

The Effects of Selection Attributes of Cafe on Revisit Intention in Sabah, Malaysia

Chin Jin Bui

Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah, Malaysia

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Abstract

The current study was to determine the effects of selection attributes of cafe on revisit intention in Sabah, Malaysia. As the number of cafe establishments increases and demand for distinctive culinary experiences rises, revisit is presented with a greater variety of options, which may indirectly influence their inclination to revisit a particular cafe. As a result, the purpose of this paper is to investigate the factors (i.e., product quality, service quality, price, promotion, physical environment, and place) that influence the revisit intention of customer on cafe in Sabah, Malaysia. This study utilized Theory of Reasoned Action to highlight prior attitudes that directly impact decision-making process on intention to revisit a cafe. The findings of this study shown that product quality and place had significant impact on the intention to revisit. However, service quality, price, promotion, and physical environment had no significant effect on revisit intention. The quantitative approach utilized was a self-administered questionnaire whereby 151 samples were gathered and analyzed through the utilization of Partial Least Squares structural equation modeling and Statistical Package for the Social Sciences. Consequently, the present investigation possesses the capacity to accurately depict the influence of selection attributes of cafe, thereby facilitating customer intention to revisit.

Keywords: Revisit Intention, Theory of Reasoned Action, Cafe Industry, Sabah, Malaysia

Introduction

The cafe industry in Malaysia has seen a notable transformation in recent years, evolving from a small sector to a thriving and vibrant one (Omar, Ahmad, Nor, Abidin, Sulaiman & Ahmad, 2022). During its early stages, the cafe industry in Malaysia faced several restrictions and laws, such as restraints on the sale of alcohol and limitations on operation hours (Lee, 2019). On the other hand, the sector has experienced substantial growth and variety in recent years, driven by changing customer tastes and lifestyles. The cafe industry has experienced significant growth as a result of urbanization, rising disposable incomes, and a growing preference for specialty coffee (Krisnamoorthy & Balasubramanian, 2019). The cafe industry in Malaysia has witnessed significant expansion in its market size, reflecting its major contribution to the country's economy. Significantly, there has been a notable increase in spending on cafe experiences, indicating a consumer preference for emphasizing social

connections and experiences (Md Daud, Jusoh, Sulaiman & Zainal Abidin, 2020). Moreover, the industry's liveliness and attractiveness have been boosted by the rise of new trends, such as the third-wave coffee culture and the blending of native Malaysian flavors with overseas cuisines. The cafe industry in Malaysia has favorable opportunities for entrepreneurs and investors, due to the country's flourishing cafe culture and increasing demand for unique culinary experiences (Yahya, Mazlan & Wan Kamarudin, 2022).

The exponential growth of the cafe business in Malaysia mirrors global advancements in the food and beverage sector (Sharmeela-Banu & Krishnapillai, 2018). However, this expansion has not been without hurdles. Despite the increasing popularity of cafe culture, driven by urbanization, higher disposable incomes, and a growing demand for specialty coffee, the sector faces numerous challenges (Krisnamoorthy & Balasubramanian, 2019), these include unhappy customers, a mismatch between prices and perceived value, and limited availability and convenience. The varying product standards, particularly regarding meal portion sizes, have had a negative impact on the entire customer experience, leading to an unpleasant encounter for customers (Michelle, Sushila & Rupam, 2018). Specifically, the delivery of inadequate service during all customer interactions and the inability to maintain a clean and inviting environment contribute to an unfavorable customer experience, negative word-of-mouth, reduced customer satisfaction, and a decreased likelihood of returning (Rajput & Gahfoor, 2020). Moreover, certain coffee companies face challenges in attaining a perfect balance between cost and the perceived worth, leading to inconsistencies between the value offered and the expectations of customers (Suhud, Allan, Wibowo, Sabrina & Willson, 2020). Overall, the presence of limited parking alternatives and inconvenient working hours has a detrimental effect on consumer satisfaction and their likelihood of returning (Kwame Opoku, Tham, Morrison & Wang, 2023). In addition, the absence of accessible features hinders those with impairments from fully enjoying the cafe's services (Widyawati & Berlianto, 2019).

