse. So defensiveâ€¦. Apa daaâ€¦!	Disgust
540	Logen Krishnan	Man!! Give the junior barista a break la...move on	Trust
541	Abuzam Kasim	dah tahu susah nk dpt 5sen tu tukar je lah harga nombor cantik sikit. nk juga harga akhir ada 95 cent la 85 cent. if u takda balance 5cent i will ask to return 10cent instead.	Anger
542	Muhammad Syukri Zulkarnain	Boooooo zus coffee! We boycott your products! Even 5 cents it was biggest issue!	Anger

543	Abd Hadi	Amateur COO & unprofessional socmed ZUS.	Disgust
544	Fung Ann Tan	Great effort! Appreciate the barista on trying to manage the situation at the best..	Joy
545	Jane Tai	By the way, there is still no apology given whatsoever. I am utterly disappointed.	Surprise
546	Pete Sin	<p>Isn't too late now ... Never think u are too funny especially u not giving rm7.55 discount but only 75cents. And to be very very honest if u short of changes always give extra to ur customer is just 5 cents , u win the customer always if ur staff said "there is a 5 cents discount for u because u look gorgeous today " with a big smile . U win customer always . But when people complaints about ur unprofessional, u react with more unprofessional. That's is really really good lesson for u . So enJoy 3 months low sales in this brilliant reply of 75cents idea.</p> <p>Remember the problem not the 5cents but is u earn so much still being stingy with the 5 cents that's very very low</p>	Anticipation
547	Amir Husnan	ZUS Coffee It's not about 5, 50 or 500 cents. Just admit your mistake and apologize nicely. You won't use the word "mere" for 5 cents if you're professional enough in handling this issue.	Surprise
548	Jayaseelan Soalea	This is how u should have responded earlier. Appreciate the action plan.	Anticipation
549	Saiyidi Azizi	Incident setelled, but damage control by sarcasm and now this?	Surprise
550	Irene Hoo	It happen many places and shop, no only ZUS coffee , will still support Zus coffee ðŸ‘	Trust
551	Kar Hee	Well done ZUS for such immediate action. Bravo!	Joy
552	Mohd Haidir	mere 5cents VS moral/ethic in business	Anger
553	Zul Hilmi Saidin	Naim Mulana "mere 5 cents" katanya. Isu 5 sen neh merata, bukan kat zus aja. Baik genap aja harga. Tak timbul isu.	Anger

554	Cikgu Ainan Anual	Naim Mulana "despite a mere 5 cents" tu dah nampak sombongnya tu.	Surprise
555	Roxis Rozanna	A very defensive mockery statement	Anger
556	Wan Afiqah	Pls bring back Frappe Gula Melaka 🙏	Trust
557	Farahiza Kholitiza	Alahai2 , if its an apology make it sound like an apology , "mere 5 cents ??". The customer specifically emphasised its not about 5 cents , its about professionalism and the way you handle this already shows how professional Zus management are.	Surprise
558	Jacinta Chong	It's ok 5 cents but since many prefer the change then it's better you go to the bank & provide 5 cents change for them. To me, 5 or 10 cents I treat it as a tip to them. Sometimes I even gave RM1-5 to service line after meals or spa services. I'm sure the bank will provide you this as you're doing retail. Malaysians like to pay by cash also just like me sometimes besides using credit card. Japan is still dealing with cash & cents like us until today. No wrong to that, just call the bank & arrange it asap!	Anticipation
559	RaDhia Reza	minta maaf tak ikhlas ni 🙏	Anger
560	Jeanette Ho	well done to zus for handling this matter correctly keep it up	Joy
561	Ruslan Salleh	haram ambil walaupun 5 sen	Surprise
562	Mohd Afinizal Hasan	"based on business ethics and principle,should give exact change or more" then what the problem.you don't have mere 5 cents,just give customer 10 cents.that the way it should be.not short changing the customer..then, why do you just follow the thing that you just said.rather than saying mere 5 cents.	Surprise
563	Kenny How	Well done team Zus for the fast reaction.Keep up the good work!!	Joy

564	Iwan Schani	Tak faham betul mentality sesetengah rakyat malaysia ni, dh explain baik2 and siap full report pun still marahðŸœ€	Surprise
565	Elaine Tbl	Good job ZUS! Thanks for the fast response.	Joy
566	Andy Zulkipli	after all the banter, and they still with their ego. ðŸœ€ðŸœ€ðŸœ€	Surprise
567	Aunty Keropok	Good move ZUS Coffee. This is what we are looking for. Support!!	Trust
568	Elaine Yong	I have bad experience at Ayer Keroh, Melaka branch. I have been waiting for so long to be attended. The cashier is busyinh counting the money and keep asking to wait. When I order, I wanted to pay cash, if I pay cash so I will not be able to enJoy the buy 1 free 1 discount. VERY MISLEADING POSTER - shown at the cashier counter.. Will not go to Zues again.	Anger
569	Athirah Noor	How about your cash float for money change SOP at the branches management?	Anticipation
570	Sarah Zaifullizan	Ni baru betul. Tapi kau tetap nak highlight yang kau buat benda betul, walaupun nasi dah jadi bubur. VERY SHORTSIGHTED of you guys in that whole fiasco yesterday, will probably cost you quite a bit in the near future. POORLY CONDUCTED response. Coz for sure Iâ€™m not visiting a ZUS outlet anytime soon, I can say a bunch of others will agree with me.	Anger
571	Hong Ming Jie	Good job to Zus for reacting in a sensible way. Taking feedback well and improving on it. Taking Malaysia homegrown to higher standards	Joy
572	Adam Aia Takaful	Damage has been done! period	Anger
573	Katherine Yap	Eh hello guys, donâ€™t be too much la. People already give extra I donâ€™t get why you all need to make such a big fuss about it.. The staff gave ADDITIONAL cents and I believe itâ€™s nothing to complain about . Shopee also cheat my money by not returning my money for defects items, I should be the one that make it viral instead because it cost more than 5 cents!! But	Trust

		instead I take it to the Tribunal and waiting if they want to settle at the side before court hearing	
574	Murni Zain	Yikes. Gonna cancelling ZUS in no time. Bye!	Anger
575	Ahmad Norain	Its not the timing but Do thing right/good in the 1st instance. Customer should be given 30cents change instead of 20. And you should absorb the 5 cents loss without penalising yr staff. Otherwise just roundup yr pricing to 0 instead of 5	Anticipation
576	Tricia Lee	Well done ZUS, will still continue to support you	Trust
577	Winnie Wong	Well, this also happens many other places. I believed the management team learnt their lesson. I think they are still one of the best local coffee places. Kasih chance la. Support local business.	Joy
578	Carin Ying	Another badly written response. Just write sorry sincerely. Should use this bad example to all companies in future as NEVER EVER DO THIS.	Anger
579	Khairul Anwar Mohamed	Kudos ZUS Coffee for handling the matter professionally. Shame on the customer, for the sake of cheap content.	Joy
580	Amira Maryam	Gutter attitude...official statement after sarcastic apology? Lol	Disgust
581	Chiam Tau Ming	The time cost of the customer filed the complaint should be more than 5 sen. this is not a big deal. Can't imagine why need to complain because of 5 sen. Ridiculous	Trust
582	Chris Fei	Oh myâ€¦ Crisis management bad to worse ðŸ¥£	Disgust
583	Edward CM	For such case, the customer may raise a report to KPDNKK... If u do not have enough 5 cents, then u should absorb the 5 cents and not the customers to pay because of your issues.	Anger
584	Shah Mahad Nor	Zus Coffee, It takes years to build Trust and second to break. Itu dah menjelaskan tiada persiapan untuk menangani situasi sebegini, siapkan saja baki secukupnya jika dah pamer harga sedemikian. Saya mencadangkan harga genapkan saja, jika RM11.75 sen jadikan RM11.80. Mudah. Itu hanyalah taktik psikologi pemasaran membuatkan	Anger

		<p>minda separa sedar trigger ianya murah dan membuatkan pelanggan membeli segera.</p> <p>Pelanggan dah bijak pandai, tambahan pula dalam keadaan ekonomi sekarang.</p> <p>Jika satu outlet secara purata pelanggannya 500 sehari, dengan 0.05 sen itu dapat untung atas angin RM25. Sebulan RM750.</p> <p>100 outlet?</p>	
585	Khairul Din	<p>But Zus coffee is the best..dari segi presentation dekat costumer dan packaging for delivery mmg2 memuaskan..better than other vendor..selalu pergi pickup delivery at Zua atria mall..very friendly and nice</p>	Joy
586	Mary Patricia	<p>Good job ZUS team and the barista for handling the situation at the best!</p> <p>Everyone blaming ZUS, go blame the customer also lah, dapat extra 5 cent still decides to put the blame ZUS. So duit extra 5 cent kau dapat "halal" ke!</p>	Trust
587	Jaynik Yap	<p>use better wordings..</p> <p>"mere 5 cents" sounds as if this issue was taken lightly</p>	Surprise
588	Intan Adlina	<p>â€œA mere 5 centsâ€ . Seriously, could the team stop being petty? This just reeks of insincerity.</p>	Disgust
589	Syamira Yaakob	<p>PR dengan Marketing team depa ni tak pegi sekolah ke?</p> <p>Semalam marketing team dok buat sarcasm. Hari PR pulak menunjukkan kebodohan.</p> <p>PR tak baca balik ke statement COO ke jadi paper pusher je sebab nak lepas tengkuk? Defensive gila ayat. Lepas tu play victim.</p>	Surprise
590	Jol Jolly	<p>Kudos Zus Coffee for immediate response... Good job ZUS Coffee... Will definitely continue support your drinks...</p>	Trust
591	Dee Mat	<p>This is an implicit mocking of a sorry statement....an apology with no substance!! ' mere 5cents and personal opinioted' YOU say... Aiyoo</p>	Anger
592	Amirul Hafiz Ymb	<p>Koyak la Zus lepas ni. Boleh balik Olympus. 5 sen kalau kena pd 1 juta setiap hari, berapa byk charity uols dpt. Patutnya uols bagi charity, dah la croissant serve keghah. ðŸ˜ˆ</p>	Anger
593	Tan Hock Long	<p>Well done ZUS, fast responding to the issue ðŸ˜ˆ</p>	Joy

594	Wsya AB	failed. no more zus . hak pengguna. bukan hak u. yang u nak be sarcastic kenapa. sangat tak professional handle situation. alasan basi tak cukup change. sejak bila u ada bagi balik change 5sen . cuba bagitau. tu banyak lagi kedai kopi lg sedap n better dari u. so bye bye zus	Surprise
595	John Tan	Sometime ppl are just being sohai. Do what you should do, supporters will always support, haters will always hate.	Trust
596	Nur Syuhada	The statement is defensive and the 75cent jokes is uncalled for.	Surprise
597	Mohd Zubaidi Mat Akhir	Good job.. Fast respond ðŸ™‘	Joy
598	Akak Fobie	Well done abg 5 cent.. is either you help the society or you soon will ruin her job. 5 sen tak memfakirkan abg, kalau niat sedeqah mungkin menjadi asbab yang lebih baik nanti. Zaman viral acah-acah educated sangat.	Disgust
599	Muhammad Syafiq Havana	Hi ZUS.. A mere 5 cent won't make thousand ringgit.. Remember you don't even want short 5 cent in you company account so do we.. Where are your company integrity in this matter or you just let your COO make a mere 5 cent statement..	Disgust
600	Hafiz Khalied	Next time, everyone should pay "mere" 5 cent lesser.	Surprise
601	Ezza Erisa Ramli	Public relations tak abih sekolah eh. Isu dia bukan lima sen yg tu.. isu dia 5sen yang ko dah shortchanged sebelum sebelum tu. Obviously ini bukan first time ðŸ™‘ Skrng rasa kebal kerana sales tgh byk..tapi ingat mattt you are not too big to fall.	Surprise
602	Arie Naz Rie	Len kali jaga PR your company, bukannye siap buat diskaun plak ikut amaun perkara berbangkit. Ye org mrh sbb ibarat menyindir.	Anger
603	RuRu Mao	I havenâ€™t tried your coffee but after reading your distasteful letter, I decided I would avoid your arrogant shop	Disgust
604	Ahmad Shah	Ko pikir ko nak menang dgn customer. Tapi walaupun kau menang, Customer akan lari. Padan muka kau	Anger
605	Fendi Burhanudin	Damage: bad Controlling the damage: worst	Disgust
606	Shaierah Miro	Hope other businesses will learn from this. Anyway, BUSKBEAR Coffee is the best for me ðŸ™‘	Anticipation

