



**THE STUDY ON THE EFFECTIVENESS OF
DINESERV ON CUSTOMER SATISFACTION
IN KELANTAN HIPSTER CAFÉ**

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter will provide an overview of the research study. The goal of this study is to work out the results of DINESERVE on customer satisfaction in Kelantan Hipster Café. This chapter presents the background of the study, problem statement, scope of the study, the research objective, and research questions. This can be followed by the importance of the study and therefore the definition of terms that support the scope of the study.

1.1 BACKGROUND OF THE STUDY

The hospitality industry offers enjoyable and cozy experiences and services to guests all round the world (Rajaratnam, & Konar, 2018). Restaurants and cafes are important facilities within the hotel industry. The food and beverage industry contributes plenty to the profit of the hotel industry (Naderian & Baharun, 2015). With the growing importance of business meetings and a series of non-public and social events, the big number of consumers visiting restaurants is increasing. Restaurant operators within the food and beverage industry work relentlessly to boost the customer experience.

The restaurant is both a producer and a service provider, serving customers as a service provider and preparing meals as a producer. To place it differently, the tangible and intangible interact (Nor Azureen & Shahril, 2016). To know the role of a restaurant as a service, suppliers should consider the connection between consumers and employees when serving customers, greeting them, accepting orders, or providing services, and to raised understand the taste of food as a product, quality, and meal costs. The industry includes cafés and coffee shops that provide food and beverages to local customers (Jones & Nash, 2017). Customers usually order and serve once they are seated and pay after the meal.

With the trend of dining out nowadays, people are interested in cafes that may improve their quality of life and provides them different experiences when dining,

especially at themed cafes (Wan Nawawi, Wan Kamarudin, 2018). Therefore, it symbolizes that meeting and drinking coffee is not any longer just drinking coffee but choosing a particular space with a selected atmosphere suitable for the time. Thus, it is said that this trend is related to happiness rather than necessity (Cho, Kim & Lee, 2020). On the other hand, consumers have recently been visiting coffee shops for a variety of purposes, such as meetings, learning, and fun time alone, except for coffee. Many coffee lovers will always follow the development of the coffee chain that is available through coffee shops and roast shops. Coffee consumers become coffee enthusiasts, and they use coffee as a daily booster to help complete daily activities (Cho, Kim & Lee, 2020).

It is said that the coffee culture in Malaysia began with Kopitiam, which means “coffee shop” in Hokkien (Saiful, Azdel, & Omar, 2018). In the early days, Kopitiam was run by Malaysians of Hainanese and Hokkien descent. Coffee quickly entered the daily lives of Malaysians and became part of their social circle. This is a harmonious scene where all races gather in a café, talk to each other, and enjoy the same café. Coffee culture began to flourish and appeared in urban cafes. It has also become something for the younger generation (Wan Nawawi, & Wan Kamarudin, 2018). Traditionally, coffee is consumed at home, but with the growth of urban coffee shops, Malaysians prefer to be outdoors with friends and business partners and enjoy a casual environment. Besides, more and more customers, especially young people and business users, have a demand for fashionable outlets, different tastes, and good displays in coffee shops (Rahim, & Fong, 2019).

Culture is the whole complex of thoughts and material objects adopted by people in a society or group for collective life. This term is consistent with the Malaysian coffee culture, which was used by coffee beans, Starbucks, and other branded retail stores that appeared in the local market to not only sell but also embrace products. With brands such as Starbucks coffee beans entering the market, the local coffee culture has developed rapidly (Cho, Kim & Lee, 2020). This can be seen by the rapid growth of kopitiam using brand marketing strategies, and because of the brand and environment they create, people are already willing to pay RM3 for a cup of local-flavored coffee (Lee, Jung, & Moon, 2021). Furthermore, the local coffee shop has been in business since at least the early 1900s and has always been one of the main meeting points for locals to share ideas and talk in places other than their homes. In

addition, in the past few years, coffee shops of various brands have sprung up in towns and cities in Malaysia. Such coffee shops can be seen everywhere in commercial centers, shopping malls, and convenience stores that provide facilities such as air conditioning and Wi-Fi (Saiful, Azdel, & Omar, 2018). This coffee culture has always been a, and it in branding and modernism in the local society. This statement indicates that the coffee shop is a public place where most of the main social activities take place in Malay society.

Next, customer satisfaction is important to customers because of the increased number of customers in cafes and the trend in coffee consumption. Besides, service quality also affects customer satisfaction (Beh, Leong, Wong, & Yap, 2014). The quality or taste of coffee is no longer the most important factor in attracting customers. Many people now choose coffee shops because of the atmosphere. Coffee chains with a good brand image would win the faith and confidence of coffee drinkers because they are confident in the product itself, even though brands are very important to Malaysians. Therefore, the coffee shop provides an environment that makes customers feel good, relaxed, and comfortable. If the quality of service they believe exceeds their expectations, customers will continue to patronize specific coffee shops. According to this research, elements that contribute to customer satisfaction in the Hipster Café are service quality, price, facility aesthetics, and food quality (Ibrahim, & Hashim, 2017).

1.2 PROBLEM STATEMENT

There are many various types of culinary businesses, such as cafes, restaurants, Food Street, food courts, etc. But one of the most popular in society now is cafes and restaurants (Berliansyah, & Suroso, 2018). Now, for decades drinking warm beverages like tea and coffee has become a part of their daily lives. According to statistics, total coffee consumption in Malaysia from 2013 until 2021 shows that in the year 2019 is higher from other years (Hirschman, 2021). Undoubtedly, now there are hipster shops that serve coffee - as well as other beverages. The state of Kelantan has also made these changes in line with the passage of time, the local community is increasingly exposed to the concept of coffee dishes that are more diverse and modern (Talmizi, 2021). According to (vocabkelantan, 2021) among the cafes that are often visited are Kopi Mesin Cafe, Jiwa Kopi and Bingsu, Al-Khatiri Koffee, Sabye Sabye Café, and other

Usually, the issue that cafes often face is business competition either in the beginning or in the future. Thus, this causes the increasingly fierce competition to be a challenge and a threat for business start-ups and managers who have long started the operation of this cafe. Entrepreneurs need to be more sensitive to changes and need to create more creative ideas so that consumers are more can there are various types of competition faced by business owners in terms of price, product, place, quality, and others (Nuthqiyah, 2016).

In addition, food quality is also an element that influences customers to choose to eat in cafes. According to (Zhou, Lei, Chu Zhangjun Qiu, & Yong He,2020) state food quality must be covering aspects of freshness, taste, texture, color, smell, nutritional value, and aspects of innovation. Undoubtedly, customers have a high perception of food quality in terms of taste, following the atmosphere in the cafe. Undesirable things will happen if, the quality of food served is less than their expectations, and it can evoke emotions and poor behaviour from the customers.

Understanding the needs of customers is the key to the success of a restaurant business. Failure to understand the needs of the customer will bring problems to the business being ventured into. Most long -lasting cafes follow and maintain the wishes and tastes of the customers precisely. To attract more customers, entrepreneurs do promotions to attract customers. Therefore, focusing on the needs of the customer is very important for the sustainability of a restaurant.

In addition, facilities aesthetic is one of the supporting aspects of a business. Complete facilities will certainly make consumers decide to visit and buy products (Sari, Indah & Rahmat Hidayat, 2020). Aesthetic facilities can be said to be interior design, form and condition of crockery, cutlery, staff uniforms, shape, and menu appearance, as well as advertising (Yusof, & Abdul Raheem, 2017). In addition, the harmony of music can also affect the emotions and behavioural intentions in the environment by a person (Situmorang, Syafrizal Helmi, Hardi Mulyono, & Ahmad Azmi, 2018). Every hipster cafe will be equipped with a concept such as Urban Style, traditional and so on. Besides that, the customer will first interact with the atmosphere in the cafe, so the views that come from his mind can influence his perception of the food that is then served on the table.

Service quality also plays a role for customer satisfaction, so it needs to be taken more seriously. Service quality covers five areas, namely tangibles, reliability,

responsiveness, assurance, empathy (Yusof&Abdul Raheem, 2017). However, sometimes when the staff is too tired, and the customer has a variety of behaviors will usually make the staff vent their anger on the customer, so it has violated the quality of service. Basically, a concept provides quality services to ensure customer satisfaction for gaining customer loyalty that has been done by business owners

Menu prices greatly influence customers because prices can attract or push them to come to the cafe. In addition, some customers have a demanding attitude, if the price of a menu is high, customers may expect high quality and if the quality of a menu is far from their expectation, they will question the owner. It is undeniable, many consumers are savvier in finding restaurants or cafes that not only offer unique menu variants at affordable prices, but also provide friendly service and a pleasant environment. Therefore, this study will determine the influence of DINESERVE namely service quality, price, facility aesthetic, and food quality on customer satisfaction in the Hipsters Café

1.4 RESEARCH OBJECTIVE

- I. To identify the relationship between service quality and customer satisfaction in Hipster Café.
- II. To determine the relationship between price and customer satisfaction in Hipster Café.
- III. To examine the relationship between facility aesthetics and customer satisfaction in Hipster Café.
- IV. To examine the relationship between food quality and customer satisfaction in Hipster Café.

