

# INVESTIGATING THE ANTECEDENTS OF COFFEE SHOP CUSTOMERS' BEHAVIORAL INTENTIONS IN KUALA LUMPUR

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## ABSTRACT

Coffee accounts are one of the most essential elements in this modern life and has taken the second place commodity after oil. Coffee shops (both locals and non-locals) are found almost everywhere in Kuala Lumpur. However, the foreign coffee is winning the market over the local coffee shops. This research is done with the purpose of carefully investigating the antecedents of coffee shop customers' behavioral intentions in Kuala Lumpur. In addition, factors allow modern coffee shops to attract their customer more than the traditional coffee outlets are also examined. The result of this study is extremely essential to coffee shop operators and staffs, especially for the local traditional coffee shops. Traditional coffee shops can enhance their services by understanding customers' satisfaction needs. They can retain more customers once they are able to understand the need of their customers and reduce cost of attracting new customers.

After detailed theoretical discussion about the effect of service quality, price acceptance, trust and customer satisfaction on behavioral intentions, a quantitative research is conducted to test proposed effects. A survey approach is used by employing questionnaire in this study and multiple items were used from the previous studies. IBM Statistical Package (SPSS) version 22 was employed to analyze the data. The result of this study showed that there is significant positive relationship between the dependent variables and the independent variables. All constructs were found to have direct impact on customer's behavioral intention. However, tangibles and empathy, which are the two dimensions of service quality has negative but direct impact.

**Keywords:** *SERVQUAL, Customer Satisfaction, Price Acceptance, Behavioral Intention*

## INTRODUCTION

Coffee took the second most important commodity in the world after oil nowadays and although it puts many people in the risk of many diseases in the long run moreover it also has its health benefits. A study conducted by Harvard medical School suggested that coffee keeps cholesterol level in tact as well as it reduces the risk of Parkinson's disease. However, it also suggested that coffee imposes some other health issues when used long term such as high blood pressure (hypertension) and cancer. Malaysia has traditionally been more of a tea-drinking nation, but coffee has been on the rise, as coffee culture grows more popular, particularly amongst young professionals, coffee shops are mushrooming up all across the country. Coffee is called Kopi in Malaysia. It was introduced by the English military during the period of British colonization. Kopi culture in Malaysia was first started with Kopitiam (which means coffee shop in Hokkien dialect). The coffee isn't just killing the time it is important for many people and they would like to have it the best quality possible. The integration of the current lifestyle makes coffee shops more demanding. Some customers do go to coffee shops as to chill with

friends easily as well as the availability of extra services such as wifi, quiet and comfortable places to have beautiful day (Rahman, 2010).

In today's highly competitive environment, businesses are consumer oriented where customer satisfaction and loyalty are key important goals. Service quality, price as well as trust are all essential elements in achieving such goals in order to successfully make profit (Wisniewski, 2001). Behavioral intention (BI) is widely studied by researchers for a long time and it has its importance in business success or failure. As early as 1950s the researchers were discussing the loyalty topic as well as other BI dimensions. Most researchers talked about behavioral intentions as whole rather than dimensions. However, loyalty is most widely researched and defined as the other dimension are part of the loyalty. The marketing literature indicates that loyalty can be described in two different ways (Jacoby & Kyner, 1973). The first definition says an attitude, which creates an attachment and bond to a product or service or even to an organization. Second definition defines loyalty as behavioral. This is similar to the service management view of loyalty, which describes as constant purchase of service/product from the same

provider/supplier as well as the increase in recommendation and degree of relationship (Yi, 1990).

In their study they explained the attitudinal loyalty as the customer predisposition about a specific brand as a part of mental process such as commitment. They believe that behavioral loyalty as the foreseeable outcome of attitudinal loyalty. Meanwhile, Becker (1965) believes that behavioral loyalty (past purchase) totally accounts loyalty on its own in the same way similar to Jacob and Chestnett (1978) work. Mckercher *et al.*, (2011) also state behavioral loyalty as past experience (purchase) and the attitudinal as future. However, Dubois & Laurent (1999) argues that it is stochastic (random process) rather than deterministic. Lastly, composite loyalty discussed by Zeithaml *et al.*, (1996) is all about recommendations and positive worth of mouth. In general researchers agree that loyalty is frequent or repeated purchase from the same company or service providers. The consumers feel comfortable and attached to the brand even if they can have the same product elsewhere (Mckercher *et al.*, 2011). Similarly, a study conducted by Molina and Velázquez (2011) described loyalty as the willingness to buy service or product at a higher price based on their satisfaction level.

Although, studies have shown an increase in coffee consumption in Kuala Lumpur and in Malaysia as whole not many compared and contrasted the different types of coffee shops from customer prospective. Thus, the aim of this study is to discuss the antecedents of customers' behavioral intentions towards the coffee shops as well as to investigate the factors that helped Starbucks to distinguish their brand from other coffee shops and the reasons for local coffee are not so popular compare to non locals such as Starbucks. This research does not only fill the existing gap but to provide evidence on how those elements can enhance repurchase behavioral intention (loyalty), which helps an organization to gain competitor advantage and a long term relationship with customer.

