The effect of Coffee Shop

by cut aprilia

The Effect of Coffee Shop Atmospheric on Customer Satisfaction and Behavior Intention

Cut Aprilia [1*], and Ade Irma Suryani [2]

[1]Faculty of Economics and Business, Universitas Syiah Kuala
cut.aprilia@unsyiah.ac.id

[2]Faculty of Economics and Business, Universitas Syiah Kuala
adeirma_suryani@unsyiah.ac.id

Abstract

Despite the growing number of atmospheric studies in the various service settings such as restaurants and hotels, the application of atmospheric studies in the coffee shop has not gained much attention from scholars. The purpose of this study is to determine the coffee shop atmospheric dimension and the influence on customer satisfaction and behaviour intention of the coffee shop customers. The result of reviewing a large number of service environment literature has identified four dimensions of coffee shop atmospherics: (1) facility aesthetic, (2) ambience condition, (3) spatial layout, and (4) social. Subsequently, these dimensions are used to examine their role in customer satisfaction and behaviour intention. The data were collected from 298 coffee shop customers at ten coffee shops and each measurement was subjected for validity analysis of and composite reliability that were analyzed using confirmatory factor analysis (CFA). The relationship between variables was verified using the Structural Equation Model (SEM). The findings of this study are: *First*, the coffee shop atmospherics influence customer satisfaction positively. *Second*, customer satisfaction has a mediation role in the relationship between coffee shop atmospheric and behaviour intention. *Third*, customer satisfaction affects behaviour intention significantly. The findings implied that the coffee shop atmospheric has a paramount role in affecting customer satisfaction which can lead to positive behaviour intention of the customers such as spreading the positive word about the coffee shop and revisiting intention.

Keywords: atmospheric; behavioral intention; coffee shop; customer satisfaction.

*Corresponding author
Email: cut.aprilia@unsyiah.ac.id

Abstrak

Walaupun jumlah studi atmospheric pada berbagai bisnis jasa seperti restoran dan hotel semakin meningkat, penggunaan studi atmospheric di warung kopi belum mendapatkan banyak perhatian dari para peneliti. Tujuan penelitian ini adalah untuk menentukan dimensi atmospheric warung kopi dan pengaruhnya terhadap kepuasan konsumen dan niat berperilaku pada konsumen warung kopi. Setelah melakukan analisa mendalam terhadap literatur lingkungan jasa, penelitian ini menetapkan empat dimensi atmospheric warung kopi, yaitu: (1) fasilitas yang memiliki nilai seni (Facility Aesthetic), (2) Suasana

(Ambience Condition), (3) Tata ruang (Spatial Layout), dan (4) Sosial (Social). Kemudian, empat dimensi ini digunakan untuk meneliti peran mereka dalam kepuasan konsumen dan niat berperilaku. Data dikumpulkan dari 298 konsumen warung kopi pada 10 warung kopi dan setiap pengukuran diuji validitas dan composite reability *dengan menggunakan* Confirmatory Factor Analysis (CFA). *Hubungan antar variabel di verifikasi menggunakan* Structural Equation Model (SEM). *Penelitian ini menemukan tiga hal, yaitu pertama* atmospheric *warung kopi mempunyai hubungan yang positif dengan kepuasan konsumen, kedua kepuasan konsumen memediasi hubungan antara warung kopi* atmospheric *dengan niat berperilaku. Ketiga, kepuasan konsumen mempunyai hubungan yang signifikan dengan niat berperilaku. Hasil dari penelitian ini mengimplikasikan bahwa lingkungan warung kopi mempunyai peran yang besar dalam mempengaruhi kepuasan konsumen yang mana dapat menciptakan niat berperilaku yang positif dari konsumen seperti menyebarkan kata-kata yang baik tentang warung kopi dan niat mengunjungi kembali.*

Kata Kunci*:* atmospheric*; niat berperilaku; warung kopi; kepuasan konsumen.*

INTRODUCTION

Unlike any other food and beverage industries like restaurant, the coffee shop creates a special meaning to its customer. Scholars described that consumer view coffee shop as a multi-purpose place (Lee, Moon, & Song, 2018). In other words, consumers have many goals to visit a coffee shop other than tasting a cup of coffee, such as meeting with friends or having business-related activities. Therefore, they tend to spend more than hours there which make the role of the coffee shop's atmosphere imperative. As a result, their satisfaction and future behaviour depend on whether the atmosphere of the coffee shop can assist them in achieving their visiting goals.

