



Analyzing Factors Influencing Customer Satisfaction towards Customer Purchase Intention in Louisa Coffee, Taiwan

BY

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Abstract

Purpose– The purpose of this research is to analyze the factors influencing Customer Satisfaction towards Customer Purchase Intention in Louisa Coffee, Taiwan. In this research, the researcher will accentuate Customer Satisfaction and related factors including Service Quality, Perceived Value, and Store Atmosphere within this study.

Design/Methodology/Approach–This research is to identify the factors that influence customer satisfaction and purchase intention in the context of Louisa Coffee in Taiwan using secondary data analysis and archival research techniques. 426 respondents who have purchased in Louisa Coffee provided the information. In order to develop a new conceptual framework, this study also incorporates three frameworks from other studies.

Findings– This study examines the factors that influence customer satisfaction and purchase intention. The results of the study show that Service Quality, Perceived Value, and Store Atmosphere have an impact on customer satisfaction. Furthermore, purchase intention is influenced by customer satisfaction.

Research Limitations/Implications– Researching the variables that affect customer satisfaction and purchase intention has several limitations. This research's findings may not be entirely applicable to the cafes of other countries since this research was based on respondents of having purchasing Louisa Coffee and living in Taiwan.

Originality/value- This research is about the important influencing variables of customer satisfaction and purchase intention.

Keywords– Louisa Coffee, cafe, service quality, perceived value, store atmosphere, customer satisfaction, purchase intention.

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1. INTRODUCTION

1.1. Background of study

Taiwan has seen a sharp increase in its population of coffee drinkers in recent years. Fast food establishments and convenience stores have also entered the market, in addition to the quick growth and launching of new locations of a wide variety of coffee shops and coffee chains. Even the ambiance within their stores can draw customers to satisfied companies. According to the statistics of "food next", the number of cups of coffee consumed by Taiwanese in 2000 was 101 cups and 151 cups in 2016, but in 2018 it has reached 204 cups! The growth rate is accelerating year by year. It took 16 years to expand 50 cups before, but now it only takes 2 years to reach the standard, which shows that the demand for freshly brewed coffee in Taiwan continues to increase. (FoodNEXT, 2019).

Seeing the market development of Taiwan's industry, the total number of coffee and light meal stores was 2,386 in 2018, and it grew to 2,511 in 2019, with a growth rate of 5.2%. The increase in the overall number of homes and stores also reflects the growing habit of coffee drinking among Taiwanese people and the large demand. The market expansion base has development potential, and it should show a stable growth trend in the future.

Louisa Coffee has been deeply involved in the Taiwan market since 2006, allowing more people to experience the pleasure of tasting coffee. Since the opening of the store, Louisa has more than 300 stores in Taiwan, making it the largest coffee chain in the country.

However, according to the Louisa Coffee 2020 Annual Report, citing data from the Taiwan Economic Research Institute, in 2019, among the major coffee chain stores in Taiwan, Louisa Coffee had the highest proportion of

branches, accounting for 19.39%. The cumulative revenue in 2020 reached TWD 1.9 billion, an increase of 30.75% compared to the TWD 1.5 billion in the same period in 2019.

Table 1.1 Overview of the proportion of the number of major chain cafes in Taiwan

Overview of the proportion of the number of major chain cafes in Taiwan (unit%)						
Company/Year	2014	2015	2016	2017	2018	2019
85 Cafe	18.02	18.25	19.30	19.43	18.98	18.72
Starbucks	18.51	18.20	19.02	18.85	19.15	18.92
Louisa	4.75	9.60	12.74	14.97	18.35	19.39
Dante	3.28	5.75	5.29	4.72	4.22	2.95
Cama	4.21	4.30	4.68	4.86	4.77	4.98
Crown&Fancy	1.47	1.45	3.37	2.30	1.86	0.12
Mr. Brown Café	3.17	2.65	2.48	2.21	1.98	1.51
Other	46.59	39.80	33.12	32.66	30.69	33.41
Total	100.00	100.00	100.00	100.00	100.00	100.00

Source: Taiwan Economic Research Institute Sankei Database (January 2020)

Source: https://www.louisacoffee.co/upload/shareholder/20210924_014445.pdf

1.2. Problem Statements

Taiwan's first cafes date back to the early Restoration era when coffee was a luxury. The group of people who drink coffee has grown over time as their purchasing power has increased, their social quality has developed and improved, their living standards have improved, and their lifestyles have changed. As a result, more people are choosing coffee shops as meeting places for socializing, business, and leisure. Researchers sought to comprehend the link between customer satisfaction and how that relationship impacts purchase intention in this study. Every customer has various preferences. What are the factors that please consumers and entice them to purchase in this sector when there is so much pressure from the competition?

1.3. Objectives of study

The purpose of this research is to analyze the factors influencing Customer Satisfaction towards Customer Purchase Intention in Louisa Coffee, Taiwan. In this research, the researcher will accentuate Customer Satisfaction and related factors including Service Quality, Perceived Value, and Store Atmosphere within this study. The following details will represent the objective of this study.

- To study the impact of Service Quality on Customer Satisfaction.
- To study the impact of Perceived Value on Customer Satisfaction.
- To study the impact of Store Atmosphere on Customer Satisfaction.
- To study the impact of Customer Satisfaction on Purchase Intention.

1.4. Research questions

- Has service quality significant impact on Customer Satisfaction?
- Has perceived value significant impact on customer Satisfaction?
- Has store atmosphere significant impact on customer Satisfaction?
- Has customer satisfaction significant impact on purchase Intention?