## LITERATURE REVIEW

Eating or drinking out isn't just about to satisfy a hunger rather it is to seek pleasure and change of routine life at home. Once customer eats out he /she expects to have a service that isn't available at home both physically and emotionally. The market is highly competitive and coffee shops needs to be customer oriented to be able to satisfy their customer (Khalifa, 2015). Modern coffee shops are available almost everywhere including shopping mall, convenient stores, etc. and provide pleasurable moments to chill. This makes more demanding for better services from those providers (Foo *et al.*, 2013).

## Behavioral Intentions

The inquiry for loyalty has become the strategic plan for every firm especially service industry, where client has the choice on the type of service to receive (Peña, *et al.*, 2013, Mckercher *et al.*, 2011; and Oliver, 1999). Customer loyalty being defined as continuous repurchase and increased complement towards specific brand. Despite any changes in the situation the client continues to buy from the particular brand or receive the service (Oliver, 1999). Many authors argued that organizations with good image usually have competitive advantage because good image is created from loyal customers (Fombrun & Riel, 1997; Kreps and Wilson, 1982; Roberts and Dowling, 2002; Rose and Thomsen, 2004; Peña, *et al.*, 2013). Another topic of creating company's image is the increasing interest of CSR in service industry. This is used as customer loyal model in many researches. Many studies suggested that CSR directly effects customer loyalty as well as it is strong attribute of company's image (He and Li, 2011; Marin *et al.*, 2009; and Martínez *et al.*, 2013).

According to Heskett *et al.*, (1994) customer loyalty is the determinant that encourages customers to increase their purchase in a company as well as the increased word of mouth. However, Duffy (2003) believes that loyalty is all about feeling of belongings towards a certain brands. This repeated purchase and the referral to friends and families from the loyal customers ultimately results better financial stability to the business entities. Studies have found that service quality, directly effects the organization's image, which in return effect the customers' satisfactions flowed by the loyalty Baker *et al.*, 1994, Nguyen & Leblanc 2002, Lai *et al.*, 2009, and Kim and Ryu, 2012.

## Service Quality

Service is described by Gronroos (2004) as ongoing process of correlation between customers on one side and service providers on the other. Those include both physical and financial measures as well as many other suitable aspects, as it is to provide solution to customers' problem. High quality service is an essential element in achieving high portion of market share known as competitive advantage. Customers' satisfaction towards a service very much depends on their assumption about the quality on the service provided and the trust towards the provider (Ismail *et al.*, 2006). Many studies have proved that there is significant relation between service quality and customer satisfaction as well as customer loyalty (Khan & Fasih, 2014).

In addition, many studies proved that increased level of service quality enhance a higher level of customer

satisfaction (Brady & Robertson, 2001; Cronin, Brady, & Hult, 2000; Dabholkar *et al.*, 2000; Yang, *et al.*, 2009). Meanwhile, (Zeithaml *et al.*, 1996) mentioned in his study that the perceived quality is one of the main indicators of customer satisfaction. Good quality service attracts new customers as well as it also retains the existing ones and vice versa (Babakus *et al.*, 2004). High quality service increases the level of satisfaction, which in return enhances the loyalty level. Service quality that passes customer's expectation brings satisfaction to the consumers. In order to keep long lasting relationship with customers, service providers should have to ensure their service exceeds customer's expectations (Wannenbun *et al.*, 2009). Customers don't simply buy and use the product they usually compare the expected quality of the product and the actual after purchase. When the product quality exceeds their expectations (perceived quality), it is usually positive confirmation, which leads to repetitive purchase (Kärnä, 2004).

According to Kim (2011); Ma *et al.*, (2011) service performance in restaurants effect their customers' satisfaction and enhance customer's decision to stay loyal to a particular restaurant. They suggested that for continuous survival in the market restaurants should work harder towards quality service. As there is direct influence of quality towards satisfaction, restaurants pay more attention. This means satisfied customers intend to seek more service in the same restaurants (loyal). According to study conducted by Soriano (2002) and Greve (2014) service quality in restaurants is the second most important determinant for customers' repurchase intentions and first being food quality. Meanwhile, service quality increases the satisfaction level especially in quick service restaurants, which in return allows customer to decide to return to the restaurant (Greve, 2014).

In order to measure the service quality, Parasuraman, *et al.*, (1988) developed a scale that is the most popular scale used by researchers. SERVQUAL scale consist of 5 different dimensions on service, which are tangibility, reliability, assurance, empathy and responsiveness. These dimensions are most related and widely used by researchers for food industry.

**H1.** *Responsiveness has direct positive influence in customers' behavioral intension.*

**H2.** *Reliability has direct positive influence in customers' behavioral intension.*

**H3.** *Assurance has direct positive influence in customers' behavioral intension.*

**H4.** *Tangibility has direct positive influence in customers' behavioral intension.*

**H5.** *Empathy has direct positive influence in customers' behavioral intension.*

### **Customer Satisfaction**

The topic of customer satisfaction has long been the focus for consumer research e.g., Cardozo (1965), Churchill and Suprenant (1982); Oliver and DeSarbo (1988); Tse and Wilton (1988); Westbrook (1981); Westbrook, & Oliver, (1981). . In today's world customer satisfaction is one of the key important factors in generating revenue and overall growth of every organization regardless of the industry. It is every organization's target to achieve the highest customer satisfaction possible. Higher customer satisfaction leads to increase word of mouth, which in return leads to favorable market share.