607	Izad Kasmijan	On the bright side ZUS boleh naikkan kopi diorg 5sen. Win for them.	Anticipation
608	Ain Nazira	Good job Zus and barista for showing professionalism ðŸ‘	Joy
609	Fazielah Gulam	Baru nk buat official statement, smlm kemahen ko eh sarcasm bagai. Lepas ni perlu lebih peka laa management, ada masalah selesaikan dgn cara professional. Baru laa org respect. Kalau nk org support bisnes kupi hg, lain kali jgn buat lagi statement bodo2 ok.	Anger
610	Fuad Abdullah	Poor dimage control from your comm. team and sadly from your COO as well. Your upline shud pay attntion and train them more on crisis handling...	Surprise
611	Faaris Mk	Amboii.. Tak professional.. Done uninstall zus apps.. Seminggu min 2 kali minum.. Maka aku kembali pada kopi hang tuah.. Haha	Disgust
612	Anas Hishamuddin	Kalau sehari 1,000 orang short 5 sen. Dah untung rm50. Tu 1 outlet. Cara ambik duit lebih secara haram dan halus.	Surprise
613	Fahmi Amin	"A Mere 5 cents"... Hmm tak perlu lah nak sindir, macam nak perbodohkan orang pun ada... *sigh*	Disgust
614	EdyShazril Sahidan	Bad respond from the management...	Surprise
615	Wafaa Abdul Latiff	Defensive gile siap buat kronologi. Dah la tak sedap	Anger
616	Yuoichi Hayato	Dah kena kecam baru nak menggelabah bagi official statement. Very2 unprofessional	Anger
617	Yusrina Yusup	Mere 5 cent? Wow.. the choice of word. Goodbye zus.	Surprise
618	Ana Suhana	kenapa tak bagitau perlukan 5 sen. saya ada banyak duit 5 sen dalam tabung mai tukar mai	Anger
619	Wan Khairul	No, issue here bukan pasal lambat bg balance.. tp apa yang semua netizen ckp aku sokong! Sbb nk ckp balik mende yg sama kan. ðŸ‘	Anger
620	Laxmi Jik Raja	This doesnâ€™t only happen in ZUS. Almost every where. Pasaraya pun mcm tu.. pengalaman saya pernah kerja part time sbg cashier, kadang penyelia atau majikan x bgtau etika cashier pun. Ada yg hanya tau jawab xda baki 5sen bila sememangnya 5sen dh habis.	Trust

634	Dee No	coffee shop paling slow. pekerja sembang lebih. ada pulak pekerja dia bole sembang ² sesama dia kat kaunter.	Disgust
635	WanThird Diecast	As far as i know, extra money dlm mesin tu, at the end of the day, will goes to cashier consider as tips atau diorg akan keep aside,in case ada shorts on the next day. Am i wrong? Ada smpai kira 5 sen sehari, 100 org dah rm5 laa...mudah sangat dia nak mengecam.	Disgust
636	Muhamad Haziq	ZUS Coffee CEO tak professional, ayat pun defensive nak tegak benang basah. Konon dah settle bila dah bagi 10 sen which is lebih 5 sen dekat customer. Tu kalau customer tak bising, mahu senyap sampai mampus.	Anger
637	Aimi Yusof	"Mere 5 cents". Hahaha.. Tak lama ni menuju ke alam barzakh company mcm ni.	Surprise
638	Mohd Nor Nadia	Bini aku duduk tunggu air dekat Zus Manjung pun sama. Alasan tiada 5sen. Kalau kau rasa ni opinion je. Bodohlaaa.	Disgust
639	Abdillah Alizai Al-Gajusi	Kalau betul 'mere 5 cents'.. syarikat lah kena bg 5 sen tu kat pembeli...kan mere 5 cents katanya	Disgust
640	Fairuz Nadya	Stupid, is this how you handle this kind of situation. Kedai runcit belakang rumah pun lagi profesional than you guys!	Surprise
641	Azri Syafiq	Haha why dont you just shut down all the franchises. Then we will be proud of you. And it will be no issue after this.	Anger
642	Fikri Al Fateh	Entahlah jenis aku kalau beli zus memang pakai apps zus je. Aku rasa tu medium paling mudah utk tak dikenakan 5sen ditelan, skrg cash less. Lagi pun memang zus galakan guna apps sebab ada promo, diskaun, gift dan reward. Zaman skrg semua mudah just scan settel. So aku tak perlu risau about 5 sen tak dipulangkan. Akaun akan tolak auto jumlah harga. Cuma mungkin cara jawapan kepada customer complain tu aku rasa kurang bijak. By the way aku masih suka zus coffee kalau drive jauh. Just topup credit pada apps order dtg pick up.	Joy
643	Muhammad Syimir	Two mistake from zus.. please handle it appropriately	Surprise
644	Ai Hashim	Mere 5cents, personal opinion?I rather spent my 5cents somewhere else after this.	Anger

645	Jamilah Sies	In your official response, you panggil customer opinionated?	Surprise
646	Mohd Ridzuan	Shame on you! Stupid management	Anger
647	Tim Azmi	Mere 5 cents. Wah wah ðŸ˜ˆ,	Anger
648	Mohd Zulfadzli	Dulu ada 1 banker rembat 1 sen, sekarang hal 5 sen pula, boleh buat movie ni.	Surprise
649	Irwan Al Selabaki	"despite a mere 5 cent" Then u pay la 5 cent to every customer that come to zus.. see how long u can afford to do that..	Disgust
650	Alshahri Adawiyah	Terbaik zus coffee, ambil sebagai teguran & teros action.	Trust
651	Amirudin Shaeran	Baki 5 sen yang orang tak viral sebelum ni, masuk akaun syarikat ke poket cashier? Ke ada tabung dana awam?	Disgust
652	Ismat Sabri Najid	Spanish latte sedap wei	Joy
653	Incek Syah	beli lah guna app. tiap tiap hari pos motivasi dlm fb, takkan le tak leh install app zus. hari selasa buy 3 free 1.	Joy
654	Annur Nurani	Tahniah Zus coffea ambik berat pasal ni. Nmpk remeh tapi 5 sen besar besar nilainya klu dah bnyak kali dtg beli ðŸ˜ˆ .	Trust
655	Izzu Zudin Niduz	ZUS Coffee ini baru respond yg betul ðŸ˜ˆ‘ ðŸ˜ˆ‘	Joy
656	Shima Ab Rani	Ahh kau smlm kemain ye perli,harini mcm ni pulak. Bye Zus	Anger
657	Anis Zainal	This is NOT a matter of PERSONAL issue. Itâ€™s how YOU conduct your business. Your response in a form of mockery shows how poor your standard of management is. The issue is not really because of the staff â€™ junior staff of course is hesitant to do the right thing if it doesnâ€™t align with companyâ€™s policies. Clearly not â€™ if it is you wont mock the customer when this issue went viral.	Anger

		<p>Businesses come and go. Other brands that are way bigger than you experienced lost and closed down just because their customer experience. You think your brand is irreplaceable? Even Starbucks that has a global presence feels the pain of competition.</p> <p>Your top management and PR certainly need to learn this. Implement and show by example to other employees.</p>	
658	Izzah Halim	Shikin Ilyas sbb tu saya ckp, duit tu kurang ke lebih ke, cashier yg kena tanggung.. yg mereka tau, esok dapat duit sme mcm dalam POS mereka... kalau x ckup, cashier bayar.. kalau lebih, selalu cashier akan simpan untuk cover hari2 kemudian, mana tau ada short...	Anticipation
659	Izzah Halim	Shikin Ilyas saya x pertikai pun hak korang.. nak laungkan hak korang, ye laung.. saya cuma ckp, tak berbaloi nak laung sampai nak boikot semata2 5 sen.. saya masih menanti jawapan kepada apa nasib manager dan cashier terbabit.. entah2 dah kena pecat atau kena tindakan disiplin	Anticipation
660	Shikin Ilyas	Izzah Halim kalau coo pun dah buat kenyataan, kira berbaloi la gerakan boikot netizen ni. Dgr kata, byk company lain yg dah mula alert since kes ni. Kita bukan nak sesiapa kena pecat pun, tp nak company tu sendiri ubah policy. Kalau x mampu sediakan 5 sen, mansuhkan harga 5 sen tu	Anticipation
661	Izzah Halim	Fatin Nabilah tak awak.. x besar pun.. duit tu pun x dpt dekat company tu pun... awk boleh tanya manager atau cashier yang pernah handle duit dekat mana2 kedai..	Anticipation
662	Chang Poh Eng	Mizzi Tan Let this be a lesson to other shop	Anticipation
663	Shikin Ilyas	Izzah kalau hal kecil, kenapa cashier tak lepaskan barang bila customer tak cukup 5 sen? Bayangkan 1000 pelanggan tak cukup 5 sen, sanggup ke cashier nak absorb. Vice versa la	Anger
664	Izzah Halim	Shikin Ilyas sbb cashier tu yg bayar... gaji cashier tu tak tgggi cm gaji korang yang mmpu beli air tu	Trust
665	Shikin Ilyas	<p>Izzah Halim tang dia tak bayar customer, katanya tak banyak pun. Tang duit dia yg kena keluar, tiba2 'gaji cashier tak banyak macam korang'</p> <p>Hak kita tetap hak kita hatta 1 sen pun. Kalau x takdenya polis nak lepaskan pencuri 1 sen tu dgn alasan, bukan byk pun dia curi. 1 sen je dari setiap akaun customer bank tu</p>	Anticipation

666	Izzah Halim	Fatin Nabilah even company besar pun, sbnrnye company tu xde dpt extra pun... cashier yang akan dpt... dan selalunya mmg akan short pun walaupun diorang dh berhati2..	Anticipation
667	Izzah Halim	Fatin Nabilah sehari ke tu? ðŸ˜ ke berapa bulan punya transaction... company cuma akan kira berdasarkan sistem POS dia... duit kurang ke lebih ke dkt cashier, company tak peduli yang penting diorang dapat macam dekat dalam sistem...	Anger
668	Zahida Nasher	Mizzi Tan also happened to me in PAK MAT Western. The worst was that the cashier was the owner himself that 'absorbed' the 5cent. When i asked he sarcasticly gave me 10cent and said 'saya halalkan' despite saying sorry because the ran the business without proper cash.	Anger
669	Ahmad Nazir Mohd Azmi	Remove all 5 cents denomination tu kalau harga RM17.65 sen, akan jadi RM17.70 sen ye ? ðŸ˜†ðŸŹ°ðŸ˜	Anticipation
670	Nanami Luchia	Mmgllh...math belajar 5 bundarkn jadi 10...semua minta mcm tu knðŸŹ°ðŸŹ°... consumer rugi 10 sen dh drpd 5 sen	Anticipation
671	Wai Hoe Kellaw	Ahmad Nazir Mohd Azmi takde 17.7.. Silap Silap terus 17.99 cos tengok nombor 17 eh affordable... Bayar terus 18.. No coin change, no headache lor.. Senang Kan? ðŸŹ°	Disgust
672	Youyoon Cikeboom	Ahmad Nazir Mohd Azmi hahhaaaâ€ Senang kiraâ€ So dia naik harga lebih baik dari ada customer viral kan kurang 5 sen n sekaligus tak ada issue etika bagi baki kurang ðŸŹ°ðŸŹ°ðŸŹ°	Disgust
673	Nana Fabian Hanim	Youyoon Cikeboom make it round figure la nok.. rm11.75 tu either rm11 ngam2 (xmungkin la..) or rm12 ngam2 hahahah ðŸŹ°ðŸŹ°	Anticipation
674	Hariz Devour	Ahmad Nazir Mohd Azmi jd 18myr tros gamak nya hahaha	Disgust
675	Nea Nisha	Irtihaly Awwal the action will be affected to the brand. Once brand name drop, or this month sales slow..then they do another statement.	Disgust
676	Tahawk Strife Kenpachi	Mashinoda Mashu but still your dont have a right to get extra 5 cents, right??	Trust
677	Mashinoda Mashu	Tahawk Strife Kenpachi so its company right to get extra 5 cents?	Anticipation
678	Tahawk Strife Kenpachi	Mashinoda Mashu both dont have a right to gain something extra.. that man owes company 5cents..	Trust