1.5. Significance of the study

The number of coffee lovers in Taiwan has significantly increased in recent years. Due to the fierce competition among cafés, the market profit of the company in this sector may decline. For a variety of reasons, customer satisfaction and purchasing intention are significant in business. First off, making customers satisfied are likely to have a positive attitude on the cafe and recommend to others, which will attract new customers. Additionally, new customers who hear from existing satisfied customers are more likely to make a purchase from the particular cafe the existing customers suggested, which will improve the business's revenue. Thus, Customer satisfaction and purchase intentions are therefore essential for enhancing corporate performance. Therefore, the purpose of this study is to determine the variables that affect customer satisfaction and purchase intent.

Firstly, the results of this study will help LOUISA Coffee understand the factors that influence customer satisfaction and purchase intention. Additionally, this research may help LOUISA Coffee develop strategies to increase customer satisfaction and purchase intention. In addition, this study is also beneficial to researchers for future research on Louisa coffee customer satisfaction and purchase intention, including service quality, perceived value, and store atmosphere, and

other factors that affect customer satisfaction and purchase intention as a reference.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Theories related to each variable

2.1.1. Service Quality

According to Zaithaml (1988) and Takeuchi (1983), service quality refers to the consumer's assessment of a product or service's overall excellence. Quality was seen as the consumer's benchmark against which to compare goods like products or services. According to Parasuraman et al. (1985), service quality is defined as the assessment or attitude of the overall excellence of the service; in other words, it is the discrepancy between the customer's expectations and the service provider's impression of the service that was provided.

Furthermore, according to a study by Ha and Jang (2010), the researchers also noted that interactions between customers and restaurant staff determine service quality, which is referred to as the degree of service provided by the restaurant personnel. Additionally, according to several academics that looked into the restaurant industry's service quality, the quality of the cuisine, the store atmosphere, and the personnel services are the three main aspects that influence how well consumers perceive the service in a restaurant (Chow et al., 2007; Dulen, 1999; Jang&Namkung, 2009; Namkung&Jang, 2008; Ryu& Han, 2010; Susskind & Chan, 2000).

2.1.2. Perceived Value

According to a study of Ryu et al. (2008), perceived value was defined as the customer's overall assessment of their net worth as a result of the service, taking into account both the costs or sacrifices they made to obtain and use the service as well as the benefits they received from it (Hellier et al., 2003). Based on a study by Albrecht (1992), value is currently one of the most powerful forces in the market, and marketers and customers are becoming more and more concerned with it.

Simply put, Customers evaluate the balance of a product's price and usefulness primarily based on their perception of the product's or service's value (Venkatesh et al., 2012), as well as the overall usefulness of the product or service based on the customer's perceptions of what is gained and provided. This is known as perceived value (Zeithaml, 1988).

2.1.3. Store Atmosphere

The ambiance of a café is a physical quality that is used to create an impression and draw consumers, as stated by Berman and Evan (1992), who are cited as saying that "environment refers to the store's physical qualities that are utilized to form an image and to lure customers."

The mood and aesthetics of the store are referred to as atmosphere. The aspects of the in-store environment, which are characterized as demonstrating an intentional design in a specific area and producing the intended impression for customers, include color, music, and crowd. This is seen as an attempt to construct a retail atmosphere, has an emotional impact on people, and increases the possibility that they will make a purchase (Farias et al., 2014; Kotler, 1974).

Although it may not always be fully appreciated by customers when they are shopping, the store environment is the state of affection and cognition that is perceived by customers in a restaurant (Sutisna, 2001). A store's environment is made up of deliberate physical cues. Apparently, Yalçın and Kocamaz (2003) say retailers must understand the significance of store atmosphere in order to develop experiences that ultimately satisfy the customer.

On another definition, "atmosphere this is major component of store image and can be defined as the dominant sensory effect created by the store design, physical characteristics, and merchandising activities" (Cox & Brittan, 2004). It follows that since the atmosphere is a crucial part of a shop or cafe and can provide the dominant sensory effects produced by a shop or cafe design, a cafe must create a planned atmosphere in accordance with its target market.

2.1.4. Customer Satisfaction

Zairi (2000) defined satisfaction as the joy brought on by expectations being met. And when a product or service can meet a client's expectations for quality, it is said to have satisfied the consumer. Customers will be happy if a product or service satisfies their expectations in terms of performance, in other words (Bowden & Dagger, 2011).

Toe La Won and Nuangjamnong (2022) stated that customer satisfaction is the customer's overall expectation towards a product or service consumption based on his or her perception, evaluation, and psychological response. In addition, Schwager (2007) discovered that customer satisfaction is dependent on the customer's experiences or consumption of a product or service based on one's expectations.

Overall, one of the most crucial elements in determining a company's success is its ability to satisfy its customers (Sidharta et al., 2021). The ultimate objective of every business enterprise is focused on satisfying consumers due to the possible impact of customer satisfaction on earnings and repeat-purchase behavior (Jani& Han, 2011; Ryu et al., 2012; Slatten et al., 2011).

2.1.5. Purchase Intention

According to Shah et al. (2012), purchase intention is a type of decision-making that examines customer motivations for purchasing a certain brand as well as their desire to make in-store purchases of products (Rana et al., 2015).

Another part of purchase intention is the consumer's decision to buy a product following examination. The final selection is dependent on the consumer's purpose with significant external influences, and many elements influence the consumer's intention when picking the product (Keller, 2001).

According to empirical studies by Tudoran et al. (2012), Mittal and Kamakura (2001), Ha et al. (2014), consumer satisfaction can lead to a purchase intention.