Kärnä (2004) describe the satisfaction as the level of the product quality or service received and does these qualities exceed consumer's prediction or not. He believes that customer satisfaction deals product quality based on consumer's opinion towards the product or services. In addition, Yoon (2010) defined customer satisfaction as the customers' feeling of rebuying a certain product or company over and over. Meanwhile, according to (Deng *et al.*, 2010) customer satisfaction is all about mental state of happiness that result when the actual product purchased and the expectations of the customers meets about the product or service received.

The customer satisfaction plays a big role in future sales as well as the market share. It is evaluated based on customer retention, where retaining customers means satisfying the customers and less spending on new customer attraction. Not only that it benefits the individual company's success it also effects the economy of the country as whole. Once individual companies are succeeding the productivity of a country grows with it (Fornell, 1992). The literatures suggested that customer satisfaction all about after purchase evaluation. However, Fornell (1992) believes that there is no consensus on how to measure customer satisfaction.

In general, high customer satisfaction should indicate increased loyalty, recommendation and positive word of mouth for current customers, reduced price elasticity, insulation of current customers from competitive efforts, lower costs of future transactions, reduced failure costs, lower costs of attracting new customers and an enhanced reputation for the firm. Increased loyalty of current customers means more customers will repurchase (be retained) in the future. If a firm has strong customer loyalty it should be reflected in the firm's economic returns because it ensures a steady stream of future cash flow (Anderson *et al.*,



1994).

Meanwhile, Hallowell (1996) suggests that customer satisfaction leads to customer loyalty, which then result in profitability. It is proposed that loyal customer means increased profit. Hallowell (1996) uses both marketing and service management literatures to support the argument. The service management literature argues that customer satisfaction is the result of a customer's perception of the value received in a transaction or relationship where value equals perceived service quality relative to price and customer acquisition costs (Blanchard and Galloway, 1994; Heskett *et al.*, 1990) relative to the value expected from transactions or relationships with competing vendors (Zeithaml *et al.*, 1990). Many researchers have investigated behavioral intentions and the link that it has with customer satisfaction. Satisfaction enhances repurchase intentions as many studies support this claim. For instance a study conducted (Wong & Dioko, 2013) investigate the relationship of the two in casino industry and supported that customer satisfaction directly effects repurchase intentions.

**H6.** *Customer satisfaction has direct positive influence in customer behavioral intension*

### Trust

According to Bricci, Fragata & Antunes (2016) trust is the individual believe of others that their action is not going to harm them. Meanwhile, Kassim and Abdullah (2010) also described trust as cognitive state of willingness to accept and believe one's intentions are harmless based on the expectations of the other. Trust is also defined by Lee *et al.*, (2012) as the mental state of an individual to willingly depend on the capability of the company to produce the intended product or services.

Most researchers believe that customers' trust towards an organization is very essential and part of the business plan in order to build a long-term customer relationship. Trust increases the likelihood of customer repurchase intentions as well as spreading positive word of mouth towards trusted brand (Han and Hyun, 2015). A study conducted to investigate the repetitive purchase of online products proved that depending on how well the customer trusts the brand he/she will be loyal to the brand. The study explained that customer and the organization offline or online develop deep and close relationship from repeated transactions, which ultimately leads to loyalty (Laroche *et al.*, 2012). . Most researchers explained in their studies that customer loyalty is based on many different factors, which the first factor is accepted to be brand trust.

Not only that trust has positive effect on customer

loyalty but it also has significant impact on relationship commitment as well as satisfaction. Brand trust happens to have positive impact on customer satisfaction, which in turn influence customer commitment. The relationship between all the factors is interdependent. The existence of one increases the presence of the other. According to all the dimensions of service quality enhances the customers' trust in somewhat different way. For example, the assurance dimension deals with how well customer can depend on the provider and trust their products and so on.

**H7.** *Trust has positive effect on Behavioral Intentions (Loyalty).*

### Price Acceptance

Price acceptance is the level of individual's preparedness to pay in exchange of product of services. Although the decision of buying a product is not solely on the price, it is one of the vital factor that makes a customer decide the purchase (Huber, Herrmann, & Wricke, 2001). Many researchers discussed about the importance of price and it is even part of the marketing mix, which has direct relation with the cash inflow of a business. As discussed in marketing literature price acceptance has great impact on overall customer satisfaction and loyalty. To put into simpler words when customers are satisfied they are ready to willingly pay more for the product they receive. This is evidence by those companies with satisfied customers tend to (Ali *et al.*, 2016) sell their products/service at a higher price to customers.

In addition, many researches argued that price is one of the satisfaction element that ensures repeated purchase. It is also mentions that satisfaction is the key driver of customer loyalty. Consumers are not just expected high quality product but long-term relationship the service provider. To achieve that target satisfaction is the key determinant for loyalty and ultimately price acceptance (Virvilaite, Saladiene & Skindaras, 2009). Many researchers agreed that satisfaction leads to price acceptance and loyalty. Once a customer is satisfied he/she values the money that purchased with as it is worth paying it and willingly pay even more if required for that satisfied service or or product (Hur, Kim and Park, 2013). However, a study conducted by Jiang & Rosenbloom (2005) found that there is a direct positive effect of price acceptance on return intensions. The study was based on online shopping where, customers are unable to see the physical product. Once they receive the product and find worth the money they paid for the purchase once again and again leading them to stay loyal and spread positive word of mouth.