According to Kotler (1973) introduced the term atmospheric to describe service environment in-service setting. Pizam and Tasci (2019) stated that the concept of atmospheric has been extended in various products and service settings. As a result, there is various atmospheric dimension based on a particular service setting. For example, Fernandes and Neves (2014) studied the role of *servicescape* as the antecedent of customer experience in football stadium developed sports cape which consists of "layout accessibility, facility aesthetic, setting comfort, electronic equipment, and facility cleanliness". While, Moon, Yoon, and Han (2016) developed airport atmospherics dimension consisted of "convenience, cleanliness, attractiveness, amusement, pleasantness, and functionality". However, that atmospherics dimension may not all be applicable in the setting of a coffee shop because they are developed to measure consumer experience in a specific service setting (e.g. football stadium and airport transfer amenities). Such as electronic equipment in sports cap is developed to measure the electronic equipment in the football stadium that can enhance the spectator's experience. Bitner (1992) stated that the service environment is designed by human and used as a place to deliver and consume service. Therefore, each service setting shall have its atmospherics dimension.

Following the suggestion of Durna, Dedeoglu, & Balikçioglu (2015) to increase the number of empirical research study that analyze the effect of various servicescape elements on consumer response. Hence, this study will investigate the effect of coffee shop atmospherics on customer satisfaction and behaviour intention. The coffee shop atmospherics dimensions were identified by previous studies of Kotler (1973), Baker (1986), Bitner (1992), Turley and Milliman (2000), and Ryu and Jang (2008); before investigating its effect on customer satisfaction and behavioural intention. According to Suhud et al. (2020) as well as Lee, Moon, and Song (2018) limited studies are focusing on consumer behaviour and satisfaction in the coffee shop. Therefore, this study will contribute to fill the research gap of service atmosphere literature and provide meaningful information to the coffee shop owner in developing marketing strategies.

Atmospheric

Kotler (1973) defined "atmospherics" as a tool to influence the specific emotion of a buyer to stimulate purchasing through the design of the buying environment. Since customers use their senses to apprehend the atmosphere of service setting, their dimension of service atmosphere is inherited from sensory terms like sight, sound, scent, and touch. However, the atmospheric dimensions studies have a weakness to be developed by applicable and comprehensive framework. Therefore, many researchers have conducted a study that is aimed to close the research gap in the study. For example, Baker (1986) developed the atmospherics dimension based on the environment perspective such as physical facilities, atmospheric condition, and service audiences. Therefore, Baker (1986) divided atmospherics component into three: (1) ambient factors, that is perceived consciously or unconsciously by consumers' senses (e.g. air quality, noises), (2) design factors, it encompasses features that can be perceived directly by consumers (e.g. colour, sign), and (3) Social factors, that is the presence of people in the environment (e.g. consumers, employees).

Further, she contended that of the three atmospherics components, design factors contribute more to motivating consumer's purchase behaviour than ambient factors. Baker's (1986) atmospheric typologies are different from Kotler's (1973) in which combined the sensory stimuli, physical stimuli, and social stimuli. The inclusion of social stimuli in atmospheric dimensions shows acknowledgement of the influence of employees' behaviour and appearance on consumers' service experience in a service setting.

However, Bitner (1992) has a different perception of the role of employees in the physical environment of service setting. Although Bitner (1992) has acknowledged that consumers and employees interact with each other in the physical environment of service setting, his acknowledgement aimed for the firms to design a physical environment that sustained the needs and preferences of both employees and consumers. The acknowledgement can be seen in the definition of

servicescape, which is "all of the objective physical factors that can be controlled by the firm to enhance or constraint employee and customer action". Therefore, in her typology of the physical environment, she excluded the social factors and only included components like (1) ambient condition (e.g. temperature, lighting), (2) spatial layout and functionality (e.g. machine, equipment), and (3) sign, symbol and artefacts (e.g. décor, sign). Nevertheless, this study has introduced a new term to describe the physical environment of service setting, namely servicescape. Moreover, atmospherics and servicescape are the terminologies used commonly in the study of the service environment.

Subsequently, Turley and Milliman (2000) developed a modified version of Berman and Evans's typology to the research of the effect of atmospherics on shopping. The Berman and Evans' atmospheric dimensions have four dimensions, exterior of the store, the general interior, the layout, and design variables as well as the point of purchase and decoration variables. Realizing the importance of social aspect in a service environment, Turley and Milliman (2000) added human variables to complete the typology of Berman and Evans. According to them, human variables have two components namely, the effect of other shoppers and retail employees on shopping behaviour.

Although Turley and Milliman (2000) typology is considered as the complete atmospheric dimension, it may only apply to a retail store. Therefore, Ryu and Jang (2008) developed another measurement, dinescape that is used to measure the physical environment of the upscale restaurant. There are six components of dinescape namely, facility aesthetic, ambience, lighting, table setting, layout, and service staff.

