

Antecedent and Consequences of Satisfaction on Online Hotel Booking Behaviour

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Abstract

This study explores the relationship between customer behavioural intentions and coffee shop quality aspects, with customer satisfaction as a mediator. This research is based on hypothesis testing. A questionnaire is used in conjunction with a quantitative approach to collect data. The questionnaire consisted of 22 questions, which were then distributed to Batam City. A total of 288 respondents were collected and considered adequate for data analysis with the help of SPLS software. The results showed that service quality, social satisfaction, and price significantly influenced customer behavioural intention. At the same time, food quality and atmosphere have no significant effect. All quality elements have a significant effect on consumer satisfaction. Customer satisfaction mediates the relationship between all quality elements and customer behavioral intentions.

Keywords: Satisfacton, Behavioral Intentions, Quality Elements

Introduction

Global coffee consumption keeps growing (Ge et al., 2021). According to data from the International Coffee Organization (ICO), international coffee consumption grew by 0.1% worldwide in 2022/20223. During the same period, Indonesia also experienced a significant 18.2% rise in coffee consumption.

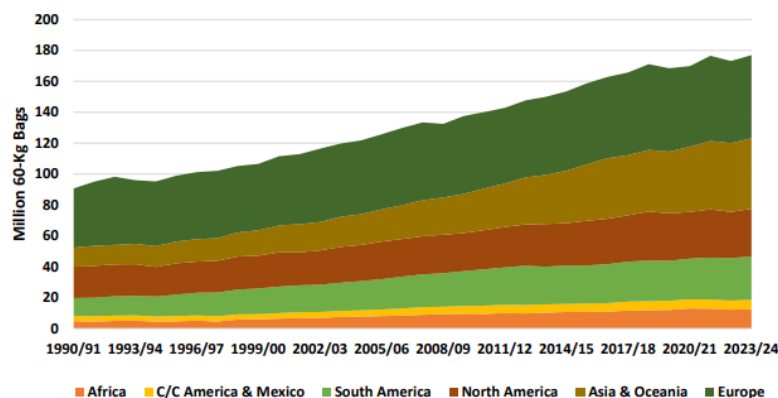


Figure 1. World Coffee Consumption

The coffee industry is becoming more competitive with the constant increase in coffee consumption (Ge et al., 2021). The coffee shop business can be easy to start but needs more effort due to severe competition (Lee et al., 2018). In the dynamic coffee shop industry, coffee shop owners or managers need to pay attention to the factors that influence customer satisfaction and behavioural intentions. Extensive knowledge of operational management strategies in the coffee shops being one of the most important things (Torlak et al., 2020).

To gain a benefit in a competitive environment, a store manager must improve the quality of his store's experience and services (Dhisasmito & Kumar, 2020). In a highly competitive business environment, focusing on customer satisfaction is important. To achieve customer satisfaction and profits, important elements such as service quality, competitive price (Khalifa & Kaliyamoorthy, 2017), atmosphere (Rabbow, 2021), food quality (Liu & Tse, 2018), and social satisfaction (Gallarza-Granizo et al., 2020a) need to be considered seriously.

Food attributes that satisfy customers include deliciousness, nutritional value, attractiveness (Liu & Tse, 2018), freshness, and the amount of food that satisfies consumers (Almohaimmed, 2017). Customer satisfaction can be significantly impacted by service quality, including responsive employees and time efficiency (Gallarza-Granizo et al., 2020). Furthermore, atmosphere and social satisfaction can also affect the level of customer satisfaction (Gallarza-Granizo et al., 2020). Price is a very important element to increase customer satisfaction (Liu & Tse, 2018).

Literature Review

Food Quality

Food quality is one of the major factors affecting customer satisfaction and behavioural intentions (Zhong & Moon, 2020). Elements used to test food quality include the type of ingredients used, the variety of food menus, the availability of healthy menu options, and so on (Namin, 2017). Food quality can be determined through real food tests, food preparation, food aroma, and food presentation in accordance with the appearance on the menu (Talapatra et al., 2022).