2.2. Related literature review

2.2.1. Service Quality and Customer Satisfaction

Numerous studies were conducted, and actual data demonstrating the effect of perceived service quality on customer satisfaction was discovered. For instance, Wang and Shieh (2006) conducted research in the service industry and found a substantial positive association between total service quality and customer happiness. Similarly, DeRuyter et al. (1997) found that when service quality levels rise, customer satisfaction levels rise along with them. Oliver (1989) came to the similar conclusion that expectations and perceptions of service quality influence whether customers are satisfied or dissatisfied.

Additionally, it was discovered by Chow et al. (2007), and Johns and Pine (2002) that customer satisfaction and/or future behavioral intentions are influenced by service quality judgments.

2.2.2. Perceived Value and Customer Satisfaction

According to Lai et al. (2009), customer satisfaction is influenced by their judgments of the value of their brand. According to a study by Caruana et al. (2000), it is also proven that perceived value has a major moderating influence on shaping satisfaction. According to Patterson and Spreng (1997) examination into the relationship between consumer behavior and perceived value in a service environment, it is discovered that customer perceived value is a directly positive predictor of customer happiness.

Moreover, Graeff (1996) discovered that customer pleasure declines when the consumer's self-image becomes more similar to the brand image. Customers are therefore more likely to be happy with the product and eager to recommend it to others when a favorable brand image is developed, according to research by Aaker (1991).

2.2.3. Store Atmosphere and Customer Satisfaction

According to Kusumawati et al. (2014), a store's environment may pique a customer's attention and influence his decision about where to visit and make a purchase. Heung and Gu (2012) asserted that shop environment dimensions have a considerable impact on patrons' happiness with their dining experiences.

Consumers require more specific criteria, such as Kotler (1973) asserts, when product and price variations are small. Additionally, in order to differentiate one cafe from another, the establishment of a suitable shop atmosphere might satisfy customers. In a similar vein, Kaewmahaphinyo et al. (2020) suggested that the ambiance of the business had a favorable impact on consumer satisfaction.

Impressive atmospherics can increase the likelihood of word-of-mouth advertising, according to research by Dhurup et al. (2013) on the association between image qualities of a restaurant and customer satisfaction.

2.2.4. Customer Satisfaction and Purchase Intention

Getty and Thompson (1994) investigated the link between hotel quality and patron satisfaction. Two variables had a

substantial impact on the consumers' intention, according to the results. Consumer buy intent and purchasing intention are drawn to customer pleasure (LaBarbera & Mazursky, 1983; Eksangkul & Nuangjammong, 2022). Customer satisfaction impacts consumer willingness to pay for high prices in addition to having a good association with it (Huber et al, 2001; Soe & Nuangjammong, 2021).

Additionally, Anderson et al. (1994) hypothesized that consumer satisfaction with their experience influences their likelihood to make a purchase. Consumer wants and expectations can be supported by satisfaction based on the worth of the product and service (Zeithaml&Bitner, 2000).

2.3. Conceptual Framework

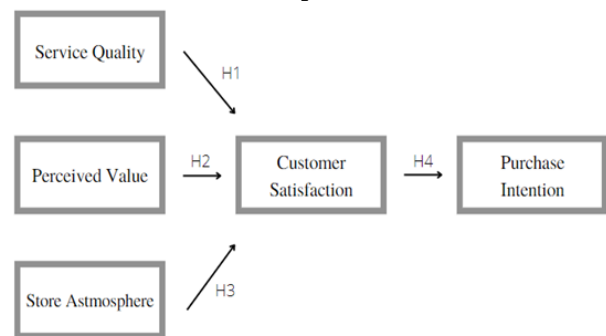


Figure 1: The Conceptual Framework

Source: Constructed by author.

2.4. Hypotheses development

In this study, there are four research hypotheses used to explain the conceptual framework of The Impact of Customer Satisfaction towards Purchase Intention described below:

Hypothesis 1

H1o: There is no significant impact of service quality on customer satisfaction.

H1a: There is a significant impact of service quality on customer satisfaction.

Hypothesis 2

H2o: There is no significant impact of perceived value and customer satisfaction.

H2a: There is a significant impact of perceived value and customer satisfaction.

Hypothesis 3

H3o: There is no significant impact of store atmosphere and customer satisfaction.

H3a: There is a significant impact of store atmosphere and customer satisfaction.

Hypothesis 4

H4o: There is no significant impact of customer satisfaction and purchase intention.

H4a: There is a significant impact of customer satisfaction and purchase intention.

3. RESEARCH METHODOLOGY

3.1. Research Design

The purpose of this study is to identify the factors that influence customer satisfaction and purchase intention from

the context of LOUISA COFFEE in Taiwan. These factors include service quality, perceived value, store atmosphere, customer satisfaction, and purchase intention. In addition, this study will assess the relative importance of each factor that influences purchase intention of Louisa COFFEE in Taiwan. This research is quantitative; thus, it will include a variety of analyses, including Cronbach's alpha, simple linear regression, multiple linear regression, and descriptive analysis.

The questionnaire is divided into three main sections and has a total of 24 items, of which 2 items are screening questions, 7 representing demographic questions, and 15 questions are derived to measure factors, which together make up the five variables of this study model.

Firstly, the reliability of the questionnaire and any ambiguous or perplexing measuring items in the surveys were assessed using Cronbach's Alpha. To assess the reliability of the questionnaire and determine whether there was any ambiguity regarding the measuring items in the questionnaires, a small group of 70 samples were used for the pilot test. A five-point Likert scale was employed by the researchers to gauge respondents' sentiments and degree of agreement with each study variable. With 1 denoting "Strongly Disagree" and 5 denoting "Strongly Agree," the statistical threshold has been set at 1.