Following the review of the foregoing literature, this study identified four dimensions of atmospherics that is suited to a coffee shop setting. The dimensions are (1) facility aesthetic, includes interior design and decor, (2) ambient condition, which consist of music, temperature, noise, cleanliness and odour, (3) spatial layout, which includes seating arrangement and layout, and (4) social, which includes employee (e.g. number, appearance, behaviour) and other customers (e.q number, appearance and behaviour).

Atmospherics, Customer Satisfaction, and Behavioral Intention

Literature has defined customer satisfaction as a form of customer evaluation of a product/service. Oliver (1997, cited in Ali et al., 2018) described it as "a judgement that a product, or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfilment, including levels of under or over fulfilment". During the evaluation process, customers use the cues in the physical environment of the services. Accordingly, their decision to visit the service depends on the result of the evaluation. As been stated by the researchers like Bloemer and Ruyter (1998) as well as Cronin et al. (2000) that satisfaction is highly related to the store choice, if the physical environment meets or exceed expectation,

the customers will be satisfied (Nair, 2017). Therefore, managers must create a physical environment that will satisfy customers (Ali & Amin, 2014).

A great number of researchers have confirmed the effect of atmospherics on customer satisfaction. For example, J. Y. Park et al. (2019) found substantive (e.g. décor, smell, ambience and design) and communicative (e.g. employee's behaviour and appearance as well as employee and customer interaction) servicescape influence hotel's customer's satisfaction. The study of Ladhari, Souiden, and Dufour (2017) showed that the service environment significantly affects emotional satisfaction in utilitarian service settings. Another research also found that servicescape (e.g. the composition of condition, functionality, cleanliness, and aesthetic characteristics) has an effect on customer satisfaction in the coffee shop (Shen & Bae, 2018). According to Yoo (2016) also found that servicescape (e.g aesthetics, cleanliness, pleasance, and space) affected customer satisfaction in the franchise coffee shop. Thus, this study hypothesized that the atmospherics of the coffee shop (e.g facility aesthetic, ambient condition, spatial layout, and social) positively influence customer satisfaction in the coffee shop.

Hypothesis 1. The atmospheric of the coffee shop has a positive influence on customer satisfaction.

According to Zeithaml, Berry, and Parasuraman (1996), stated that behavioural intention is a consumer's cue whether to engage or disengage with the service provider. They describe that the behaviour intention of the customer can be in the form of positive or negative behaviour. They further explained that positive behavioural intention consists of recommendation intention, revisiting intention, and accepting paying a higher price. While, the examples of negative behavioural intention are complaints, excluding the service provider from the preference or spending less time in the service setting. However, this study only focuses on the effect of service atmospherics on the positive behavioural intention of the customers. Since the cost and revenue of the service firm depend on the consumers' behaviour intention (P &T, 2014).

Previous studies have shown an indirect effect of atmospherics on behaviour intention. The mediation variables are image perception (Durna, Dedeoglu, & Balikçioglu, 2015), and service quality (Ha et al., 2014), and customer satisfaction (Park et al., 2019; Ladhari et al., 2017; Ha et al., 2014; and Moon et al., 2016). However, the previous studies on satisfaction as the mediation variable between atmospherics and behaviour intention were conducted in optometry clinic (Ladhari et al., 2017), Hotel (Park et al. 2019), retail and banking (Ha et al., 2014), and airport (Moon et al., 2016). This study argued that a similar effect would be found in the coffee shop due to the similarity like the business, service. Therefore, this study hypothesized that atmospherics affect behavioural intention indirectly.

Hypothesis 2. Customer Satisfaction mediates the relationship between atmospheric and behaviour intention

Customer Satisfaction and Behavioral Intention

A satisfied customer with a service provided will form a positive behavioural intention. Nair (2017) stated that many researchers have concurred that satisfaction is the antecedent of future behaviour or behavioural intention. For example, the study of Moon et al. (2016) illustrated the positive influence of customer satisfaction and behaviour intention. A similar result is also found by Canny (2014), Han and Hyun (2017), Calabuig et al. (2015), and Wu, Cheng, and Ai (2016). Thus, the third hypothesis is formulated as below:

Hypothesis 3. Customer satisfaction has a significant influence on behavioural intention.