Many researchers have done studies to investigate the relationship between food quality, customer satisfaction, and customer behavioural intention. Liu and Tse (2018) found that customers' views on food quality, such as delicious, nutritious, and attractive,

significantly provide satisfaction. In this study, food quality also significantly affects customer behaviour intention. However, mediation in the form of customer satisfaction has a stronger impact on customer behaviour intentions. Almohaimmed (2017) researched food quality in Saudi Arabia. The findings revealed that food quality affects customer satisfaction regarding taste, freshness, and the amount of food. Torlak et al. (2020) found that food quality that is visually appealing, delicious, healthy, fresh, hot, and diverse can provide customer satisfaction. Besides that, in this study, customer satisfaction also mediates the relationship between food quality and behavioral intentions.

Zhong and Moon (2020) carried out similar studies in China. The results revealed that food freshness, taste, and food presentation provided customer satisfaction. Wahab and Ahmad (2018) found that food quality is a major factor for customers desire to eat out. Diverse menu options and fresh ingredients might improve the quality of customer food. Carranza et al. (2018) found that attractive food presentation and delicious and fresh food provide customers satisfaction. Muskat et al. (2019) investigated the Impact of food quality on customer behavioural intentions in Austria. The findings revealed that food quality had a significant impact on behavioural intentions. They also show that customer satisfaction mediates the relationship between food quality and behavioural intentions. This research shows the relevance of cognitive aspects of food quality in determining customer perceptions of their dining experience. The results of other studies also show a significant positive relationship between satisfaction, food quality, and intention to return (Rajput & Gahfoor, 2020). Shahzadi et al. (2018) found that food quality has a significant effect on customer satisfaction and customer behavioural intention. Food quality is the most important aspect in determining customer satisfaction. Restaurants that serve good quality food, such as fresh, safe, and healthy food choices, can increase customer satisfaction. Besides that, food quality also has a positive relationship with customer behavioural intentions, such as the desire to return or recommend to others.

H1: Food quality significantly affects customer satisfaction.

H2: Food quality significantly affects customer behavioral intention.

H3: Customer satisfaction mediates the positive relationship between food quality and customer behavioural intention.

Service Quality

Dhisasmito and Kumar (2020) describe service quality as the difference between what customers expect and what they receive, or how customers feel when reviewing their in-store experience. Service quality is also how customers feel when evaluating their experience in a store (Banahene et al., 2017). Good service quality can help businesses grow and gain a competitive edge (Pakurár et al., 2019). Bad service-related experiences might have an impact on customer satisfaction (Kim et al., 2019).

Several researchers took studies to investigate the relationship between service quality, customer satisfaction, and customer behavioural intentions. Liu and Tse (2018) discovered that customer perceptions of service quality, such as giving services that are consistent with their needs, can greatly increase customer satisfaction. In this study, service quality also significantly affects customer behaviour intentions. The existence of mediation in the form of customer satisfaction has a stronger impact on customer behaviour intentions. Carranza et al. (2018) found that service quality has an impact on customer satisfaction.

Muskat et al. (2019) investigated the impact of service quality on customer behavioural intentions in Austria. The results showed that service quality has a significant effect on behavioural intentions. They also show that customer satisfaction mediates the relationship between service quality and behavioural intentions. This research shows the importance of cognitive aspects of service quality in shaping the view of the customer eating experience. Rajput and Gahfoor (2020) found that service quality is an important trigger of customer intention to return. Researchers also show the mediating effect of customer satisfaction on service quality and behavioural intentions. Gallarza-Granizo et al. (2020) conducted research in Guatemala, Spain and Germany. The results showed that service quality, such as employee responsiveness and time efficiency, provided customer satisfaction.

Namin (2017) found that service quality, such as responsiveness, assurance, and empathy, influences customer satisfaction. Mediation in the form of customer satisfaction can achieve an increase in better behavioural intentions. Pratminingsih and Widyatami (2018) show that service quality influences customer satisfaction. This will encourage consumers to become loyal customers. Research conducted by Shahzadi et al. (2018) shows that food quality has a significant effect on customer satisfaction and customer behaviour intentions. Service quality, such as proper and appropriate service and attentive, knowledgeable, neat, clean, and friendly employees, have a significant impact on customer satisfaction.