Study conducted on acceptance of mobile phone and the effect of price value indicated that price value has

direct positive effect on behavioral intension. The study concluded that customers' interest to use the technology increases depending on the price value, where higher price value results higher interest in the use of the technology (Ostrom *et al.*, 2015). Wen-Tai Lai, Ching-Fu Chen (2011) confirms the effect of perceived value of service and or products is direct and positive towards customers' behavioral intensions. Studies have suggested that customers with the capabilities of paying expensive price (accepted price) are more likely to rebuy products/services from the same organization. This is a strong contributor of company's cash flow (Bendixen, Bukasa, & Abratt, 2004; Kumar, Bohling & Ladda, 2003).

**H8.** Price Acceptance has direct positive effect on customers' repurchase intension.

### THEORETICAL FRAMEWORK

High quality service/product quality is equivalent to satisfied customers home (Foroughi & Chegini, 2016). Meanwhile, Riquire & Rungie (1997) and Kassim & Abdullah (2008) argued that service quality predicts the satisfaction level. To put into words, the higher the quality the more the satisfaction. A service that has qualities exceeding customers' expectations wins customers' heart making them loyal to the vendors (Wannenburg *et al.*, 2009). In addition, Hallowell (1996) argues that both service management and marketing literatures support that there is strong connection between customer satisfaction and customer loyalty as well as service quality. This means to say that satisfied customers tend to stay and expect more satisfaction from the providers. This leads to retention of the customers and increased profitability.

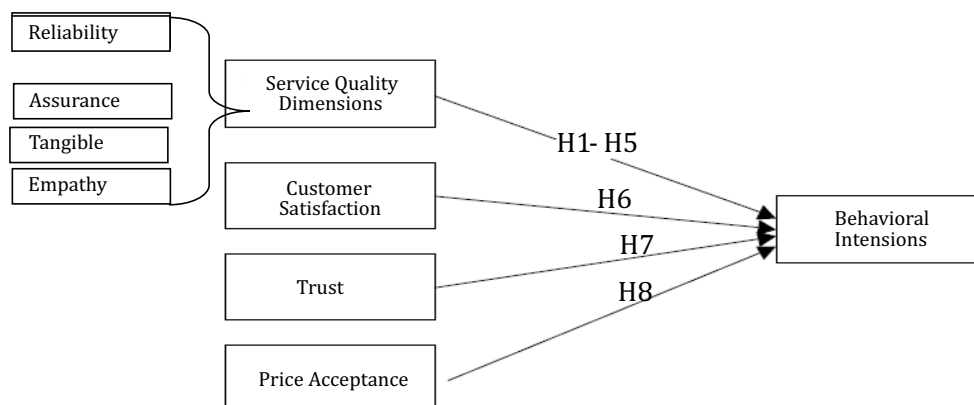
Although some researchers argued that having loyal customers doesn't necessarily mean increased profit margin, acquiring new customers is costly. It requires many spending in marketing as well as other promotional programs (Ghayoomi & Nazari, 2014). Keeping customers satisfied is also costly, where many

companies spend a lot in quality control measures including CRS for the customers, but cheaper than acquiring new customers (Anderson *et al.*, 1994).

Many researchers have investigated the relationship between service quality price and customer satisfaction with behavioral intension and different models have been used to fully understand the exact relationship. Although, most of the studies have found interrelated relationship where service quality has positive effect on the behavioral intension only through satisfaction (eg. Anderson and Sullivan, 1993; Gotlieb, Grewal, and Brown, 1994; Patterson and Spreng, 1997). Others suggest that there is direct effect e.g. Lai and Chen, (2011); Parasuraman, Zeithaml, and Berry, (1988), (1991); Boulding *et al.*, (1993); Taylor and Baker, (1994); Zeithaml, Berry, and Parasuraman, (1996). Meanwhile, study conducted by Cronin, J.(2000) concluded that there is a direct positive effect of price, service quality as well as satisfaction on customers' behavioral intension. The study examined the effect of those variables on behavioral intension in service environment. They believe that previous studies that found indirect relationship were having limited scope of study that didn't allow to further investigation.

On the other hand, researchers also found positive relationship between customers' trust and behavioral intension, where when one trusts a firm he/she is likely to stay loyal to the particular firm e.g. Keh & Yi Xie (2009); Lai and Chen, (2011). In addition, importance of trust in businesses is undeniable and plays an essential role in firm's financial gains as well as the future relationship with customers (Christopher W. Hart,1999).Trust is believed to be an essential contributor of customers' loyalty towards an organization e.g., Garbarino and Johnson, (1999); Chaudhuri and Holbrook, (2001). Not only does it make customers loyal, trust also gives customers the tendency to accept higher price when the firm is trustworthy (Chaudhuri and Holbrook, 2001; Pan *et al.*, 2012).