Secondly, service quality, perceived value, and store atmosphere were examined as factors impacting customer satisfaction using multiple linear regression (MLR). Lastly, the influence of customer satisfaction on purchase intention was examined using simple linear regression (SLR). Furthermore, this study made use of secondary data. The majority of the data came from trustworthy sources, such as publications, journals, and earlier studies.

3.2. Sampling Plan

3.2.1. Target Population

Customers of LOUISA COFFEE who resided in Taiwan make up the study's target demographic. Taiwan has a population of 23,912,204, according to Worldmeter, an organization that collects demographic data for each country (as of Wednesday, September 21, 2022).

3.2.2. Sample Size

To determine the sample size from a given population, statistician Taro Yamane created the Taro Yamane sample size calculation approach in 1967. The following is an example using mathematics to explain the Taro Yamane method: $n = \frac{N}{1 + N(e)^2}$ $n = \frac{N}{1 + N(e)^2}$ $n = \frac{N}{1 + N}$ (N stands for the sample size.)

The sample size for this study was derived using Taro Yamane's (95% confidence level) formula (Yamane, 1973). According to Worldmeter's elaboration of the most recent United Nations data, there are 23,912,204 people living in Taiwan as of the present population. Taro Yamane's computation formula defines sample size at $n=399.99$ (400 respondents for this study).

3.2.3. Sampling Procedures

In this research, the researcher applied a non-probability sampling method, which comprises non-random selection based on convenience and simplicity of data collecting. The respondents will be initially vetted based on the study purpose, making the convenience sampling and snowball sampling approaches by the researchers more practical and near at hand. Researchers used a non-probability sampling method for their experiments due to time restrictions and the existing environment. This approach is suitable since it makes it simple for the researcher to gather data according to convenience.

3.3. Research Instrument

In this research, questionnaires were utilized as a research tool to examine the significant factors as well as the relationships between the variables. The researcher has distributed the questionnaire online to the qualified samples. The questionnaire is divided into three parts. The first section consists of screening questions that will only be answered by persons who have heard about Louisa Coffee and have purchased in Louisa Coffee. The second section is the questions on demographic information of respondents. The last section is the questions for dependent and independent variables are containing a total of 15 scale items.

3.4. Validity

3.4.1. Content validity with the index of item-objective congruence

The researcher evaluates the item quality of each questionnaire question using the Item Objective Congruence (IOC) Index. The authors recruited the aid of experts to determine the content validity score. IOC value came out to be 0.69. Since the result is greater than 0.5, it is permissible to distribute all of the questions among the responders.

3.4.2. Reliability with pilot test

To determine whether there were any inconsistencies or weaknesses in the questionnaire's variables, the researcher chose to conduct a pilot test with 70 participants. One method for measuring consistency is Cronbach's alpha, which is used to assess the accuracy of any given measurement variable.

According to Cronbach (1951), reliability tests are frequently conducted utilizing the pilot test research technique, with Cronbach's Alpha (CA) serving as the underlying assumption. Check and Schutt (2012) said that a good question is the pretested question since it uses 5-point Likert scales to identify overall items; also, researchers require the evidence that the respondents understand and interpret all questions in the questionnaire properly.

A pilot test involving 70 participants yielded Cronbach's Alpha values for the independent variables of service quality, perceived value, store atmosphere, customer satisfaction, and purchase intention. The outcome demonstrated that there are five main elements that influence customer satisfaction and purchase intention for Louisa Coffee. The results showed that the Cronbach's alpha for three service quality items is 0.863, three perceived value items are 0.786, three store atmosphere items are 0.803, three customer satisfaction items are 0.777,

and three purchase intention items are 0.817. (Per shown in Table 3.1).

Table 3.1: The Value of Reliability Analysis of Each Item and Variable in this Study (n=70)

Item No.	Measurement Items	Cronbach's Alpha	Strength of Association
Service Quality		0.863	Good
QUA1	Employees of LOUISA COFFEE served customers food and drink exactly as they ordered.	0.876	Good
QUA2	Employees at LOUISA COFFEE make their customers feel comfortable.	0.803	Good
QUA3	Employees at LOUISA COFFEE provide prompt and quick service.	0.797	Acceptable
Perceived Value		0.786	Acceptable
VAL1	The money that I spend on the products of LOUISA COFFEE is well spent.	0.906	Excellent
VAL2	LOUISA COFFEE offers good value of the price.	0.887	Good
VAL3	Compared to other cafes, LOUISA COFFEE offers consumers great value on drinks and food.	0.937	Excellent
Store Atmosphere		0.803	Good
ATM1	LOUISA COFFEE has attractive interior design and decoration.	0.693	Questionable
ATM2	The environment of LOUISA COFFEE is thoroughly clean.	0.820	Good
ATM3	The background music at LOUISA COFFEE is pleasing.	0.801	Good
Customer Satisfaction		0.777	Acceptable
SAT1	I am really satisfied with the products that I purchase from LOUISA COFFEE.	0.712	Acceptable
SAT2	I purchased products from LOUISA COFFEE because of the quality.	0.840	Good
SAT3	I am satisfied with the services of LOUISA COFFEE.	0.768	Acceptable
Purchase Intention		0.817	Good
INT1	Customer would encourage other people to buy LOUISA COFFEE.	0.627	Questionable
INT2	I will buy coffee in LOUISA COFFEE rather than any other cafe.	0.782	Acceptable
INT3	Customer would say positive things about LOUISA COFFEE to other people.	0.716	Acceptable

3.5. Methods of Data Gathering and Procedures

Data were acquired for this study from both primary and secondary sources. Through the surveys, the researchers obtain first-hand information directly from respondents. As the information was first gathered from the respondent who was targeted under the provided criteria pertaining to the study subject, the primary data is regarded as a reliable source. Primary data were gathered using a questionnaire survey from Taiwanese consumers who had purchased LOUISA COFFEE. In order to determine the variables affecting consumer satisfaction and purchase intention toward LOUISA COFFEE, respondents were also asked to score their experiences on a five-point Likert scale.