1.3 RESEARCH QUESTION

- I. Does service quality, price, facility aesthetics and food quality influence customer satisfaction in Hipster Café?

1.4 SIGNIFICANT OF STUDY

1.6.1 Body of knowledge

This research was performed with the goal of determining the impact of service quality and service scrap on customer satisfaction in an International Coffee Chain. Customers now flock to coffee shops not just for good drinks, but also for the ego of self. With increased competition in the coffee market, items are no longer the sole factor that influences consumer happiness; other elements such as service quality and service landscape also play a role. As a result, marketers must determine which characteristics will have the greatest impact on attracting customers.

As a result of this research, marketers will have a better understanding of current coffee trends and will be able to execute relevant marketing tactics for their coffee business. Furthermore, this enables the existing coffee shop to continue to improve service quality and its service landscape to attract new clients, (Merwe & Maree, 2016). Meanwhile, new coffee shop participants can compete with older coffee shops by putting more effort into the quality of their services and services provided, by offering benefits to clients rather than items. When a marketer has all the insider information about their target market, they can obtain a competitive advantage and compete in the market.

Future researchers will aware that Malaysian coffee culture differs from European coffee culture in that Malaysians are more exposed to tea than coffee as a main beverage, thanks to British colonization introducing their social culture into the colonial country. Local coffee shops have been one of the key meeting areas for locals to share opinions and have conversation outside of their homes since at least the early 1900s. Since its discovery, coffee has expanded throughout the world and has become a popular beverage among consumers. Coffee is becoming one of the most widely consumed beverages on the world, (Rahim, Jin, & Fong, 2019).

1.6.2 Food and beverage industry

Based on this study, with the rapid development of modern coffee shops, marketers face the challenge of understanding why customers may be discouraged from visiting modern coffee shops again. This gives marketers and modern coffee shop owners a better understanding of the factors that bring back customers. This research will go into greater detail on the current state of coffee shops in Malaysia. This study, which is also focused on coffee type, aims to determine the level of consumer knowledge about the various types of coffee available on the market.

1.6.3 Ministry of tourism industry

This study may also help the government establish guidelines for restoring historic traditional coffee shops. The results of this survey will help governments identify and improve the market share of traditional coffee shops. Appropriate policymaking can provide more opportunities for young entrepreneurs interested in participating in the coffee shop industry. (Bean & beyond, 2015). The benefits of this study, entrepreneurs looking for ways to invest in modern coffee shops. The results of this study provide investors with preliminary data on the success of modern coffee shops in the current market. Coffee can change the face of economics and culture of the world from the colonial era to modern economics

1.5 DEFINITIONS OF TERMS

Terms	Definitions of Terms
Food quality	<p>In most cases, the word "food quality" refers to the sum of all features and attributes of a food item that the buyer finds acceptable. Food quality characteristics include appearance, texture, flavour, nutritional content, and ethical and sustainable manufacture.</p> <p>Customer satisfaction and loyalty are heavily influenced by the food quality. Meal quality includes a variety of things, including food appearance, flavor, menu variety, healthiness, and freshness. A high degree of food quality could be a significant marketing strategy for retaining</p>

	and satisfying customers, additionally providing a pleasing purchasing experience. Customer satisfaction and behavioral intentions are both influenced by the food quality. (Zhong & Moon, 2020)
Facility aesthetic	Aesthetics is that the study of psychological responses to beauty and aesthetic experiences similarly because the field of philosophy that deals with the character and expression of beauty. Beauty and aesthetics are linked to a spread of aspects of life, including expressiveness, novelty, intelligence, and also the way artwork affects the senses. Aesthetics can assist consumers in their sense-making when linked to the physical environment (or scape), like the world surrounding a store or hotel. (Alfakhri, Harness, Nicholson, & Harness, 2018). This can be motivated by artifact properties like color and size, which are interpreted differently by various people.
Price	Price is that the amount of cash charged for a product or a service. But there must be over that. What is a price really? Speaking broadly, the value is that the sum of all the values that a customer gives up gaining the advantages of getting or using a product or service. Thus, customers exchange a particular value for having or using the merchandise a value we call price. (Barros & Sousa, 2019).
Service quality	Service quality refers to how well a service meets or exceeds consumer expectations. Businesses with good service quality are people who meet or surpass customer expectations (Wilson, Keni, & Tan, 2019). As an example, consider visiting a fast-food restaurant for dinner and expecting your food to arrive within five minutes of placing your order. After you've grabbed a drink and selected a table, your order is named minutes before you expected it. You'd possibly consider this to be exceptional customer service.
Customer Satisfaction	Customer satisfaction (commonly abbreviated as CSAT) may be a metric for determining how pleased (or unsatisfied) customers are

with a company's goods, services, or experience. Customer satisfaction refers to a customer's perception of your organization and what you've got to supply in terms of quality, value, and expectations. (Muhammed, Rashid, 2018)

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SUMMARY

Overall, this chapter outlines a summary of this research study. Chapter one discusses the background of the study, problem statement, research objectives, research questions, the importance of the study, and the definition of terms. Chapter two presents the literature review relevant to the topic matter of the study. Chapter three outlines the strategy utilized in conducting this research which incorporates data collection and data analysis.



CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The literature review of the study's dependent variable and its independent variables will be covered in this chapter. The independent variable (IV), which is to determine the impact of service characteristics or DINESERV on the Café, will be discussed first in this discussion. Customer satisfaction at cafés is the next dependent variable (DV) for this study. Following that, a conceptual framework and hypothesis will be used to further describe the relationship between independent variables and the dependent variable. The summary will wrap up the entire conversation.

2.2 HIPSTER CAFÉ

Food culture is intimately connected to ethnicity, belief, religion, and habits, all of which contribute to cultural identity, and it isn't only about one ethnic group or community, but also about a collection of people who have a common interest. (Talib, Gapar, Ismail, & Isa, 2021). It included a wide range of topics, including technology, science, the arts, customs, traditions, philosophy, production, processing, and consumption, all of which contribute to major economic growth, job possibilities, and cultural development on both a local and global scale. (Ayoufu, Yang & Yimit, 2017). Food culture, on the other hand, is a living thing that changes and is subjected to change, modification, and the creation of new things, as is the case with the communities, ethnic groups, or organizations that hold the culture. This has to do with the sorts of foods, cooking methods, ingredients, eating decorum, and consumption patterns.

Hipsters are those that follow the latest trends and fashions, especially those that are outside of the cultural mainstream. It's a broad descriptor of what's hot in terms of style, fashion, and taste, and it's being applied to both people and objects (Chang, 2017). The label has made it simple to identify anything that is currently trending, whether it is music, fashion, or a lifestyle service, and make it into a product that can be purchased and sold. This has fostered the creation of businesses ranging from artisanal cafes to custom clothing designers. Trendy boutiques and cafés have infiltrated Malaysian society in

recent years, transforming the once-sleepy shop lot area into a sprawling shopping center. On weekends, the cool and curious go to the stores, which promote heritage as a novelty. Coffee shops have evolved from places where you go to relieve your hunger to places where you may socialize both physically and online while satisfying your needs. Cafes with old-school and vintage vibes that serve "Instagram-worthy" homemade and handcrafted cuisine and drinks are particularly popular among young adults. (Sharee, & Muhammad, 2018).

Hipster food can be defined by its originality in terms of goods, branding, and authenticity, in addition to the ingredients, processes, and consumption. This style of food is typically inspired by unique and wonderful characteristics, indicating that food is a fantastic mediator of cultural variety, and hipster food culture frequently displays variances from conventional consumerism. Malaysia, like many other countries throughout the world, has been impacted by hipster culinary culture. This is seen in the growth of hipster cafés all over the place, frequently occupying a strategic corner of shop lots, particularly in urban areas. (Hairon, Zahari, Akbarruddin, & Majid, 2017). Hipster cafes in Malaysia are typically identified by the creative names given to foods and drinks, as well as the products used and their unique presentation. (Syakirah, 2015). Syakirah (2015) also mentioned that In Malaysia, hipster food culture has produced a new craze, and its effect extends not only to food preparation, consumption, and foodways but also to lifestyles.

2.3 DINESERV

In today's highly competitive coffee sector, the goal of a good coffee shop is to focus on the quality of service and the value consumers receive, therefore, rather than just running a coffee and beverage shop. Customer happiness and restaurant behavioral intentions have been the focus of previous research, but various studies have investigated the elements that influence customer satisfaction and chain coffee shop behavioral intentions. The DINESERV model, when combined with the perceived service quality theory, can accurately predict customer satisfaction and behavioral intentions. (Ge, Yuan, Wang, & Park, 2021).

The level of service quality is determined by the gap between client perceptions and expectations. As a result, client expectations are crucial and going above and beyond

their expectations are crucial to achieving customer happiness. Later, Uslu (2020), changed certain components in the SERVQUAL model to make it more suitable for the restaurant business and introduced DINESERV to measure restaurant service quality. According to Uslu (2020), restaurants that fail to meet consumer expectations will see a decrease in the number of people that visit their coffee shop and will eventually migrate to the opposite restaurant. DINESERV is offered as a dependable instrument that is relatively simple to use in determining how customers feel about a restaurant's quality. (Thomas & Ramasamy, 2021).