H4: Service quality significantly affects customer satisfaction.

H5: Service quality significantly affects customer behavioural intention.

H6: Customer satisfaction mediates the positive relationship between service quality and customer behavioural intention.

Social Satisfaction

People now visit coffee shops to connect and interact with friends and family (Ayuni, 2019). The perception of community and emotional support at coffee shops has a significant impact on how much customers commit, feel satisfied, and remain loyal to a store (Bufquin et al., 2017). Several researchers have investigated the relationship between social satisfaction, customer satisfaction, and customer behavioural intention. Social satisfaction, which includes elements of social enjoyment, is a significant factor in determining customer commitment, satisfaction, and loyalty to the store. The research examined social satisfaction by considering aspects such as feelings of acceptance, identification with others, and emotional support (Gallarza-Granizo et al., 2020). Research done in Makassar, Indonesia, shows that customers are happy to spend their time in coffee shops for social activities (Hakim, 2021). Other studies have also measured the effect of social relationships between customers and employees in a restaurant. The results show that this relationship affects the level of customer satisfaction (Bufquin et al., 2017).

H7: Social satisfaction significantly affects customer satisfaction.

H8: Social satisfaction significantly affects customer behavioural intention.

H9: Customer satisfaction mediates the positive relationship between social satisfaction and customer behavioural intention.

Atmosphere

Atmosphere is the whole set that forms the customer's view when he enters a certain space (Uslu, 2020). The importance of atmosphere was first emphasized by Bitner (1990), who

identified three dimensions of the store environment, namely space, ambient conditions, and signs. Atmosphere consists of five dimensions, namely aesthetics, atmosphere, space layout, employees, and landscape (Kement et al., 2021). Atmosphere is a tool to add value to the store, create a positive impression on customers, and add other values that can affect the level of customer satisfaction (Dhisasmito & Kumar, 2020).

Many researchers have carried out studies that examine the relationship between the atmosphere, customer satisfaction, and customer behavioural intention. Research in Saudi Arabia exploring the effect of atmospheric quality on customer satisfaction has been done. The results showed that atmospheric quality has a positive influence on customer satisfaction (Almohaimmed, 2017). Torlak et al. (2020) found that the atmosphere in the form of seating arrangements, lighting, temperature, background music, tranquillity, and aroma can provide satisfaction to customers. Besides that, in this study, customer satisfaction also mediates the relationship between food quality and behavioural intentions. Wahab and Ahmad (2018) found that the atmosphere in the form of a peaceful and calming atmosphere can affect customer satisfaction. Carranza et al. (2018) found that the atmosphere has an impact on customer satisfaction.

Kala (2020) examined the impact of various food and service attributes on tourist satisfaction in Indian mountain destinations. The results showed that the atmosphere has a significant impact on tourist satisfaction. This is because of the nice and quiet atmosphere, featuring local socio-cultural objects, and being located in an attractive environment. Other researchers have examined the atmosphere related to lighting, furniture arrangement, and artwork, which are the most influential factors in customer satisfaction (Rabbow, 2021). Other studies have also found that the quality of lighting in the service atmosphere influences customer satisfaction (Özkul et al., 2020). Research done by Shahzadi et al. (2018) shows that atmosphere has a significant influence on customer satisfaction and customer behavioural intentions. Atmospheric quality factors in the form of environmental cleanliness, comfortable room temperature, interior design and decoration have a strong influence on customer satisfaction.

H10: Atmosphere significantly affects customer satisfaction.

H11: Atmosphere significantly affects customer behavioral intention.

H12: Customer satisfaction mediates the positive relationship between the atmosphere and customer behavioural intention.