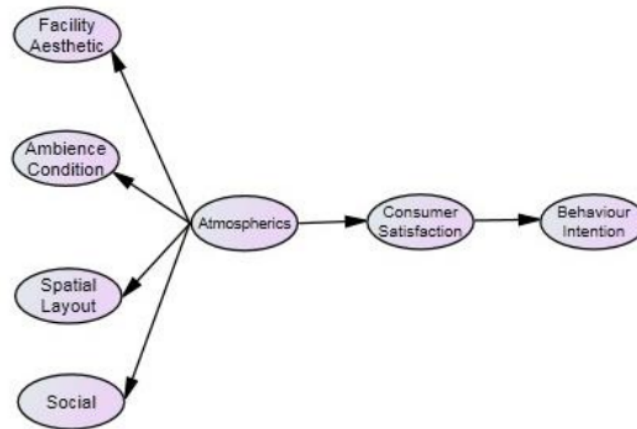Figure 1. Conceptual Model

METHODS

Research Instrument

The questionnaire measure respondents perception towards the coffee shop atmosphere, their satisfaction, and behavioural intention. The questionnaire has 26 questions in total which are measured by seven-point likert type scale ranging from 1 (strongly disagree) to 7 (strongly agree). The measurement is adapted from previous studies such as Ryu and Jang (2008), Baker (1986), Dedeoğlu, Küçükergin, and Balıkçıoğlu (2015), Meng and Choi (2017), Jani and Han, (2014), as well as Loureiro (2017).

Sampling and Data Collection

The population of the study is the coffee shop's customers in Banda Aceh. Due to a large number of coffee shop's customers and the questionnaire must be distributed while the respondents are in the coffee shop, this study selected ten coffee shops located in Banda Aceh using a convenience sampling method. The practicality and ability to obtain hundreds of completed questionnaire quickly and economically are the reason for choosing this sampling method.

19

The sample size of this study is based on Hair Jr et al., (2019) suggestion, which is multiplying the measurement with a number range from 5 to 10. Since this study has 26 measurements, it must obtain at least 260 completed questionnaires. Subsequently, this study collected 298 questionnaires that were deemed appropriate to be used for data analysis. Hence, the sample size has met the requirement for proper analysis.

Data Analysis

First, the descriptive statistic was conducted to analyze the reliability of each measurement and the demographic profile of the respondents and the internal consistency of the construct. The validity of each measurement and composite reliability was analyzed with Confirmatory Factor Analysis (CFA) and the relationship between the variables was verified using the Structural Equation Model (SEM). Besides, the statistical software used for statistic descriptive analysis, CFA and SEM are SPSS 21 and AMOS 22, respectively.

RESULT AND DISCUSSION

Respondents' Demographic Profile

The result of statistic descriptive on the respondents of this study shows that 50.3% of the respondents are female. Regarding the age of the respondents, most of them are in the early 20s, 55% are between 20 and 24 years old and 20.8% are between 25 and 29 years old. As most of them are still in the early 20s, so around 35.2% of them are senior high school graduate and 32.2% are undergraduates. Therefore, 44% of the respondents are college students with an income of less than 1 million (31.2%). Further detail on respondents' demographic profile can be seen in table 1.

Table 1. Demographic Profile

Variable	Category	Count	Percentage
Gender	Male	148	49.7%
	Female	150	50.3%
	Total	298	100.0%
Age	15 – 19	56	18,8%
	20 – 24	164	55,0%
	25 – 29	62	20,8%
	30 – 34	12	4,0%
	≥35	4	1,3%
	Total	298	100,0%
Education	Junior High School Graduate	18	6,0%
	Senior High School Graduate	105	35,2%
	Diploma	66	22,1%
	Undergraduate	96	32,2%

Variable	Category	Count	Percentage
	Postgraduate or above	13	4,4%
	Total	298	100,0%
Job	Student	18	6,0%
	College Student	131	44,0%
	Private Employee	57	19,1%
	Civil Servant	40	13,4%
	Others	52	17,4%
	Total	298	100,0%
Income	$\leq$ 1.000.000	93	31,2%
	1.000.001 – 1.500.000	70	23,5%
	1.500.001 – 2.000.000	42	14,1%
	2.000.001 – 2.500.000	27	9,1%
	$\geq$2.500.001	66	22,1%
	Total	298	100,0%

Source: Primary Data (Processed)

Measurement Model

The proposed model with 3 constructs and 26 observed items is subjected to confirmatory analysis. Based on CFA analysis, four items are eliminated (AC3, AC6, S5, and S6) due to poor factor loading (below 0.5) (Hair Jr et al., 2019). The retained observed items have factor loading range from 0.5 to 0.84 which means all the observed items represent the construct. Also, the result of the measurement model shows the chi-square value ($X2$= 566.366, p = 0), the ratio of the value to degrees of freedom (CMIN/df = 2.790) with cutoff point 3 (Ali, Amin, & Ryu, 2015), the GFI and TLI are close to 0.9 and RMSEA is slightly below 0.08. It can be concluded that the model used in this study has a reasonably well fit data in general. In term of composite reliability (CR), following the recommendation of Hair Jr et al.,(2019) which is acceptable reliability is 0.7, thus the construct used in this study is considered good for the CR value is ranged from 0.7 to 0.84.