### Conceptual Model Showing Relationships Between Study Variables



**METHODOLOGY**

**Questionnaire Form and Sample Size**

The questionnaires were based on SERVQUAL model for the serve quality. There were 6 parts of the questionnaires. The first part of the questionnaires were demographical (age, gender etc) data and the second part were the main variables of the study. Questionnaires were distributed and collected by researcher for two-month periods using convenient sampling method. Questionnaires were designed easily for all people to understand and answer the questions correctly without any difference. All questions were close ended with the use of a five point Likert-scale consisted of strongly disagree to strongly agree. In which, 1 is Strongly Disagree, 2 is Disagree, 3 is Neutral, 4 is Agree, and 5 is Strongly Agree. Four hundred questionnaires were sent out for data collection from coffee shops in Kuala Lumpur, which conveniently selected. Questionnaires were conveniently distributed among customers.

**Table 1: Antecedents of Behavioral Intensions**

<b>Responsiveness</b>	
The employees were never too busy to respond customer's requests.	Zhang, Cole, Fan and Cho, 2014
The employee were consistently courteous with customers	Zhang, Cole, Fan and Cho, 2014
The employees gave prompt service to the customers	Zhang, Cole, Fan and Cho, 2014
The employees were always willing to help customers	Zhang, Cole, Fan and Cho, 2014
When customers had problems, the employees showed a sincere interest in solving it	Zhang, Cole, Fan and Cho, 2014
<b>Empathy</b>	
Employees show no discrimination among customers.	Xuan, 2013
Employees understand customer's needs.	Xuan, 2013
Staff cares for me	Greve, 2014
<b>Reliability</b>	
The employees provided services at the time they promised to do so	Zhang, Cole, Fan and Cho, 2014
When employees promised to do something by a certain time, they did so	Zhang, Cole, Fan and Cho, 2014
The employees performed the service right the first time	Zhang, Cole, Fan and Cho, 2014
The employees insisted on error-free records	Zhang, Cole, Fan and Cho, 2014
<b>Assurance</b>	
The behavior of the employees instilled confidence in customers	Zhang, Cole, Fan and Cho, 2014
The employees had the knowledge to answer customers' questions	Zhang, Cole, Fan and Cho, 2014
Customers felt safe in transaction	Zhang, Cole, Fan and Cho, 2014
The employees told customers exactly when services would be performed	Zhang, Cole, Fan and Cho, 2014
<b>Tangibles</b>	
The restaurant had attractive interior design and décor	Ryu, Lee and Kim, 2010
The dining areas are thoroughly clean	Ryu, Lee and Kim, 2010
Employees are neat and well dressed	Ryu, Lee and Kim, 2010
<b>Customer Satisfaction</b>	
I am very satisfied with my over all experience at this coffee shop	Ryu, Lee and Kim, 2010
I have really enjoyed myself at the coffee shop	Ryu, Lee and Kim, 2010
Overall, this coffee shop puts me in a good mood	Ryu, Lee and Kim, 2010
<b>Price Acceptance</b>	
I know the references price level	Ali, Amin and Cobanoglu, 2015
Sometimes I am willing to pay more	Ali, Amin and Cobanoglu, 2015
I usually accept changes in price	Ali, Amin and Cobanoglu, 2015
I have a good knowledge of price distribution in resort	Ali, Amin and Cobanoglu, 2015

<b>Trust</b>	
I trust this coffee brand	Lee, Moon, Kim, Mun, 2014
I trust the product of this coffee shop	Lee, Moon, Kim, Mun, 2014
This product of this coffee shop is not contrary to my expectations	Lee, Moon, Kim, Mun, 2014
<b>Behavioral Intensions</b>	
I would like to come back to this coffee shop in the future	Ryu, Lee and Kim, 2010
I would consider revisiting this coffee shop in the future	Ryu, Lee and Kim, 2010
I would recommend this coffee shop to my friends	Ryu, Lee and Kim, 2010
I would say positive things about this coffee shop to others	Ryu, Lee and Kim, 2010
I would encourage others to visit this coffee shop	Ryu, Lee and Kim, 2010

**Validity and Reliability**

The questionnaires were constructed in order to collect data from customers' coffee shops. To insure that the questionnaires are valid, pilot study was performed using 50 questionnaires. The language used for the questionnaires was considered easy and customers were able to understand as seen in the comments of the respondents in the pilot study. To investigate the content validity, corrected item-total correlation statistics were used to determine the retained variables. All items within each construct were found valid scoring a loading greater than 0.5 and retained in the final version of the questionnaire. The constructs' reliability was also performed using Cronbach's alpha coefficient and each item scored above 0.70, which means the questionnaire results are reliable (Hair *et al.*, 2010).

**Analysis Technique**

In order to investigate the causal relationships between independent factors of customers' coffee shop experience and their behavioral intension general linear regression analysis was employed. The measurement model measures the relationships between the constructs and their indicators. Frequencies, and means were calculated for all variables. Meanwhile, to measure other variances such as age gender etc an Independent sample *t*-test and ANOVA were employed SPSS (version 22) software was also used to analyze the data while keeping in mind the reliability check, which should be greater than 0.7 in Cronbach's alpha, statistics.