Additionally, the research applied convenience sampling and snowball sampling techniques to gather data using a non-probability sample methodology. The respondents will be

initially checked in accordance with the study's goals before the researcher distributes the online survey to friends and acquaintances. After completing the survey, the acquaintance will assist in distributing it to their friends and family, which is handy for the researcher. A conceptual framework, hypothesis, sample size, data analysis, conclusion, and suggestion are all built by the researchers using data from secondary sources or articles that they have already received.

4. DATA ANALYSIS AND DISCUSSION OF RESULTS

4.1. Reliability Testing

The researcher decided to review the questionnaire once again and look for any inconsistencies or errors in the variables for all 426 respondents. The reliability of 426 survey respondents was assessed using the Cronbach's Alpha test, as shown in Table 4.1

Variables	Cronbach's Alpha	Number of Items
Service Quality	.764	3
Perceived Value	.758	3
Store Atmosphere	.763	3
Customer Satisfaction	.763	3
Purchase Intention	.754	3

Note (n=426)

Since values greater than 0.75 imply that the reliability of that factor is acceptable, the Cronbach's alpha of each variable in table 4.1 reveals that all of the variables are trustworthy and legitimate. The variable that has the highest reliability is Service Quality, following by Store Atmosphere and Customer Satisfaction with the value .763, following by Perceived Value with .758, and lastly Purchase Intention with .754.

4.2. Descriptive Analysis of Demographic Data

4.2.1. Screening questions

To examine the demographic data of the respondents who have heard of Louisa Coffee and have purchased in Louisa Coffee, the researcher utilized descriptive analysis. The process of turning data into information may be described by the descriptive statistics. Additionally, the descriptive analysis might shed light on the respondents' personalities. In the first part, screening questions such as 'Have you ever heard about LOUISA COFFEE?' and 'Have you ever purchased in LOUISA COFFEE?' were asked. A total of 426 respondents were shown through the frequency distribution as follows.

Table 4.2: The analysis of screening questions using frequency distribution and percentage

Screening Questions	Frequency	Percentage
Have you ever heard about LOUISA COFFEE?		
Yes	426	100%
No	0	0%
Total	426	100%
Have you ever purchased in LOUISA COFFEE?		
Yes	426	100%
No	0	0%
Total	426	100%

From table 4.2, all the respondents who have heard of Louisa Coffee and have purchased there. The screening questions at the start of the questionnaire are what produced the findings. Any additional response that the author does not require is discarded. In the second part, the demographic information that were used are gender, age, current location, occupational

status, income per month, frequency of purchasing in LOUISA COFFEE, and how much does the respondent normally pay for each cup. The purpose is to analyze the characteristics of respondents. A total of 426 respondents were shown through the frequency distribution as follows.

4.2.2. Demographic Data

From table 4.3, among all the 426 respondents for gender, 217 respondents are female (50.9 %) and 209 respondents are male (49.1 %)

Among all the 426 respondents for age, 202 respondents 22 – 35 years old (47.4 %), following by 18 – 22 years old with 132 respondents (31.0 %), following by over 35 years old with 52 respondents (12.2 %), and lastly under 18 years old with 40 respondents (9.4%).

Among all the 426 respondents for current location, 121 respondents live in Northern Taiwan (28.4 %), following by Middle Taiwan with 89 respondents (20.9 %), following by Southern Taiwan with 78 respondents (18.3 %), following by Outer islands of Taiwan with 70 respondents (16.4 %), and lastly Eastern Taiwan with 68 respondents (16.0%).

Among all the 426 respondents for occupational status, 183 respondents are student (43.0 %), following by Employee / Worker / Officer with 145 respondents (34.0 %), and lastly Business Owner with 98 respondents (23.0 %).

Among all the 426 respondents for income per month, 230 respondents earn a monthly income lower than 24000 NTD (54.0 %), following by a monthly income of 32,001 to 45,000 NTD with 78 respondents (18.3%), following by a monthly income of 24,001 to 32,000 NTD with 60 respondents (14.1%), and lastly a monthly income more than 45,000 NTD with 58 respondents (13.6 %).

Among all the 426 respondents for frequency of purchasing in LOUISA COFFEE, 192 respondents purchase less than 3 times per week (45.1 %), following by 4 - 5 times per week with 124 respondents (29.1 %), and lastly More than 5 times per week with 110 respondents (25.8 %).

Among all the 426 respondents for how much they normally pay for each cup in LOUISA COFFEE, 143 respondents pay 101 - 200 NTD for each cup (33.6 %), following by lower than 100 NTD with 126 respondents (29.6 %), following by more than 300 NTD with 80 respondents (18.8 %), and lastly 201 - 300 NTD with 77 respondents (18.1 %).

The third section of the questionnaire included questions on customer behavior. Analysis of respondents' consumer behavior is the goal. Through the frequency distribution, the total number of respondents, 426, was displayed as follows.