Subsequently, the construct is assessed with convergent validity and discriminant validity. The convergent validity of a construct is indicated by the value of Average Variance Extracted (AVE). Most of the constructs have an acceptable AVE (above 0.5) ("Chris", Liu, & Zhou, 2012 and Ali & Amin, 2014) except for Atmospherics (second-order factor), Ambience Condition, and Social which has AVE value 0.38; 0.37; 0.39, respectively. However, the convergent validity is still adequate because the composite reliability (CR) value of the constructs is higher than 0.6 (Line, Hanks, & Kim, 2018). Therefore, they are not eliminated from the model. While for the discriminant validity, the measurement shows a strong discriminant validity with the value of AVE is greater than the squared correlation coefficients between each pair of constructs.

Table 2. Validity and Reliability for Constructs

Factor	Factor Loadings	AVE	CR
Atmospherics (AT) (Second-order factor)			
Facility Aesthetic (FA)	0.71		
Ambience Condition (AC)	0.56	0.38	0.70
Spatial Layout (SL)	0.44		
Social (S)	0.71		
Behavioural Intention (BI)			
I will certainly revisit this coffee shop (Marinkovic et al., 2014)	0.81		
I will endorse this coffee shop (Dedeoğlu, Küçükergin, and Balıkçıoğlu, 2015)	0.79	0.56	0.79
I am happy to pay a higher price than other coffee shops (Dedeoğlu, Küçükergin, and Balıkçıoğlu, 2015)	0.63		
Consumer Satisfaction (CS)			
It is a wise decision to visit this coffee shop (Jani and Han, 2014)	0.76		
Spending time at this coffee shop gives me enjoyment (Moon et al., 2016)	0.77	0.54	0.78
The experience I receive from this coffee shop gives me high satisfaction (Meng and Choi, 2017)	0.68		
Facility Aesthetic			
This coffee shop's interior design is captivating (Ryu and Jang, 2008)	0.70		
Paintings/pictures are attractive (Ryu and Jang, 2008)	0.64		
The colours of this coffee shop generate a comfortable atmosphere (Ryu and Jang, 2008)	0.75	0.52	0.84
Furniture (table, chair) is appealing (Ryu and Jang, 2008)	0.78		
Wall décor is visually appealing (Loureiro, 2017)	0.72		
Ambience Condition			
Music is pleasing (Dedeoğlu, Küçükergin, and Balıkçıoğlu, 2015)	0.71		
Aroma is enticing (Ryu and Jang, 2008)	0.56	0.37	0.70
Temperature is comfortable (Ryu and Jang, 2008)	0.56		
Music volume is acceptable (Baker, 1986)	0.59		
Spatial Layout			
The layout creates adequate privacy (Ryu and Jang, 2008)	0.68		
Moving around is an easy thing to do in this coffee shop (Ryu and Jang, 2008)	0.84	0.53	0.77
Seating arrangement gives me enough space (Heung and Gu, 2012)	0.64		
Social			
Other customers in this coffee shop dress well and neat (Baker, 1986)	0.55		
The behaviour of the employees makes me feel comfortable (Baker, 1986)	0.63	0.39	0.72
There is a sufficient number of employees in this coffee shop (Loureiro, 2017)	0.71		
Employees are neat and well-dressed (Ryu and Jang, 2008)	0.61		

X^2 = 566.366; CMIN/df = 2.79;   GFI = 0.821; CFI = 0.843; RMSEA = 0.078, p = 0.

Table 3. Discriminant Validity

	Behavioural Intention	Customer Satisfaction	Atmospherics
Behavioral Intention	**0.56**		
Customer Satisfaction	0.27	**0.54**	
Atmospherics	0.10	0.25	**0.38**

Source: Primary Data (Processed)

Common Method Bias

Common method bias was performed to determine whether the variable of this study have common method variance bias. It is conducted by using Harman's single factors approach as suggested by researchers such as Podsakoff, MacKenzie, Lee, and Podsakoff (Ali et al., 2015). Using the SPSS software, six dimensions of this study that are observed by 26 measurements are loaded into one factor. The result shows that the accumulated variation explained was 25.217% that is below than 50%. Hence, this variable of this study does not have a common method variance.