**RESEARCH FINDINGS**

**Descriptive Statistics**

The descriptive statistics showed that 51% of the respondents are male while 49% of them are female. However, majority of the respondents are middle-aged group between 30 to 40 years of age, which consist 55% followed by 20.8% of 41 to 50 years of age. Meanwhile, above 50 years old and below 30 years are nearly same comprising 11.5% and 11.8 respectively. Nearly half of the respondents are Chinese 48.5 % followed by 25.3 % of Indians and 20.8% of Malays and only 5.5% of the

respondent are Foreigners. About 36.5% of respondents visit 1-5 times a month, while, 27.3% visit 6 to 10 times a month. Meanwhile, about 22% of them visit 11-15 times a month and 14% do visit visit 16 times or more in a month. More than half of the respondents prefer Starbucks over other coffee shop, which is 53.3%. About 23% of them prefer coffee beans whereas, 18.5% likes Old-Town White Coffee and only 5.3% favor other coffee shops (Table 2).

**Table 2: Descriptive Statistics of the Respondents**

Description		Frequency	Percent
Gender	Male	204	51
	Female	196	49
Age	Less than 30 years old	47	11.8
	30 to 40 years old	224	56
	41 to 50 years old	83	20.8
	More than 50 years old	46	11.5
Ethnic group	Malay	83	20.8
	Chinese	194	48.5
	Indian	101	25.3
	Foreigner	22	5.5
Frequency of visits per month	1 to 5 times /Month	146	36.5
	5 to 10 times / month	109	27.3
	11 to 15 times /month	88	22
	16 times or more /month	56	14
Favorite Coffee Shop	Starbucks	213	53.3
	Coffee Beans	92	23
	Old-Town White Coffee	74	18.5
	Other Coffee Shops	21	5.3

**The Regression Model**

To test the regression model, Table 3 outlines the construct Corrected Item-Total Correlation, Tolerance, Variance Inflation Factor (VIF), and Cronbach's alpha. Looking at Corrected Item-Total Correlation statistics, the revealed values of all constructs are between, 0.30 and 0.80 which are evident of convergent validity. In total and from Table 3, considering Cronbach's alpha, all values of Cronbach's alpha are greater than 0.70. For normality, Skewness values for all items are less than (1), Variance Inflation Factor (VIF) values are less than 10, and the findings of the measurement model are reliable.

**Table 3: Measurement Model**

Dependent Constructs		Corrected Item Total Correlation	Tolerance	VIF	Total Cronbach's alpha
Responsiveness	Resp1	0.267	0.505	1.982	0.706
	Resp2	0.208	0.572	1.747	
	Resp3	0.318	0.580	1.723	
	Resp4	0.242	0.562	1.778	
	Resp5	0.300	0.483	1.070	
Reliability	Rel1	0.129	0.557	1.796	0.721
	Rel2	0.186	0.561	1.782	
	Rel3	0.219	0.582	1.719	
	Rel4	0.226	0.485	2.061	

Assurance	Ass 1	0.237	0.542	1.846	0.723
	Ass 2	0.437	0.385	2.596	
	Ass 3	0.322	0.394	2.541	
	Ass 4	0.417	0.376	2.661	
Tangible	Tan 1	0.396	0.420	2.380	0.807
	Tan 2	0.367	0.464	2.153	
	Tan 3	0.496	317	2.153	
	Tan 4	0.468	0.356	2.807	
Empathy	Emp 1	0.396	0.432	2.314	0.823
	Emp 1	0.367	0.301	3.317	
	Emp 1	0.496	0.420	2.382	
Customer Satisfaction	CS1	0.089	0.429	2.330	0.712
	CS1	0.285	0.390	2.564	
	CS1	0.182	0.497	2.010	
Price Acceptance	PA 1	0.168	0.355	2.819	0.713
	PA 2	0.039	0.436	2.292	
	PA 3	0.349	0.352	2.842	
	PA 4	0.223	0.354	2.825	
Trust	T1	0.315	0.456	2.195	0.705
	T2	0.466	0.313	2.199	
	T3	0.333	0.287	3.438	
Behavioral Intension	BI 1	0.257	0.410	2.438	0.891
	BI 1	0.344	0.310	3.226	
	BI 1	0.350	0.251	3.981	
	BI 1	0.281	0.235	3.891	
	BI 1	0.242	0.289	3.455	

Note: VIF: Variance Inflation Factor

**Hypothesis Testing**

**The Regression Model Finding**

The Regression model is used to measure the causal relationships among the constructs. It is found that the model components (Independent variables) have a significant effect on customers' behavioral intension (F= 26.302 & P-value) (see Table 4). In the finding of this research, it supported all 8 hypothesis measured as well as it showed a positive effect of most factors studied in the research on customers' behavioral intension (repurchase). However, there are different effects of the independent factors, where some have positive effect on the dependent variable while, others have negative effect on the customers' behavioral intension. The interpretation of positive and negative effect reflects how customers perceive coffee shop services offered and coffee experience (Figure 1).