Table 4.3: The analysis of demographic factors using the frequency and percentage

Demographic Factors	Frequency	Percent
Gender		
Male	209	49.1 %

Female	217	50.9 %
Total	426	100.0 %
Age		
Under 18 years old	40	9.4 %
18 – 22 years old	132	31.0 %
22 – 35 years old	202	47.4 %
Over 35 years old	52	12.2 %
Total	426	100.0 %

Current Location		
Northern Taiwan	121	28.4 %
Middle Taiwan	89	20.9 %
Southern Taiwan	78	18.3 %
Eastern Taiwan	68	16.0 %
Outer islands of Taiwan	70	16.4 %
Total	426	100.0 %

Occupational Status		
Employee / Worker / Officer	145	34.0 %
Business Owner	98	23.0 %
Student	183	43.0 %
Total	426	100.0 %

Income per month		
Lower than 24000 NTD	230	54.0 %
24,001 - 32,000 NTD	60	14.1 %
32,001 - 45,000 NTD	78	18.3 %
More than 45,000 NTD	58	13.6 %
Total	426	100.0 %

How often do you purchase in LOUISA COFFEE?		
Less than 3 times per week	192	45.1 %
4 - 5 times per week	124	29.1 %
More than 5 times per week	110	25.8 %
Total	426	100.0 %

How much do you normally pay for each cup?		
Lower than 100 NTD	126	29.6 %

101 - 200 NTD	143	33.6 %
201 - 300 NTD	77	18.1 %
More than 300 NTD	80	18.8 %
Total	426	100.0 %

4.3. Descriptive Analysis with Mean and Standard Deviation

In this part, the summary of Mean and Standard Deviation of each variable, consisting of service quality, perceived value, store atmosphere, customer satisfaction, and repurchase intention will be analyzed.

Table 4.4:The result of Mean and Standard Deviation of Service Quality

	N	Min	Max	Mean	Std. Deviation
Employees of LOUISA COFFEE served customers food and drink exactly as they ordered.	426	1	5	3.75	1.07
Employees at LOUISA COFFEE make their customers feel comfortable.	426	1	5	3.84	0.908
Employees at LOUISA COFFEE provide prompt and quick service.	426	1	5	3.93	1.02
Valid N (listwise)	426				

From table 4.4, the highest mean of Service Quality was “Employees at LOUISA COFFEE provide prompt and quick service.” which equals to 3.93. On the other hand, the lowest mean was “Employees of LOUISA COFFEE served customers food and drink exactly as they ordered.” which equals to 3.75. For the standard deviation, the highest was “Employees of LOUISA COFFEE served customers food and drink exactly as they ordered.” which equals to 1.07, while the lowest was “Employees at LOUISA COFFEE make their customers feel comfortable.” which equals to 0.908.

Table 4.5: The result of Mean and Standard Deviation of Perceived Value

	N	Min	Max	Mean	Std. Deviation
The money that I spend on the products of LOUISA COFFEE is well spent.	426	1	5	3.88	0.967
LOUISA COFFEE offers good value of the price.	426	1	5	3.85	0.998
Compared to other cafes, LOUISA COFFEE offers consumers great value on drinks and food.	426	1	5	3.94	0.995
Valid N (listwise)	426				

From table 4.5, the highest mean of Perceived Value was “Compared to other cafes, LOUISA COFFEE offers consumers great value on drinks and food.” which equals to 3.94. On the other hand, the lowest mean was “LOUISA COFFEE offers good value of the price.” which equals to 3.85. For the standard deviation, the highest was “LOUISA COFFEE offers good value of the price.” which equals to 0.998, while the lowest was “The money that I spend on the products of LOUISA COFFEE is well spent.” which equals to 0.967.

Table 4.6: The result of Mean and Standard Deviation of Store Atmosphere

	N	Min	Max	Mean	Std. Deviation
LOUISA COFFEE has attractive interior design and	426	1	5	3.87	1.02

decoration.					
The environment of LOUISA COFFEE is thoroughly clean.	426	1	5	3.95	0.953
The background music at LOUISA COFFEE is pleasing.	426	1	5	3.88	0.944
Valid N (listwise)	426				

From table 4.6, the highest mean of Store Atmosphere was “The environment of LOUISA COFFEE is thoroughly clean.” which equals to 3.95. On the other hand, the lowest mean was “LOUISA COFFEE has attractive interior design and decoration.” which equals to 3.87. For the standard deviation, the highest was “LOUISA COFFEE has attractive interior design and decoration.” which equals to 1.02, while the lowest was “The background music at LOUISA COFFEE is pleasing.” which equals to 0.944.

Table 4.7: The result of Mean and Standard Deviation of Customer Satisfaction

	N	Min	Max	Mean	Std. Deviation
I am really satisfied with the products that I purchase from LOUISA COFFEE.	426	1	5	3.87	0.930
I purchased products from LOUISA COFFEE because of the quality.	426	1	5	3.84	0.951
I am satisfied with the services of LOUISA COFFEE.	426	1	5	3.88	0.956
Valid N (listwise)	426				

From table 4.7, the highest mean of Customer Satisfaction was “I am satisfied with the services of LOUISA COFFEE.” which equals to 3.88. On the other hand, the lowest mean was “I purchased products from LOUISA COFFEE because of the quality.” which equals to 3.84. For the standard deviation, the highest was “I am satisfied with the services of LOUISA COFFEE.” which equals to 0.956, while the lowest was “I am

really satisfied with the products that I purchase from LOUISA COFFEE.” which equals to 0.930.