Due to the fast expansion of the cafe industry in Malaysia, several cafes are encountering the challenge of finding a way to overcome the difficulty they are experiencing (Lee, 2019). Omar et al. (2022) further asserted that cafes have challenges in maintaining their competitive advantages over an extended period. Based on the findings of Zuratulraha, Hairunnisa, Massyittah, and Gopinath (2016), consumers are unlikely to return to a cafe if they have a negative first impression. The statements above emphasize the significance of entrepreneurs recognizing the actions performed by their customers. However, there is a dearth of research that examine the return intention of customers towards cafes. There have been several research conducted on revisit intention, mostly focusing on restaurants (Bae, Slevitch & Tomas, 2018; Lamai, Thavorn, Klongthong & Ngamkroeckjoti, 2020; Chun & Park, 2021) and fast food establishments (Namin, 2017; Rajput & Gahfoor, 2020; Khalil & Ali, 2023). Furthermore, there is a dearth of local research examining the factors influencing individuals' likelihood to revisit cafes. The concept of cafes originated in European countries around the 17th century, although Malaysia has not yet been exposed to this cultural phenomenon. The emergence of cafes in Malaysia barely began in the 21st century, resulting in a dearth of research topics related to cafes. There have been several international research conducted on cafes, including studies in Korea by Kwon and Woo (2015) and Chae (2017), as well as studies in Indonesia by Cibro and Hudrasyah (2017), Widyawati and Berlianto (2019) and Mufhtie, Suhud and Aditya (2022). However, it is not feasible to use in the studies of Malaysia

due to the demographic and cultural challenges. By gathering the most recent data from local participants, it will offer more exact and reliable information for the entrepreneurs. This research study aims to address a gap in the literature by investigating the factors that impact customers' intention to revisit cafe in Sabah, Malaysia. The rationale behind conducting this study can be attributed to the fast expansion of the cafe industry in Malaysia, particularly in the state of Sabah, where heightened competition has made it difficult for cafe owners to keep their customers. It is crucial to know the determinants of revisit intentions since loyal customers will ensure consistent income and ensure that the business remains profitable. Therefore, this study is motivated by the need to provide updated local insights for the growing cafe market.

Hence, proprietors and business people in Sabah, Malaysia ought to allocate greater focus towards the demands and requirements of customers and develop targeted strategies in order to achieve improved outcomes and increase customers' intention to return. In this investigation, attempts are made to resolve the determinants that influence customers' intention to revisit cafe establishments in Sabah, Malaysia. As a result, the purpose of this paper is to identify the variables that influence revisit intention on cafe in Sabah, Malaysia. The current research offers several contributions to the existing body of knowledge. Firstly, the research expands the existing body of knowledge by examining customer revisit intention in the cafes in Sabah, Malaysia, an area which is relatively under-researched compared to other industries. Secondly, the research employs the Theory of Reasoned Action in the hospitality sector as a basis for explaining customer revisit intention. Lastly, the results offer practical guidance to café owners and entrepreneurs about the key variables that need to be focused on.

Literature Review

A cafe is a place that serves mostly coffee, as well as other drinks, cold meals, and sometimes even fast food (Zuratulraha et al., 2016). According to Bae et al. (2018), the primary feature of the cafe is its substantial influx of customers and uncomplicated service. Currently, cafe are commonly used by individuals for social gatherings and commercial purposes (Cibro & Hudrasyah, 2017). According to Michelle et al. (2018), many individuals frequently choose to spend time alone at cafes and like the vibrant atmosphere. Suhud et al. (2020) argue that cafe possess a certain allure, including not just coffee but also culture and contemporary trends. In recent times, Malaysia has had a significant growth in its coffee culture, with an increasing number of coffee outlets appearing in both urban and rural areas (Omar et al., 2022). The use of beverages such as coffee and tea is widely popular and prevalent, particularly among the younger generation and office employees in Malaysia (Abdullah, Abdurahman & Hamali, 2013). Novianto, Pratikto and Wardana (2024) asserted that contemporary customer exhibit more demands and heightened expectations, particularly among the young urban demographic. Consumers have a preference for visiting various locally owned independent shops as well as well-known coffee shop chains like Starbucks and The Coffee Bean & Tea Leaf (Islam, Ahmed, Ali & Ahmer, 2019).

Revisit intention pertains to the probability or tendency of a customer to revisit a specific institution or location for future visits or patronage (Rajput & Gahfoor, 2020). Revisit intention refers to the extent to which a customer intends or is prepared to participate in repeat commerce, which is influenced by their past experiences and satisfaction with the

product, service, or overall experience offered by the institution (Haifa, Suhud & Aditya, 2021). Although consumers have the freedom and right to make their own decisions, Widyawati and Berlianto (2019) have pointed out that it is the responsibility of cafe owners or entrepreneurs to make sure that their customers are satisfied and plan to return in the future. Suhud et al. (2020) agreed that it is crucial to ensure customer satisfaction with their previous experiences and stated that once a habit of returning is gone, it is challenging to recapture. Several academic studies have shown that customers will only consider revisit if they are completely satisfied with various factors, such as price, promotion, physical environment, location, and quality of the products or services (Andreti, Zhafira, Akmal & Kumar, 2013; Cibro & Hudrasyah, 2017; Widyawati & Berlianto, 2019). Hence, it is imperative to address certain factors in order to incentivize clients to come back. Studies have demonstrated that maintaining the existing customer base is of utmost importance for a well-established coffee sector, rather than focusing on gaining new customers. Researchers have found that retaining just 5% of existing customers may lead to profit growth ranging from 25% to 95% (Chow, Ong, Tham & Wong, 2013; Widyawati & Berlianto, 2019; Sofia, Pangaribuan & Sitinjak, 2020). Therefore, it is crucial to examine the factors that attract and retain customer. This statement has raised inquiries regarding the many types of selection attributes and the intents of customers to revisit. Multiple previous research studies have shown that factors such as the product quality, service quality, price, promotion, physical environment, and place have an impact on consumers' likelihood to revisit (Marinkovic, Senic, Ivkov, Dimitrovski & Bjelic, 2014; Cibro & Hudrasyah, 2017; Widyawati & Berlianto, 2019).