**Table 4: Significance of Regression Model**

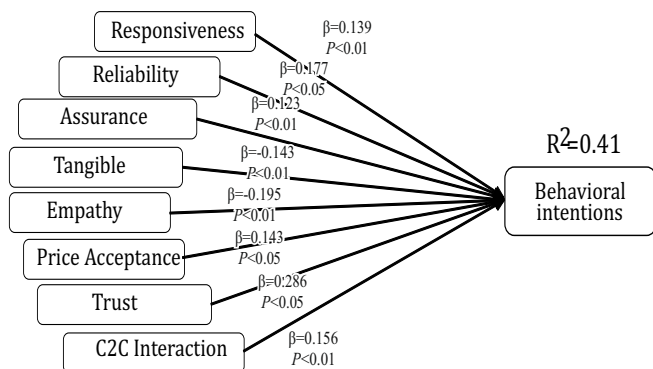
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	43.238	8	5.405	26.302	0.000 <sup>b</sup>
	Residual	80.345	391	0.205		
	Total	123.582	399			

a. Dependent Variable: Behavioral intension  
 b. Predictors: (Constant), Trust, Tangible, Reliability, Empathy, Responsiveness, Assurance, Customer satisfaction, Price Acceptance



The eight constructs used to examine customers' perception about their experience in the coffee shops. Six out of these eight constructs customers perceived to be positively affecting their coffee shop experience. In other words, customers are happy with their preferred coffee shop. The responsiveness content is positively affecting customers' coffee shop experience as ( $\beta=0.139$  and  $p<0.01$ ). This content reflects the employees' response to their customers' needs is up to the expected level. Meanwhile, reliability content is also affecting the customers' behavioral intention as well as the assurance part. To put into words the customers feel safe and they can rely the coffee shops they usually like to go, as they also feel assured. However, the other two dimensions of service quality, which are tangible and empathy are negatively affecting the customers' behavioral intention towards respected coffee shops. This finding is similar with Xuan (2013) in his study about the investigation into customer satisfaction and customer loyalty on coffee products and services a case of porevol coffee shop in hcmc. However, the two negatively affecting dimensions are not similar with the study as he found in his study all service quality dimensions are positively affecting customers' loyalty.

On the other hand Price Acceptance and Trust were also found to be positively affecting customers' behavioral intention towards coffee shop of their choice. The regression analysis test showed  $\beta=0.143$  and  $p<0.05$  and  $\beta=0.286$  and  $p<0.05$  both variables respectively, which indicates the importance of those constructs to the customers. This finding of the effect of trust is consistent with Deng *et al.*,—in their study about Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. However, this study contradicts previous study of (Molina, Martín-Consuegra, & Esteban, 2007), which they observed a positive effect of behavioral intentions on price acceptance. The finding of the effect of price acceptance is similar with Jiang and Rosenbloom (2005) which, found direct positive effect of price acceptance on return intention.



Meanwhile, the regression result of the relationship between the customer satisfaction and behavioral intention showed positive effect towards the behavioral intention ( $\beta=0.156$  and  $p<0.01$ ). This finding confirmed the result of the previous studies (Molina, Martín-Consuegra, & Esteban, 2007, and Deng *et al.*,—, and Ryu *et al.*, 2012). They found in their studies direct positive relationship between customer satisfaction and behavioral intention (loyalty), which indicates satisfied customers are willing to repurchase from the same company over and over.

Table 5: Hypothesis Testing Result

Hypothesis	Description	Result
H1	Responsiveness has direct positive influence in customers' behavioral intention.	Accepted
H2	Reliability has direct positive influence in customers' behavioral intention	Accepted
H3	Assurance has direct positive influence in customers' behavioral intention.	Accepted
H4	Tangible has direct positive influence in customers' behavioral intention.	Accepted
H5	Empathy has direct positive influence in customers' behavioral intention.	Accepted
H6	Customer satisfaction has direct positive influence in customers' behavioral intention.	Accepted
H7	Price acceptance has direct positive influence in customers' behavioral intention	Accepted
H8	Trust has direct positive influence in customers' behavioral intention.	Accepted

## DISCUSSION

This study aimed to identify the relationship between service quality, trust, price acceptance and customer satisfaction with customers' behavioral intention in coffee shop industry in Kuala Lumpur. The effect of the independent factors towards the dependent factor was also investigated. The result showed significant positive relationship between the constructs. Almost all the independent variables have positive influence on customers' revisit intentions. This confirms previous studies Deng *et al.*, (2010), Molina, Martín-Consuegra & Esteban (2007) and Cao (2013). They all found in their studies positive and direct influence of all constructs (Service quality dimensions, trust, price acceptance and customer satisfaction) on customer's revisit intention (behavioral intention). However, the finding of this study contradicts in two of the service dimension, which is tangible and empathy. Unlike other studies the result of this study showed negative impact on the behavioral intention.

Customers expressed their opinion in the study in a form of questionnaires, where they select the most suited answer from 5point Likert-Scale answers to their experience in the coffee shop. Among 5 service dimensions studied in this research, customers found



tangibles and empathy lack to meet their expectations. This indicates the need for improvement for both dimensions in the coffee industry. Tangibles are the key to great environment for the customers to relax and enjoy their time, such as the cleanliness of the coffee shop, as well as the décor as well as the staff to name a few. Meanwhile, staff empathy has its own importance as it makes customers feel respected and well taken care of. When the staff shows friendly face, excellent services and empathetic attitude towards customers, it increases the chance of customers being satisfied with the services they got thus, revisit intention has greater potential (Chang and Zhu, 2012).