Table 4.8: The result of Mean and Standard Deviation of Purchase Intention

	N	Min	Max	Mean	Std. Deviation
Customer would encourage other people to buy LOUISA COFFEE.	426	1	5	3.90	0.984
I will buy coffee in LOUISA COFFEE rather than any other cafe.	426	1	5	3.89	0.942
Customer would say positive things about LOUISA COFFEE to other people.	426	1	5	3.87	1.02
Valid N (listwise)	426				

From table 4.8, the highest mean of Purchase Intention was “Customer would encourage other people to buy LOUISA COFFEE.” which equals to 3.90. On the other hand, the lowest mean was “Customer would say positive things about LOUISA COFFEE to other people.” which equals to 3.87. For the standard deviation, the highest was “Customer would say positive things about LOUISA COFFEE to other people.” which equals to 1.02, while the lowest was “I will buy coffee in LOUISA COFFEE rather than any other cafe.” which equals to 0.942.

4.4. Hypothesis Testing Results

4.4.1. Summary of Multiple Linear Regression

Multiple linear regression was employed as a statistical analytic technique in the first section to ascertain the degree to which factors like Service Quality, Perceived Value, and Store Atmosphere influenced Customer Satisfaction.

It is important to compute multicollinearity when using multiple linear regression since it can indicate which extraneous variables should be removed. Additionally, it is proposed by Hair et al. (1995) that when the link between the independent variables is moderate, the value of the variance inflation factor (VIF) can be as high as "10," which is acceptable and categorized as moderate multicollinearity. The R-square value, which displays the percentage of variance in the dependent variable that is based on the independent variable, can also be used to explain the variable.

Table 4.9: Summary of Multiple Linear Regression Analysis for Variable Prediction

Variables	B	SE B	Beta	Sig.	VIF
(Constant)	1.315	.193		.001*	
Service Quality	.241	.046	.252	.001*	1.400
Perceived Value	.286	.046	.297	.001*	1.370
Store Atmosphere	.132	.045	.137	.004	1.330

Note. $R^2 = .303$, Adjusted $R^2 = .298$, * $p < .05$. Dependent Variable = Customer Satisfaction

As illustrated in table 4.9, all variables have VIF less than 5, which means they are not overlapping. The independent variables had no problem of Multicollinearity. Moreover, the R square was .303 at 95% confidence level which means that independent variables such as service quality, perceived quality, and store atmosphere can explain dependent variable, consumers satisfaction by about 30.3%.

Hypothesis 1

H1o: There is no significant impact of service quality on customer satisfaction.

H1a: There is a significant impact of service quality on customer satisfaction.

From table 4.9, the significant level was at .001, which was less than 0.05. The null hypothesis was rejected, and it can be concluded that service quality has a significant influence on customer satisfaction. It has a standardized coefficient of .252 which can be implied that if service quality increases by 1%, the customer satisfaction can be raised by 25.2%.

Hypothesis 2

H2o: There is no significant impact of perceived value and customer satisfaction.

H2a: There is a significant impact of perceived value and customer satisfaction.

From table 4.9, the significant level was at .001, which was less than 0.05. The null hypothesis was rejected, and it can be concluded that perceived value has a significant influence on customer satisfaction. Besides, the perceived value is the strong variable that have an influence on customer satisfaction as its standardized coefficient was the highest with the value of .297. It can be implied that if perceived value increases by 1%, the customer satisfaction can be raised by 29.7%.

Hypothesis 3

H3o: There is no significant impact of store atmosphere and customer satisfaction.

H3a: There is a significant impact of store atmosphere and customer satisfaction.

From table 4.9, the significant level was at .004, which was less than 0.05. The null hypothesis was rejected, and it can be concluded that store atmosphere has a significant influence on customer satisfaction. It has a standardized coefficient of .137

which can be implied that if store atmosphere increases by 1%, the customer satisfaction can be raised by 13.7%.

4.4.2. Summary of Simple Linear Regression

In the second section, simple linear regression was employed as a statistical analytic method to assess the degree to which customer satisfaction has an impact on purchase intention. The percentage of the dependent variable's variation that is based on the independent variable is shown by the R-square value, which may be used to explain the variable using simple linear regression.

Table 4.10: Summary of Simple Linear Regression Analysis for Variable Prediction

Variables	B	SE B	Beta	Sig.	VIF
Customer Satisfaction	.492	.046	.463	.001*	1.000

Note. $R^2 = .214$, Adjusted $R^2 = .213$, * $p < .05$. Dependent Variable = Purchase Intention

As illustrated in table 4.10, the result of R square was .214 at 95% confidence level which means that consumers' satisfaction can explain repurchase intention by 21.4%.

Hypothesis 4

H4o: There is no significant impact of customer satisfaction and purchase intention.

H4a: There is a significant impact of customer satisfaction and purchase intention.

From table 4.10, the significant level was at .001, which was less than 0.05. The null hypothesis was rejected, and it can be concluded that customer satisfaction has a significant influence on purchase intention. It has a standardized coefficient of .463 which can be implied that if customer satisfaction increases by 1%, the purchase intention can be raised by 46.3%.

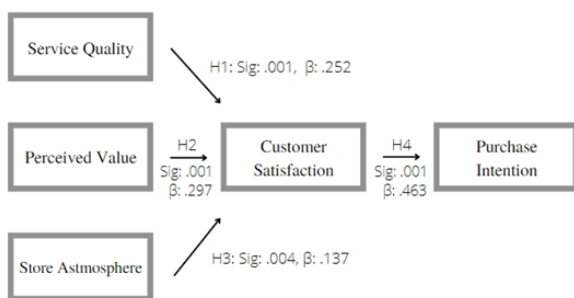


Figure 2: The Results of Research Model

5. SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1. Summary of the study

The purpose of this research is to examine the variables affecting customer satisfaction and purchase intention at Louisa Coffee in Taiwan. In this study, which focused on the crucial elements influencing customer satisfaction, the researcher highlighted consumer satisfaction along with associated characteristics including service quality, perceived

value, and store atmosphere. The table below provides a summary of the ranking results.