This study looks at the main aspects that can indicate coffee shop features to determine consumer satisfaction: atmosphere, employee behaviors, IT services, flavour. (Kalia & Paul, 2021). According to previous study, comfort is described as a condition of physical convenience in an environment that gives clients with familiarity and comfort needed to achieve happiness in the hospitality industry. In a similar line, various studies have looked at the impact of "climate" on tourism services and concluded that a sense of comfort from the surroundings is likely to lead to contentment.

One of the reasons for the surge in coffee consumption in Malaysia is urbanization and busy lifestyles. For millennia, Malaysians have been steeped in the culture of coffee consumption. To gain a competitive advantage and sustain the business in Malaysia's expanding specialty coffee sector, specialty coffee shop owners must grasp the key characteristics that encourage customers to visit specialty coffee shops.

2.3.1 SERVICE QUALITY

Based on (Pakurár, Miklós, Hossam, János, József, & Judit Oláh, 2019) service quality is the difference between services customer expectations and perceptions of actual service performance. The service quality model is used to influence the quality of service to be able to increase customer satisfaction and loyalty. Service quality consists of the following dimensions namely reliability, empathy, responsiveness, assurance, and tangible.

Tangible can define as physical facilities, equipment, and staff appearance by the service provider (Yusof&Abdul Raheem, 2017). Significance can be referred to a

person's physical attractiveness who delivers services including their clothing styles and looks attraction.

While the dimension of responsiveness is too emphasized in managing customer requests, such as questions as well as customer complaints immediately and exactly (Famiyeh, Samuel, Disraeli Asante-Darko, and Amoako, 2018). Responsive also involves understanding the needs and customer wishes, appropriate operating hours, individual attention given by staff, and attention to customer problems, and safety.

Reliability is defined as the ability to perfect services promised accurately or after sticking to a promise. This is a dimension that is critical because all customers want to deal with the company or organizations that stick to promises (Yusof & Abdul Raheem, 2017).

Assurance is defined as the knowledge and decency of staff towards their ability to cultivate confidence and trust. According to (Alamsyah & Guruh Fajar, 2019). With the assurance, customers will get the service as promised. For example, the taste of food and drinks served are the same from time to time as well as feeling safe and comfortable with the assurance provided by the cafe owner.

Empathy is defined as a concern in giving special attention to customer. Empathy can also be said to be caring and providing service to customers. Customers are treated as a unique person and special. With that service, they may feel that they are prioritized by the organization providing the service. There are several ways to showing empathy: knowing the name, needs and preferences of the customer.

H1: There is positive relationship between service quality and customer satisfaction in Hipster café.

2.3.2 PRICE

Today's café industry is growing exponentially, and cafes use different concepts and product types to attract customers. Therefore, the pleasure demand for food, especially coffee, has become a growing trend, just like the concept of gourmet food. Price is regarded as the only factor in the marketing mix that can generate revenue (Sang-Hyeop Lee, Jong Ho Lee, & Pong Chee Weng, 2016). Price is the primary criterion for product

evaluation, and any company should have a price management strategy. In addition, to providing competitive prices, companies must also match the price with the quality and quantity of the product. Next, the price can also create customer satisfaction and customer loyalty. Price has become a key factor in the customer's response to the value of the product (Perlis, Sheriff, Ismail, Iwani, Bakar, & Damain, 2016). Generally, if the quality of the product exceeds the cost the customer spends, the customer will be satisfied.

Setting the right price is important because the price will determine the satisfaction or value that each customer gets from the product. This situation shows that the objective price and the perceived price are very significant factors in the evaluation. Perceived price can provide customers with more information than financial terms can, and it is suitable for evaluating quality (Indrayani & Pardiyono, 2020). The price is fair, and the price is equal to the value and effectiveness of the product, which is one of the aspects that greatly affects satisfaction. Furthermore, according to the different prices set by cafes, the perceived price has become an indicator of product quality. If the price is higher, customers will expect higher quality. On the other hand, if the price is lower, customers will expect lower quality (Nam, Kim, & Carnie, 2018). Perceived quality is largely influenced by the interaction of prices. Consumers will also be sensitive to prices when they perceive high quality, thereby generating purchase intentions, which proves that price is the most common factor that affects consumers' purchase intentions.

Starbucks coffee, a name that is no stranger to the world community, including those in Malaysia its fresh coffee and delicious aroma are favorites of many (Cho, Kim, & Lee, 2020). From hot to cold, Starbucks offers a variety of beverages and foods. Starbucks makes beverage menus according to customers' requirements to meet their needs. Starbucks emphasizes quality service from the store environment to the work environment (Lemus, Feigenblatt, Orta, & Riviero, 2015). Because of the low price, there is no price burden for buying coffee blends. Compared with fresh coffee, local instant coffee is called "cheap coffee". However, when expensive additives are added, the price of each cup of instant coffee becomes as expensive as fresh coffee (Nordin, Amin, & Hasbullah, 2021). Consumers prefer high-quality brands of coffee. The coffee purchase decision is mainly based on quality rather than price. Price usually signals buyers and is related to perceived quality.

H1: There is positive relationship between price and customer satisfaction in

Hipster Cafe

2.3.3 FACILITY AESTHETIC

A café is incomplete without an attractive design. Many people visit the cafe just to get pictures that follow the latest trends and eat the latest food. The millennial generation realizes that a good cafe experience requires good cafe design. However, cafe owners sometimes overlook that cafe principles are different from restaurant principles. As a result, when building a coffee shop, the concept of interior design that is appropriate for the restaurant is not always used. By facilitating customer activities to provide a relaxed and comfortable environment to the public, the support room to be used by the customer should be designed or adapted to the behavior of the people around. (Karjodihardjo & Honggowidjaja, 2015). People are more eager to dine in coffeehouses, not only because they offer a diverse menu, but also because of changes in lifestyle and trends in Malaysia.

Although the target audience exists, it is still fluid and vague. Unlike restaurants, no single atmosphere is offered in cafes, and people are free to do what they want while sitting behind their laptops or enjoying a book. Nevertheless, there may not be enough relevant literature to discover the challenges faced by themed restaurants. Previous research on restaurant management issues has primarily concentrated on independent cafes, hotel restaurants, casual dining restaurants, and small-medium-enterprise (SME) food venues. This has to do with how people connect with the environment, particularly how they interact with the environment/interior through architectural and interior design components. (Isfiaty & Natalia, 2017).

The concept of DINESCAPE (aesthetics of facilities, atmosphere, lighting, service products, layout, and human elements) as a scale of measurement of the physical environment in upscale restaurants was born when coffee shop owners realized the importance of human elements in the study of shop atmosphere. (Jalil, Fikry & Zainuddin, 2016). The interior design will influence the customer's mood as well as the order they place. Interior décor is also a work of art, as it involves arranging furniture in specified locations, varying configurations, lighting, decor, and wall colors, among other things. The decor contributes to a shift in attitude regarding food and ambiance. An expert could help improve the ambiance as well as the cafe's operations and ensure that the money invested is returned properly. Feelings, moods, and atmosphere all refer to the

psychological atmosphere of a person, such as attraction, excitement, and visitor happiness. (Isfiaty & Natalia, 2017).

The importance of interior design to the consumer experience cannot be overstated. A brand that resonates with clients is the sensation they have when they drink coffee in a physical location. The larger variables that influence our decisions, including ethics, personal preferences, signs, packaging, and digital presence, are influenced by space. The way places are presented, furnished, illuminated, and decorated all have an impact on the client experience; as humans, we intuitively respond to light, noise, colors, and materials. Consumers of space are emotionally released into space because of such interactions. This implies that place must have an impact on the psychological state of those who inhabit it. (Isfiaty & Natalia, 2017). As a result, the designer may build a setting that resonates with the customer and communicates with them on an intuitive level.

H1: There is positive relationship between facility aesthetics and customer satisfaction in Hipster café.

2.3.4 FOOD QUALITY

In the DINESERVE model, food quality was proved as the most essential dimension that affected customer satisfaction. According to the findings of Mohamad, Palan, Roslan, Nasron, (2021), food quality has a 47.4 percent influence on customer satisfaction, while the remaining 52.6 percent is influenced by other elements not covered in this study.

In the food industry, food quality is very important. The standard of the cuisine and therefore the quality of the raw materials are both important in increasing the menu's effectiveness and making it a selling tool for the restaurant. Customer evolution in different categories of restaurants is influenced by the food quality. Restaurant diners' contentment is usually determined by the standard of their food. People generally visit restaurants for food in their leisure, and quality is often an enormous factor. Food quality is set by the security of the food. (Mwove, Imathiu, Orina, & Karanja, 2020). Humans are naturally interested in everything that has got to do with them, like what they wear, what they eat, and the way they feel.

Customers express their willingness to visit the restaurant for the taste of the meal and to return in the future because of the high quality of the food. Customers are willing to spend more if the meal is of high quality. Customer happiness is influenced by the food quality. The findings indicate that the relationship between service and food quality has a significant impact on customer happiness, which will help in customer retention in the future. (Kumar, & Bhatnagar, 2017)

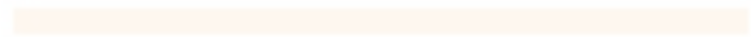
The Café menu usually serves coffee the most popular beverage in the world. Coffee is one of the most popular non-alcoholic beverages, and its popularity is growing worldwide. After crude oil, it is the second most important commodity traded on global markets. Specialty coffees, which have distinct scents and flavours have gained popularity in recent years because of a growing appreciation for high-quality coffee. These features are linked to the regions where coffee is grown and the genotypes that are cultivated. Specialty coffees, which have distinct scents and flavours, have gained popularity in recent years because of a growing appreciation for high-quality coffee. (Haile, & Kang, 2019). These features are linked to the areas where coffee is grown and the genotypes that are cultivated.