Price

Price is the value that customers pay for a product or service. In general, price is the value that customers pay in exchange for the benefits of using a product or service (Zhong & Moon, 2020). The choice of coffee shop customers depends on customer perceptions of food prices (Yeh et al., 2019). Coffee shops that have good food quality with more affordable food prices tend to attract more customers (Talapatra et al., 2022).

Several researchers conducted studies to investigate the relationship between price, customer satisfaction, and customer behavioural intention. Liu and Tse (2018) found that price has a high value compared to other dimensions such as food quality, service quality, and others. This shows that the price element is important to increase customer satisfaction. In addition, in this study, the price also significantly affects customer behavioural intention.

However, the existence of mediation in the form of customer satisfaction has a stronger impact on customer behavioural intentions. Price-related research has also been conducted in Saudi Arabia. The results showed that price significantly affects customer satisfaction (Almohaimmed, 2017). According to Zhong and Moon (2020) Reasonable prices can positively influence customer perceptions of the quality of a restaurant. Research conducted by Shahzadi et al. (2018) shows that price has a significant effect on customer satisfaction and customer behavioural intentions. Fair and reasonable prices affect customer loyalty and higher satisfaction.

Githiri (2018) in a study of starred restaurants in Nairobi, revealed that price fairness is one of the factors that significantly affect customer satisfaction because, from the price they pay, they can judge the value of the service they receive. Namin (2017) shows a significant relationship between price and customer satisfaction. Based on the results of research conducted in Malaysia, customers feel more satisfied if the food has a good and reasonable price (Krisnamoorthy & Balasubramanian, 2019). Qasim et al. (2019) found a significant influence between price and customer behavioural intention.

H13: Price significantly affects customer satisfaction.

H14: Price significantly affects customer behavioural intention.

H15: Customer satisfaction mediates the positive relationship between price and customer behavioural intention.

Customer Satisfaction

Customer satisfaction is an overall assessment of a product or service based on buying and consumption experiences over time (Khadka & Maharjan, 2017). Satisfied customers tend to return and become loyal customers and positively provide recommendations to other customers (Zhong & Moon, 2020).

Several researchers have conducted studies that examine the relationship between customer satisfaction and customer behavioural intentions. Research in Thailand shows that satisfaction is very influential on customer behavioural intentions (Chotigo & Kadono, 2022). The results of other studies also show that customer satisfaction affects behavioral responses (Fakfare, 2021). A study in Cairo shows a significant relationship between customer satisfaction and the desire to visit the restaurant again (Rabbow, 2021). Research that has been conducted by Lee (2022) in South Korea shows that customer satisfaction has a positive influence on customer intention to return. Other research conducted on cafes in Iraq shows a significant positive relationship between satisfaction and customer behavioural intentions (Torlak et al., 2020).

H16: Customer satisfaction significantly affects customer behavioural intention.

Research Methodology

The quantitative method is used in this study to evaluate a predetermined hypothesis (Sugiyono, 2015). Distributing is used to collect data, specifically measuring respondents' perceptions of coffee shop quality, customer satisfaction, and behavioural intentions. This questionnaire consists of 22 questions measured on a five-point Likert scale, ranging from 1 (Strongly disagree) to 5 (Strongly agree). These questionnaire questions were

taken from previous research (Bufquin et al., 2017; Carranza et al., 2018; Gallarza-Granizo et al., 2020).