Hypothesis Testing and Discussion

The decision to support or reject the hypothesis is based on the standard coefficient from testing the structural model. The first hypothesis, the atmospheric has a positive influence on customer satisfaction, is supported. It has the corresponding estimate of 0.72 (p<0.01) which indicates that a place with an attractive and pleasant atmosphere is more likely to have higher customer satisfaction. This finding is confirmed by the previous studies of Shen & Bae (2018); Park et al., (2019); Ladhari, Souiden, and Dufour (2017); Moon, Yoon and Han (2016); and Yoo (2016). This suggesting that a pleasant and attractive coffee shop atmospheric is one of the attributes affecting customer satisfaction in the coffee shop.

Meanwhile, the second hypothesis, customer satisfaction mediates the relationship between coffee shop atmospheric and behavioural intention is supported with the corresponding estimation of 0.876 and P-value< 0.01. This finding is consistent with previous studies which identified that atmospherics influence customers' behavioural intention through various variables such as satisfaction, image perception, and service quality (Park et al., 2019; Ladhari et al., 2017; Ha et al., 2014; Moon et al., 2016; and Durna et al., 2015). This result shows that the service environment influences customer satisfaction regardless of the service setting. It also indicates that satisfaction in the coffee shop atmosphere leads to the formulation of consumers' positive behaviour toward the coffee shop. In

other words, when the customers are satisfied with the environment of the coffee shop, they are eager to recommend the coffee shop to their friends, pay a higher price and revisit the coffee shop resulted in ensuring the business sustainability of the coffee shop. Therefore, a pleasant and attractive coffee shop atmospherics can act as a marketing tool to attract customer and form consumer positive behaviour toward the coffee shop and shall be included in the marketing strategy planning and development.

The third hypothesis strengthens the previous hypothesis in which it found a direct relationship between customer satisfaction and behaviour intention with the corresponding estimation of 0.65 (p<0.01). The result shows that customer satisfaction leads to positive consumers' behaviour intention, which is supported by the foregoing studies of Moon, Yoon, and Han (2016), Canny (2014), as well as Han and Hyun (2017). This shows that once consumers satisfied with their experience in the coffee shop they will share their experience to others, revisit the coffee shop in the future and not mind if the coffee shop increases the price in the future. This signifies the importance of customer satisfaction for the sustainability of the business.

Hence, the finding of this study shows that to satisfy customer, it is not enough with having a high quality of product or service but also a pleasant atmosphere where the service is delivered and consumed. Therefore, it is recommended that the coffee shop pay more attention to creating a pleasant and attractive atmosphere when planning and developing the coffee shop business. Moreover, there is some suggestion to the coffee shop owners in designing pleasant and attractive atmospherics based on the result of the study. First, the coffee shop should design an attractive and distinctive facility aesthetic such as by displaying some unique wall-decoration. Second, when playing music as the background, the coffee shop should play pleasant music with an acceptable volume. As noted before, that customer uses the coffee shop as a meeting place with friends or business partner and tend to spend a longer time in the premise, therefore, the coffee shop needs to have a seating arrangement that provides enough space for the customer to move around and a layout that maintain the privacy of the customer. Employees also play a significant role in creating a pleasant atmosphere. Regarding this, not only should the coffee shop have enough number of employees, but also they have to ensure that the employees are well dress such as by providing them with a uniform.

This study contributed to the expansion of atmospheric study in the service setting and understanding the formulation of customer satisfaction and behaviour intention in the coffee shop. For practical information, this study provides insight into the characteristic of coffee shop service environment that gives a positive impact on consumer behaviour.

Conclusion

This study has identified four coffee shop atmospheric dimensions, namely facility aesthetic, ambience condition, spatial layout and social and their role in influencing customer satisfaction and behaviour intention. This finding of this study showed that the overall role of the coffee shop atmospherics in affecting customer satisfaction and behaviour intention. Supported by the previous works of many researchers, coffee shop atmospheric is one of the major components that consumers used to evaluate their overall experience while visiting the coffee shop. Their satisfaction with the coffee shop atmospheric can lead to positive future behaviour where they are inclined to revisit the coffee shop, recommend it to their friend and pay the higher price. It also has been confirmed by many researchers the relationship between customer satisfaction and behaviour intention. Although this study has shed a light in describing the role of coffee shop atmospherics in consumer satisfaction and behavioural intention, yet this study still has some limitations that can be considered for future research. The limitation is, it does not measure the role of each atmospheric dimension on customer satisfaction and behaviour intention.

REFERENCES

Ali, F., & Amin, M. (2014). The influence of physical environment on emotions , customer satisfaction and behavioural intentions in Chinese resort hotel industry Muslim Amin. *Journal Global Business Advancement*, *7*(3), 249–266.

