Factors Influencing Customer Satisfaction in Modern Coffee Shops in Johor

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Abstract

The food service industry's constantly evolving preferences and tastes based on rising demand make Malaysia's market more competitive. Coffee shops have become everywhere, particularly in areas that have something unique to offer, like cafes with views of the hill or the seaside. Coffee shops and cafes experience intense competition to bring in and keep customers as a result of the global market's rapid evolution. The main objective of this research is to analyse the variables that impact customer satisfaction at Johor Bahru's coffee shops. This study tested the influence factors of Food Quality, Service Quality, and Restaurant Environment on Customer Satisfaction. For this study, information was gathered from a sample of one hundred respondents who were dining at the Coffee shop cafes in Johor Bahru. Statistical Package for Social Science (SPSS) version 22.0 was used to evaluate the data that was collected. The results showed that the most significant element influencing consumer satisfaction is the restaurant environment.

Keywords: - Coffee shop, customer satisfaction, restaurant environment, food quality, services quality

1. Introduction

The growth of modern Coffee shop cafes offering odd menus from everyday foods is challenging consumers' conventional products. This café type became known as a new healthy eating trend in most major cities. Some argue that odd things, including household appliances, can substitute traditional products, such as a dustpan serving plate for burgers or a pickle jar in place of a drinking glass. The typical food serving has changed as a consequence of these culinary presentations. Nowadays, everyday food is independent, presenting food as a crucial part of an individual's identity.

The modern coffee shop is a term that can be applied to an individual or object (Shaare, 2020). This kind of cafe is designed to portray its personality to be commercialized, allowing individuals to express their creativity. These places have gained popularity, and Malaysia is now home to many of these businesses. A cafe is not only a place to relax and enjoy delicious food and coffee; it is also a location where we meet new people and mingle. The features of coffee itself change along with the world. People used to just stop by the cafe for a coffee and then go wherever they wished. Nowadays, individuals would rather spend a little while at the cafe, spending the time doing anything they wish. These days, a modern cafe may act as a "healing" place for customers who seek a quiet spot for relaxation after an exhausting day at work before heading home. They preferred "warong" or "kedai mamak" as their healing locations before then. Every food and beverage business, including restaurants, cafes, and coffee shops, has been completely dominated by modernity. We now refer to the contemporary cafe as a modern coffee shop.

A border town called Johor Bahru is less than a mile from Singapore on the southernmost part of Malaysia's peninsula. Nearly 1.4 million people live in the Johor Bahru region, of which 52% are native "Bumiputera," followed by Chinese (37.4%), Indians (9.9%), and "other" (0.6%) nationals (McKiernan, 2021). Other than mamak

restaurants, the Coffee shop is also associated with anything beyond the local. In Johor Bahru, a few local restaurants with Korean hit desserts serving MyKori, Kakigori, and Taiyaki, are crowded with youngsters. The ice cream is a hybrid version of local ABC (Ais Batu Campur) into a mix of a fruit-based ice cube, nata de coco, and fruit of choice (cantaloupe, honeydew, watermelon, and pineapple). The mountain of ice flakes added in the fruit of choice simmer with flavoured syrup. These restaurants provide space and a place to hang out with a light menu of ice creams and gelato for people to enjoy talking and getting together, indulging in cooling sweet ice, in enjoying the company (Talib et al., 2021).

Customers want to visit the Coffee shop cafes because of the physical facilities, service, atmosphere, concept, and interior design, as well as the excellent food. Aside from that, one of the reasons that the Modern Café was chosen as a customer favourite is a good meeting place to exchange information. (Azman et al., 2016; Saleh et al., 2021). Aside from that, Saleh et al. (2021) claims that Coffee shop cafes are typically identified by the unique names given to their dishes and beverages, the ingredients they use, and the way the food is presented. The term "modern coffee shop" has no particular meaning, yet Coffee shops are rapidly taking the culinary world by storm and are in high demand. This is because Malaysia's food culture has created a new fix with food, and its influence has affected not just how people prepare, consume, and utilize food, but also how they behave.