There are ways to know the best quality of beans and four ways of differentiating green coffee beans's origin, altitude, variety, and method of processing. The first is the point of origin. The country from where the coffee is sourced has a significant impact on its flavour and quality. The final taste profile of the bean is influenced by factors such as soil composition, humidity, and climate. (Mintesnot, & Dechassa, 2018). Every roaster will have a different perspective on which coffee origin is the best. In the end, there is no such thing as a "right" origin for a high-quality bean. Each location, however, has its own distinct qualities. Central and South American coffees, for example, are clean and sweet, Asian coffees are frequently earthy, and African beans are often rich and fruity. The second factor is altitude. The average temperature is often lower the higher the height. As a result, coffee grown at higher altitudes matures more slowly, resulting in more complex flavour profiles. (Mintesnot, & Dechassa, 2018) Beans grown at higher altitudes, on average, have more acidity, sweetness, and complex flavours. Then there's the issue of variety. Arabica and Robusta are the two most common varieties of coffee, although they are not interchangeable. Robusta beans, which are less expensive and contain twice as much caffeine as Arabica beans, grow at lower altitudes. Arabica beans, on the other hand, are commonly considered to be the higher-quality

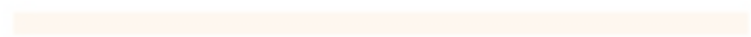
type, even though they are more



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expensive. (Carvalho, & Spence, 2021). They are known for their smooth taste and wide range of smells. The final step is processing. Coffee beans are most usually processed in one of two ways in the industry: natural or washed processing. Each method, also known as dry and wet processing, influences the ultimate flavour of the beans. The complete coffee cherry is dried before the outer covering of fruit is removed in natural processing. This method imparts a richer, fruitier flavour to the bean. Alternatively, the fruit is removed before drying in washed coffees, giving the beans a cleaner but more acidic flavour. (Mintesnot, & Dechassa, 2018) By choosing high-quality coffee, can tap into a growing market and produce quality items that people remember. When a company selects high-quality coffee beans, it is not only choosing a superior ingredient; it also showing to customers that value product quality.

Food quality of this study is more discuss about coffee quality that important to café business in hospitality industry. Serving to consumers' different quality coffees with unique flavors, tea, and beverages, including food snacks and coffee can attracted consumers and turned into loyal customers. (Sitorus, Juliana, Maleachi, Djakasaputra, & Prabowo, 2021).

H1: There is positive relationship between food quality and customer satisfaction in Hipster café.

2.4 CUSTOMER SATISFACTION

Customer satisfaction is made when the products or services provided by the corporate can meet or exceed customer expectations. According to (Khadka, Kabu, & Soniya, 2017), they define customer satisfaction as “the number of consumes, or percentage of total customers, reported experiences with a firm, its products, or services (evaluation) exceeding a collection satisfaction goal” e.g., and it is better than competitors who also can explain customer satisfaction. Understanding customer needs is that the start in developing customer relationships that focus on loyalty, retention, and long -term relationships. To identify customer needs, managers must devise strategies on how to satisfy them and implementing these strategies into operational practice is the best way to build satisfaction and positive intentions among restaurant customers (Shahzadi, Mariam, Malik, & Mansoor, 2018). Great customer satisfaction and high customer retention are essential in a cafe, restaurant, or product.

Customers who are interested in the destination of the restaurant or cafe may be interested in the service, food quality, facilities, and price in the cafe or they may have a personal relationship and try to enjoy the service or preparation given to them. According to (Articulation) "in a restaurant, excellent food and service is always a team effort. If the meal is not well prepared or if the service is poor, the customer may not enjoy the dining experience". Customers also maintain sales power and help businesses maintain sustainability.

2.5 CONCEPTUAL FRAMEWORK

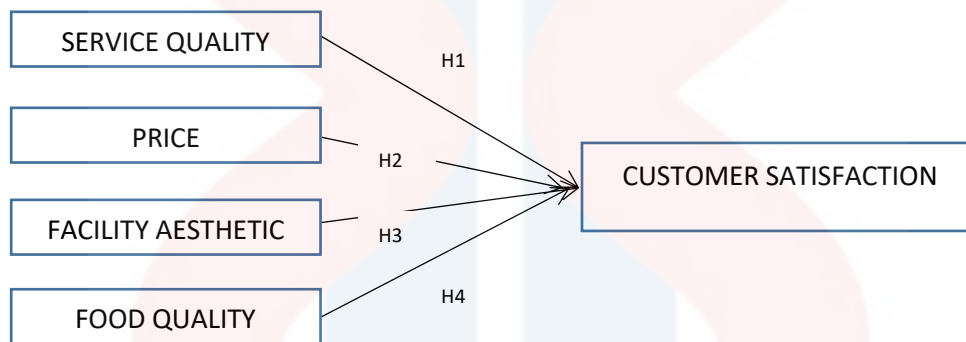


Figure: 2.5.1 Proposed Conceptual Framework

Source: Se-Hak Chun and Arizunzaya Nyam-Ochir (2020)

Figure 2.5.1 shows the proposed conceptual model of the study, the four dimensions of the DINESERV model which are service quality, price, facility aesthetic and food quality are the independent variables (IVs) for this study, while customer satisfaction because the dependent variable (DV) to be tested for this study.

2.6 HYPOTHESIS

- **H1:** There is positive relationship between service quality and customer satisfaction in Hipster Cafe
- **H2:** There is positive relationship between price and customer satisfaction in Hipster Café
- **H3:** There is positive relationship between facility aesthetic and customers satisfaction in Hipster Café
- **H4:** There is positive relationship between food quality and customers satisfaction in Hipster Café.

2.7 CHAPTER SUMMARY

In conclusion, chapter two focuses on the service quality, price, facility aesthetics, food quality and effects of DINESERVE on customer satisfaction in Kelantan Hipster Café. Satisfaction is a person's perception of the performance of a product or service they have received compared to their expectations. People's satisfaction levels are different while visiting a coffee shop and another coffee shop. Hipster Café businesses need to consider establishing detailed dimensions of customer satisfaction and the customer loyalty to the Hipster Café. It is difficult to change the image in the minds of customers. In addition, to managing every element, priority should be given to the attributes of the coffee shop business, as consumer satisfaction may vary greatly. Furthermore, chapter two also proposed a conceptual model constructed for the purpose of examining the relationships between model dimensions of an independent variable (IV) and a dependent variable (DV). The following chapter is going to discuss the research methodology for testing the developed hypothesis

3.1 INTRODUCTION

There are nine sections in this chapter. The methods utilized in this investigation are explained in this chapter. The study goal populace and sample size were explained in terms of who, where, and the way would be investigated. Following that, greater info on the forms of sampling techniques utilized and the way facts turned into accumulated have been provided. The objective of this chapter is to make certain suitable study tactics are accompanied to offer the readers to have higher knowledge and assessment of the results of the research.

3.2 RESEARCH DESIGN

The researcher used quantitative methods based on raw data to conduct this research. To answer the research question, the researchers constructed a causal research design or an experimental research design (Shariff, 2016). This is because researchers want to determine the factors that affect customer satisfaction. Causality research is a research method in which researchers investigate the causal relationship between independent variables that are believed to affect the dependent variable. The main purpose of this research design is to obtain evidence about causality or test hypotheses. In this study, researchers tested the relationship between service quality, price, facility aesthetic and food quality (independent variables), and customer satisfaction (dependent variables).

3.3 TARGET POPULATION

A population is a group of individuals or objects that can be identified by at least one common characteristic for the purpose of data collection and analysis (Kenton, 2019). In selecting a population for a study, the study question or purpose of the study will indicate the appropriate definition of the population to be studied, in terms of location and limitations to a particular age group, gender or occupation. According to Department of Statistic Malaysia Official Portal (2020), it shows that the total population of Kelantan is estimated to increase from 707.30 thousand people in 1970 to 1906.70 thousand people in 2020. The target population of the study in this research is basically the population of Kelantan. This population was selected because of the people who are the population in this research study customer who visit Hipster Café

This research is to identify how the influence of service attributes will attract customer satisfaction in the Cafe. To gather information about large populations, data are usually collected based on a sample to conduct a study on food quality, facilities aesthetic, price and quality of service to consumers in the Cafe. Study population can assist in achieving the objectives of the study in determining expectations and customer satisfaction with service attributes at Café.