Table 1
Questionnaires

Variable	Items	Source
Food Quality	FQ1 The food served at this coffee shop was tasty	(Carranza et al., 2018)
	FQ2 This coffee shop food temperature is correct	
	FQ3 This coffee shop food is freshly prepared and properly cooked	
Service Quality	SQ1 Employees pay adequate attention	(Gallarza-Granizo et al., 2020)
	SQ2 Employees carefully listen to my needs	
	SQ3 Employees have the proper knowledge and a positive attitude	
	SQ4 Employees are trustworthy and honest	
Social Satisfaction	SS1 Going to my favorite coffee shop make me excited	(Gallarza-Granizo et al., 2020)
	SS2 Visiting my favorite coffee shop makes me happy	
Atmosphere	A1 The interior design of the coffee shop is interesting	(Carranza et al., 2018)
	A2 The coffee shop seating arrangement provide adequate space	
	A3 Lighting improves my experience at the coffee shop	
	A4 The location of the coffee shop is appealing	
Price	P1 I think the cost of eating at this coffee shop is reasonable	(Gallarza-Granizo et al., 2020)
	P2 The price of the products of my favorite coffee shop are fair	
	P3 Products are reasonably priced for the perceived quality	
Behavioral Intention	B1 I would like to come back to this coffee shop	(Bufquin et al., 2017)
	B2 I would recommend this coffee shop	
	B3 I would give positive feedback about this coffee shop	
Satisfaction	S1 This coffee shop matches my expectations	(Carranza et al., 2018)
	S2 My overall evaluation of this coffee shop is good	
	S3 I made a good choice by going to this coffee shop	

The primary data for this research was collected from coffee shops in Batam. Questionnaires were distributed via Google form to Batam city residents who have visited or frequently visited coffee shops in Batam. The sample size in this study is based on Hair et al. (2019) A total of 288 respondents were collected and considered adequate for data analysis. This sample size qualifies for accurate analysis. The SmartPLS program was used to test the validity and reliability of the questionnaire to test the hypothesis.

Descriptive data showed that 47.9% of respondents were male and 52.1% were female. Most of the respondents came from the age group of 18 to 25 years, which amounted to 71.5%. The educational background of the respondents is quite varied. Most respondents have the last education in D3, D4, or S1 (55.9%). The frequency of respondents visiting coffee shops is the highest once a month, at 49.3%. Most respondents' monthly income is in the range of Rp. 4,000,001 - Rp. 5,000,000 (34%). Most respondents visit coffee shops with their friends (61.5%).

Table 2

Demographic Information

Variable		Frequency	Percentage
Gender	Male	138	47,9%
	Female	150	52,1%
Age	<18	13	4,5%
	18-25	206	71,5%
	26-35	51	17,7%
	36-45	12	4,2%
	>45	6	2,1%
Last Education	Elementary / Middle School	7	2,4%
	High School	106	36,8%
	Bachelor's Degree	161	55,9%
	Magister	14	4,9%
Income per month	< Rp. 1,000,000	13	4,5%
	Rp. 1,000,001 – Rp. 2,000,000	22	7,6%
	Rp. 2,000,001 – Rp. 3,000,000	47	16,3%
	Rp. 3,000,001 – Rp. 4,000,000	30	10,4%
	Rp. 4,000,001 – Rp. 5,000,000	98	34%
	Rp. 5,000,001 – Rp. 6,000,000	57	19,8%
Frequency of visiting coffee shop	>Rp. 6,000,001	21	7,3%
	Every day	5	1,7%
	Several times per week	55	19,1%
	Once a week	86	29,9%
	Once a month	142	49,3%
Coming with	Alone	43	14,9%
	Friends	177	61,5%
	Couple	31	10,8%
	Family	37	12,8%

A Proposed Conceptual Model/Framework

This research posits food quality, service quality, social satisfaction, atmosphere and price as independent variables influencing Behavioural intention, with the mediating factor being customer satisfaction. based on the knowledge gleaned from the literature review in this chapter, a comprehensive conceptual framework is constructed, represented in Figure 2.



Figure 2. Conceptual Framework

Results and Discussions

This study used the PLS-SEM approach. PLS is generally suited to understanding complex relationships because it avoids unacceptable solutions and factor indeterminacy (Zhong & Moon, 2020). The structural model was tested using the bootstrap resampling approach with 1000 samples using SmartPLS 3.2.9.

SEM Model Analysis

Model fit was evaluated using the root mean square residual (SRMR) and normed fit index (NFI). An SRMR value is considered suitable if the value is less than 0.08 (Hu & Bentler, 1999). The SRMR value in this study is 0.065; this indicates a good model fit. The NFI value must be on a scale of 0 to 1, the closer the NFI value to 1, the better the model fit (Bentler & Bonett, 1980). The NFI value in this study is 0.752, so the study has a good model fit.