679	Nik Ahmad Faiz N	Nagathisen Katahenggam agreed. Look at the sentence "mere 5 cents"	Trust
680	Wai Hoe Kellaw	Nagathisen Katahenggam possibly would be repriced from 12.75 to 12.99(sekaligus can remove coin changes so no coin change issue after this)?	Anticipation
681	Naimah Musa	Nagathisen Katahenggam couldn't agree more ðŸ™ˆ	Anticipation
682	Tahawk Strife Kenpachi	Nagathisen Katahenggam and costumer doesn't have a right to take extra 5 cents from the shop, right??	Anticipation
683	Mashinoda Mashi	Tahawk Strife Kenpachi so its customer problem to find exact change?	Disgust
684	Abu Akmal	Yana Samsudin & Fadzil Zahari tak berkat la makan duit komisen dengan menipu ðŸ™ˆ	Disgust
685	Tik Ar-Dz	Koh Kho King letâ€™s pinned this comment! Because Zus themselves seemed to be at a loss (pun unintended) of what the issue actually is!	Disgust
686	Syafiqah Derani	Collin Soon Itâ€™s not ethical and not professional when putting the words â€œMERE 5 centsâ€ and soft mocking the customer. If theyâ€™re professional, they would just admit that itâ€™s something that they should have improve and come out with the countermeasure.	Anticipation
687	Hafiz Sulaiman	Zainul Afkar Zainal Azim siap buat promo 75 sen lagi tu. Lawak apekah.	Disgust
688	Wan Firdaus	Hafiz Sulaiman betul. Should priced their menu 70cents atau 80cents. Tapi tu lah, sengaja nak perah lebih. Kalau harga 70sen, kurang profit Kalau harga 80sent, lebih profit tp kena tax lebih. Kalau 75sen,tp Baki 5sen x pulang, benda tu x masuk rekod. Officially mmg jadi 75sen tp duit masuk 80sen. Kalau 10,000 orang dh 8k nett..	Anticipation
689	Ir Daud	Hafiz Sulaiman lepas tu pergi lepas kan rakaman CCTV dengan muka pelanggan.	Anger
690	Syed Ahmad Jamalullail	Nurul Syahida Mohd Sukri nt tak pasal2 budak jaga counter baru sehari masuk kerja, kena sound.. ðŸ™ˆ	Anticipation
691	Wai Hoe Kellaw	Syakinah Kamarudin if they would do that then we all wouldn't be here eh? ðŸ™ˆ These fellas doesn't really treat complaints seriously. From the style more of mocking customers for "mere 5 cents"	Anger

692	Elyn Cheang	Christine Ting imagine taking extra 5 cent from each customer in every branch and all states.	Disgust
693	Elyn Cheang	Emma Ramli kan kan? Patutlah dia expanding walaupun kopi tak sedap	Disgust
694	Anthony Yio	Mazack Ma To be fair, I believe all these franchise were doing this for their convenient for some time, not just ZUS. I remember there was a instruction for round off to nearest 5 cents by BNM. But never heard of rounding off to nearest 10 cents. So these companies now acting like BNM now, they decide on their own rules? ðŸ˜,	Trust
695	Wai Hoe Kellaw	Fahdzul Aziz nanti they remove the coin denomination terus I tell you.. Or price all ends with 99sen.	Disgust
696	Yty Ismail	Sultan B40 patutlahh..sy bru2 ni ja try sbb double confirm sijil halal..rupanya bru dpt sijil ðŸ˜€	Disgust
697	Wai Hoe Kellaw	Carlz Erfanz official statement pun perli mere 5 senðŸœ£	Disgust
698	Ana Shakirah Khayra	Dalam kes saya, sepanjang short 5 cents, saya pergi minta di kaunter, akan dapat balik 5 cents tu. It ready available. Sebab tu saya up kisah auntie chinese tu, sebelum balik, dia akan kira dulu, bila dia short 5 cents, dia pergi minta dekat cashier, dan cashier tu bagi 5 cents tu. Saya pun buat macam tu juga, bila kira dan short 5 cents, saya minta kat cashier, dan baru cashier tu bagi.	Anticipation
699	Farah Ant	Nur Fadilla la ni, tiap kali depa bukak mulut, tambah lagi satu damage. Ngokngek sungguhyyy benda simple je pun.	Anger
700	Syed Ahmad Jamalullail	Nur Fadilla Byk tengok bbnu kurang respect pada orang lain kerana utamakan darah muda masing2â€ . Diorang kurang pengalaman dalam hal2 yg macam ni. Tambah2 bila rasa diorang on the right side, atau bila diorang rasa hal ni terlampau remeh. . Hence, timbul perkataan â€œmereâ€ dlm statement diorang. . Bila kena backlash mcm ni, harap jadi life lesson kepada mereka yg terlibat laâ€ . Darah muda darah bergelora.. ðŸœ£ðŸœ£	Anticipation
701	La SirÃˆne	Farah Ant yes the word mere caught my attention first.. that's a big no no in addressing such matters	Disgust

702	Roy JM Lim	Jarvis Khong Chun Wei the owners are not frontliners; you fool!!! the staff is the frontliners... unless the owner is the barista (most likely not)	Anticipation
703	Muhammad Umair Abdul Rahman	Jarvis Khong Chun Wei overrated coffee	Disgust
704	Megat Azwan	Jarvis Khong Chun Wei I called BS. skewing public perception towards Zus eh?	Disgust
705	Ibrahim MÃ¼ller	Elaine Yong sandwich is nice but not the coffee. But at 4-6 ringgit i wont complain. Although others would complain about extra 5cents but people are people	Trust
706	Cahaya Raudhah	Jarvis Khong Chun Wei why romantizing this.. this is a wake up call to zus and the likes, not to take this issue lightly, to not put on their cashier's shoulder shall there be such circumstances.	Anticipation
707	Nur Fadilla	Farah Ant boleh nampak corporate comm yg handle Facebook diorg ni BBNU. defensive sarcastically.	Disgust
708	Fakhron Diyana Fakruddin	Jarvis Khong Chun Wei wow u totally missed the whole point. Bro if u go up to the counter and say your cash is short 5 cents, yâ€™think theyâ€™ll give discount and still sell u the drink ke? ðŸ˜, its the company who is making bucks with this shortchanging, not the one standing behind the counter.	Anger
709	Mohd Hafiz	Ibrahim MÃ¼ller bang bukan semua org pandai order online ,lg2 org tua ,jgn nak sarcartic sgt bang	Anticipation
710	Ibrahim MÃ¼ller	Mohd Hafiz elaine ni tua ek, baru tahu. Yang komplek pasal 5 sen tu pun tua ek	Disgust
711	Elaine Yong	Ibrahim MÃ¼ller is very subjective. If can't give back 5 cent, why put 25 sen.. Can state 20 sen / 30 sen. Or else get enough change.. Buka pintu buat business, we can't expect every people will be using touch N Go ðŸ˜%	Anticipation
712	Ibrahim MÃ¼ller	Elaine Yong oh that is definitely true but life is also about making choices and choosing to trouble oneself and low income earners is not a wise one	Trust
713	Cikgu Ainan Anual	Azwan Mustaffa 'a mere 75 cents' voucher at that	Disgust
714	Wiween Mihad	Afifah Norsilan aku husnuzon jelah dia ni kaya ðŸ˜†. Menyokong â€œperompakâ€ bkn perkara yg baik. Kalo sehari 100 org dia rompak 5 sen. Kalau sebulan brp dia dpt hasil â€œrompakâ€ tu? ðŸ˜†	Disgust

715	Cikgu Ainan Anual	Puan Hafizah kalau begitulah dia fikir, elok la masa kita bayar kopi dia tolak siap-siap 5 sen. Sebab dia tak kisah pun kalau terkurang pulang baki dekat kita kan? ðŸ˜~	Disgust
716	Munirah Badaruddin	*which our team member did almost immediately* -this sentence is being bold, what do you want to stress out here? The fact that your IMMEDIATE action is post effect after the customer highlighted on the shortchange? *do not see this as a case of shortchanging but highlighting of personal opinion*????? Whatâ€™s the point of apologising in the first place?? LOL	Anger
717	H Farihah Lai	a MERE 5 cents , wow i have to applaud your audacity to issue this kind of statement. Goodluck in sustaining your business, never tried and now never will. I hope the guy from your cctv footage sue you for breach of privacy. And pls, whoever behind this idea of being sarcastic and defensive, get an intensive customer service training	Surprise
718	Keira Keirana	Pali Pojee mere 5 cent tapi kalau dah berjuta org diorg buat berapa ribu diorg untung butuh zus zalim	Disgust
719	Ann Chung	Farah Abu Bakar agree. Strangely no mention of "we will ensure all branches have sufficient 5 cents change" ðŸ˜~...ðŸ˜~... I wonder if the CEO actually read this before signing off on it... ðŸŒ!â€ â™€ï,	Disgust
720	Nazrin Syahmi	kalau ikut statement 5 cent. suppose lower. kalau dia ckp bundar puluh sen trdekt jd naik. Kalau math pnya logic mcm tu. kalau dia naik 5 sen mean math dorg failed.	Disgust
721	Edwin Lam	Mr COO. The shortchanging did happened. The only thing is the cashier was prompted only it was returned. A simple analogy is stealing is wrong even if you return the goods. I applaud your other efforts but your denial doesn't look good. I understand not admitting is generally the best way to avoid any responsibility to the wrongdoing or possible other same allegation. But it doesn't hide Zus unwilling to be 100% truth. The denial won't be detrimental I know. Life still goes on.	Anticipation
722	Aizuddin Ali	I can't believe the COO signed this and they allow this letter to be posted in socmed? Typical ancient corporate style. 1 conduct investigation for the sake of getting a proof, 2 deny it was a big deal, 3 release statement with an unthoughtful action plan. Sometimes what they taught in corporate as a 'standard' tak boleh pakai	Anger

		because u r dealing with human. First and foremost need to be humble else u'll just be adding fuel to fire	
723	Aizuddin Ali	Nor Zaidatul Athirah I'm pissed off because I know exactly the type of people who reacted like this in my organisation. We're just lucky we haven't gone viral yet	Sadness
724	Kah Horng Chia	Edmund Yung damn how triggered is this comment thread? XD	Anger
725	Denish Raguchandran	Andrew Sebastian Hor Iâ€™m sure people who can afford 12 ringgit coffee donâ€™t need the 5 cents either ðŸ˜ˆ,	Anticipation
726	Andrew Sebastian Hor	Denish Raguchandran bro you are absolutely right ðŸ˜ˆ. If debit card/credit card/ewallet is used. Then this 5 cents shortchange can be avoided. Of course shortchanging should not be right but could be avoided and the cashier returned 10 cents, giving extra 5 cents to the person. Should just forget it and be done with it	Anticipation
727	Denish Raguchandran	Yeah Zus can also handle the case better poor choice of words but also a bit too much effort on a mere 5 cents. I guss when it comes to money itâ€™s a sensitive thing right ðŸ˜ˆ...	Trust
728	Khairul Anam	Helen Chung surely not due to good attitude	Sadness
729	Abdul Rahman Bojeng	The first 3 paragraphs are not necessary at all. Keep your opinion to yourself. The letter would have been more professional had you just apologize, thank the customer, straight away listing out those improvement plan and move on.	Trust
730	Nadiah Nasir	Nicole Low two wrongs never make one right..means, kalo org lain mencuri, kita pon blh mencuri ke puan? btw, saya belum jumpa cafe well established lain yg buat kes mcmni, on my experience	Disgust
731	Norzaidi Bin Mohd Jubri	Mere 5 centâ€™.. really? That MERE 5 cents can be thousands of ringgit annually. The person writing this letter should get etiquette training on writing letter too.	Surprise
732	Ieyzzah Nadhirah	Norzaidi Bin Mohd Jubri expected sbb bukan International company so ke laut bab2 etiquette ni. I just bought their coffee once. Xde rasa nk bli dh lps ni. Bukan sedap pun.	Disgust
733	Siti DulHadi	Fatin Ismail bila aku baca ayat "MERE 5 CENTS" tu terus aku rasa diornng ni tak profesional. Camane top management diornng blh lepaskan surat ni.	Sadness
734	é»„,æ¯ ...æž€	Leong Zhi Thatâ€™s your mindset and perspective as a property agent to this issue. Yes, you are property agent earning a lot dun mind for this puny 5 cents, it makes no difference to u at all â€”	Anticipation