3.4 SAMPLE SIZE

This study was using the four highest ranked of modern coffee shops in Kelantan according to an online feedback service. This study only selected the modern coffee shops that are ranked four stars and above by the customers through Facebook online feedback services. The reason to obtain the ranking from Facebook is because Facebook is a social media that used by Malaysians compare to others social media such as Instagram, Twitter, and others. The percentage of Malaysia’s Facebook users is 77.88%, the highest social media that used by Malaysians compare to Instagram which is 1.79%. A total of 100 set of questionnaires were distributed to each of the modern coffee shops. A sample size of 300 to 450 is appropriate for pattern observation and comparison. A total sample size of 384 can also be calculated from the provided population, Morgan (1970)

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	98	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351

35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	373
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	225	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Table 3.4.1: Table for Determining Sample Size from a Given Population
 Sources: Sample size table (Krejcie & Morgan's, 1970)

3.5 SAMPLING METHOD

Sampling might be a method for determining what proportion of knowledge should be collected and the way frequently it should be collected. This tool specifies what number of samples should be taken to quantify a system, process, issue, or problem. Sampling is administered little by little. The primary step is to carefully define the target demographic. A selected sampling frame is that the second stage. Researchers must select a sampling frame that's typical of the population. The choice of sample procedures is that the third stage of sampling methods. Probability sampling and non-probability sampling are the two styles of sampling procedures. The subsequent step is to figure out how big your sample goes to be. It's because it can eliminate errors or biases from the chosen random sample. The fifth stage is data collection. The response rate is assessed due to the ending of sampling methods. The response rate is crucial because not answering may bias the results of the research. The figure below displays the two varieties of major sampling methods available (Sarstedt, Marko & Bengart, Paul & Shaltoni, Abdel & Lehmann, Sebastian, 2018)

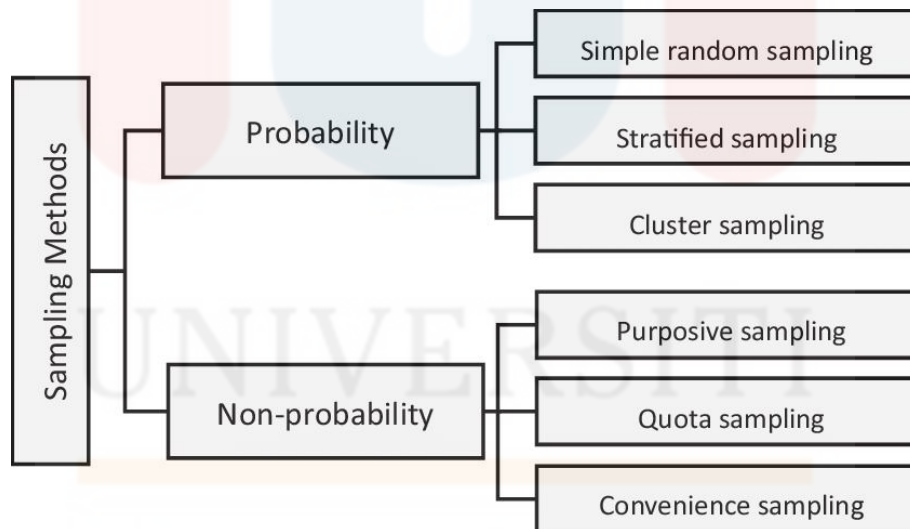


Figure 1: Types of Sampling Methods

There are simply random, stratified random, cluster sampling, systematic sampling, and multi-stage sampling for probability sampling. Probability sampling means every item within the population has an equal chance of being included in an exceedingly sample. A researcher could use a random number generating worm to pick a sample

from the sampling frame after first constructing a sampling frame. (Taherdoost, 2016). In contrast, non-probability sampling could also be a sampling method that doesn't provide any basis for a probability estimate that components within the universe are visiting be included within the study sample. (Etikan, & Bala, 2017) The probability sample ensures the generalizability of study outcomes and is that the gold standard in target population sampling methodology. The non-probability sample, on the opposite hand, may well be a randomly selected sample that ends up in selection bias.

In this study, non-probability sampling was used while the unit of sample is being selected by using convenience sampling. A convenience sample is created from people who are most easily accessible to the researcher. This is often a quick and low-cost technique to collect preliminary data, but there aren't any because knowing if the sample is typical of the population, thus the results aren't generalizable (McCombes, 2019). The study used this method to appear at customer attributes and customer satisfaction in Hipster café in Kelantan. The researcher will distribute the survey sheets to the purchasers through Hipsters Café operators' consent. This will be convenient because of gathering data because the sample isn't representative of the whole customer in Kelantan.

3.6 METHOD OF DATA COLLECTION

There are a total of two major methods, which are quantitative and qualitative, for collecting information about a person, situation, phenomenon, or problem (Wan Nawawi, Wan Kamarudin, 2018). There are several data collection methods that can be used in this study. This research was conducted using major data sources. According to this research, the main data is data source extracted from natural resources collected to answer research questions. These data are collected by researchers through questionnaires and using surveys online.

3.6.1 Primary Data

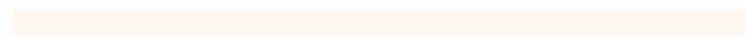
Primary data is the data that was first collected by the researcher or investigator from the questionnaires distributed to each of the respondents. It is also known as first-hand information that is being collected and gathered by a researcher for research purposes. The questionnaire is the most widely used data collection technique since each respondent is asked to answer the same set of questions, which allows the research to

efficiently collect many responses. Researchers will use Google Form to create questions

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and spread these questions through online platforms such as WhatsApp, Instagram, and Facebook.

3.7 RESEARCH INSTRUMENT

The research instrument is a device that collects, measures and analyses data from subjects related to the research topic. According to (Discover PHDS, 2020) this tool is often used in studies health sciences, social sciences, and education for evaluate patients, clients, students, teachers, staff, etc. These methods used to obtain data include questionnaire method, observation method, interview method, test method and document method. In this chapter, the researcher made a survey questionnaire to collect data from customers about Cafe to achieve the objective goal. This questionnaire is the easiest and most effective way to get information. There are two types of questionnaires, open and closed. An open –ended questionnaire is a question that allows respondents to answer freely. It is a genuine response from the respondents as they are free to give any response based on the issues raised. A closed -ended questionnaire is a structured question in which the respondent selects only a predetermined answer. Answers to closed -ended questionnaires were easier to analyses than open -ended questionnaires.

The questionnaire contains five sections, namely Section A, B, C, D and E. In order to look neat and convenient for the respondents, the researcher separates the information to be obtained while collecting data. In part A, there are questions about the demographic background of the respondents, Section B was about respondent’s feedback of service quality on Cafe, Section C is respondent’s feedback on price, section D respondent’s feedback on facilities aesthetic and Section E respondent's feedback on food quality on Cafe.

NO.	SECTIONS	VARIABLES	ITEMS	SOURCE
1.	A	DEMOGRAPHIC	6	RESEARCHERS
2.	B	SERVICE QUALITY	10	Slack, Singh, Ali, Lata, Mudaliar, & Swamy, (2020).
3	C	PRICE	10	Ahmad, Aina, & Chan (2020)

4	D	FACILITY AESTHETIC	10	Intan, Alina & Kumar (2020)
5	E	FOOD QUALITY	10	Ainun, & Phom (2020)
6	F	CUSTOMER SATISFACTION	4	Suciptawi (2019)

In detail, section A focuses on the demographic details of the respondents, include gender, race, age, employment status, income level and level of interest in cafes. In Section A, there are questions such as corrective alternatives that allow respondents choose one of the options closest to their own views.

Section B is to examine the relationship between service quality and customer satisfaction. It consists of the five questions based on respondents 'acceptance in terms of tangible, reliability, responsiveness, assurance and empathy from managers and staff to customers.

Part C is to study the relationship between the price charged and customer satisfaction in the Cafe. It consists of two questions based on respondents' perceptions of the set price. The prices provided by the cafe owner or manager are different. So, when there is a set price either expensive or cheap, it is usually the customers who are interested in buying at the Cafe or who are interested in coffee -based dishes. Usually, the price greatly influences a sale to attract customers.

Section D is to understand the relationship between facilities aesthetic and customer satisfaction. It consists of five questions. This is based on the respondents' opinion about the facilities on the cafe. It focuses more on colors, the use of cafe lights, the music played by the cafe, the smells present in the cafe and the furniture installed by the cafe in order to create a mood for customers to stay and go out.

Section E is to study the relationship between food quality and customer satisfaction in cafes. In this section, the Likert scale is used to measure respondents 'level of agreement. It consists of three questions based on respondents 'opinions on service

attributes. It is more focused on the ingredients in terms of color, taste, and appearance on the menu that can influence consumers to buy at the Café.

Section F is to focus on the customer satisfaction which is relationship between service quality, price, facilities aesthetic, and food quality.

The Likert scale is a five -point scale that allows respondents to choose. For this research, a completed questionnaire form was designed to collect the required data related to the objectives of the study. Therefore, a 5 -point Likert scale with a closed-ended questionnaire scale ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree) and 5 (Strongly Agree) was used for this study. Researchers use this method to make it easier for respondents to answer and save time.

The Likert scale point 5 is shown below: -

1	2	3	4	5
Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)

Table 2: Likert Scale Point 5

3.8 DATA ANALYSIS

The researchers must have a thorough understanding of the research study to conduct data analysis. The process of employing numerical or statistical analysis to analyses data is known as data analysis. Descriptive analysis is the most appropriate way for researchers to obtain study data, and it is the most used method. Descriptive statistics is used to define the behavior of sample data and to provide quantitative analysis of the given data, according to Wikipedia. Other scholars feel that descriptive statistics are necessary for a successful research project. Descriptive statistics are an important part of initial data interpretation because they provide a foundation for differentiating variables using inferential statistical tests, (Chambers, Cleveland, Kleiner & Tukey, 2018). As a result, the researcher must report the most appropriate descriptive analysis using a well-structured approach to reduce the risk of misleading results.