Table 5.1: Strengths of factor influence of variable to Customer Satisfaction

Rank	Independent Variable	Beta
1 st	Perceived Value	0.297
2 nd	Service Quality	0.252
3 rd	Store Atmosphere	0.137

The findings in the context of Louisa Coffee demonstrate that consumer satisfaction is significantly influenced by perceived value. Regarding the aspect of service quality, variables are crucial to Louisa Coffee. Additionally crucial to consumer satisfaction, according to the analysis, is the store atmosphere. The majority of the 426 participants in this study—217 female (50.9%), and 209 male(49.1%)—indicate that understanding consumer values is a crucial element in satisfaction, which leads to deliberate conduct.

On table 5.1, current studies also demonstrate the beneficial effects of customer satisfaction on repurchase intention, with the results of perceived value (B = 0.297), service quality (B = 0.252), and store atmosphere (B = 0.137), which can explain customer satisfaction (B = 0.463), demonstrating that the model presented in this study can also explain the factors that influence the satisfaction and creation of customers' intended behavior from the context of Louisa Coffee.

5.2. Discussion and Conclusion

This study reveals how crucial it is to comprehend the perception of the elements that influence consumer satisfaction and intentional behavior in the cafe market. According to the research, customers at Louisa Coffee feel that their experiences there are more valuable than those at other cafes, which makes them feel that Louisa Coffee is worth the money paid. This will lead to customer satisfaction. Moreover, the conceptualization and assessment of service quality perceptions, verified that service quality appears to be a predictor of customer satisfaction (Cronin & Taylor, 1992; Eksangkul & Nuangjamnong, 2022). This conclusion is validated by their research. The majority of customers today also pay attention to the atmosphere of the cafe, which indicates the design of the café, background music, and cleanliness of the environment, all of which can draw customers and lead to their satisfaction with align to the study by Kaewmahaphinyo et al. (2020) and the study from Toe La Won and Nuangjamnong (2022). In order to increase knowledge and understanding of satisfaction and intentional behavior of this research framework by service quality, perceived value, and store atmosphere affecting the customer satisfaction, this study provides an understanding of the relationship between service quality, perceived value, store atmosphere, and customer satisfaction in the cafe industry. Both conceptual research and empirical research will benefit from using this approach. The service quality, perceived value, and store atmosphere are the three most crucial components for customers to purchase from Louisa Coffee. To contribute to the creation of a positive experience that

leaves customers satisfied, cafes must also provide good service in order to offer customers a positive image of a positive environment. As data were gathered utilizing a random sample strategy of Louisa Coffee, this study has no restrictions. It is best to summarize the results of this investigation with care. The information was gathered from people whom have heard of Louisa Coffee and have made purchases there. The majority of customers in Louisa Coffee are therefore female between the ages of 22 and 35, currently residing in Northern Taiwan, having a student occupation, and earning an average salary of less than 24000 NTD.

By examining and evaluating the relationship between independent factors and dependent variables in this analysis, statistical approaches, for instance, multiple linear regression and simple linear regression can help to more clearly define the role, satisfaction, and planned behavior of consumers. Additionally, so that the impressionistic framework, which illustrates the link between the study's variables, may more accurately measure the impact of satisfaction.

The findings indicated that store atmosphere, perceived value, and service quality. Customer satisfaction in the cafe market has improved. Making customers feel valued is crucial for developing strengths, differences, and benefits over rivals. According to DeRuyter et al. (1997) research on the intersection of service quality and satisfaction, the level of customer satisfaction will rise in tandem with an improvement in service quality. Customer satisfaction is directly and considerably influenced by the physical atmosphere of a restaurant (Heung &Gu, 2012). Overall, Ryu et al. (2008) proved that restaurant image and customer satisfaction had a considerable impact on customers' behavioral intentions.

5.3. Recommendations

The findings of this study demonstrate that customer satisfaction and intentional purchasing behavior at Louisa Coffee are I influenced by the level of service quality, perceived value, and store atmosphere. The findings of this study demonstrate that customer satisfaction and intentional purchasing behavior at Louisa Coffee are influenced by the level of service quality, perceived value, and store atmosphere. The study indicates that it is essential for business owners, cafe managers, or marketers, as well as people who wish to learn more, to comprehend the key aspects of cafes that have a favorable impact on customers' attitudes, levels of satisfaction, and intended purchase behavior. In the future, cafes should provide customers with excellent value for both food and drinks. To draw in more customers, the atmosphere in the cafes should have a pleasing interior design and decoration, a tidy setting, and relaxing background music. Additionally, offering prompt service helps to draw customers and raises their satisfaction with the quality of the service. Furthermore, the establishment of these cafe quality criteria is intended to uphold the cafe's standard of excellence always and to maximize customer satisfaction.

5.4. Further Study

This study has a number of restrictions. Due to time constraints, the researcher concentrated only on four factors

that influence customer purchase intention at Louisa Coffee in Taiwan: service quality, perceived value, store atmosphere, and customer satisfaction. A comparable study is required to assess whether additional elements that affect customer satisfaction and purchase intention should be included in the future research in order to gain a more thorough grasp of the factors. A bigger sample size and population should also be used in future studies to increase the generalizability and reliability of the findings. Additionally, because Louisa Coffee is a particular café in Taiwan, this study may not be entirely applicable to cafes in other countries. Therefore, a different study might be carried out in other countries for a more accurate outcome. Furthermore, the research model did not take into consideration any potential mediating interactions and the study largely offered data on direct associations between variables.

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