Coffee shop cafes are a phenomenon that emerged from an anti-mainstream environment and combined the potential of honesty, creativity, and cultural experimentation. Today's youth are attracted to a great style that is unique with the addition of many cultures (El-Maamiry, 2017; Saleh et al., 2021). However, in contrast to older individuals, they tend to cling to their preferences rather than explore. The third-largest city in Malaysia, Johor Bahru, is expanding quickly to meet the diversity of new urban lifestyles, retail centres, lodging facilities, and dining establishments (Saleh et al., 2021; Victor & Soutar, 2005). Urbanites have evolved with the modern culture; they no longer exclusively sit at home and enjoy life indoors; many restaurants now allow customers to eat outside (Ali et al., 2008; Saleh et al., 2021). As per Saleh et al. (2021) and Khoo (2015), young adults who are drawn to black-and-white Coffee Shops are considered contemporary modern. According to his studies, shooting pictures and sipping coffee were the second most popular responses from modern coffee shops. This is related to the fact that modern coffee shops are well-known for capturing pictures of their personalized coffee.

The worldwide market is evolving at a rapid pace, making it highly challenging for modern coffee houses to draw in and keep patrons. The owners must be concerned with the factors that impact customer satisfaction, which in turn affects the intention to revisit, to succeed in their primary business. In this study, three variables—food quality, service quality, and restaurant environment—have been chosen and will be compared to consumer satisfaction. Therefore, it will be determined whether Johor Bahru's Coffee shop cafes truly satisfy the customers they serve to the level they might expect.

On another hand, it is very important to be concerned about the service quality that most likely influences customer satisfaction which in turn leads to revisit intention. Since it's preferable to get customers to return rather than search for new ones, many researchers have concentrated on factors that influence revisit intention, such as service quality, physical environment, price perception, perceived behavioural control, and subjective norm (Nazli, 2024; Halimi et al., 2022; Polas et al., 2022; Marzuki, 2012). Service quality is important in maintaining company excellence because service quality is the focus of attention and is a strategic issue for a company. Companies need to increase service quality by providing services that exceed client expectations for the product to be well received in the market. If consumers receive higher-quality services beyond what they expect, they will be satisfied with the quality of service (Setyo, 2023). As a result, the author of this study will specifically evaluate how reliable and attentive the service is to customers in modern coffee shops.

In this study, the researcher will focus on the Coffee shop cafe's cleanliness and ambient conditions—aspects associated with aesthetic appeal. Aside from that, the researcher will investigate if customer satisfaction may be impacted by layout accessibility, facility aesthetics, electronic equipment, and comfortable seats. Thus, the goal of this study is to collect and analyse data on three primary variables related to customer satisfaction to determine how these variables impact the opinion of customers of modern cafés.

2. Literature Review

2.1 Introduction

This section is devoted to discussing the previous empirical research done on the study. A review of the literature covers variables this study intends to examine; Customer Satisfaction (dependent variable) and independent variables of Food Quality, Service Quality, and Restaurant Environment.

2.2 Customer Satisfaction

Customer satisfaction is an evaluation of whether the features of the product or service themselves provide a level of fulfilment related to satisfying consumption. It is defined as feelings of happiness or dissatisfaction that arise from comparing the performance of the product to the desired outcome (Elisabeth et al., 2019; Sembiring, 2021). Overall customer satisfaction has three backgrounds: perceived quality, perceived value, and customer expectations. Customer satisfaction is a function of expectations as well as performance, especially customer evaluation of product/service performance that matches or exceeds customer expectations (Almsalam, 2014; Sembiring, 2021). According to Rita et al. (2019), customer expectations are generally evaluations of what

customers think about the factors that determine the level of customer satisfaction.