Product quality encompasses the extent to which the intrinsic attributes of food satisfy the specified criteria, encompassing factors such as appearance, quality, specifications, quantity, attractiveness, packaging, safety, and health (Azim, Shah, Mehmood, Mehmood & Bagram, 2014). The concept of product quality involves several dimensions including durability, dependability, performance, safety, and aesthetics (Yan, Wang & Chau, 2013). Implementing efficient quality management procedures, which encompass quality control and assurance protocols, is crucial for guaranteeing and upholding the quality of a product at every stage of its existence, starting from its conception and production to its distribution and use (Petzer & Mackay, 2014). The visual presentation of food undoubtedly influences customers' purchasing decisions (Zuratulraha et al., 2016). Bujisic, Hutchinson, and Parsa (2014) found a substantial correlation between product quality and customer intention to revisit. Zuratulraha et al. (2016) offer another explanation on how a higher product quality might enhance the likelihood of customers revisit. According to Ang, Chiang, Goh and Lim (2017), food quality is a crucial determinant that will influence customer' likelihood of revisit. According to a study conducted by Michelle et al. (2018), the quality of a product plays a crucial role in influencing customers' intentions to purchase and their subsequent buying behavior. Furthermore, Therok, Saerang and Wangke (2021) argue that the key factor influencing consumer choice and subsequent behavior intention is the quality of items available in cafe.

Service quality refers to the extent to which a service meets or exceeds customer expectations and requirements. It encompasses several factors such as responsiveness, reliability, assurance, empathy, and tangibles (Cibro & Hudrasyah, 2017). The key to success for firms in competitive environments, whether in the production of physical goods or in the service industry, is in the quality of service they provide (Michelle et al., 2018). High service

quality refers to the consistent provision of reliable, prompt, and empathetic service by the service provider, which meets or exceeds customer expectations. This leads to a greater likelihood of customers revisit in the future. Conversely, poor service quality can result in customer dissatisfaction, negative word-of-mouth, and a lack of intention to revisit in the future (Kuan, 2017). Ryu, Lee and Gon Kim (2012) state that service quality in the cafe business may be used to improve competitive advantages. This is because improved service quality leads to increased customer satisfaction and a greater likelihood of customers returning (Voon, 2012). Petzer and Mackay (2014) agreed that service quality had a significant impact on several customer outcomes, such as customer satisfaction, customer loyalty, customer purchase intentions, and customer intention to return. According to a study conducted by Lee (2016), service quality has a notable influence on consumers' intents to buy and revisit, especially for cafe establishments. Dethan, Suryawardani and Wiranatha (2020) found that there is a strong and statistically significant relationship between the quality of service and consumers' inclination to revisit cafe venues.

Price has a significant impact on customers' purchasing behavior, particularly when they compare the price with that of other brands (Widyawati & Berlianto, 2019). Some consumers may associate the price of items with their quality, believing that higher prices indicate greater quality (Kuan, 2017). Establishing an appropriate pricing is crucial for organizations to attain their revenue and profitability objectives while also maintaining competitiveness in the market (Widyawati & Berlianto, 2019). Entrepreneurs often employ price adjustment tactics, as the price of a product or service has a direct impact on consumer choice, happiness, and likelihood of repeat business (Suhud et al., 2020). Hui, Lau, and Ng (2014) agreed that price has an impact on customer preference. This is because consumers see price as an important factor when assessing the worth of an item in the cafe business. In addition, Hui et al. (2014) clarified that the pricing strategy used by the cafe will affect customers' likelihood to revisit by impacting the perceived worth of its products and services. Hashima, Amirah, Najihah, and Anisah (2017) found a strong positive relationship between cafe prices and customer satisfaction. This, in turn, directly influences consumers' likelihood of revisit. On the other hand, Widyawati and Berlianto (2019) argue that certain consumers are willing to pay more for high-quality items and services instead of buying cheaper options. In addition, Haryati, Putri, Alam Syah, Ramadhani and Nugroho (2021) found that certain customers associate a higher price with better quality, leading them to be willing to pay a premium for superior items.