Cronbach Alpha evaluates the reliability of each construct. Cronbach Alpha values above 0.6 are acceptable for exploratory research (Hair et al., 2019). This shows that the Cronbach Alpha value in this study is acceptable and shows a high level of consistency in each variable. The Rho_A value above 0.7 indicates suitability (Werts et al., 1974). The Rho_A value in this study has a value of more than 0.7 which indicates the suitability of the model. The outer loading value (> 0.60), average variance extracted (AVE) (> 0.6) and composite reliability (CR) (> 0.5) are also seen to test the PLS-SEM model (Hair et al., 2019). The analysis results show that all outer loading factors exceed the value of 0.60, and the AVE value exceeds the value of 0.5, which confirms the convergent validity of the measurement model. In addition, the composite reliability value also exceeds the value of 0.6, which confirms the reliability of the model.

Table 3
Outer Loading, Construct Reliability, and Validity Results

Variable		Outer Loading	Conbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
Food Quality	FQ1	0,767	0,700	0,719	0,831	0,612
	FQ2	0,772				
	FQ3	0,824				
Service Quality	SQ1	0,751	0,816	0,823	0,878	0,644
	SQ2	0,784				
	SQ3	0,835				
	SQ4	0,838				
Social Satisfaction	SS1	0,911	0,813	0,816	0,914	0,842
	SS2	0,924				
Atmosphere	A1	0,732	0,786	0,793	0,862	0,609
	A2	0,797				
	A3	0,744				
	A4	0,816				
Price	P1	0,814	0,815	0,835	0,889	0,728
	P2	0,879				
	P3	0,865				
Behavioral Intention	BI1	0,856	0,837	0,837	0,902	0,755
	BI2	0,886				
	BI3	0,864				
Satisfaction	S1	0,796	0,745	0,746	0,855	0,622
	S2	0,829				
	S3	0,816				

Hypothesis Test Results

Table 4 shows the results of the path coefficient which is an output to see the direct effect between variables. The P value that exceeds 0.05 indicates that it has no significant effect (Hair et al., 2019). The T statistics value that exceeds 1.96 indicates a significant effect (Hair et al., 2019). The level of customer satisfaction is positively influenced by food quality, service quality, social satisfaction, atmosphere, and price. Therefore H1, H4, H7, H10, and H13 can be accepted. The relationship between service quality, social satisfaction, and price significantly affects consumer behaviour intention. However, food quality and atmosphere do not have a significant influence on consumer behaviour intention. therefore H5, H8, H14 can be accepted, but H2 and H11 are rejected. In addition, customer satisfaction also significantly affects consumer behaviour intention. So, H16 is accepted.

Table 4
Path Coefficients

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Value
Food Quality -> BI	-0.053	-0.046	0.056	0.946	0.344
Food Quality -> satisfaction	0.115	0.117	0.058	1.998	0.046
Service Quality -> BI	0.165	0.170	0.072	2.288	0.022

Service Quality -> satisfaction	0.266	0.270	0.074	3.600	0.000
Sociall Satisfaction -> BI	0.125	0.129	0.062	2.025	0.043
Sociall Satisfaction -> satisfaction	0.177	0.173	0.053	3.349	0.001
Atmosphere -> BI	0.089	0.094	0.049	1.830	0.068
Atmosphere -> satisfaction	0.134	0.136	0.048	2.803	0.005
Price -> BI	0.221	0.219	0.070	3.178	0.002
Price -> satisfaction	0.343	0.339	0.084	4.076	0.000
Satisfaction -> BI	0.396	0.383	0.081	4.899	0.000

Table 5 shows the indirect relationship between coffee shop quality elements and consumer behaviour intention mediated by customer satisfaction. Customer satisfaction has a significant effect as a mediator. Therefore, H3, H6, H9, H12 and H15 can be accepted.