The following are the factors that influence customer satisfaction: (1) Product Quality If the product is good, customers will be happy with their purchase and use of it; (2) Price Low pricing is typically an indicator of satisfaction for sensitive clients because they will receive excellent ratings; (3) Service Quality Customer satisfaction with service quality is typically hard to replicate. One of the many factors of service quality is Servqual, which is a popular one; (4) Emotional Factor Because of the brand's emotional significance for the product, customers will be satisfied; (5) Cost and Convenience If purchasing goods or services are reasonably easy, comfortable, and effective, customers will be satisfied (Irawan, 2003: Sembiring, 2021).

According to Cetinsoz (2019), customer loyalty is a crucial marketing strategy idea since fulfilling customers' wants and expectations depends on it. As a result, if their expectations are not achieved, they can decide never to dine at that particular restaurant again (Githiri, 2016). Meanwhile, it has been shown that restaurants that incorporate ambient and atmospheric aspects have had a major influence on customer behaviour. The scent, touch, sound, and sight are among the ambient elements that have been related to the observed phenomena. Moreover, Hendriyani (2018) has pointed out that a restaurant's physical environment needs to provide several attractive elements that draw in customers as well as have a big influence on their psychology and behaviour. It was also mentioned in the same study that happy customers are going to talk to their friends about their excellent experiences, which will lead to word-of-mouth promotion for the restaurant—a tried-and-true and successful marketing strategy.

2.3 Food Quality

Food is the organisation's main item that it sells to customers. In the restaurant industry, food quality is the most important aspect influencing customer satisfaction, having a major effect on the level of satisfaction. According to Ramanathan (2016), customers consider food quality as the main factor when evaluating a restaurant's performance, judging it to be the most significant component. Customer loyalty is also significantly influenced by the quality of the food. As per Ryu & Han (2010), in the restaurant industry, food quality is an important consideration that determines client enjoyment and is expected to have a positive relationship with customer satisfaction and loyalty. As food is the primary product that cafes and restaurants provide to customers, Albesta (2018) suggest that food quality is very important to be considered as such businesses.

Therefore, the principal aim of all food production processes is to ensure food quality, that is important. It all gets down to a degree with this characteristic. The concept of food quality is challenging to understand, and even though consumer perception of its quality has been recognized as a key factor in determining a product's overall excellence, there are differences in consumers'

basic understandings of precisely what it means (Petrescu et al., 2022). However, the composition and quantity of the primary elements in the food tend to be used to determine the quality of the food (Jomaa et al., 2016; Kandoli, 2022). Meanwhile, food quality information service is a significant criterion in consumer channel selection and purchasing decisions (Yu & Ren, 2018).

In addition, Ideris et al. (2021) addressed several characteristics of high-quality food, including presentation, flavour, selection, and temperature. However, there is still a deficiency in the quality analysis of food features regarding the consumer's comfort and motivation. Based on a review of the literature, researchers prioritize various factors when classifying food quality, including freshness, flavour, safe choice, menu range, presentation, and temperature. The six categories of quality characteristics (freshness, flavour, a healthier choice, menu selection, presentation, and temperature) were used in this analysis to evaluate the restaurant's customer satisfaction results. The idea behind quality as a "satisfaction in the shop" factor is that improvements in quality have an almost good impact on customer satisfaction. Similarly, a loss of the same proportion is far more likely to decrease satisfaction (Marinova & Singh, 2008).

According to Nazli (2024), even though the majority of studies in the food industry are focused on how to produce high-quality food, further research has to be done to understand how customers discover quality. In the end, the decision is made by the customers. Consequently, their choice of purchasing fresh food that they thought was of an excellent standard is mostly influenced by the quality of the food. In turn, it may be determined that customers visited the restaurant frequently because of the excellent food they consistently received there.