Promotion refers to the diverse range of communication activities employed by companies to advertise their products or services. This includes utilizing various advertising methods, leveraging opportunities for corporate publicity, implementing follow-up services by salespeople, conducting face-to-face product promotions, and engaging in all forms of public relations activities (Bae et al., 2018). Promotion effectively disseminates valuable information to the intended market, with the aim of generating customer interest and stimulating the purchase of items and services (Cibro & Hudrasyah, 2017). Satit, Tat, Rasli, Chin and Sukati (2012) stated that promotion is a crucial marketing tactic that has an impact on the behavioral intention of customers. Furthermore, Andreti et al. (2013) mentioned that marketing has an impact on customers' intents to acquire products, especially when promotional strategies are targeted towards established brands. According to Widyawati and Berlianto (2019), promotion has the ability to impact customers' buying choices across many

platforms such as television, radio, the internet, periodicals, and other kinds of media. Michelle et al. (2018) stated promotion strategies are designed to influence consumers' purchasing behavior and their propensity to revisit. Christie and Shu (2024) stated that the cafe industry presently use promotional methods to attract customers and impact their likelihood of revisit.

Physical environment encompasses the tangible components of the surroundings, including the arrangement, structure, aesthetics, atmosphere, hygiene, and convenience of physical locations such as retail stores, offices, restaurants, hotels, and other service facilities (Widyawati & Berlianto, 2019). The restaurant's internal environment plays a crucial role in its operations as customers highly value a warm and comfortable dining experience (Zuratulraha et al., 2016). Factors such as cleanliness and the iconic uniforms of the service staff have a significant impact on customer satisfaction (Bae et al., 2018). According to Petzer and Mackay (2014), cafe are a visually appealing sector that necessitates creating a comfortable and relaxed atmosphere for customers upon their arrival, in order to enhance the probability of their future visits. Multiple researches agree on the importance of the eating environment (Zuratulraha et al., 2016; Hashima et al., 2017); customers will be more satisfied in a comfortable situation (Widyawati & Berlianto, 2019). In their study article, Cibro and Hudrasyah (2017) observed that the physical ambiance of a cafe might contribute to customer loyalty and enhance the frequency of repeat visits. Handayani, Kepramareni and Kusuma (2022) suggests that carefully placing components such as atmosphere, lighting, and music in a cafe might enhance the chances of customers making a purchase and coming back in the future. The propensity of customers to revisit a similar institution in the future is psychologically impacted by the physical environment (Tular, 2023).

Place is a physical area where company operations are conducted, and it is also referred to as a site that aims to attract and engage consumers (Satit et al., 2012). The idea of location comprises the many physical and virtual channels used for the distribution of products or services (Bae et al., 2018). An optimal site is essential for convenience, as it facilitates increased foot traffic and customer appeal. This includes factors such as simple accessibility and ample parking space (Kuan, 2017). The cafe's favorable location facilitates improved company performance and attracts consumers to dine in more regularly (Widyawati & Berlianto, 2019). Although location is not the main factor in selecting a restaurant or cafe, Satit et al. (2012) suggest that a significant proportion of customers are nonetheless affected by the establishment's choice of location. Andrei et al. (2013) found a significant association between the geographical location and the likelihood of returning to a certain area. According to Widyawati and Berlianto (2019), the location is a determining element in consumer choice, however customers prioritize the food, service, and surroundings. Hashima et al. (2017) suggest that the cafe should be positioned in a strategic location to enhance client navigation. Setyawan, Putra, Nurhaliza, Gustiani, Faradis and Qomariah (2023) mentioned that a strategic location helps customers find a business and that a greater distance affects their choice of where to go, which ultimately affects how often they come.

The Theory of Reasoned Action highlights the need of analysis in decision making, since prior attitudes have a crucial influence in this process (Ajzen & Fishbein, 1977). This hypothesis is utilized to ascertain the preexisting views of consumers regarding their desire

to revisit the cafe. The Theory of Reasoned Action posits that consumers' actions are driven by their goal to achieve a certain objective (Hagger, 2019). According to the principles of this theory, the customers' desire to revisit the cafe may be predicted based on their impression, which has a significant impact on the outcomes. Based on the theory, it is crucial to consider the specificity in the decision-making process. This means that consumers have the ability to change their minds and choose a different action from the moment they decide to act until the action is accomplished (Hale, Householder & Greene, 2002). The Theory of Reasoned Action provides a comprehensive framework for comprehending the correlation between several independent variables (IVs) such as product quality, service quality, pricing, promotion, physical environment, and location, and consumers' desire to revisit a cafe. A study conducted by Ajzen and Fishbein (1977) found that prior attitudes have a considerable impact on decision-making processes. This suggests that consumers' opinions of these independent variables (IVs) will greatly influence their propensity to revisit a cafe. This statement demonstrates that the provision of superior products and services may result in favorable views, as customers regard them as effectively fulfilling their requirements and anticipations. Furthermore, the perception of a reasonable pricing and the implementation of good promotional strategies might influence consumers' attitudes and inclinations to return to the cafe. However, a nice physical atmosphere and easy accessibility to a business can have a beneficial impact on customers' intents to revisit. This is because customers feel valued and happy with their whole experience. The Theory of Reasoned Action is utilized to comprehend how customers' attitudes and intents are influenced by several independent factors, including product quality, service quality, pricing, promotion, physical surroundings, and place.