		<p>i,</p> <p>Yes as by you, the money is ady given back. As per Kelvin Blaze, this is for public reminder. A corporate little action may bring to a huge damage after being amplified by social media and this is butterfly effect.</p> <p>ä, ä¼šè±æ-‡æ²;ä...³ç³»i¼Ææ^‘ç’”ä,æ- ‡è§£é‡Si¼Æè ’è ¶æ^â””â -è;‡æ²;â “è;™èµ·ä°«»¶è ™½ç,,¶â·²ç»“æ Y¼Æä½‡æ~â ‘ç’Yè;‡ä°±æ~â ‘ç’Y è;‡i¼Æä¼ ä,šçš,,è;™ä° é£šâ‘Šâ æ~ â°‡â...¶é«~â,²çš,,ç’ è”¼Æé£šè;‡ç³¼ä°ä°â¼“æ”¼ä°§i¼Æé£ æ^ çš,,â½±â“ ä, ä -ä¼°é‡ ä£,</p> <p>âf ä½ è;™æ·çš,,ç» ç°i¼Æè;™æ·çš,,æ£ æf³i¼Æä½£é‡·â° æ%o«ä°‡è, -â@šä»£ä¹é½ä, ä...³ä½ çš,,ä°ä°‡æ~â, â “ä½ ä¹æ°ä°çš,,çç«æ³·â·²ç» ä æ~ â°ä½ çš,,ä, “ä,šâ°ä°‡ ðY™,,ðY™,,ðY™,, é»,æ-...æZ£ my point here is thati¼Æthey already gave him back the money why make a big issue? Your mindset is probably too entitled to think about the cashier himself having to take out 5 sens from his own pocket because all you think about is yourself only. Me as a property agent does not reflect on the entire industry as a whole. We too have to struggle to put food on the table. You think our life so easy ah?</p>	
735	Leong Zhi	<p>While I appreciate that there are some countermeasures planned on this issue, I still feel that ZUS should stop highlighting that the customer is opinionated and downplaying 5cents in this issue (by saying it as MERE 5 cents) just keep highlighting that your team did their best, appreciate the baristaâ€™s ethics and countermeasures in place.</p> <p>The more you keep highlighting the way you feel about the customerâ€™s end, the more peopleâ€™s Anger wouldnâ€™t abate.</p> <p>For some consumers the guy is kind of a hero. He made this issue go viral, and that 5cents shouldnâ€™t be downplayed like this. Otherwise, would ZUS know what to improve should he not make this go viral?</p>	Anger
736	Fuad Cf Xie	<p>Muhammad Iqbal try hard sangat diorg nih, mintak maaf & improve service sudah..takde dah orang lain nak panjagkan haha ðY~,</p>	Anger
737	Adnin Zakaria	<p>â€˜Despite a mere 5 centsâ€™ sounds like u belittle the customer.</p>	Disgust
738	Fauzi Sarbini	<p>â€˜As part of business ethics and principal, which our</p>	Disgust

		team did almost immediatelyâ€™. If immediately, you staff would give 10 cents straightaway before the customer complaint and not after 8 second. Failed press statement	
739	Ikram Latif	One of critical criteria for someone with high position is, able to craft a good storytelling. She does not fulfil that.	Sadness
740	Anis Dalila	Balqis Latif dia siap post cctv that situation on twitter. Nak puji staff handled well tapi exposing muka customer but not the staff. Hahaha kelakau	Disgust
741	Emi Nordin	As your ethics and principles states 'return the exact change and more and never shortage', i believe all your staff should be educated on this ethics all the time at your outlet. By looking at your investigation the staff returned 20cents first instead of 30cents, it shown that you not educated them at the first place. I hope other foods and drinks retail to take this as a lesson to remove all the 5cents in your products immediately. This is not about the value of the 5cents itself but the value of the ethics and principles that you set.	Anticipation
742	RA YC	Your marketing manager has made a mistake, such issue have to be dealt humbly, that is even if you decided to respond on it in the first place. Think before you act. Now you have created a more volatile situation that is potentially damaging your brand reputation further.	Sadness
743	Masri Abdul Lasi	Defensive statement! You shouldn't be shortchanging customers no matter how small the amount is, it is still money. The fact that you mentioned "mere 5 cents" its seems nokia legacy soon for ZUS! Remember customer nowadays extremely advanced ya!	Anger
744	Bobby Richard	Ammar Thaqif Abdul Rahaman Marketing strategy semua tu bro. Nak bagi nampak murah kena ada letak sen2. Tapi tu la, kalau business takde strong customer focus isu ni akan keep on dragging la...	Surprise
745	Farah Zohri	We don't have enough 5cents we couldn't get our drinks.... They don't have enough 5cents they expect us to turn blind eye and absorb everything...	Disgust
746	Saya Ain Rahmat	mind to explain why would you expose the cctv footage of the complainant without blurry his face?	Surprise
747	Vivian Leong	Appreciate the apology but would been better if it was SINCERE. Have so many countless bad experience with Zus specially when it comes to delivery. Nothing to say anymore. There are better coffees out there.	Anger

748	Kamal Rusli	from your statement that you highlight " which our team member did almost immediately" yes your team did immediately after being told, what if the customer just accept the change? would your team member did immediately to add the extra cents?. such a long statement to write but still put in mocking sentence in it, why so arrogance? your company can grow because of the buying power of customer, not from you.	Anger
749	Daniel Ariff	How your socmed team handle this complaint is really embarrassing. Everything can be settle with apology behalf of this issue. But they way you setup the promo code as to react to this issue is really disgraceful and disrespectful.	Anger
750	Nidzar Syed Amin	Just a "MERE 5cents" Zus Coffee willing to jeopardize its integrity, business ethics and customer's experince.. This is what happen to big businesses nowadays.. Xda moral, berlagak... Baik lagi support small businesses.. coffee diorang pun jauh lebih sedap n berkualiti...	Anger
751	Franny Fong	Frankly say this mistake happened due to the staff careless but he did refund it after customer feedback. Issue is fixed but to make easier and not to repeat again they revise the price list to avoid small change issue is good things. Since not all staff been trained to said if they not small change what action should do next. This depends how smart employees is. Zeus already apologise here.. Sudah2 la tu..kesian pekerja nk cari rezeki, x psl dpt warning letter ke, kena berhenti kerja sbb hal 5sen ni. Nak viral2 hal kecik utk dpt content ke apa xtau la. Memaafkan itu perkara baik. Kita permudahkan urusan org lain, supaya Allah permudahkan urusan kita balik.	Anticipation
752	Chuan Liang	Franny Fong Netizens are angry not because of the 5 sens, but because of this mockery. Zus is the one making the issue viral	Sadness
753	Hanafiah Ibnu Kabir	You should thanked the guy who complained & your team who made the blunder reply. I bet your communication team never dreamt of having this much reaches. Millions of followers of the pages who never even know your existence (like myself) now they know. Really would like to know your sales after this going up or down. I bet it will go up.	Anticipation
754	Kamarul Azrin Nordin	ZUS Coffee Please write again the apology letter sincerely. No need investigation bla bla bla. Just take whole responsibility of your staff behaviour and say sorry, ensure no repeat again in future. Just that simple. Understand? Everything else just improve and communicate internally. We donâ€™t bother. We want to know you admit the mistake, say sorry and ensure donâ€™t repeat. Faham ke? ðŸ˜ƒ	Anger

755	Mun Fei	Did it almost immediately? Shouldnt have short change at the first placeâ€¦ if the customer keep quiet then you will makan the 5 cent loâ€¦	Disgust
756	Muhammad Mamzah	Bawang RAngers xde yg nk serang ke COO dia nih.... Baru je naik pangkat tu tak 2 bulan lepas dah berani keluar statement mcm ni... Elok melingkup la jenama ni lps ni. Semoga cepat bungkus. Minuman tak menyihatkan, gula bertimbun. Buat rosak perut org ramai, menambah masalah gastritis, gerd dan anxiety je minuman mcm ni...	Anger
757	Ainul Azie Azuren	Omg seriously Zus? You guys just keep making this thing worst by not accepting your mistake and being defensive. You really have to state that 8 seconds timing? That 8 seconds wouldnt be there if the customer didnt ask for the change which he entitled for! Shame on u Zus. Definitely not buying from Zus anymore. ðŸ˜ˆ,	Surprise
758	Nurul Hafiza Zahaludin	Thanks for the statement. Will gonna keep this as my case study later as an example of one of very bad response ever by the PR in a company. For sure this is not an apologetic statement, coz it's full of mockery, defensive and arrogance words here and there ðŸ˜ˆ	Sadness
759	Sas Akmar	sorang memang lah 'meh, its only 5 cents' nothing to kecoh but is it true you only get one customer a day ??? if we are short of 5 cents probably you won't let us buy the coffee.. same goes here, shouldn't blame the customer if they want their 5 cents. after all, 5 cents is still a value.	Sadness
760	Jia Ling	This level of pettiness, might consider being an attorney after your business goes bust.	Disgust
761	Kamal Husain	ZUS Coffee tahniah sebab hilang pelanggan tetap yg ramai termasuk Aku.... gud bye zus..	Disgust
762	Rex Silver	Nuriz Ashikin Jenis bodoh sombong camtu jgn dilayan kak oi buat sakit hati je. Biarlah dgn pendapat bangang dia tu. Org bukan kesah sgt pun pasal nilai 5sen tu tp hat bengong tu bukan fhm ape yg org complain n cuba sampaikan.	Anger
763	Faisal Abdullah Bada	ZUS Coffee so a customer complained about you, and you resorted to publishing his face? How low can you go?	Surprise
764	Khalil San	ZUS Coffee ok I will refrain from buying your CEO latte. Apparently you lack profesionalism by showing the customer face	Sadness
765	Wiween Mihad	ZUS Coffee this is not the right action. Apa jadinya tunjuk rakaman cctv?	Anger