2.4 Service Quality

Service quality is always appreciated by the restaurant in the process of serving customers. The public image of the restaurant is resembled by the uniform choices, the manager's communication style, and the way that food is served (Kang, 2009). According to Finistyawan & Bessie (2020), customer satisfaction and excellent service are closely related. When the quality of service meets the expectations of the consumer, it is considered satisfactory and of excellent quality. In the meantime, the service is considered to be of very high quality and very good quality if it exceeds the expectations of the consumer. This perspective is supported by a study by Sumarsid & Paryanti (2022), which indicates that customer happiness is significantly influenced by service quality to a partial level. Arsjad (2019) research finds similar results, proving that customer satisfaction is significantly and positively affected by the quality of the services provided.

Additionally, Kurnia & Suwiknyo (2018) point out that the aspects of service quality have an impact on customer satisfaction. In contrast with previous research findings, Safavi & Hawignyo (2021) findings suggest that there is no statistically significant connection between service quality and customer satisfaction. Tibrani (2020) also

reported the same research findings, that indicate that customer happiness is not much impacted by service quality. Similar study findings have been published by Fahmi & Suwitho (2019), who found a lack of connection between customer happiness and service quality. Accordingly, in the study at the Collin Beach Hotel in Latuhalat, Ambon, customer satisfaction is positively and significantly influenced by service quality (Tabelessy et al., 2023).

2.5 Restaurant Environment

By definition in the Cambridge dictionary, a restaurant is a business place where people can choose meals prepared and served at the table, and customers usually pay after using the service.

According to Ngah et al. (2022), the elements of the restaurant's physical environment that impact customer satisfaction, and identify the most influential element of the physical environment of a restaurant towards customer satisfaction. The findings show facility aesthetics, ambiance, lighting, layout, and table setting affect customer satisfaction with restaurants. In addition, according to the lighting-element analysis, the factor that affects consumer pleasure the most is lighting. Customers who love dining at a restaurant are concerned with pleasant lighting, especially the psychological effects that result from the current lighting. This is because lighting is quite helpful, especially at dinnertime when it creates atmospheric effects that could satisfy customers.

As stated by Kasim & Ismail (2012), the environment of the restaurant will have a big impact on the restaurant's performance as it brings ambiance to the surroundings and improves customers' experience. The study findings indicate that the physical environment has a significant effect on customer satisfaction and loyalty. In literature,

Mahalingam et al. (2016) stated that customers visited or made repeat visits to restaurants not only for food and drink but also for the physical environment of the restaurant. Çetinsöz (2019) stated that the restaurant atmosphere affects customers' emotions while emotions affect their satisfaction and satisfaction affects behavioural loyalty.

2.6 Theoretical Framework

The suggested conceptual theoretical framework comprises food quality, service quality, and restaurant environment as independent variables and customer satisfaction as the dependent variable, once the variables that are relevant to the study have been identified.

Every item used to measure the structures was gathered and adapted from previous studies. Items from other study contexts were used, but the content was modified to suit the current study's context without deviating from its original objective.

3. Methodology

The 100 respondents are identified using a convenience sampling method. The respondent participates by scanning the QR code or a website link to answer the questionnaire. Scanning the QR Code or a website link allows leveraging the capabilities of Google Forms, in which researchers can streamline the data collection process and ensure a higher level of accuracy and reliability in the responses obtained. This study conducted convenience sampling in which 100 respondents were selected based on accessibility and availability by distributing a QR code to customers who had already purchased or experienced the identified café service.
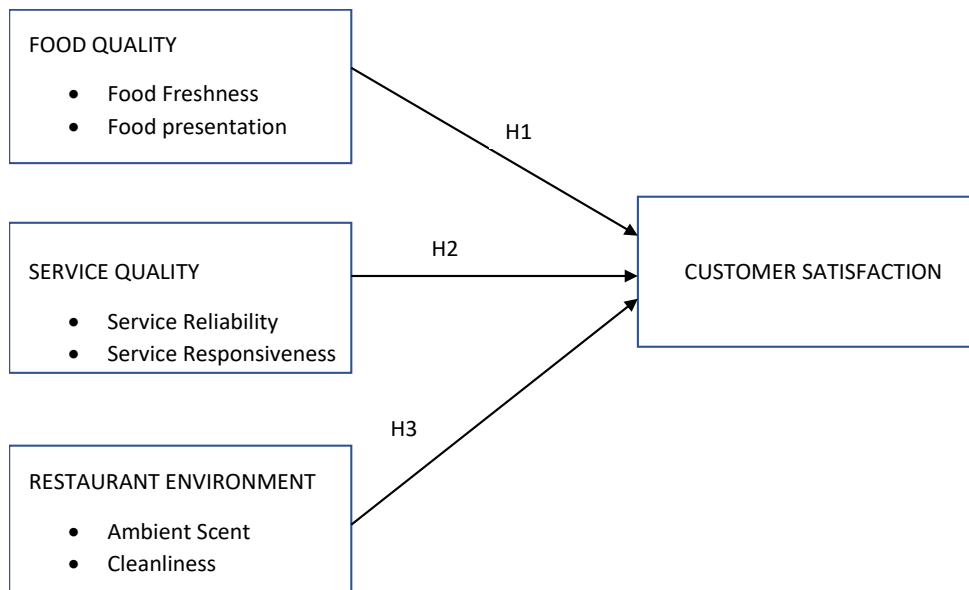