Methodology

Figure 1 displays the research framework that is being presented. This study utilized a quantitative technique, namely a cross-sectional survey, to examine the relationship between product quality, service quality, price, promotion, physical environment, and place in connection to revisit intention. A combined total of 180 surveys were distributed through the utilization of both Google Form and in-person approaches. The findings suggest that out of the whole pool of questionnaires issued, only 151 were received and were appropriate for analysis. The approach used is the purposive sampling method whereby only the customer that have revisit cafe been chosen. The questionnaire incorporates components derived from past researchers' inquiries, with specific adjustments made to assure congruity with this study. The data analysis of measurement and structural models was conducted using Partial Least Square Structural Equation Modelling (PLS-SEM). Data input was performed using IBM Statistical Package for Social Science (SPSS) version 23.

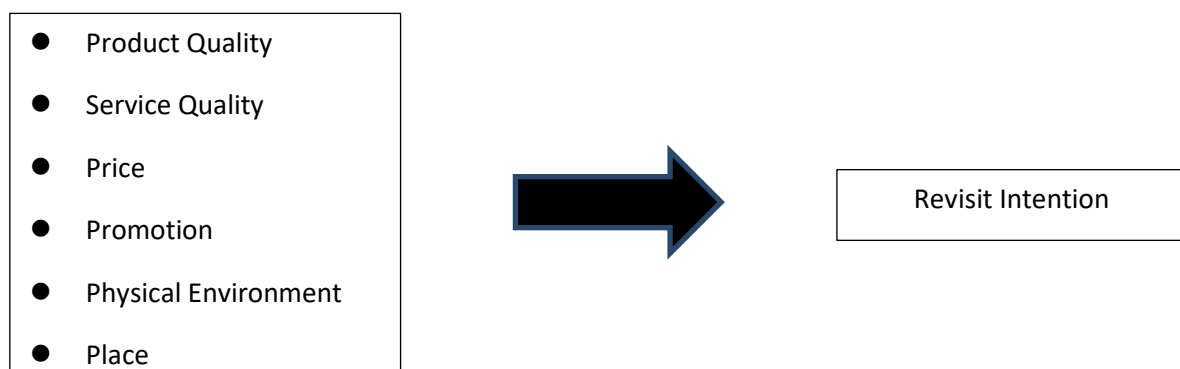


Figure 1. Theoretical Framework (Amofah, Gyamfi & Tutu, 2016; Andreti, Zhafira, Akmal & Kumar, 2013; Jang & Namkung, 2009; Namkung & Jang, 2007; Voon, 2012).

Results

Among the 151 respondents, the data indicates a nearly equal distribution of genders among the respondents, with 67 men (44.4%) and 84 females (55.6%). The significance of varied gender perspectives in comprehending consumer behaviors, preferences, and decision-making processes is highlighted by this fair representation. When analyzing the age distribution of the participants, a significant majority belong to the 15-24 age group, making up 47.0% of the sample. The second largest group consists of those aged 25-64, representing 52.9%. The distribution of respondents indicates a notable representation of younger individuals, suggesting their potential impact on purchasing patterns and market dynamics. The racial makeup exhibits a heterogeneous sample, with the Chinese population being the majority at 57.6%, followed by Malays at 19.9% and Bumiputera at 22.5%. Notably, the sample does not include any Indian respondents, which has important implications for market targeting and segmentation tactics that are customized for certain racial groups. Approximately 87.4% of the participants in the study have achieved postsecondary education, whilst just 12.6% have finished secondary school. This educational profile indicates a respondent base that is well-educated, which implies that they may have higher amounts of disposable income and better purchasing power. The occupational distribution includes a range of jobs, with significant presence from service and sales workers (22.5%), technicians, and associate professionals (19.2%), along with students (17.9%). The variety shown here is a reflection of the complex and varied characteristics of consumer demography. Different occupational groups display different patterns of consumption habits and preferences. A significant proportion of participants belong to the lowest income categories, with 24.5% earning less than RM2,500 per month and 21.9% earning between RM2,501 and RM3,169. This income profile highlights the importance of affordability and price sensitivity in influencing customer decisions, especially when it comes to choosing cafes and spending habits. The analysis of revisit frequency reveals that a significant part of respondents frequent cafes 2-3 times per month (30.5%), while 18.5% revisit more than once per week. Starbucks is the preferred pick among the different cafes, with 49.7% of the participants selecting it. Coffee Bean & Tea Leaf comes in second place with 31.8% of the respondents, followed by The B Side with 29.1%. These preferences reveal the impact of brand awareness, atmosphere, and product offers on consumer support and loyalty in the cafe industry.