766	EFATO Awareness	ZUS Coffee Kanina. Your customer base majority malays. Lagi mau defensive and dont want to admit fault. Some more post customer video on social media without consent. What kind of mainland hill people company is this? Gangster one is it? Hope your business goes bankrupt.	Anger
767	Shamz Johan	ZUS Coffee you dont know item. Pls behold the netizens fury	Disgust
768	Ahmad Nabil Abd Rani	ZUS Coffee do look into PDPA issues. Perhaps this can be a teaching moment for your managements.	Disgust
769	Rizal Ahmad	ZUS Coffee tak takut saman ke Zus. Pamer muka customer tanpa blur. Terdesak. Minta maaf be gentle la.	Disgust
770	Farah Zohri	ZUS Coffee your sincere apology but whats with the cctv footage? Doesn't look sincere to me, uncle Zus... Ps: Grateful for barista but all i can see in the video is the customer's face....pfft!	Anger
771	Harris Ben Haliman	Shah Irwan Hadi Personal Data Protection Act 2010, pishang	Disgust
772	Lim Ah Seng	Why are you showing the CCTV? The problem is not with the cashier at all, it's the way how you as the ZUS brand react to the whole matter. ZUS Coffee coffee totally missed the point by hundred thousand miles.	Surprise
773	Syuhada Rafien	ZUS Coffee omg!!! you're so rude.	Surprise
774	Setsuna F Seiei	Fira Fahmi berapa banyak boleh saman? ðŸ˜~	Sadness
775	Eryani Hatah	ZUS Coffee so unprofessional..!!! Release the cctv to the public.admin ni bru abes tadika ke hape?	Anger
776	Nuriz Ashikin	Ameer Fareed actually customer bukan lah nak sangat balance 5 sen tu. Tapi customer tu tekankan etika sebagai peniaga. Sebab tu dia up status. Biar ramai peniaga/company lain yg aware tentang benda ni. Dan kita sebagai customer pun aware hak kita.	Anticipation
777	Afifah Ismail	ZUS Coffee seriously? Cannt brain how this company acting like this.	Surprise
778	Nina Syed Abdullah	ZUS Coffee Just apologize and be humble at the begining..you are running a business must remember that. Dont trigger unnecessary sarcasm in jokes. Just apologize and present the voucher humbly. No need so	Sadness

		many words of self defence. It'll do more damage.	
779	Rafiqi PQ Ismail	ZUS Coffee selalu jugak la beli kopi Zu(ck)s ni. Sebab wahi kopi n sapot keda2 kopi. Tapi tgk pade perangai mcm budak2 bengong gini, maaf la Zu(ck)s. Respon gini mcm budok dok mumayiz org kabo. Bye. Duit aku takkan masuk ke bisnes mu doh pahni.	Anger
780	Mohd Halfae	ZUS Coffee boycott	Anger
781	Les Paradis	Ameer Fareed you really don't get the point here, do you? This is not about the bloody 0.05cent. The message that he's trying to convey to all business owner is that, run your business with ethic. Do not shortchange your customer. It's not your customer's fault that you did not supply enough 0.05cent coin to your cashier and your customer has every right to demand for it. Giving tips and not bothering to take back the 0.05cent change is a different story altogether. It's your choice if you want to do so. Likewise, it's every customers' choice if he or she prefers to pay cash unless stated "PAY BY CARD ONLY". Paying by cash is not "zaman jahiliah" as you put it. 90% of all small transactions is still done by cash. It's also NOT because he's "jenis sangkak sampai dlm card takde duit". For all you know, he might be more well off than you. Btw, i'm glad that you're done with your opinion. But before you go, you might want to read this article pertaining to the issue raised. You might be able to view it from a more logical perspective. https://malaysiadateline.com/isu-tak-cukup-baki-5-sen-bekas-juruwang-ini-ajar-cashier-berani-melawan-jangan-bebankan-pembeli/	Anger
782	Hazizul Hamid	ZUS Coffee baru nak puji sebab rela minta maaf...tiba-tiba tunjukkan muka pengadu...ada hati nak melawan lagi la tu...aduan tu tak pernah pun cakap yang barista / cashier tu biadap atau lain...isu utamanya ialah baki 5 sen... Ni perkara serius...please grow up and learn how to manage your response maturely...	Surprise
783	Ilham Samsuddin	ZUS Coffee this is really sad n unprofessional action,why you expose the customer vedio!	Anger

784	Zulhazry Mohd Yusoff	Luhi Atina haha benar. Saman boleh dapat 5 juta ni kah kah kah bodoh betul Zus ni benda benda macam ni diorang koyak teruk.	Disgust
785	Siti Nadzirah	ZUS Coffee ko treat macam customer tu perrompak pulak leak cctv. goodbye Zus. Goodbye	Sadness
786	Razin Shazanie Safe'ei	Dear customer, pls sue ZUS Coffee. Letâ€™s see how their arrogant ass are in court	Anger
787	Reen Ahmad	Elly Azreen same here. Tak pernah beli lagi dan takkan beli la kalau begini. Prefer to support small coffee business.	Disgust
788	Michelle Ho	Fairuz Syuhada Abu Bakar unfollow la kat ig. Hahah.	Anger
789	Tisha Aziz	Dear ZUS Coffee . To tell u the truth, ur coffee sucks. Tak sedap. Family mart can make better coffee.. come on..	Sadness
790	Tisha Aziz	Shahrul Reza Kadir betul! Saya igt saya sorg yg rasa kopi zus ni sucks..ðŸ˜,	Sadness
791	Nor Nashriq Bin Hussain	ZUS Coffee if im short 5cents to buy ur coffee, could i still get ur coffee..	Disgust
792	Muhammad Hafizzi	ZUS Coffee CUSTOMER NI ANTARA MASYARAKAT YG BANGKIT DAN BERANI BERSUARA PERTAHANKAN HAK.. LAMA DAH ORANG LAIN PERASAN BENDA NI.. TAPI DIAM KAN AJE.. ABANG NI YG BERANI BERSUARA.. 5 SEN X 100 ORANG DAH BRAPA DIA KAUT DUIT.. DARAB LAGI 200 ORG..300 ORG.. DUIT ORG TETAP DUIT ORG.. BUKAN SOAL SENGKEK KEDEKUT 5 SEN.. INI SOAL MARUAH..SEBAB KENA TIPU .. ATAU DI KENA KAN	Anger
793	Ain Izzati	ZUS Coffee this is so WRONG. You dont disclose customer's confidential info, whatsmore VIDEO showing customers face. Silap2 dapat customer yg rajin naik court, kene bayar saman plak karang.	Anger
794	Kenn Lai	ZUS Coffee Walauueeh you post and share about your customer.. do your customers agree for the public posting ? ðŸ˜±.. why so cheap	Anger

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795	JoyOren JoyEpal	ZUS Coffee why so stupid?	Surprise
796	Ahmad Mat Jie	ZUS Coffee dia nie ke kalot 5 sen tu ?	Sadness
797	Yap Keem Siah	ZUS Coffee what good to publish cctv and making a bad joke in social media to a valid feedback of customer? Are you running a real business or fb page only ?	Surprise
798	Syafika Hazari	ZUS Coffee perlu ke post video tu.. Just say sorry la, show your professionalism, dia takde maki2 staf pun. Mem tak puas hati pulak, x boleh ditegur	Anger
799	Mija Shamson	ZUS Coffee dah mintak maaf, nak cakap terima kasih kat barista awak tapi upload muka customerðŸŒŸðŸŒŸ »â€ â™€ï, , kalau takda rakaman muka dari sisi pandang barista, tak perlu upload rakaman tu kot. tak pernah jadi pelanggan ZUS, tapi kalau macam ni cara handle isu dari customer. Maafla, memang tak kan pernah jadi customer ZUS la nampaknya	Sadness
800	Adam Rosdin	ZUS Coffee kira savage ah ni zus kopi ? butoh	Anger
801	Fizz Idrus	ZUS Coffee uâ€™re not matured enough.	Anger
802	Aidil Iqwan	ZUS Coffee dh tau susah nk standby 5sen tu genapkan jela klau 7.95 tu jadi 8.00 â€ dh alang2 kate nk untung sngat.. bahlol2â€ menyusahkan org	Anger
803	Geane Lee	Matang la sikit. Customer din complain ur barrista la. He complain your HIDDEN 5CENT CHARGING to every customer.	Anger
804	Asmida Farouk	ZUS Coffee â€œour app that we are heavily investedâ€ . Woww.. that is for a sake of your business tau. That is your cost of your business.. xperlu nk bgtau customer pun. Benda dh ada dlm costing product yg you jual. no wonder la 5sen pun tak nak absorb. Nk suruh customer pulak tanggung. Agak2 la ðŸŒŸ~€	Disgust
805	Sarah	ZUS Coffee just my 5 cents opinion here..this is not funny at all when u mentioned earlier that u were 'genuinely' apologise to all customers for that 5 cents issue but then u release this cctv footage & even make a sarcastic jokes with that 75 cents off voucher..rather than make another stupid jokes, i advise u guys plz improvise ur 'PR' & 'marketing strategies'	Anticipation

806	Daia La	ZUS Coffee btw i agree with some people here no need to show this cctv footage (especially since the customer's face was exposed in the footage), only make people think u guys were just being defensive rather than apologetic. Oh, and the 75¢...looked more like sarcasm to meðŸ˜ˆ....	Anger
807	Nur Fadilla	ZUS Coffee low level corporate com zus. Sorry. This is supposedly pnc. Mana boleh reveal customer even though u found out from your internal investigation. Tak professional langsung. One fact yang zus kena terima dan telan perlahan-lahan, kopi korang tak sedap. Tapi orang still beli sebab your price is slightly cheaper than the other. Don't get me wrong, i am your regular customer way before branch jadi banyak secara tiba2. Tak igt tahun bila (maybe 2019 mcmtu kot) tapi masa tu baru ada zus taman desa, zus Binjai 8, masa baru nak start. In fact i pernah jadi ur drink tester for ur new recipe, delivered 4 cups to my house to test and taste. Personally I still beli ur coffee sebab when in office, feeling in need of caffeine, tapi nak murah, zus la. Bukan sebab sedap by the way. ðŸ˜ˆ Dia macam bolehla buat lalu lalu tekak macamtu ðŸ˜ˆ bila rasa betul2 nak minum coffee, memang tak la pilih zus. Sebab maybe your beans yang murah-murah punya kan. Ooopsss.	Sadness
808	Mazlan Mohamad	Childish and very unprofessional. Just apologize and move on.	Anger
809	Ajju Mohd Khaleel	Mazlan Mohamad they already apologised. Lol	Trust
810	Auni Satari	Ajju Mohd Khaleel minta maaf tp diselang dgn perli tu maksudnya xikhlas minta maaf... lol	Disgust
811	Dave Siva	Auni Satari betul tu.. mintak maat tapi dihujung maksud mcm peerli je.. tak pro la..	Anger
812	Dave Siva	Seorang dia ambik 5 sen... Bayangkan berapa ramai yg dia x bagi balik balance 5Sen tu, sikitÂ² lamaÂ² bukak Cawangan lagi satu..	Disgust
813	Khaidirul Idham	Ajju Mohd Khaleel zaman nowadays mmg mcm tu bangâ€¦. Sorry tnpa ikhlas dri hati ðŸ˜ˆ,ðŸ˜ˆðŸ˜ˆ,ðŸ˜ˆ	Anger
814	Robson Jeelian	Selalu nya aku guna E-Wallet je. Senang just scan and pay.. Payment pun cun, x untung x rugi.. drama pun kurang.	Trust