The role of price has been examined by many researchers where some found that there is no effect of price on satisfaction while others such as Voss *et al.*, (1998) found that price perception has effect on customer satisfaction on microeconomic study in 7 different sectors. However a study conducted by Jiang and Rosenbloom (2014) found that price perception has direct positive effect on customers' return intention in online shopping. According to their explanation as online shoppers are unable to see physical product they usually decide if the product is worth its money. Once the price is reasonable they tend to be loyal to the particular website and willingly pay more to get the same quality product. This finding is similar to the result of this study, which found direct positive impact of price acceptance on customers' behavioral intentions.

## CONCLUSION

This research examined the antecedents of customers' behavioral intention towards coffee shops in Kuala Lumpur. In order to better investigate and have clear evaluation of the constructs, I have used the SERVQUAL model that is being created by Parasuraman *et al.*, 1988 as a theoretical guide for setting the scale and designing the questionnaire. The main construct questionnaires are designed based on 9 dimensions 5 being SERVQUAL model named Responsiveness, Reliability, Assurance, Tangibles and Empathy. The other 4 dimensions covered customer satisfaction, trust, price acceptance and behavioral intention, which then distributed to the customers. The research started on November 2016 and last till July 2017.

About 8 hypotheses were tested in the study about the effect of those factors (service quality dimensions, trust, price acceptance, and customer satisfaction) on customers' behavioral intention (loyalty). All hypotheses were found to have direct impact on customer's behavioral intention. However, tangibles

and empathy, which are two dimensions of service quality has negative but direct impact. A survey questionnaire was used in the study to collect the data from 400 coffee shops' customer in Kuala Lumpur about their behavioral intentions towards the coffee shops. A software called SPSS version 22 is used for the data analysis section and systematic step by step analysis technique is followed in the process. At the first step descriptive statistics are discussed followed by reliability and validity test for the questionnaires. Lastly, regression model was used to analyze the causal effect of the independent variables has on the dependent variable (behavioral intention).

## RECOMMENDATION AND LIMITATIONS

This research is one of the few studies that examined the customers' coffee experience in Kuala Lumpur, which brings to light the customers' viewpoint of coffee shops as well as their decisive factors that they found or lack in their preferred coffee shop. In addition, the study has brought a useful feedback to the coffee shop operators and staff from their customer if necessary about any as well as the strong point to keep up to. The result showed a positive impact of all independent variables (Responsiveness, Reliability, Assurance, Tangibles and Empathy Customer Satisfaction, Trust, Price Acceptance) on the dependent variable behavioral intention except the Tangibles and Empathy dimension.

Positive impact indicates that customers are happy with the service which requires the coffee operators to maintain and strive to achieve more on those who positively affect the customer's behavioral intentions. Customers find employees are very attentive and respond to their needs quickly as well as they find them trustworthy. In addition, customers also find the overall service as satisfying experience. The coffee shop operators have to focus on the 6 items (Responsiveness, Reliability, Assurance, Customer Satisfaction, Trust, Price Acceptance) that positively affect the customers' experience in order to retain the customers longer and win more market shares. Those positive factors indicate that customers are happy with the services they get and it should further develop into more favorable ways for the customers.

Meanwhile, the negative parts are to be addressed and well taken care of as well as it indicated that the customers dislike those parts. The physical part of the service that can be touched and seen such as the lightening, seating arrangement and air condition facilities, the workers in the organization are also part of the tangibles that are used for the measurement

(Blery *et al.*, 2009). Although, the average mean score of the construct is within the acceptable range the regression analysis showed negative impact, which indicates weakness in the dimension. The negative part in the tangible is more on the physical part such as the environment. This concludes that there are some necessary improvements to work on for coffee operators to gain competitive advantage.

In addition to tangibles, empathy was another dimension of service quality that affects the customer's behavioral intention negatively. This represents employees' care towards customers and showing positive attitude as well as how well they listen to the customers. It also focuses on how well the responsible personnel tackles customers' concerns and the ability to show flexibility (Chin & Tsai, 2013). Although the mean value of this construct indicates favorable number the negative impact in the regression result indicates defect in the construct. The managers and coffee operators as well as the staff should focus on the improvement of those two factors as one involve in employees' attitude towards which measures the empathy of the workers towards their customers.

### IMPLICATION

One thing to be acknowledged is that study does have some limitations. One of which, the research is solely based in Kuala Lumpur area where most coffee shops are based and generalization to the entire country might not be possible. The study also faces limitations as it uses convenient sampling without matching respondents' profile completely.

In recent years, the need for coffee is on the rise and the demand is on its highest. However, the study did not cover all other important remaining areas, such study may be necessary to explore the areas that were not covered in this research. On the other hand, the limitation and scope of the study could be the evidence for implication of further research. In addition, due to the limitation of time and capital this research focuses only the capital city Kuala Lumpur and uses convenient sampling. The study lacks the generalization of the study to the entire country. Therefore, future researchers should use different sampling approach with different customers and areas. Meanwhile, the study indicated negative influence of two service quality dimensions thus further qualitative research is necessary to know in depth the real cause of the negative influence. Finally, future researchers should use other models and methodologies for comparing the result with this research.

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