The validity and reliability of the data were assessed using cross-loadings, average variance extracted (AVE), composite reliability (CR), and Cronbach's alpha (α), as presented in Table 1. All of the Average Variance Extracted (AVE) values surpassed the barrier of 0.5. Additionally, all of the Composite Reliability (CR) values above the minimum acceptable level of 0.7. Lastly, the Cronbach's Alpha (α) values likewise beyond the minimum acceptable level of 0.7. The results given in Table 1 demonstrate that all construct loadings met the predetermined requirement and exhibited a robust association with their respective constructs. Redundancy analysis was employed to authenticate the formative measures of convergent validity in this study (Chin, 1998).

Table 1

Results of Reliability – Loadings, Average Variance Extracted, Composite Reliability and Cronbach's Alpha

Constructs	Items	Loadings	AVE ^a	CR ^b	Cronbach's Alpha (α)
Product Quality	PQ1	0.777	0.698	0.933	0.913
	PQ2	0.734			
	PQ3	0.796			
	PQ4	0.789			
Service Quality	SQ1	0.789	0.563	0.885	0.845
	SQ2	0.793			
	SQ4	0.706			
	SQ5	0.747			
	SQ6	0.712			
	SQ7	0.752			
Price	P1	0.937	0.575	0.890	0.853
	P2	0.924			
Promotion	PN1	0.816	0.600	0.857	0.779
	PN2	0.787			
	PN3	0.779			
	PN4	0.895			
	PN5	0.869			
	PN6	0.860			
Physical Environment	PE1	0.800	0.781	0.914	0.862
	PE2	0.719			
	PE3	0.773			
	PE5	0.705			
	PE6	0.763			
	PE7	0.785			
Place	PL1	0.888	0.866	0.928	0.845
	PL2	0.833			
	PL3	0.928			
Revisit Intention	RI1	0.848	0.738	0.894	0.824
	RI2	0.888			
	RI3	0.840			

According to Hair, Ringle, and Sarstedt (2011), many academics have proposed different threshold values for retaining items based on their factor loadings, ranging from 0.35 to 0.70. In this investigation, loadings equal to or more than 0.50 were deemed to be the minimum acceptable value and were considered significant. The results indicated that the loadings for all items fell within the range of 0.705 and 0.937, above the threshold value of 0.50. Furthermore, the composite reliability (CR) for all items fell within the range of 0.857 to 0.933, surpassing the recommended threshold of 0.70 (Hair et al., 2011). Similarly, the Cronbach's

alpha (α) for all items ranged from 0.779 to 0.913, also exceeding the recommended value of 0.70 (Hair, Sarstedt, Hopkins & Kuppelwieser, 2014).

The results also indicated that the average variance extracted (AVE) values varied from 0.563 to 0.866, which surpasses the suggested threshold of 0.50 (Hair et al., 2011; Fornell and Larcker, 1981). In addition, all the indicators loaded had greater values compared to other latent variables. This indicates that the loading of each indicator was higher on its own latent variable than on any other latent variable, as seen in Table 2. Furthermore, the square root of the average variance extracted (AVE) was greater than the squared correlations between the latent variable and all other latent variables, as seen in Table 3 (Fornell and Larcker, 1981). This suggests that all constructs meet the requirement for discriminant validity. Once the assessment of the measurement model is finished, the structural model is next assessed. In summary, the measuring model utilized in this work has demonstrated strong evidence of reliability, convergent validity, and discriminant validity.