		Masing2 ada hak nak mbyr cara apa sekali pun. Be a smart customer & zero drama. Pilihan masing2. Zaman skg dah byk kaedah pembayaran. Unless nak buat content & free marketing. Utk kedai pula, good or bad marketing, itâ€™s still a marketing ðŸ˜Š	
815	Ais Teru	Siti Nadiah Ahmad lepas ni try dtg..kata x cukup 5sen.. cm mna	Disgust
816	Muhamad Aqma	Puteri Hanis Megat akak yang tak viral kan	Anger
817	Zuleida Rosli	Myzatulhazra Yahaya btul xsedap & xkena ngn tekak. 1st try & last..never ever	Anger
818	Seong Foo	Guys please boycott Zus coffee. Profit is the only language this arrogant corporate understand. know your power, without your support, this corporate means nothing. The ppl on top will not feel it with empty rant on internet. Please once we stand together, boycott the chain and teach this greedy and arrogant capitalist a lesson. ðŸ™ ðŸ™ ðŸ™	Anger
819	Ummu Habibah Mohd Hilmi	Aien Zakaria kita netizen kena pk positive. *rollingleyes* can you even? We are truly sorry dia tu came with this kind of mocking posting on the fb? Like really?	Trust
820	Moon Feel Leong	Kathryn Tan Lay Ting yes. The same theory applied, merchant should give the change.	Anticipation
821	David Marshall	Kalai Mani Gengiah one customer posted that Zus coffee didnt give change 5 cents.. hahaha	Disgust
822	Ariff Haflah	this looks like more of a sabotage than a case to me.byk kali je shortchanged staff tlpas pndg kt tmpt lain, mcd, kfc, sbc, etc.a normal person, wouldnt care to bring it up, unless its an agenda or sabotage.just stop & think.if you're shortchanged 5 cents, just tell them, they give the actual amount, then there you go, problem solved.i'm sure this is more of a sabotage from competitor	Fear
823	Ahmad Shahrudin Abdul Latiff	This is simply a case of dishonest and unethical staff, and blunt stupidity of the ZUSPRESSO management team. You can ask any experienced auditor that have internally audited F&B outlets. At the day end closing, sales reports will show the recorded collections while the staff will siphon a few hundred ringgits comprising of 5 sen, 10 sen and even 20 sen shortchanges. Just imagine, the staff's monthly and yearly collections from shortchanging customers. Yet, the rude response from ZUSPRESSO against the	Anger

		customer, saying its a "personal opinionated nature" only pours oil on the fire.	
824	Anita Hj Basir	So arrogant! And such an unprofessional way of responding to their customer's complaint!	Surprise
825	Fatima Al-Zahara	Shame on you zus for making a childish + egoist statement for money you ripped from your customers. Najwa Zainul Arifin no more zus pls. Lepas ni kalo nk minum kopi, meh kita berkampung kat lab. Kita sesama bancuh dlm volumetric flask.	Anger
826	Fatima Al-Zahara	Najwa Zainul Arifin takpe geran baru dah approved kan. Boleh la beli "chemical" dgn "apparatus" nk bancuh kopi sendiri ðŸ«£	Disgust
827	Ceryx Kok	This is the young generation doing marketing nowadays... They dunno give proper and polite word to client, they use back their 'home language' to talk officially	Sadness
828	Noorhirddayu Mat Saad	Ceryx Kok exactly! They might forgot that when people are angry we take no joke man..NO!	Anger
829	Amir Kamarulzaman	Sad that I've liked your coffee, just gonna stop buying. Not necessarily boycotting, just hated how Zus handle the problem.	Sadness
830	Khalil San	Final count the till, if Zus is short of 5 cent, you will deduct from the cashier pay, kan? Imagine if 1 day the cashier return extra 5 sen to 100 customer, already rm5 to be deducted from the cashier salary. So the problem lies at the shop. Just round up/down the price, settle	Anticipation
831	Syaida Mazlin	A very distasteful approach to handle a crisis. Be better ZUS Coffee	Sadness
832	Ken Chong	Bad marketing and PR " maybe this company is still a small and young company, they don't have the talent to handle mature marketing and PR . Anyhow, hope u take this as a lesson and improve. Not everyone can be successful and grow big in business . Not easy	Anger
833	Hani Mohammed	Remove the 5sen as easy as that	Anticipation
834	Nsa Adenan	Tau.. tau.. 75cents off tu hasil dr 5 sen yg korang absorb from most customers selama ni before this case triggered ðŸ~ .	Anger

835	Mira Mey	Takpayah la buat menu ad 5 sen. Benda bole adjust. Lepas ni xpayah la jadi pelanggan setia zus lagi. ðŸ˜… Sikit2 lama2 jadi bukit. Admin paham bahasa melayu tak agak2ðŸ˜…	Anticipation
836	Ahmad Shahrudin Abdul Latiff	Running out of change is no excuse, but mismanagement.	Anger
837	Elli Annuor	Sarcasticnya.. siapa la PR agency si ZUS Coffee ! We dont want your 75cents off! We just want you to think and train your staff better!!! Just because 5 cents you guys just close your eyes and keep it. So instead, we are the one who ask you about the change after "purchased" your product. So unacceptable.	Anger
838	Mohd Danial	Need to enhance crisis management. A dejavu of pizza issue, once upon a time.	Anticipation
839	Muhammad Arif	Baru strike one. With still supporting you Zus Coffee ðŸ˜ ^a P.s : I hope the price adjustment will be 5 cent lesser not 5 cent more ðŸ˜	Anticipation
840	Syazana Mirza	Should we cancel zuss coffee? Anyway we have plenty of choice now.	Disgust
841	Farah Zohri	If I'm short 5cents, u think i can get my coffee ah? But if the cashier short 5cents, we just have to absorb the loss?	Disgust
842	Siti Zaiton Mohd Nor	Sepatutnya kedai2 macamni perlulah ada stok duit yg cukup..supervisor kenalah cek duit kat cashier..jangan pandang remeh walaupun 5sen!!	Anticipation
843	Mai Nadzaty Roslan	My opinion to Zus & all the business operated yg selalu amalkan 5sen takde la, sorry ye kak. (stesen minyak, kedai makan, kedai aksesori, semua lah). Korg letak 1 bekas gula2 kat sebelah cashier. & Once takde balance 5 sen bgtau customer yg kalian gantikan dgn gula2. Takdela korg songlap buta2 je duit 5 sen org. . Pastu yg kata kopi Zus tak sedap tu maybe x kene tekak korg atau mmg barista dia tak pandai buat. I suggest u my fav zus coffee - Caramel Macchiato + whipped cream + salted Caramel syrup = RM15++. Sedap wei. Kalau korg dpt x sedap jugak boleh suh barista tu improve kan lagi skill dia. Sekian .	Anticipation
844	Zety Zalaluddin	Mia Razali stupid statement and solution. Mmg silap besaaaaarr	Anger
845	Sheikh Eeqbal	No more ZUS Coffee after this .. lets boikot !!	Anger

846	Shah Borhan	Sarcastic apology. ZUS Coffee ni upah staff tahap pemikiran pendek gile jaga medsos dan hal2 PR mcm ni. Bodoh. Please buck up.	Anger
847	Nur Adda Syuhada	Sorang 5sen , kalau 100 org ? 1000 org ? sehari .. Dah bape .. Takyah lah pergi , macam tak sedap je .. Buat jelah kopi sendiri kat umahðŸ†	Disgust
848	Nuzhan Ariffin	bkn psl 5 sen pasal mslh sikap.. Customr blh je tolerate tp jgn make it habit kt bank tu belambak 5 sen sediakn la.. custmr x suka ambil ringan wlau bnda tu ringan.. b professional laa..	Anger
849	Louise Anne	Banned coffee!!	Anger
850	Za AL	regarding this issue, im gonna stop buy zeus coffee	Anger
851	Ummul Amira Omar	ZUS Coffee?mcm tak profesional. u are doing business yet banyak cawangan. u whether ignore or just give coupon pada yang takdpt pulangan baki 5sen tu as redemption. tak perlu la bagi link ni. ni hanya memalukan syarikat for being unprofesional.	Anger
852	Nazaruddin Najib	ZUS Coffee?shame on u!!	Anger
853	Julia Evans	ZUS Coffee?thanks to this case, i now know your existence	Anger
854	Aimie Mokhtars	ZUS Coffee?coming for redeem	Joy
855	Nurul Syafika Zulkifle	Aku tak pernah minum zus ni tapi mcm nak cuba tengok perangai yang handle media sosial ni pon malas la nak pergi minum. Memang salah pon 5 sen tak pulangkan mere 5 cent acik hang.	Anger
856	Empat Sekedai	Nurul Syafika Zulkifle nak bg voucher tp ayat sarcastic. Mintak maaf la bebetul ek	Anger
857	Amy Nabila	Kalau xde 5 sen bg customer, bg la 10sen. Xkan xde kan? Kenapa perlu customer yg rugi 5sen dan bukan syarikat kau?	Anticipation
858	Nurul Saridaa	Hi, after this you can change your branding name to "ZUS Coffee 5 sen" btw, kalau lah Zeus tu boleh tengok keadaan sekarang, marah orang tua Greek tu. Dah lah pakai nama aku, gambar aku. 5 sen pun boleh jadi topic.	Anger

859	Haliza Lavender	Dah tau harga tu ada letak 95 sen bagi tu company wajib ready je baki secukupnya. Kalau dah berkira nak bayar kat bank utk tukar syiling byk2 tak payah buat transaksi tunai langsung. Tempek je kat pintu masuk tu transaksi secara online, debit/kredit kad je.	Anticipation
860	Muhammad Syahmi	ZUS Coffee kalau tak da 5 sen ni ha sini banyak boleh mai ambik	Disgust
861	Naz Naz	Kalau kita tak cukup 5 sen nk bayar kat dia n kita ckp xde 5sen n chow tggu order, agak dia rasa apa??? Zus ni tak habis2 buat hal.	Disgust
862	Faizuan Abdullah	The way of "capitalist apology" to the customers. Teh tarik mamak la lagi best. Service pun bagus, tak cukup 10 sen, 20 sen, halal.	Disgust
863	Mohd Zulhairi Zahari	Booooooo.. cara handle masalah xberapa nak cerdik.. ya tahu korang kaya dan berjaya.... Tapi x cerdik.. sekian	Anger
864	Karl Razlie	Pandai strategi marketing deorang dimana boleh turn that bad review to oppurtunityðŸ˜	Joy
865	Ct AsMa	Ikut cara 1 retail ni, klu xde 5 sen, bg 10 sen. Belom ade customer saman lg, cer kene. Retail ni dh kene tu yg dia alert. Aku hrp ade sorg customer lg, xpndai jaga customer.	Anger
866	Luqman Afiq Razali	kalau respond gaya gini, bayanglah apa sebenarnya staff zeus yg bagi over 5cent tu kena. confirm kene marah.	Anger
867	Anessa Rosli	Norintan Suhana nak boikot ke cmneðŸŸ	Anger
868	Muhammad Fadzly	75 letak 70sen lain kali ðŸŸ	Anticipation
869	Saya Fitri	Mampus la ko ðŸŸ telan lah 75 sen kot tu...benda boleh bg genap ko nk jugak berlima sen ko tu..lain kalu pergi kt zus tu byr je xcukup 5 sen..dia tnya kenapa ckp tumpang duit customer sebelum ni 5 sen ðŸŸ	Disgust
870	Sara Nasir	Ayu Nasir boderrr zuss ni .. patut mitok maaf buke perli2	Sadness
871	Aina Fairuz	Rysha Aidiila hahahahah.. alaaa dh viral bru nk amek actionðŸœ Bg lah code 75 ringgit bru lah ikhlas ðŸŸ	Disgust
872	Ainiey Ismail	Rysha Aidiila tu laa. nasib ade mamat viral kann. mana bole sesuka genapkan klu diri sndri xde belen.	Disgust