3.8.1 DESCRIPTIVE ANALYSIS

In research, descriptive analysis is used to clarify the behavior of the sample data. The descriptive data are used to interpret the information obtained from the sample data and generalize it or reduce it to its most straightforward form. Descriptive analysis is used to define the sample data characteristics and since the study had many variables to measure, descriptive analysis is used to simplify that information, (Kemp, Hollowood, & Hort 2018). This includes the numerical average of the set of values, like mean, median, and mode. In data analysis, this is often mentioned because of the central tendency. This analysis relies on the information collected by the researcher from the set of questions distributed to the respondents.

It also includes the distribution of a variable's individual values. These frequencies are represented as a percentage. The frequency distribution is often displayed in a sort of way, including a table and a graph. The statistical distribution is commonly represented in two ways: as a table or as a graph. Where it can describe age, price, temperature, and so on, (Loeb, Dynarski, McFarland, Morris, Reardon, & Reber, 2017).

The researcher must decide which illustration best describes the information values. As an example, it's preferable to present the respondent age categories in an exceedingly very table format as a percentage analysis. Descriptive analysis is that the most effective method for students to use for his or her research because it uses systematic data analysis to simplify the information within the highest way.

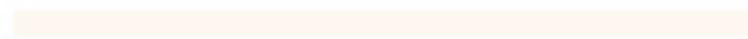
3.8.2 RELIABILITY ANALYSIS

The reliability test was conducted after the researcher identified the dependent and independent variables by evaluating a survey questionnaire on regular consumers throughout Kelantan and taking measurements in accordance with the researcher's dependent and independent variables. When values in the questionnaire have a high frequency or are most frequently selected by the respondents, the data is considered reliable, (Ezzati, Mammadov, & Kulkarni 2015). Define dependability as when a test counts the same item several times or when the answer has the highest frequency and gives the same result. This is critical for the researcher since it dictates the study's direction and the data it will utilize in comparison to the results of previous internal

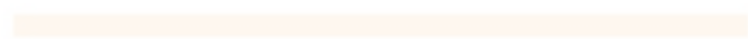
surveys and benchmarks from external sources.



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Cronbach's Alpha is used to examine the internal consistency of a survey or how relevant a set of items is as a whole, (Mansour, 2015). A scale dependability measure is another name for this. This system uses six different alpha value ranges to determine the data's dependability. Excellent, decent, acceptable, doubtful, weak, and terrible are the different categories of Alpha values.

Table 3.2: Cronbach’s Alpha Rule of Thumb

Cronbach’s Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

(Source: Sustainable Performance Measures for Malaysian Automotive Industry (2015))

3.8.3 CORRELATION ANALYSIS

The Pearson correlation is used to evaluate the correlations between the study's dependent and independent variables. According to the research hypothesis, one score instantly effects the other score. Correlation is a method of estimating a strong relationship between two variables. A solid relationship between two variables is one in which the first variable's value grows while the second variable's value decreases, or the first variable's value increases while the second variable's value decreases (Schober, 2018). This is used to demonstrate that the data has a linear relationship; for example, as the service quality of knowledge delivery during online learning improves, so does the excellence in student learning results.

3.8.4 PILOT STUDY

If a questionnaire is used in a very research project, researchers must do a pilot study. Because the study project has the potential to fail, a pilot study is crucial because it allows the researcher to boost their work. One amongst the benefits of conducting a pilot study is that it should provide early warning of areas where the foremost study project may fail, like when research protocols aren't followed or when the planned approach is ineffective or too complicated, (Lowe, 2019). This means that the questionnaire's reliability and validity might be improved because of the pilot study.

There were 30 sets of questionnaires distributed to the respondents comparable to the sample data. Consistent with Johanson & Brooks (2020), a sample of respondents between 10 to 30 had many reasonable indications. The researcher chose to distribute 30 sets of questionnaires to the population of interest because (Johanson & Brooks, 2020) stated that it absolutely was the minimum requirement for a pilot study. Any errors found within the questionnaire are going to be corrected after conducting the pilot test.

The respondents got 30 sets of questionnaires consistent with the sample data. A sample of 10 to 30 responders had numerous credible signals, (Willis, Michael, Boyer, & Misono, 2015). 30 sets of questionnaires were the minimal criteria for a run, and the researcher selected to disseminate 30 sets of questionnaires to the population of interest, (Johanson & Brooks, 2020). Following the pilot test, any inaccuracies within the questionnaire are going to be fixed.

3.8.5 NORMALITY TEST

The "Gaussian distribution" is another name for the normality test. The null hypothesis statistical distribution is normalized by comparing the frequencies within the sample to a standard distributed set of scores with the identical mean and standard deviation, (Hernandez, 2021). Correlation, t-tests, regression, and analysis of variance are only some samples of normalcy analysis methods. The traditional distribution, on the opposite hand, can have any range of values because it is influenced by long-term data.

Table 3.8.5: Data Analysis Plan

Research Question	Research Objectives	Concept/ Constructs/ Hypotheses	Data Analysis
Does service quality, influence customer satisfaction in Hipster Café?	To identify the relationship between service quality and customer satisfaction in Hipster Café.	Concerning on the relationship of between service quality and customer satisfaction in Hipster Cafe	Correlation Analysis
Does service price, influence customer satisfaction in Hipster Café?	To determine the relationship between price and customer satisfaction in Hipster Café.	Concerning on the relationship of price and customer satisfaction in Hipster Café	Correlation Analysis
Does service facility aesthetics and food quality influence customer satisfaction in Hipster Café?	To examine the relationship between facility aesthetics and customer satisfaction in Hipster Café.	Concerning on the relationship of facility aesthetic and customers satisfaction in Hipster Café	Correlation Analysis
	To examine the relationship between food quality and customer satisfaction in Hipster Café.	Concerning on the relationship of food quality and customers satisfaction in Hipster Café.	Correlation Analysis

(Source: Developed for the study)

3.9 SUMMARY

This chapter outlines the methodology used in conducting this research which includes a data collection plan. Convenient sampling was used for this study. This research, the main data is data source extracted from natural resources collected to answer research questions.

4.1 INTRODUCTION

The research's findings are discussed in this chapter. The information analysis focuses on analyzing the impact of customer satisfaction and intention to return on service quality in contemporary coffee shops. 390 total sets of questionnaires were given out to customers at a hipster café in Kota Baharu, Kelantan.

In addition, the results of the descriptive analysis and the inferential analysis were presented in this chapter. The demographics of the respondents, such as mean, average mean, and frequency, were described using descriptive analysis. The relationship between Independent Variables (IVs) and Dependent Variables (DVs) was known to Inferential Analysis using Pearson correlation.

4.2.1 RELIABILITY ANALYSIS

The questionnaires' reliability was assessed using reliability analysis during the data gathering process. Many regularly used measurement reliability scales are calculated using the reliability analysis, which also offers information on the relationship between scale items. Cronbach's Alpha analysis was used to guarantee internal consistency by calculating the average inter-item correlation. The table below illustrates Cronbach's rule of thumb based on Hair et al Alpha's coefficient (2007).

Table 3.2: Cronbach's Alpha Rule of Thumb

Cronbach's Alpha	Internal Consistency
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$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

(Source: Sustainable Performance Measures for Malaysian Automotive Industry (2015))

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.938	.938	19

Reliability analysis for performance expectancy is shown in the table, the alpha coefficient of Cronbach shows a value of 0.938, which is indicated as very good. Therefore, the questionnaire is accurate and can be used for the study. In the questionnaire, the effort expectancy variable is accurate and can be used for the research.

4.3 DESCRIPTIVE ANALYSIS

The databases in the study are described descriptively and analyzed. The descriptive analysis provides a simple summary of samples and measurements. Descriptive analysis forms the basic principle of any quantitative analysis of data through simple graphical analysis. Now it is easy to explain what the data show. Descriptive analysis should create a situational analysis consisting of gender, age, and race. Based on table 4.1, the results of respondents' demographic characteristics were shown.

Table 4.1: Demographic Characteristics

N Percentage	Demographic Characteristic		Frequency
o		(n)	(%)
1 39.2	Gender	Male	153
60.8		Female	237
2 18.7	Age	18-21 years old	73
54.4		22-25 years old	212

14.1		26-30 years old	55
5.4		31-35 years old	21
7.4		36-40 above years old	29
<hr/>			
3	Race	Malay	376
96.4		Chinese	7
1.8		Other	7
1.8			
<hr/>			

Researchers focus on all in the age group between 18 to 40 and above, but many respondents were in their third year as Hospitality students. Of the male respondents 153 (39.2%), while most of the respondents are 237 female (60.8%). There was a total of five age categories. The result indicated that many respondents were from the age group around 18-21 years old, which consists of 73 (18.7%) out of a total of 390 respondents. Followed by the age group around 22-25 years old which consists of 212 (54.4%). While there were 55 (14.1%) falling under the age group around 26-30 years old. Next, there were 21 (5.4%) who fall under the age group of 31-35 years old. The oldest age group around 36-40 and above is 29 (7.4%) consists of. The analysis of respondents' background in terms of race is more than half of the respondents surveyed were Malay, which consists of 376 (96.4%), 7 (1.8%) of them are Chinese and 7 (1.8%) respondents from other races.