Fig. 1. Conceptual framework (Sharee & Muhammad, 2018)

This study aims to investigate how Johor Bahru's coffee shops can satisfy their customers in terms of the food quality, service quality, and the vibe of the coffee shop café itself. Section A and Section B were developed, and Section B is divided into 4 parts. In general, Section A discusses the demographic profile of the respondent and respondents' general information, such as age, gender, occupation, how often they visit the coffee shop cafe, which meal time they prefer to dine in the coffee shop cafe, and many more. Based on three criteria—food quality, service quality, and restaurant environment—the study question in Section B seeks to answer how satisfied they are as customers.

Section B used a five-point Likert scale to measure each of the study's components. The purpose of this section is to gather the data needed to investigate the connections between each factor. Likert scale (5) strongly agreed, (4) agreed, (3) neutral, (2) disagrees, and (1) strongly disagrees are used. After data is collected, SPSS software is used to analyse to discover any pattern and relation involved.

4. Results and Discussion

4.1 Descriptive Analysis

In addition to the three factors-food quality, service quality, and restaurant environment-a descriptive analysis was conducted to explain customer satisfaction. Standard deviation, mean, and frequency percentage were used in this statistical analysis.

Table 1 shows that 69% of the customers who visited the coffee shop were female, while 31% of the respondents were male. Based on age, the age group with the highest percentage of respondents (69%), followed by the age group with the second-highest percentage (18%) of respondents (16%), and the age group with the lowest percentage of respondents (1%), comprised those below the age of 18.

According to Table 2 below, the majority of respondents (45%) spend between RM51 and RM100 every visit, while the least number of respondents (11%) spend between RM101 and RM150. Apart from that, 51% of respondents said that they would rather visit a modern café during tea time, followed by 28% who would rather go during dinner, 12% during lunch, and 9% during breakfast. In addition, it reveals that 48% of respondents claim they spend time at a coffee shop with friends, while 4% said they spend their time alone in a modern cafe. Last but not least, 47% of respondents said they frequent a coffee shop at times with the least number of respondents answering the question, "How often do you usually pay a visit?" 12% of those respondents visit a coffee shop more than once every week. As a consequence, this study may conclude that it is unbiased due to the database.

The descriptive statistics for the food freshness component's food quality variable are displayed in Table 3. Overall, the Coffee Shop's food freshness is probably quite acceptable (Mean = 4.10). The highest level is item number 1, which states, "The food I ordered was served hot and fresh." The phrase "this Coffee Shop uses little to no

processed foods and artificial ingredients is on a moderate level (Mean = 3.08)" appears in item number 5.