873	Rysha Aidiila	Aina Fairuz die siap tujuk video mamat tu oiii carik pasal	Anger
874	Tuan Adam Amsyar	Adui zus lpas ni dowg buat 79 sen mmg x pyh pulang	Anger
875	Najihah Mzln	<p>Sebagai seorang pelanggan, dia ada hak untuk minta the exact baki walaupun jumlahnya 5 sen. If the business doesnâ€™t have enough change, that is not customerâ€™s problem. Tapi tak cukup 5 sen boleh ke beli air tu?</p> <p>Actually this issue not only happening in ZUS weh, merata dah dekat Malaysia ni. Cashier siap cakap, â€œsorry, kita tak ada 5 centâ€ . OK PASTUUUUU?</p> <p>Anyways, kudos to ZUS team for this swift action. Apapun yang jadi, there will always be two sides to a story or opinion.</p> <p>Another simple solution. Go fully cashless hahah bcs itâ€™s so bloody convenient.</p>	Joy
876	Aina Nordin	Its pretty straight forward Zus. Just make sure your staff give the change accordingly. Tak perlu nak tunggu sampai customer yang tanya dan viral benda simple macam ni. Its not just a â€œmere 5 centsâ€ thing but its called â€œjujur dan telus dalam berurus niagaâ€ ðŸ™,ðŸ™,	Anticipation
877	Aziz Khushairy	The 70% will boycott cause of the way you are handling is exactly like most of the 20% expectation. Your poor choice of word and adjustment to the price which is sure there is gonna be a price hike to round up the cents to tenth will only drive 70% people away. Good luck.	Disgust
878	Khai Zheng	You should change your PR team for the failure of handling this issue professionally ðŸ˜,ðŸ˜,	Anger
879	Julie Tan	Very difficult to admit you're wrong in the first place? Pusing pusing only end with insincere general apology	Anger
880	Goon Wui Yeang	With just those three words "a mere 5 cents (sic)", you have shown disdain and insincerity on your part to explain the situation. Your statement would have been better off by leaving those 3 words out. Best to fire your Crisis Management Communications Team,I'd say.	Anger
881	Muhammad Khir Kamaruzzaman	Try to look professional, but a ***** 5 cent only the issue , this is not professional , more likely childish , learn from the big company out there , I think no need to mention what big company out there , you guys just grew bigger doesnâ€™t mean you guys already on top , technical and human error will always occurred , learn	Anger

		and think twice before your action , stupidity shown in intellect, congratulations 🙌🙌 »	
882	Megat Azwan	personal opinionated nature? not only that, this is the most idiotic statement release to date. it's not about the 5 cents, but your business principles. how many shortchanged transactions you benefited from all this while. I've been an avid supporter of Zus, guess I'm changing to an alternative moving forward.	Anger
883	Zakiah Zohir	mere 5cents' hang kata. so lepas ni customer pakat2 la bayar 5cents less..sebab 'mere' je pun.	Disgust
884	Kong Chloe	Great statement 🙌 on this announcement! Improvement makes better life	Joy
885	Tengku Hazrin Tengku Hassan	Abuzam Kasim bg 10sen 8sec lepas customer issue,xley belaa statement cover up..means kalo customer senyap..kenyang la diorg..🙄🙄🙄🙄 nasib diorg mention nk genapkn 10sen next menu update..tp phm2 jerla..semua naik 5sen lorr,xdenye nk tolak..🙄🙄🙄	Disgust
886	JM Vonn	Despite a mere 5 cents? Every cents has its worth u know.	Disgust
887	Ashraf Aziz	Kalau kedai x boleh dan x nk pi bank tukar duit 5 sen banyak2, just mengharapnkan customer bg 5 sen, better tetapkan harga ke puluh yg terdekat. So kedai x pening2 sediakan 5 sen n customer pn happy	Anticipation
888	Embi Abu Bakar	Statement kurang cerdas. 5 sen tu memang "mere". Tapi ni soal prinsip.	Anger
889	Rafidah Nazri	The way you stated 'personal opinionated' meaning you need to hire new pr person.	Anger
890	Lor Wan Hao	Best PR award of the year goes to~~~~ ZUS!!! 🙄🙄🙄🙄	Disgust
891	Mohamad Syahir	Just own up the mistake and apologise. Give assurance such incidence should never happen again in the future and will cascade down the information to all outlets & staff. Simple!	Anticipation
892	Ahmad Siddiq	Mere 5 cents, statement echo by the COO, no wonder failed. Maybe this brand will close the door in 5 years time.	Disgust
893	Mohd Fauzan	If its "mere 5 cents", how about u maintain the 75cents, but just take 70cents. Lets see if it still "mere" to you	Disgust

894	Izani Izuan	U r not taking this matter seriously..I can't find even 1 'sorry' words.	Sadness
895	Salina Selamat	Believe the details finding investigation shouldnt be broadcast in this such posting, along with the cctv footage. Just make an easy way to settle things professionally, admit mistake, apologise & improve, thats what needed.	Anticipation
896	Syed Shafiq Rosenawi	Sarcastic sgt kan.. ambik la ubat.. org complain because they care. Bukan nk menjatuhkan. Org malaysia ni baik2.. tapi kau buat isu ni jdi sarcastic. As a frontline service (because you deal with people) kena take customer complain in professional way, even you donâ€™t agree. Make this as your lesson. And ask your media team be more alert on this .	Anger
897	Sarimie Nizam	It is a case of shortchanging at your premises! Booo	Anger
898	Idayu Bahrudin	I'm sorry ZUS Coffee thats no more... sarcastic words or even 5 cents issue...it's all about how to handle & take care your customers!sayonaraðŸ‘ˆ	Sadness
899	Nurhasanah Ismail	Customer tak dapat 5 sen tak apa. Its mere amount. Kalau ZUS tak dapat 5 sen tak boleh. Jadi big amount. Shame!	Anger
900	Ahmad Shahrudin Abdul Latiff	This is simply a case of dishonest and unethical staff, and blunt stupidity of the ZUSPRESSO management team. You can ask any experienced auditor that have internally audited F&B outlets. At the day end closing, sales reports will show the recorded collections while the staff will siphon a few hundred ringgits comprising of 5 sen, 10 sen and even 20 sen shortchanges. Just imagine, the staff's monthly and yearly collections from shortchanging customers. Yet, the rude response from ZUSPRESSO against the customer, saying its a "personal opinionated nature" warrants a boycott of their outlets by everyone.	Anger
901	Lor Wan Hao	Amazed how they wonâ€™t get how offensive â€œDespite mere 5 centsâ€ can be, and utterly defensive statement. Each response only makes thing worst ðŸˆ¸â€ â€¸i,	Anger
902	Nazrul Hisham	â€œMere 5 centsâ€ ? â€œPersonal opinionâ€ ? Seriously? Is this how you interpret the whole situation? This is unbelievable! ðŸˆ¸ðŸˆ¸ ½â€ â€¸i,	Surprise

903	Mohamad Kharulli Othman	At the first place this shouldn't happened. It clearly the accountability on the seller to give the exact change or take the responsibility if the change is not enough. I agreed with the customer. Is not about mere 5 cents, is about doing the right thing.	Anger
904	Muhd Hilmi	you statement shows you are putting more fire than water...in socmed, to calm the negative sentiment against your own fault, there is only 1 way, admit your mistake, make apology and move on.	Anticipation
905	M Aszuan A Rahman	Please take deeply note and remember until the end.	Anticipation
906	EFATO Awareness	Post video customer online without consent. May the customer sue this company.	Anger
907	Chang Poh Eng	I wondering why can they absorb the 5cents since their profit are more than the 5cents for each of their sales instead	Disgust
908	Nur Atiqah Idris	if this is just "mere 5 cent" issue, please prove to the public by absorbing all the 5cents from your price list.. not adding another 5cent.	Anticipation
909	Nvjihvh Ishvk	Keep it for your team only Just say sorry As simple as that	Anticipation
910	Asy Syukrie	Wow...COO release statement like this without corrective action? Dont be surprise if this business going down due to his action. ðŸ˜ðŸ˜ ½â€ â™,ï,	Surprise
911	Mia Saches	After previous sloppy and graceless post criticised by many, then you come out with this defensive statement. Yeah rightttt...	Disgust
912	Ù...ØÙ...Ø ⁻ Ù†ÙŠØ²Ø§Ù... Ø¨Ø£ØØªÙŠÙ†	Previously pun, praktis short 5sen byk je retail yg buat. But that time, there is no social media nk shout out, being bitter upon 5sen...that time we all chill je. Clearly, Hal ini mmg tak boleh diambil mudah, as company it their obligation to provide 5cent coins if they implemented cents2 price. Thumb up Zus Coffee on your effort to get HALAL certificates for your outlet compared to other premis makanan dan minuman yg takda iniatif langsung for Muslim consumers.	Disgust
913	Muhammad Asnawi	statement should be concise.	Anticipation
914	Ahmad Firdaus Hanapai	defensive writing, sincere apologies should do. Then, move on.	Anticipation

915	Wan Fairuz Nazwan	Rubbish statement.. Too. Defensive.. Simple things cannot handle... Bad..	Anger
916	Encik Eefan Huawei	5 sen je pun... Tok sah viral sgt la... Netizen skrg lebih power dari sesebuah company... Xkisah lah apa jua alasan dari yg terkena 5 sen ni, bro and sistur you're mentally and emotionally LEMAH... Allah says, be kind and gentle to people no matter how they behave to us... Bukan kah bertolak ansur tu lebih baik dari viralkan benda yg only 5 cents? ke nak compensation ni	Anger
917	YiHng Chan	Have you guys ever considered the fact that its might just be a human error? Where the cashier just made a mistake?	Surprise
918	Asilatul Hanna	"Mere 5 cents" is more like statement perlu customer..sama macam "ala..5 sen pun nak berkira" memang damage control Zus ni failed la.. mere 5 cents for 1 customer..katakanlah sehari 20 orang yang tanpa sedar tak diberi baki 'mere 5 cents' tu.. agak2 berapa keuntungan Zus ni dapat setahun untuk outlet satu Malaysia? Dari orang boleh support, silap2 orang boikot..time tu, baru la nak hegeh2..	Anger
919	Mohd Ali Sidek	Mat Kamil Awang psiko effect 11.95 lagu murah dari 12 hehehe	Disgust
920	YÄ“ng	Mat Kamil Awang ejas buko keda kopi Zeus sebutir abe MKA. Kita lawan!	Disgust
921	Wayne Ho	If you don't want this to be an issue, round everything up and don't charge any 5 cents. Simple as that.	Anticipation
922	Jimmy Pow	When your business drop and customer run away, it means the customer has won. That's all wanna say.	Disgust
923	Enna Baharudin	Wafaa Abdul Latiff dari tak triggered terus uninstall apps sbb "mere" ni. ada depa share cctv footage kan. tak tutup muka customer.	Anger
924	Enna Baharudin	Wafaa Abdul Latiff demeaning customer sgt. apo siap sindir2. igt org tak paham aaa tulih acah bahasa london tu	Anger
925	Wafaa Abdul Latiff	Enna Baharudin dia kena belajar dgn k aming. Walaupun dia tak salah tp humble je minta maaf. Pastu bagi solution terus. Ini, ko mcm hina nau la 5sen tu. Padahal tah berapa dia sakau	Anticipation
926	EdyShazril Sahidan	Wafaa Abdul Latiff btol... Minta maaf sudah... 5 sen kurang dr customer ada ko accept ke? Silap besar dia.. Kbtulan sgt stabak baru bukak kat area situ.. Mmg hilang byk laa customer dia.	Sadness