4.4 UNIVARIATE ANALYSIS

Result of univariate analysis was conducted on items which is frequency distribution, mean and standard deviation. All items were measured using a five Likert scale which values: Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), and Strongly Agree (SA).

4.4.1 Service quality

Table Descriptive statistic of Service quality

Statement	SD	D	N	A	SA	S, D	Mean
S.Q 1 The service quality is used to influence the customer in order to be able to increase customer satisfaction and loyalty	1	1	17	114	257	4.602	
	0.3%	0.3%	4.4%	29.2%	65.9%	(61137)	
SQ2 Service quality “Tangible “. Hipster cafe staff physical attractiveness deliver services include them clothing styles and look attraction at Hipster Cafe very interesting	1	4	38	142	205	4.400	
	0.3%	1%	9.7%	36.4%	52.6%	(72700)	
SQ3 Service quality “Assurance” Hipster cafes always assurance to the customer will get the service as promised	1	4	38	148	199	4.438	
	0.3%	1%	9.7%	37.9%	51%	(72472)	
SQ4 Service quality “Responsive” Hipster cafe also understand the needs and customer wishes	2	2	39	149	198	4.382	
	0.5%	0.5%	10%	38.2%	50.8%	(72784)	
SQ 5 The quality of service “Empathy” Hipster Cafe is always concerned and provides service to customers	2	1	51	145	191	4.338	
	0.5%	0.3%	13.1%	37.2%	49%	(75087)	

The table shows that the frequency of mean and standard deviation for the statement SQ1 (the service quality is used to influence the customer to be able to increase customer satisfaction and loyalty) has the highest mean score (M=4.602, S.D 61137). Otherwise, the statement of SQ5 (quality of service “Empathy” Hipster Cafe is always concerned and

provides service to customers) was the lowest mean score (M = 4.338, S.D 75087). The mean value for the other three statements SQ2, SQ3, SQ4 was 4.400, 4.438, and 4.338 respectively.

4.4.2 Price

Table: Descriptive statistics for Price

Statement	SD	D	N	A	SA	S, D	Mean
P1 Price is a key factor in stimulating customers to purchase		1	8	25	119	237	4.494
		0.3%	2.1%	6.4%	30.5%	60.8%	730434
P2 Personalization reduced the similarity across competing products or brands, thus, making a direct price comparison more difficult for Customer		3	7	52	146	182	4.274
		0.8%	1.8%	13.3%	37.4%	46.7%	(81698)
P3 Price competition is reduced when the cost of searching for prices are higher than the cost for searching the product		2	8	60	143	177	4.243
			0.5%	2.1%	15.4%	36.7%	45.4% (82359)
P4 Suitability of the price with the quality of the menu served at the Hipster Coffee because the ingredients for making a menus are very high quality		1	5	37	138	209	4.407
		0.3%	1.3%	9.5%	35.4%	53.6%	(73505)
P5 The price has a positive and significant effect on customer satisfaction at Hipster Cafe		1	4	36	157	192	4.371
		0.3%	1%	9.2%	40.3%	49.2%	(71540)

The table shows the frequency of mean and standard deviation for the statement used

to measure Price. Statement of P1 (price is a key factor in stimulating customers to purchase) was the highest mean score (M= 4.494, S.D 73034). Otherwise, the lowest mean score (M= 4.243, S.D 82359) was the statement of P3 (price competition is reduced when the cost of searching for prices is higher than the cost for searching the product)

4.4.3 Facilities aesthetic

Table: Descriptive statistic for facilities aesthetic

Statement	SD	D	N	A	SA	S, D	Mean
FA 1 The main attraction when visiting the Hipster Cafe is the beautiful cafe design		1	4	18	108	259	4.589
		0.3%	1%	4.6%	27.7%	66.4%	(65396)?
FA 2. Nowadays, many people visit cafes that have a beautiful atmosphere and are suitable for taking pictures.		3	2	32	108	245	4.512
		0.8%	0.5%	8.2%	27.7%	62.8%	(73375)
FA 3 Interior design will influence the mood of customers as well as the orders they make.		1	3	35	107	244	4.512
		0.3%	0.8%	9%	27.4%	62.6%	(71242)
FA 4 The quiet and comfortable atmosphere of the hipster cafe can attract teenage customers to complete assignments while eating food in peace.		2	1	33	110	244	4.520
		0.5%	0.3%	8.5%	28.2%	62.6%	(70499)
FA 5 The attractive design and decoration of the hipster cafe can provide a quieter atmosphere than a regular restaurant		1	1	37	104	247	4.526
		0.3%	0.3%	9.5%	26.7	63.3%	(69749)

Table show that frequency of mean and standard deviation for the statement used to measure facilities aesthetic. Statement of FA 1 (the main attraction when visiting the Hipster Cafe is the beautiful cafe design) were the highest mean score (M=4.589, S.D 65396). Otherwise, the lowest mean score with (M=4.512 SD, 71242/73375) was for the statement FA 2/FA 3. The mean score for other two statement for FA 4 and FA 5 were 4.520 and 4.526

4.4.4 Food quality

Table: Descriptive statistic for food quality

Statement	SD	D	N	A	SA	Mean S, D
FQ1 Food quality is one of the key components of customer perspective at Hipster Cafe to attract incoming customers	1	4	29	109	247	4.530 (70096)
FQ 2 Product features such as food quality to enhance good emotions to Hipster Cafe customers	1	5	31	131	222	4.456 (71839)
FQ 3 Adequate and appropriate taste of food gives satisfaction to customers	1	3	33	116	237	4.500 (70529)
FQ 4 The temperature level of the food is in certain conditions according to the food such as hot and cold	4	2	33	131	220	4.438 (75548)
FQ 5 Hipster Cafe uses ingredients that are still fresh and fresh before, during and after food preparation	2	3	39	112	234	4.469 (74711)

The table shows the frequency of mean and standard deviation for the statement used to measure food quality. Statement of FQ 1 (food quality is one of the key components of customer perspective at Hipster Cafe to attract incoming customers were the highest mean score (M=4.530, S.D 70096). Otherwise, the lowest mean score with (M=4.438 SD, 75548) was for the statement FQ 4 (the temperature level of the food is in certain conditions according to the food such as hot and cold. The mean score for the other three statements for FQ2, FQ3, and FQ5 were 4.456, 4.500, and 4.469 respectively.

4.4.5 Customer Satisfaction

Table Descriptive Statistic for Customer satisfaction.

Statement	SD	D	N	A	SA	Mean S, D
CS 1 The pillars of the organization's effectiveness and profitability are service quality and client satisfaction	0.5%	0%	4.9%	29%	65.6%	(63363) 4.952
CS 2 The customer will be satisfied if his or her expected are met	0.5%	0.3%	4.4%	29.2%	65.6%	(63767) 4.592
CS 3 The consumer will be very delighted if the dealer is able to give more than what the customer expects.	0.3%	0.8%	5.9%	24.4%	68.7%	(65950) 4.605

The table shows the frequency of mean and standard deviation for the statement used to measure customer satisfaction. Statement of CS 1(the pillars of the organization's effectiveness and profitability are service quality and client satisfaction) is the highest mean score (M=4.605, 65950). Otherwise, the lowest mean score with (M=4.592, SD 63767) was for statement CS 2 (the customer will be satisfied if his or her expectations are met). The mean

score for the other statement CS 3 was 4.605 respectively.

4.5 PEARSON CORRELATION ANALYSIS

Pearson's Correlation Coefficient aims to identify the intensity of association and significant relationships between the IVs DINESERV (service quality, price, facilities aesthetic, and food quality), mediator, and DV (customer satisfaction). Due to the evaluation of the strength of the linear relationship between two variables by using a single number that falls within the range of ± 1 , Pearson Correlation was preferred. The table of Pearson Correlation is shown below (Table 4.5.1).

Table 4.5.1: Table of Pearson's Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.0 (-0.90 to -1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.0 to -0.30)	Little if any correlation

Source: Hinkle, Wiersma, & Jurs (2003)

Correlations

		SERVICE QUALITY	CUSTOMER SATISFACTION
SERVICE QUALITY	Pearson Correlation	1	.621**
	Sig. (2-tailed)		.000

N	390	390
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Correlations

		FOOD QUALITY	CUSTOMER SATISFACTION
FOOD QUALITY	Pearson Correlation	1	.626**
	Sig. (2-tailed)		.000
	N	390	390
CUSTOMER SATISFACTION	Pearson Correlation	.626**	1
	Sig. (2-tailed)	.000	
	N	390	390

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

By using Pearson’s Correlation analysis, it is also beneficial to test multicollinearity problem between variables. Usually, it occurred when the correlation between IVs is high. Hence, to avoid this problem, the coefficient value should exceed 0.90.

Table 4.5.1 shows the result of the correlation coefficient among independent variables, mediator, and dependent variables by using Pearson’s Correlation Coefficient.