Ali, F., Amin, M., & Ryu, K. (2015). The Role of Physical Environment , Price Perceptions , and Consumption Emotions in Developing Customer Satisfaction in Chinese Resort Hotels, *0098*(December). https://doi.org/10.1080/1528008X.2015.1016595

Ali, F., Kim, W. G., Li, J., & Jeon, H. M. (2018). Make it delightful: Customers' experience, satisfaction and loyalty in Malaysian theme parks. *Journal of Destination Marketing and Management*, *7*, 1–11. https://doi.org/10.1016/j.jdmm.2016.05.003

Baker, J. (1986). The role of the environment in marketing services: the consumer perspective. *The Role of the Environment in Marketing Services: The Consumer Perspective*, (January 1986), 79–89.

Bitner, M. J. (1992). Servicescapes: the Impact of Physical Surroundings on Customers and Employees. *Journal of Marketing*, *56*(2), 57–71. https://doi.org/10.1017/CBO9781107415324.004

Calabuig Moreno, F., Prado-Gascó, V., Crespo Hervás, J., Núñez-Pomar, J., & Añó Sanz, V. (2015). Spectator emotions: Effects on quality, satisfaction, value, and future intentions. *Journal of Business Research*, *68*(7), 1445–1449. https://doi.org/10.1016/j.jbusres.2015.01.031

Canny, I. (2014). Measuring the Mediating Role of Dining Experience Attributes on Customer Satisfaction and Its Impact on Behavioral Intentions of Casual Dining Restaurant in Jakarta. *International Journal of Innovation, Management and Technology*, *5*(1). https://doi.org/10.7763/IJIMT.2014.V5.480

"Chris" Yang, H., Liu, H., & Zhou, L. (2012). Predicting young Chinese

consumers' mobile viral attitudes, intents and behavior. *Asia Pacific Journal of Marketing and Logistics*, *24*(1), 59–77. https://doi.org/10.1108/13555851211192704

Dedeoğlu, B. B., Küçükergin, K. G., & Balıkçıoğlu, S. (2015). Understanding the Relationships of Servicescape, Value, Image, Pleasure, and Behavioral Intentions Among Hotel Customers. *Journal of Travel and Tourism Marketing*, *32*(May), S42–S61. https://doi.org/10.1080/10548408.2014.982268

Durna, U., Dedeoglu, B. B., & Balikçioglu, S. (2015). The role of servicescape and image perceptions of customers on behavioral intentions in the hotel industry. *International Journal of Contemporary Hospitality Management*, *27*(7), 1728–1748. https://doi.org/10.1108/IJCHM-04-2014-0173

Fernandes, T., & Neves, S. (2014). The role of servicescape as a driver of customer value in experience-centric service organizations: the Dragon Football Stadium case. *Journal of Strategic Marketing*, *22*(6), 548–560. https://doi.org/10.1080/0965254X.2014.914058

Ha, H. Y., Akamavi, R. K., Kitchen, P. J., & Janda, S. (2014). Exploring key antecedents of purchase intentions within different services. *Journal of Services Marketing*, *28*(7), 595–606. https://doi.org/10.1108/JSM-01-2013-0025

Hair Jr, J. F., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). United Kingdom: Cengage Learning. https://doi.org/10.1002/9781119409137.ch4

Han, H., & Hyun, S. S. (2017). Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, *63*, 82–92. https://doi.org/10.1016/j.ijhm.2017.03.006

Heung, V. C. S., & Gu, T. (2012). Influence of restaurant atmospherics on patron satisfaction and behavioral intentions. *International Journal of Hospitality Management*, *31*(4), 1167–1177. https://doi.org/10.1016/j.ijhm.2012.02.004

Jani, D., & Han, H. (2014). Personality, satisfaction, image, ambience, and loyalty: Testing their relationships in the hotel industry. *International Journal of Hospitality Management*, *37*, 11–20. https://doi.org/10.1016/j.ijhm.2013.10.007

Kotler, P. (1973). Kotler - Atmospherics as a marketing tool (cité 171) - 1973.pdf. *Journal of Retailing*.