Table 1. Demographic profile of the respondents

Item	Category	Frequency	Percentages
Gender	Male	31	31
	Female	69	69
Age	Below 18 years old	1	1
	19-29 years old	69	69
	30-40 years old	18	18
	41 years old and older	12	12
Occupation	Self-Employee	19	19
	Government	12	12
	Private Sector	30	30
	Pensioner/Retired	1	1
	Student	38	38

Table 2. Respondents' general information

No	Item	Category	Frequency	Percentages
1.	How much did you spend on per visit?	Below RM50	19	19
		RM51-RM100	45	45
		RM101-RM150	11	11
		RM151 and above	25	25
2.	What time do you prefer to pay a visit?	Breakfast	9	9
		Lunch	12	12
		Tea time	51	51
		Dinner	28	28
3.	With whom do you spend your time with?	Alone	4	4
		Friends	48	48
		Partner	28	28
		Family	20	20
4.	How often do you usually pay a visit?	More than once a week	12	12
		once a week	22	22
		once or twice	19	19
		A few times	47	47

The descriptive statistics for the food presentation component's food quality variable are displayed in Table 4. Taking everything considered, the Coffee Shop's food presentation is excellent (mean = 4.29). Item 3, when it is stated that "the food's decoration is enhancing its aesthetic appeal," is the highest level. In contrast, the lowest rank item is item 5, which states that "the food served in good and balanced portions." (average = 3.91).

For the reliability component's services quality variable, Table 5 displays the descriptive statistics. With a mean score of 4.13, the Coffee Shop's service reliability is considered high in general. For item 4, the customer's feedback that they received exactly what they bought indicates the highest level of satisfaction. Item number 1, which states that "the Coffee Shop provides the services on time," is the Least significant. Mean: 3.85.

Table 3. Descriptive statistics for food quality component food freshness (N=100, Mean= 4.10)

No	Item	Mean	SD	Level
1.	The food I ordered was served hot and fresh.	4.10	0.999	High
2.	The food I ordered was tasty and flavourful.	4.02	0.994	High
3.	The coffee shop served cooked and healthy food.	3.96	0.993	High
4.	I received the same quality with every meal in this coffee shop.	3.68	1.011	High
5.	This coffee shop uses little to no processed foods or artificial ingredients.	3.08	1.352	Moderate

Table 4. Descriptive statistics for food quality component food presentation (N=100, Mean= 4.29)

No	Item	Mean	SD	Level
1.	The food presentation makes my appetite increase.	3.96	1.044	High
2.	The food presentation is so appealing	4.07	0.967	High
3.	The decoration of the food enhances its aesthetic appeal.	4.29	0.913	High
4.	The food served is making my mouth water just by looking at it.	4.01	0.979	High
5.	The food served in good and balanced portions	3.91	0.970	High

Table 5. Descriptive statistics for services quality component reliability (N=100, Mean= 4.13)

No	Item	Mean	SD	Level
1.	The coffee shop provides the service on time.	3.85	0.967	High
2.	The employee quickly corrects everything wrong.	3.89	1.023	High
3.	The coffee shop is reliable and consistent in its service.	3.92	0.960	High
4.	I received the food that was exactly what I ordered.	4.13	0.949	High
5.	Employees made me feel comfortable dealing with them.	4.03	0.904	High

Table 6. Descriptive statistics for services quality component responsiveness (N=100, Mean= 4.06)

No	Item	Mean	SD	Level
1.	Employees are always ready to help their customers.	4.06	0.930	High
2.	The employee is so polite and professional.	4.05	0.957	High
3.	The employee looks educated, competent, and experienced.	3.98	0.942	High
4.	The coffee shop makes an extra effort to handle your special request, such as a birthday surprise.	4.01	0.915	High
5.	During busy and peak hours, the coffee shop efficiently provides service at the promised time.	3.82	1.021	High

The descriptive statistics for the responsiveness component's service quality variable are displayed in Table 6. Everything considered, the modern cafe offers exceptionally responsive service. The phrase "employee is always ready to help their customer" in item 1 demonstrates the highest level of responsiveness. (the mean = 4.06).