Results of Pearson Correlation Analysis

Correlations

		PRICE	CUSTOMER SATISFACTION
PRICE	Pearson Correlation	1	.579**
	Sig. (2-tailed)		.000
	N	390	390
CUSTOMER SATISFACTION	Pearson Correlation	.579**	1
	Sig. (2-tailed)	.000	
	N	390	390

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

Correlations

		FACILITIESAES	CUSTOMER
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		THETIC	SATISFACTION
FACILITIESAESTHETIC	Pearson Correlation	1	.648**
	Sig. (2-tailed)		.000
	N	390	390
CUSTOMER SATISFACTION	Pearson Correlation	.648**	1
	Sig. (2-tailed)	.000	
	N	390	390

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

According to the table, all the variables were positively correlated. Further explanations are in the next section.

4.1.1 DINESERV (IVs) and Customer Satisfaction (DV)

Based on table 4.11, the correlation efficiency indicated a strong association between the DINESERV model (service quality, price, facilities aesthetic, and food quality) with customer satisfaction. Therefore, the result shows that the DINESERV model (service quality, price, facilities aesthetic, and food quality) are statistically significantly correlated with customer satisfaction. The values of all variables in between 0.579 to 0.648. The value of correlation coefficient of service quality is $r = 0.621$, $p < 0.01$; price is $r = 0.579$, $p < 0.01$; facilities aesthetic is $r = 0.648$, $p < 0.01$; and food quality is $r = 0.626$, $p < 0.01$

4.7 CHAPTER SUMMARY

The data collected during this study shows the study on the effectiveness of DINESERV on customer satisfaction in Kelantan Hipster Café.

There are 390 respondents involved during this study. The age range of the participants is between 18 to 40 and above. In step with the results, an infinite number of participants are female, and plenty of the respondents are Malay. Conditional to the hypothesis investigated, there's a serious relationship between the food quality, facility aesthetic, price, and service quality with customer satisfaction in Kelantan Hipster Café. There's no effectiveness found

that doesn't have a major relationship between the food quality, facility aesthetic, price, service quality with customer satisfaction in Kelantan Hipster Café.

The discussion of findings, discussion, and suggestions that supported the study are explained further within the subsequent chapter, which is chapter 5.

5.1 INTRODUCTION

The study's goals are to work out the food quality, facility aesthetic, price, and service quality on the effectiveness of DINESERV on customer satisfaction in Kelantan Hipster Café.

This chapter further discusses the results of the analysis in Chapter 4. A form of in-depth discussion of knowledge analysis and results obtained by comparing sets of assumptions and actual data results. Data were analyzed using the Statistical Package for the Social Sciences (SPSS) version 27. Pearson correlation analysis and descriptive analysis were accustomed advance the hypothesis of this study. The findings of the study are presented within the previous chapter. This chapter will discuss the discussion on findings, limitations, and recommendations of this study.

5.2 RECAPITULATION OF THE FINDINGS

The study was carried out to determine the relationship between food quality interior price service quality and customer satisfaction. The primary data was conducted to obtain feedback from respondents with a series of questionnaires. Based on the Krejcie and Morgan (1970) table, the sample of respondents is 390.

The data of this research was gathered from the questionnaire that has been given to 390 respondents of people in Kota Bharu, Kelantan. The reliability, descriptive, and Pearson correlation coefficients were all used in the data analysis. Reliability refers to the

accuracy, consistency, and repeatability of the results, which indicates that they may be retested, and the results produced are the same or almost identical, indicating that they are quite accurate. Cronbach's alpha was 0.938 for all scale factors. This indicates that all the variables in the questionnaire are trustworthy and can be used in the research. The descriptive analysis enables researchers to comprehend data distribution, spot patterns, and typographical errors, and identify correlations between variables to perform additional statistical analysis. In statistics, Pearson's Correlation Coefficients are used to determine the strength of a relationship between two variables.

5.1.2 Research question: Does service quality, price, facility aesthetics, and food quality influence customer satisfaction in Hipster Café?

Since the consumer is the one who produces demand, attracting customers becomes a top priority for most businesspeople. A consumer is the most important aspect of every business since, without them, no firm can exist. A customer is an individual who has purchased goods or services from a business. When a customer uses the goods or services, she or he becomes a consumer. For a business to create a strong brand identity in the market, it is critical to have a devoted customer.

Although the actual provision of service occurs at an operative level in a service encounter, services are a critical issue in the strategic, tactical, and operative management of business operations in many organizations (Hsieh & Yuan, 2021). Quality is a well-defined construct made up of easily measured features including specification compliance, defect absence, and expected performance (Lee & Lee, 2020). There are various ways to define quality in services, but all agree that the concept is crucial because service and quality are inextricably tied to client pleasure (Hsieh & Yuan, 2021). A popular definition of service quality, according to Gonzalez, (2019), is that the service should meet the customer's expectations and satisfy their wants and criteria.

In general, service quality and customer happiness are critical for an organization's ability to sustain its services, customers, and workers. Customer satisfaction is a critical component since it is crucial in meeting customers' requirements and desires (Gonzalez, 2019). Customer satisfaction is seen as a critical differentiator in a competitive market. This is because, in today's economy, firms compete for clients to survive. Customer satisfaction is defined as the level of satisfaction delivered by a company's goods or services as assessed by the number of customers who return.

Dining out has become a commonplace or second home for clients as their lifestyles have changed (Jung & Song, 2021). They require a relaxing environment to produce a pleasant recollection. Customers seek an exceptional eating experience because it will affect customer satisfaction afterward. Customer evaluations ranged from the quality of the food and service to the restaurant's ambiance (Jung & Song, 2021). Positive results will encourage customers to return and refer the restaurant to others, and vice versa.

5.1.3 Research objective

5.1.3.1 To identify the relationship between service quality and customer satisfaction in Hipster Café.

5.1.3.2 To determine the relationship between price and customer satisfaction in Hipster Café.

5.1.3.3 To examine the relationship between facility aesthetics and customer satisfaction in Hipster Café.

5.1.3.4 To examine the relationship between food quality and customer satisfaction in Hipster Café.

5.3 LIMITATION OF THE STUDY

Most of the research was done within a parameter. This implies that research was subjected to a limitation. This study focused on four independent variables from the DINESERV model which are service quality, price, facilities aesthetic, and food quality. These variables were adapted from different past researchers and had limited establishment on their theory.

Additionally, questionnaires were distributed to gather the study's first data. This approach prevents researchers from determining respondents' true intentions when they answer questionnaires. This is because various respondents interpreted the questions differently, and most of them responded and provided evidence to support their interpretation of each question. For instance, what some respondents could refer to as "somewhat disagree" might be considered "disagrees" by others. There will therefore be some level of subjective and prejudice that is not acknowledged. Additionally, because this study only looked at Kota Bharu, Kelantan, its findings do not accurately represent how customer satisfaction levels have changed over time in Malaysia's contemporary coffee shops.

5.4 RECOMMENDATIONS

There are 3 types of recommendations given theoretical, practical, and methodological recommendations for future research.

5.4.1 Methodological Contribution

A quantitative approach was used in this study to gather information from respondents. The first suggestion is that the researchers employ a variety of survey techniques to respond to the questionnaires. For instance, in order to achieve the quickest answer from the respondents, the researchers can conduct in-person, personal interviews or distribute survey paper. The respondents will find it simple to ask questions and receive a prompt explanation during the personal interview if they have any trouble comprehending the survey. The respondent has the opportunity to directly advise researchers on how to improve at the same time. Utilizing a variety of survey techniques will increase the result's precision and usefulness.

5.4.2 Theoretical Contribution

Based on this research, DINESERVE on customer satisfaction had been applied to investigate the relationship between variables in this study. This research shows that the effectiveness of the DINESERVE variable had a positive relationship with customer satisfaction. There are many factors that can influence customer satisfaction at Kelantan Hipster Cafe. As for recommendations, future research can use other variables such as improving the packages that customers purchase must be good in quality and suitable for the price. Other than that, social values can be used as a factor influence customer satisfaction. As an example, the research relates to social values which include the attitude of employees and customers.

5.4.3 Practical Contributions

This research can contribute new knowledge to a new entrepreneur before establishing the new modern coffee shops in their area. Other than that, manager, operator, or staff of modern coffee shops can improve their attitude and business to improve customer satisfaction feedback. The improvement should take to build a better atmosphere or new environment for customers and get a more trained employee. Employee experience is very important to make customer satisfaction increase at the same time can make a customer loyal to visit the modern coffee shops.

5.5 SUMMARY

The research is about the study of the effectiveness of DINESERV on customer satisfaction in Kelantan Hipster Café. The food quality, facility aesthetic, price, and service quality were to be the independent variables. These variables influence the dependent variable which was customer satisfaction. There's a big relationship between the four independent variables and the dependent variables. The results were analyzed using the Statistical Package Social Sciences (SPSS) program version 27 computer software.

Overall, the DINESERV on customer satisfaction in the Hipster Café was significantly and significantly impacted by all variables. Based on the study's findings, it was established that customer satisfaction at Kelantan Hipster Café was mostly impacted from one variable. At a summary, the study's objectives, which were to identify the relationship between customer satisfaction in a hipster café and the quality of the food, the aesthetic of the facility, the price, and the quality of service, was satisfied.

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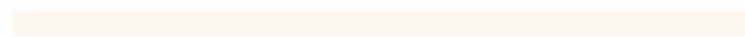
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