Ladhari, R., Souiden, N., & Dufour, B. (2017). The role of emotions in utilitarian service settings: The effects of emotional satisfaction on product perception and behavioral intentions. *Journal of Retailing and Consumer Services*, *34*(June 2015), 10–18. https://doi.org/10.1016/j.jretconser.2016.09.005

Lee, W. S., Moon, J., & Song, M. (2018). Attributes of the coffee shop business related to customer satisfaction. *Journal of Foodservice Business Research*, *21*(06), 628–641. https://doi.org/10.1080/15378020.2018.1524227

Line, N. D., Hanks, L., & Kim, W. G. (2018). An Expanded Servicescape Framework as the Driver of Place Attachment and Word of Mouth. *Journal of Hospitality & Tourism Research*, *42*(3), 476–499. https://doi.org/10.1177/1096348015597035

Loureiro, S. M. C. (2017). Medical tourists' emotional and cognitive response to

credibility and Servicescape. *Current Issues in Tourism*, *20*(15), 1633–1652. https://doi.org/10.1080/13683500.2015.1050363

Marinkovic, V., Senic, V., Ivkov, D., Dimitrovski, D., & Bjelic, M. (2014). The antecedents of satisfaction and revisit intentions for full-service restaurants. *Marketing Intelligence and Planning*, *32*(3), 311–327. https://doi.org/10.1108/MIP-01-2013-0017

Meng, B., & Choi, K. (2017). International Journal of Hospitality Management Theme restaurants ' servicescape in developing quality of life : The moderating effect of perceived authenticity. *International Journal of Hospitality Management*, *65*, 89–99. https://doi.org/10.1016/j.ijhm.2017.06.011

Moon, H., Yoon, H. J., & Han, H. (2016). The effect of airport atmospherics on satisfaction and behavioral intentions: testing the moderating role of perceived safety. *Journal of Travel & Tourism Marketing*, *34*(6), 749–763. https://doi.org/10.1080/10548408.2016.1223779

Nair, S. R. (2017). Analyzing the relationship between store attributes , satisfaction , patronage-intention and lifestyle in food and grocery store choice behavior. *International Journal of Retail & Distribution Management*. https://doi.org/10.1108/IJRDM-06-2016-0102

P, Y. P., & T, S. C. (2014). The impact of Healthscape on Service Quality and Behavioural Intentions. *International Journal of Conceptions on Management and Social Sciences*, *2*, 18–22.

Park, J. Y., Back, R. M., Bufquin, D., & Shapoval, V. (2019). Servicescape, positive affect, satisfaction and behavioral intentions: The moderating role of familiarity. *International Journal of Hospitality Management*, *78*(June 2018), 102–111. https://doi.org/10.1016/j.ijhm.2018.11.003

Pizam, A., & Tasci, A. D. A. (2019). Experienscape: expanding the concept of servicescape with a multi-stakeholder and multi-disciplinary approach (invited paper for 'luminaries' special issue of International Journal of Hospitality Management). *International Journal of Hospitality Management*, *76*(xxxx), 25–37. https://doi.org/10.1016/j.ijhm.2018.06.010

Ryu, K., & Jang, S. (Shawn). (2008). DINESCAPE: A Scale for Customers' Perception of Dining Environments. *Journal of Foodservice Business Research*, *11*(1), 2–22. https://doi.org/10.1080/15378020801926551

Shen, X., & Bae, B. (2018). The Effect of Coffee Shop's Servicescape on the Customer Loyalty - Focused on Jeonju Area. *Journal of Industrial Distribution & Business*, *9*(3), 89–98. https://doi.org/10.13106/ijidb.2018.vol9.no3.89.

Suhud, U., Allan, M., Wibowo, S. F., Sabrina, E., & Willson, G. (2020). Measuring customer satisfaction of a café and coffee shop colony at a traditional market. *Journal of Foodservice Business Research*, *23*(1), 78–94. https://doi.org/10.1080/15378020.2019.1686897

Turley, L. ., & Milliman, R. E. (2000). Atmospheric Effects on Shopping Behavior. *Journal of Business Research*, *49*(2), 193–211. https://doi.org/10.1016/S0148-2963(99)00010-7

Waxman, L. (2006). The Coffee Shop: Social and Physical factors Influencing Place Attachment. *Journal of Interior Design*, *31*(3), 35–53. https://doi.org/10.1111/j.1939-1668.2006.tb00530.x

Wu, H., CHENG, C.-C., & AI, C.-H. (2016). A Study of Exhibition Service Quality

, Perceived Value , Emotion , Satisfaction , and Behavioral Intentions. *Event Management*, *20*(November), 565–591. https://doi.org/10.3727/152599516X14745497664514

Yoo, Y.-J. (2016). The Effect of Servicescape on Customer Satisfaction and Brand Loyalty in Franchise Coffee Shops: The Mediating Effect of Brand Image. *The Journal of the Korea Contents Association*, *16*(6), 785–801. https://doi.org/10.5392/JKCA.2016.16.06.785

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, *60*(2), 31–46. https://doi.org/10.2307/1251929

The effect of Coffee Shop