The descriptive statistics for the ambiance scent component of the restaurant environment variable are displayed in Table 7. The Coffee Shop cafe's overall atmosphere and scent are quite good (Mean = 4.25). The highest level is item number 4, which states, "There is a good mood and calming vibe in the Coffee Shop." The lowest level item is item number 5, which has the sentence, "The atmosphere in the Coffee Shop makes me feel like home." 3.85 is the mean.

Table 7. Descriptive statistics for restaurant environment component ambiance scent (N=100, Mean= 4.25)

No	Item	Mean	SD	Level
1.	The smell and air in the coffee shop are delightful.	4.20	0.885	High
2.	I usually visit coffee shops because of the environment only.	3.86	1.108	High
3.	The temperature pleases the customers in coffee shop.	4.18	0.889	High
4.	There is a good mood and calming vibe in a coffee shop.	4.25	0.934	High
5.	The atmosphere in the coffee shop makes me feel at home.	3.85	1.087	High

The descriptive statistics for the cleanliness component of the restaurant environment variable are displayed in Table 8. Overall, the Coffee Shop maintains a very high standard of cleanliness. The first item, "The relaxed ambiance of the Coffee Shop is popular among the customers," had the highest level of response. (Mean: 4.26).

Table 8. Descriptive statistics for restaurant environment component cleanliness (N=100, Mean= 4.26)

No	Item	Mean	SD	Level
1.	The relaxed ambiance of the coffee shop is popular among the customers.	4.26	0.879	High
2.	The coffee shop is well-maintained in terms of hygiene.	4.21	0.944	High
3.	I found the coffee shop to be free-dust and clean.	4.10	0.913	High
4.	I found the facilities in the coffee shop, such as the toilet, to be clean and safe to use. the customers.	4.16	0.869	High
5.	Everything looks neat, such as their serving area and eating area.	4.22	0.831	High

The descriptive statistics for the customer satisfaction variable are displayed in Table 9. Overall, the coffee shop has very satisfied customers (Mean = 4.26). The highest level is shown by item number 5, which reads, "I am satisfied that I would recommend this Coffee Shop to my family and friends." Item 2, on the other hand, is the lowest level item (Mean = 4.06), with the remark, "I am satisfied with the food quality and enjoyed my time here."

Table 9. Descriptive statistics for customer satisfaction (N=100, Mean= 4.26)

No	Item	Mean	SD	Level
1.	The coffee shop puts me in a good mood and gives me a calm and relaxing vibe.	4.27	0.846	High
2.	I'm impressed with the quality of the food and enjoyed my great time here.	4.06	0.961	High
3.	I'm satisfied with the atmosphere and environment in the coffee shop.	4.15	0.900	High
4.	I'm satisfied with the service the coffee shop provides.	4.11	0.895	High
5.	I'm satisfied to tell my family and friends about this coffee shop.	4.26	0.916	High

4.2 Reliability Test

The reliability of each item in the instruments was measured using the Cronbach's Alpha Coefficient. As rules of thumb, values that were above 0.6 were considered acceptable and 0.8 is the most appropriate and acceptable stated by Pallant J., (2011). Reliability analysis for the variables is shown in the table. The coefficient alpha for section B pursues high coefficient values of 0.981, which is indicated as very good. It is followed by Section A with the coefficient values of 0.831 which is also very good. Therefore, the questionnaire is accurate and can be used for the study. In this questionnaire, the variables in section B such as Food Quality, Services Quality, and Restaurant Environment are accurate and can be used for the research.

Table 10. Reliability coefficient for each section

Section	No. of Items	Items deleted	Cronbach's Alpha
A	7	0	0.831
B	35	0	0.981

4.3 Mean Analysis

In Table 11, the questions about customer satisfaction are recorded using a Likert scale of 5 points. Where 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree. From mean analysis, it is found that the level of customer satisfaction is 4.15 which falls between 4=Agree and 5=Strongly Agree. Therefore, it appears that the degree of customer satisfaction with the Coffee Shop is high.