Table 2

Discriminant Validity - Cross Loadings

	PHYSICAL	PLACE	PRICE	PRODUCT	PROMOTION	REVISIT	SERVICE
PQ1	0.408	0.206	0.354	0.777	0.223	0.372	0.389
PQ2	0.305	0.241	0.594	0.734	0.279	0.324	0.510
PQ3	0.403	0.333	0.329	0.796	0.370	0.436	0.390
PQ4	0.336	0.265	0.323	0.789	0.211	0.434	0.393
SQ1	0.473	0.361	0.385	0.484	0.211	0.396	0.789
SQ2	0.406	0.363	0.479	0.435	0.208	0.325	0.793
SQ4	0.323	0.299	0.377	0.305	0.140	0.318	0.706
SQ5	0.373	0.196	0.275	0.392	0.170	0.388	0.747
SQ6	0.365	0.267	0.265	0.385	0.159	0.362	0.712
SQ7	0.290	0.223	0.423	0.389	0.211	0.284	0.752
P1	0.334	0.393	0.937	0.452	0.330	0.380	0.476
P2	0.318	0.350	0.924	0.480	0.377	0.349	0.421
PN1	0.203	0.244	0.435	0.311	0.816	0.249	0.263
PN2	0.299	0.243	0.156	0.247	0.787	0.243	0.156
PN3	0.361	0.336	0.414	0.306	0.779	0.324	0.302
PN4	0.263	0.300	0.277	0.277	0.895	0.279	0.136
PN5	0.203	0.303	0.302	0.324	0.869	0.297	0.184
PN6	0.294	0.255	0.283	0.277	0.860	0.243	0.158
PE1	0.800	0.370	0.320	0.360	0.300	0.387	0.404
PE2	0.719	0.276	0.268	0.336	0.177	0.352	0.482
PE3	0.773	0.248	0.356	0.422	0.312	0.314	0.478
PE5	0.705	0.347	0.117	0.304	0.173	0.293	0.199
PE6	0.763	0.318	0.248	0.430	0.316	0.309	0.315
PE7	0.785	0.384	0.268	0.310	0.216	0.429	0.381
PL1	0.413	0.888	0.434	0.326	0.297	0.453	0.409
PL2	0.318	0.833	0.238	0.166	0.276	0.308	0.242
PL3	0.397	0.928	0.358	0.371	0.327	0.476	0.334
RI1	0.379	0.413	0.342	0.418	0.322	0.848	0.403
RI2	0.465	0.486	0.386	0.478	0.295	0.888	0.451
RI3	0.341	0.311	0.268	0.415	0.227	0.840	0.335

Table 3

Discriminant Validity - Fornell and Larcker Criterion

	PHYSICAL	PLACE	PRICE	PRODUCT	PROMOTION	REVISIT	SERVICE
PHYSICAL	0.758						
PLACE	0.431	0.884					
PRICE	0.350	0.400	0.930				
PRODUCT	0.470	0.341	0.500	0.774			
PROMOTION	0.326	0.341	0.378	0.350	0.835		
REVISIT	0.466	0.478	0.392	0.511	0.331	0.859	
SERVICE	0.502	0.380	0.483	0.535	0.244	0.467	0.751

Table 4 presents the results of hypothesis testing, revealed that H1 and H6 were supported while H2, H3, H4, and H5 were not supported. H1 showed that product quality directly affects revisit intention with a t-value of 2.032 and p-value of 0.042. In this study, product quality affects cafe customers' revisit intention. Next, for H6, place were significant with t-value of 2.827 and p-value of 0.005, demonstrating that the place directly affects revisit intention. For H2, service quality has no significant relationship towards revisit intention with a t-value of 1.534 and p-value of 0.125. For H3, pricing has no significant relationship towards revisit intention with a t-value of 0.311 and p-value of 0.755. For H4, promotion has no significant relationship towards revisit intention with a t-value of 0.885 and p-value of 0.376. The association between physical environment and revisit intention was not significant with t-values of 1.266 and 0.206, showing that the physical environment does not directly affect revisit intention.

Table 4

Hypothesis Testing

	H	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Decision
PRODUCT REVISIT ->	H1	0.249	0.247	0.123	2.032	0.042	Supported
SERVICE REVISIT ->	H2	0.140	0.148	0.091	1.534	0.125	Not Supported
PRICE REVISIT ->	H3	0.026	0.023	0.083	0.311	0.755	Not Supported
PROMOTION -> REVISIT	H4	0.070	0.071	0.079	0.885	0.376	Not Supported
PHYSICAL REVISIT ->	H5	0.141	0.148	0.111	1.266	0.206	Not Supported
PLACE REVISIT ->	H6	0.246	0.251	0.087	2.827	0.005	Supported

Discussion

Based on the results of this study in table 4, indicated that hypotheses H1 and H6 were supported, but hypotheses H2, H3, H4, and H5 were not supported. To clarify, the factors that had a substantial impact on revisit intention were product quality and place. However, service quality, price, promotion, and physical environment did not have a significant impact on revisit intention.

The results of this study indicate that the hypothesis for H1 was supported, suggesting a significant relationship between product quality and revisit intention of customer on cafe in Sabah, Malaysia. This statement same with the findings of Bujisic et al. (2014), who demonstrated a positive and substantial correlation between product quality and consumer behavioral intention in both premium and quick service restaurant sectors. Similarly, a study conducted by Michelle et al. (2018) found that there is a strong and positive correlation between product quality and consumer loyalty in the coffeehouse business. Besides, study by Ang et al. (2017) and Therok et al. (2021) also stated that product quality have significant affect on consumer choice and subsequent behavior intention towards cafe. According to the research findings, respondents expressed a strong concern for product quality, which may be attributed to the elevated demands and expectations of customers in Sabah, Malaysia. These expectations encompass several aspects such as the look, quality, temperature, safety, and health of the food (Zuratulraha et al., 2016; Therok et al., 2021).