927	Enna Baharudin	Wafaa Abdul Latiff itulaa K Aming tu ngan kawan kot terus je fired hehehe ini alahai. FAILED!	Anger
928	Fazli Razali	For me..itâ€™s more to a defensive statement. ðŸ˜ˆ...ðŸ˜ˆ...ðŸ˜ˆ...â€ itâ€™s just a 5 cents issue, but they way u conduct the issue at first is too childish. Sorry la, no more Zus for me after thisâ€ ðŸ˜ˆ...â€ .	Anger
929	Dinaagaren Selva	Mere 5 cents. Ban this shop :)	Anger
930	Siti M Zainal	Boss zus! Blh la pecat atau sekolahkan marketing team korang.. kalau langkah ni dtg dr boss zus sendiri... semoga Zeus murka dah panah kau dengan Thunderbolt.	Disgust
931	Asyraf Suaid	Did almost immediately.. Play victim nauh..	Disgust
932	Hanif Ibrahim	kita terbalik kan pulak, cuba kalau business ang lingkup sebab mere 5 cent tu, berbaloi ka x berbaloi?	Anticipation
933	Azuan Mat Nasir	your Comm is intern is it??	Surprise
934	Faizal Ali	Buat round figure je la...kenapa nak kena ada 5 sen bagai..tak ke menyusahkan diri sendiri..ngang	Anticipation
935	Fara Rosli	Kalau tak boleh provide 5cent, jgn berani2 nak jual harga 5sen kt belakang. Bila jd isu mcm ni mula la nak sarcasm bagai	Anger
936	Firdaus Musa	Dont buy this brand anymore. Biarlah dia melingkup	Anger
937	Fawwaz Dan Anaqi	Netizen. Minta maaf, kena. Tak minta maaf, pun kena. Nasiblahhh ðŸ˜ˆðŸ˜ˆ	Disgust
938	B Lisna Lis	Short changing is WRONG. Statement defensive sangat. Tk nak isu ni, sediakan 5 sen tu banyak2, maybe sehari tu u sediakan satu tong besar sbb harga uolls sndiri yg ada 5 sen di hujung. Cadangan kedua, genapkan, lebih mudahhhhh	Anticipation
939	Carl Mc	I dont know who worte this but it really shows how the company operates...."mere 5cents" "personal opinion" too much ego there...org kmpung bilang tembirang boss	Surprise
940	Nurul Syafika	maybe general policy "customer is always right" bukanlah policy pilihan Zus ðŸ˜ˆ, sbb tu defensive sangat	Anger

941	Anderson Oxalis Tam	11.75, can we pay you 11.70 instead since you don't have 5 Sen of change? Cannot right? ZUS Coffee	Disgust
942	Mia Sarah	Ego betul management Zus niâ€macam salah customer tu pulak mintak pulangkan baki dia.	Surprise
943	Azad Faizol	Kalau customer tu tak check balance, dan tak tanya, kira Zus coffee amik untung 5 sen free2 je la? Patutnya dah jadi standard jual beli bagi baki sama or lebih, bukan kurang.	Surprise
944	Nazrin Rain Nazam	Azad Faizol #cancelZUSCoffee	Anger
945	Allan Cham Wei Lun	Very defensive. In a nutshell, for any 5 cents return is UPON request? Means if the customer didnt ask, there will be no 5 cents.	Surprise
946	Nik Muhammad Hanis	too defensive..huhu..kena belajar customer experience ni	Disgust
947	â~æ° ,é,£	damn hate those cashier charge another 5 cents when they do not have enough 5 cents change. some business are good that give discount 5 cents instead of charging 5 cents	Anger
948	Nurul Izati Mat Yusoff	Statement remain hauk zusss kemonnn..fail lahh damage control ðŸ¸ mere 5 cent kira ko assume customer bg free kt korg la ye sedap ko pulun 5 cent selama ni ðŸ˜, #corporatefailure	Anger
949	Saidatul Syamin Saidi	OMG still being defensive	Surprise
950	Nea Nisha	Fatin Hanisah betul, bad customer handling ethics, brand pun dah calar balar. Bagi dia hidup dgn ego, tgk dia boleh stand sampai mana.	Anger
951	Ain Izzati	Baru nak puji tahniah... tengok pos sblm ni terus cancel.ðŸ˜-ðŸ˜- One single miss-step in PR, might hinder future potential customer.	Sadness
952	SyazzLe Sya	Ni bukan isu kawan sesama kawan "alaa ko ni 5 sen pun nak berkira" ðŸ˜... bad choice of words could easily damage your business, showing unprofessional ethics. ðŸ˜	Anger
953	Inda Inda	Contohi laaa Khairul Aming camna dia handle issue,, tu br betul bijak berniaga	Anger
954	Fazeerul Mohd Isa	a mere 5 cent... (Klu sorg hg kutip 5 duit, klu darab dgn 100 org hg buat benda yg sama?)	Anger

		is of personal opinion... (x profesional la der) Gagal la hgpa punya kenyataan..ðŸŒŸðŸŒŸ »â€ â™™,ï,	
955	Jc Nadia	"Despite a mere 5 cents" you said? What an egoistic statement you have there. You failed me, Zus.	Surprise
956	Nursabaria Hidayah	Boikot je. Guna kuasa netizen.	Anger
957	Salizatul Aizah Ibrahim	MERE 5 cents????!!! So arrogant was the reply.	Surprise
958	Logeswary Maheswaran	Salizatul Aizah Ibrahim they should have kept quite instead of writing this reply. Now more damage is done.	Anger
959	Fathiah Farid	5 sen mmg sikit..kalau 1k customers x 5 cents? Ate kaye kome.. senang cerita adjust baliklah harga dah asyik takde duit baki.	Anger
960	Nor Hazirah Abu Hassan	Lepas ni boleh la beli air dekat zus... Buat2 xde duit 5 sen... Kalau dia minta, boleh ckp 'mere 5 cent'... Sorry xde duit kecik... ðŸŒŸðŸŒŸðŸŒŸ	Disgust
961	Ahmad Fuad Apandi	Embah dia la main sebut "mere 5 cents". Mcm ni ke mentaliti nk jawab kat public? Syrkt ni patut pecat je siapa yg deraf dn yg endorsed public statement tu.	Anger
962	Anis Atikah Zakaria	benda mudah dirumitkan, da jd masalah.. org ckp bila salah, mengaku.. jgn tegakkn benang yg basah.. kan da mengundang kemarahan netizen.. team social media yg update status kt twitter tu yg besarkn lg msalah.. so advise them... jgn berlagak dgn cust, perlu2 customer.. lau xde customer yg support, xnaik branding ni..	Anticipation
963	Mohd Hafiz Amran	Damage done. Poor damage control.	Anger
964	Gadafi Abd Malik	Mohd Hafiz Amran this is the time to raise price by 5 cent. Capitalized	Disgust
965	M Firdaus Ayob	Mohd Hafiz Amran marketing strategy ja tu..pasni berduyun org Malaysia pi cari kopi Zeus	Disgust
966	Wan Nazhatul Suhana	Marketing free. Semua org kembali #lalang	Joy
967	Syamsul Effendie	Senang je kalau ISLAM dia tahu halam Haram dlm jual beli.. so yg rasa Korg ni mmg lahir islam , kehidupan islam , yg tahu hukum hakam Sila la berjual beli dgn peniaga yg mmg yakini islam luar & dalam.. tp skrg ni bila beli dlm kedai, mall uiit 5sen tutup mata tu yg	Anger

		JADI gini.. tp beli dgn peniaga kecil rm1 pon korg mintak discount lagi.. reality.. so nak Salah kan siapa kalau diri sendiri yg merelakan mereka2 ni menyombong .. xpaham lagi xtahu la	
968	Mashinoda Mashii	Semoga jd pengajaran pada company lain yg suka letak harga 5 sen!! Btw aku x minat pun Zus ni	Anger
969	Marzlyiana Yusof	U jangan macam-macam Zus. I baru nak in love dengan Spanish Latte tu... Kang tak panjang lak jodoh kita ðŸ˜Œ	Sadness
970	Lah Dolah	Wow. Mere 5 cent. Sehari berapa customer kau. Setahun berapa profit ko boleh dapat dari mere 5 cent tu	Disgust
971	Rasyidul 'Dole' Munir	Remove all 5 cents denomination tu, adakah nilai sekarang akan bertambah atau berkurangan 5 sen?	Surprise
972	Ida Hazlitt	Kepda management ZUS Coffee, ini bukan soal 5sen atau berapa pn nilainya, dalam islam tidak dibenarkan jual beli secara itu! Sngt tak masuk akal kalau taknak bagi shj 5sen, tapi tanpa akad yg jelas (cashier minta halalkan 5sen), hukumnya akan tetap haram.	Anticipation
973	Hanafiah Ibnu Kabir	All your comments & attention actually a publisiti, so the comm team depa actually has done a good job. Aku dari tak pernah tau oun kewujudan Zus coffee ni dah jadi tau. Berapa ramai lagi yg macam aku ni dia dapat reached. Mamat yg komplek hal 5 sen tu confirmed bagi iklan free2	Joy
974	Pak Belalang	Aku harap pidomat saman...biar ko rasa, sebab keluarkan cctv footage pengadu	Anger
975	Tatiana Ali	mere 5 cents'. Wahai semua orang, 5 sen kau tu, 5 sen je pun. Dia boleh bagi diskaun 75sen lagi..dgn macam2 sop. So banned je la brand ni.	Anger
976	Hulwan Afif	Mere 5cen?? Lepas ni letak 43 sen.. Baru betul xde baki.	Anger
977	Lanchaster Lynto	So,now u guys know why Zus coffee tumbuh seperti cendawan selepas hujan.Imagine 1million customer kena the same thing. Untung atas angin bai. No ethic langsung. Same case mcm kes bank amik 1 sen dulu dari customer.	Anger
978	Asma Mohamad Yunus	Da boleh boikot la kot kopi zus ni. Bagi management die ada akal.	Anger
979	Ahmad Muizz	Written in english utk nampak hebat tp content merapu. Ngaku je salah kan senang.	Anger

980	Yusof Muhammad Chin	Boycott. Not sincere with the apology. I can imagine the stupid face of the person who wrote and sign this letter. Totally lan si lan yong mou lui mai lap Cheung. Venon Tian u do go resign la COO. Rubbish	Anger
981	AT Syira	Please hire a professional liaison person laaa zus....ðŸŒŸ	Anger
982	Mohd Faisal Azri	Boikot ja	Anger
983	FarahNur AP	Tukar je la harga tu bagi exact cent amount dia ZUS Coffee ..	Anticipation
984	Irfan Amir	Bye2 zus	Anger
985	Akram Ishak	Top management pi jumpa kerol aming laa oiii,bljar cara memberi maklum balas pelanggan,...mana budak laa ko amik zussss oiii...buat malu	Anger
986	Hazidan Miyaki	Kena boikot baru taw.	Anger
987	Shahril Ridwan Abd Khalid	Baik ko round up ajer kan senang apa yg susah sangat zeus niâ€	Anticipation
988	AzFa	Baru nak puji sbb management ambik langkah n mohon maaf , tapi bila tengok 'mere 5 cent' sampailah ke gelaran pangkat ape yang sign , patah balik kata2 puji aku ...	Sadness
989	Junainah Reduan	Huh aloh...kerana 5 sen Zus... 5 sen jer...	Sadness
990	Zul D Iskandar	Ady Tajudin from the open statement displayed, they already shown commitment for improvement. If management is lousy, this would have been swept under the carpet. Anyhow, im not defending them, nor i have any interest in the company, whether in stocks or anything with monetary value.	Trust
991	Ta'ayun Amin	Sendiri minta org boikot ke zus ni?	Anger
992	Zainal D. Abidin	Wife yang slalu nak beli Zus Coffee ni.... mmg lepas ni aku tak belikan dh...	Disgust
993	Moshi Moshi Aisyiteru	Boleh tahan sombong gak management jus ni..	Anger

994	Nanami Luchia	My suggestion...remove 5 cents to 10 cents...math belajar 5 jadi 10...untuk semua yg sygkn 5sen , kenapa xbeli 2 air je jadi genap? Ni klau zus naik harga ,korg yg rugi 10sen instead of 5 senðŸœƒðŸœƒ	Anticipation
995	Aisyah Haidhar	For me ak tak kesah. Lantak kau. Yg ak kesah makan ayam penyot tak sedap rasa hauk makan 4 org lepastu bayar rm90. Ahahahahahahahahaha emosi betul rasany. Kalau sedap tak jugak. Ini tak sedap.	Trust
996	Yusrizan Mohamed	Boikot!	Anger
997	Siti Liyana	Done uninstall zus app..bye zus..admin cam bebudak	Anger
998	Hanim Zaedin	Bye bye zuss, hi hi stabokk hahahahaha	Disgust
999	Karl Razlie	Pandai strategi marketing deorang dimana boleh turn that bad review to oppurtunityðŸ˜	Joy
1000	Siti Hartati Mohd Shah	Harap ramai la boikot kopi ni..	Anger