Table 11. Mean of independent variables and dependent variables

	N	Minimum	Maximum	Mean	Std. Deviation
Food Quality Customer Satisfaction	100	2.86	5	3.7720 4.1540	0.83316 0.81692
Service Quality Customer satisfaction	100	2	5	3.9640 4.1540	0.87172 0.81692
Restaurant Environment Customer Satisfaction	100	2	5	4.0687 4.1540	0.82816 0.81692

4.4 Correlations

Table 12 shows that there is a significant positive relationship between the independent variables (food quality, restaurant environment, and service quality) and the dependent variable (customer satisfaction). At a beta value of 0.810 in comparison with the other factors, it appears that the quality of service is currently the most significant independent variable influencing customer satisfaction. As a consequence, the result shows that there is a statistically significant correlation between all

independent variables with customer satisfaction. Every variable's value is between 0.668 and 0.810. The correlation coefficient values for food quality (r = 0.668, p<0.01), services quality (r = 0.810, p<0.01), and restaurant environment (r = 0.744, p<0.01) are as below.

Table 12. Pearson Correlation Analysis

	Pearson Correlation	SIG. (2-Tailed)	N
Food Quality Customer Satisfaction	0.669 1	0.000 0.000	100
Service Quality Customer Satisfaction	0.810 1	0.000 0.000	100
Restaurant Environment Customer Satisfaction	0.744 1	0.000 0.000	100

5. Discussion

In a cafe, customer satisfaction is positively impacted by the quality of the service. The most accurate evaluation is based on the opinions of customers who use the service. When customers consistently give a coffee shop cafe positive feedback regarding the quality of the items, it indicates that the level of customer satisfaction with the cafe service quality is high.

The quality of anything determined by the results of the analysis suggests those who visit the cafe are satisfied. The most significant factor influencing how customers feel and are satisfied with a cafe is the quality of the food. If many customers comment on how tasty a particular dish is, the restaurant needs to take note of the issue, verify it right away, identify the source, and offer suitable solutions.

The analysis's findings show that the environment has a significant role in determining how satisfied customers are with the cafe. Customers will feel comfortable and happy in a cafe setting if it is designed with high aesthetic standards, modern comforts, hygienic practices, and safety measures. Additionally, well-maintained facilities will serve as a basis for cafe employees to act more professionally and fulfil customer expectations.

6. Conclusion

In a word, the key factors that determine whether or not customers of Coffee Shop have a positive dining experience are the restaurant environment and the quality of the service provided. For this reason, coffee shop owners should place a high priority on maintaining or enhancing the atmosphere of their businesses to attract and retain customers and keep competitors away. However, the word "modern" itself indicates that the owner is up to date on the most recent designs and trends, especially those that are considered to be unique. As modern coffee culture has grown in Malaysia, especially in the Johor Bahru, the focus has evolved from cafes being simply rest stops for food and beverages to places where individuals connect their way of life with a sense of self-worth. Modern cafes with simple decor, practical interiors, and modestly plated food served

their purpose. What needs to be mentioned is that these contemporary cafes provide customers with a more wholesome stay in addition to food. They take great satisfaction in being different, providing their clients with a cozy environment and exciting aesthetic to create a one-of-a-kind experience that will have them pinning and coming back for more. It is recommended for the coffee shop to pay more attention to the food quality as well as the service quality and the restaurant environment.

7. Implications of the Study

The food service industry has grown so fast these days, especially in the coffee shop sector. As a result, coffee shop owners are finding it difficult to determine the factors that could make customers less satisfied with their businesses. Therefore, coffee shop owners must promote a better understanding and awareness of the variables that genuinely affect customer pleasure. They may plan and create competent business strategies to meet and satisfy the client's expectations by understanding the variables that are affecting customer satisfaction. Additionally, businesses may now battle their competitors in a competition for the biggest proportion of the market share pie by using the useful information they have gained about their target customers.

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