Regarding to the relationship on service quality and revisit intention, the results of this study indicate that the hypothesis for H2 was rejected, suggesting that there is no significant correlation between service quality and revisit intention towards cafe in Sabah, Malaysia. This finding same with the study conducted by Bujisic et al. (2014), which found no significant correlation between service quality and consumer behavioral intention in the quick service restaurant business. Furthermore, study conducted by Ang et al. (2017) and Bae et al. (2018) found that there is no substantial correlation between service quality and the inclination of customers to return to the eating business. Based on the research findings, it is evident some of the customers did not prioritize service quality. This might be attributed to the fact that consumers may tend to be more patient, have lower service expectations, and are accustomed to the subpar service offered by the personnel (Christie & Shu, 2024).

The results of this study indicate that the hypothesis for H3 was rejected, suggesting that there is no significant correlation between price and revisit intention of customer towards cafe in Sabah, Malaysia. This finding same with the study conducted by Suhud et al. (2020), which concluded that there is no statistically significant correlation between price and consumer behavioral intention in the coffee shop business. This phenomenon may be elucidated by the fact that the price does not exert any impact on the behavior of consumers, including their likelihood to revisit in the future (Islam et al., 2019). Based on the research findings, it is evident that customer were not particularly concerned about price. This could be attributed to the customers' understanding that the price of products is directly linked to their quality and quantity. Consequently, a higher price is associated with better quality, which influences their preference for places that offer good value and reasonable prices (Md Daud et al., 2020; Mufhtie et al., 2022).

As shown in table 4, the hypothesis for H4 was rejected, suggesting that there is no significant correlation between promotion and customer intention to revisit cafe in Sabah, Malaysia. This finding same with the results of a study conducted by Cibro and Hudrasyah (2017), which found no significant correlation between promotion and behavioral intention in the café business. Kwame Opoku et al. (2023) explained that promotions do not exert any impact on client behavior, including their likelihood of revisiting in the future. Based on the research findings, it is evident that customer were not particularly concerned about promotions. This may be because customers are still likely to revisit for other reasons, even

in the absence of promotions (Lamai et al., 2020).

Hypotheses for H5 were rejected, suggesting that there is no significant relationship between the physical environment and customer intention to revisit cafe in Sabah, Malaysia. This statement same with the findings of Bujisic et al. (2014), who concluded that there is no substantial correlation between the physical environment and consumer behavioral intention in the upmarket restaurant business. Furthermore, a study conducted by Bae et al. (2018) found no substantial correlation between the physical environment and customers' intention to return to dining establishments. Based on the research findings, it is evident that customer were less concerned about the physical environment. This may be attributed to the fact that customers might be prioritize price over the quality of the physical environment (Haryati et al., 2021). Novianto et al. (2024) mentioned that some of the customers are aware that a higher quality physical environment would come at a higher cost.

Lastly, the results of this study support the hypothesis H6, suggesting a significant relationship between the place and the intention of customer to revisit cafe in Sabah, Malaysia. This statement same with the findings of Michelle et al. (2018), who discovered a positive and substantial correlation between location and customer patronage in the coffeehouse business. Andreti et al. (2013) found a significant association between the geographical location and the likelihood of returning to a certain area. According to Widyawati and Berlianto (2019), the location is a determining element in consumer choice, however customers prioritize the food, service, and surroundings. Hashima et al. (2017) suggest that the cafe should be positioned in a strategic location to enhance client navigation. Setyawan, Putra, Nurhaliza, Gustiani, Faradis and Qomariah (2023) mentioned that a strategic location helps customers find a business and that a greater distance. According to the research findings, respondents expressed a high level of concern for the location in this study. This may be attributed to the fact that customers in Sabah, Malaysia prioritize convenient locations, such as those near their homes or workplaces. This allows them to save time and avoid traveling long distances.

Conclusion

The analyses of this study yielded positive results, though not all were statistically significant. Literature definitely supports the hypothesis that the selection attributes affects on revisit intention of customer towards cafe. In addition, the theory of reasoned action (TRA) could provide a firm foundation for this study's theoretical framework and be capable of justifying its research problem. Consequently, based on the findings and justifications, this study achieved its objectives and responded to the research questions and aims. The findings generally supported the existing Theory of Reasoned Action. In terms of practice, the results may enable cafe owners in Sabah to devise more effective marketing and management strategies. In terms of theory, this research adds to the body of knowledge with respect to applying the Theory of Reasoned Action in explaining revisit intention.

The current research is limited to respondents who have visited cafes in Sabah, Malaysia. The results of the connection among the research factors and the relative relevance of variables may be significantly influenced by the standard of living, lifestyle, education level, and cultural practices in Sabah. Future research is suggested to expand the study to a broader geographical area, encompassing cities or regions outside of Sabah. This can assist the

researcher in gathering more precise data that accurately represents the entirety of Malaysia. Expanding the survey to encompass a larger region might have potentially revealed alternative patterns and strengths of the correlations between the variables under investigation.

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