Table 5

Specific Indirect Effect

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Value
Food Quality -> Satisfaction -> BI	0.046	0.045	0.023	1.972	0.049
Service Quality -> Satisfaction-> BI	0.105	0.103	0.028	3.713	0.000
Social Satisfaction -> Satisfaction-> BI	0.070	0.067	0.023	3.038	0.002
Atmosphere -> Satisfaction-> BI	0.053	0.052	0.023	2.307	0.021
Price -> Satisfaction-> BI	0.136	0.133	0.051	2.656	0.008

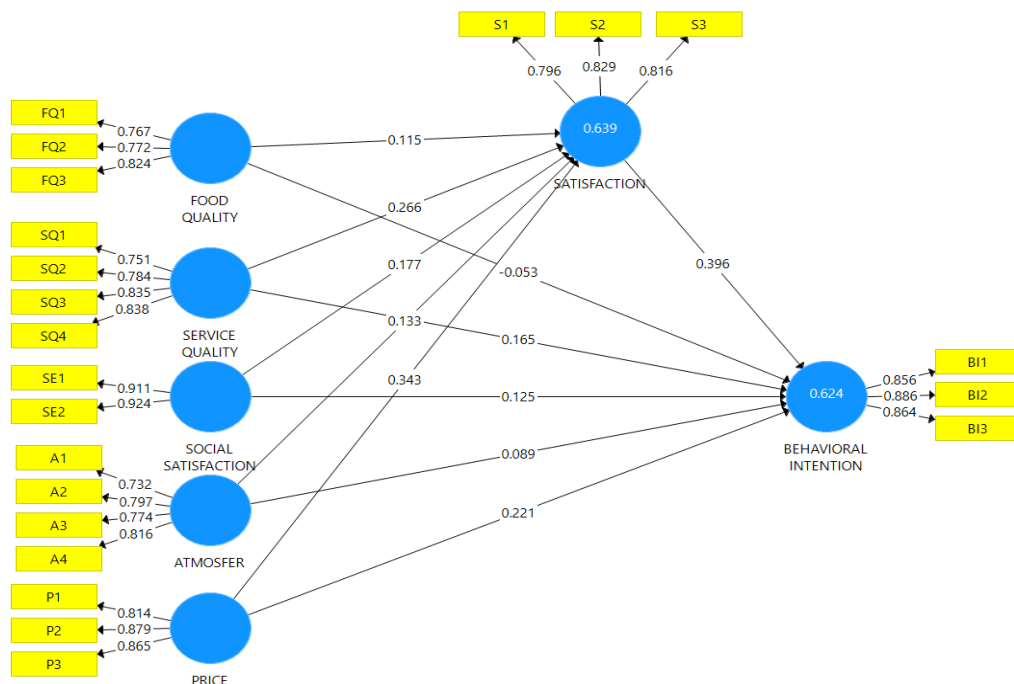


Figure 3. Results of the Structural Equation Model

Discussion and Implications of Theory

This study analyzes the relationship between coffee shop quality elements and customer behavioural intention. The quality of food that has a good taste at the right temperature can provide satisfaction to customers. In addition, food that is cooked properly is an important

criterion for customer satisfaction. This finding is in line with research conducted by Almohaimmeed (2017); Carranza et al. (2018); Liu and Tse (2018); and Zhong and Moon (2020). Good dining quality is an important aspect in creating a positive experience for customers, which in turn can increase customer satisfaction and create a positive perception of the coffee shop. Although food quality significantly affects customer satisfaction, there is no proof that food quality directly influences customer behavioral intentions. This is similar to Muskat et al. (2019) research, which found that customers do not return even when food quality is rated positively. Nowadays, coffee shops are not only used as a space for consumption. Coffee shops are now present as a complement to lifestyle, especially among the younger generation.

On the other hand, service quality is proven to have a significant influence on behavioural intention. Researchers show that employees who are attentive to customer needs, friendly, efficient, and professional can be key in encouraging customers to take certain actions, such as coming back or recommending coffee shop to others. In addition, there is a significant impact between service quality and customer satisfaction. Employees who pay attention to customer needs well can provide satisfaction to customers and listen to customer needs carefully so that no mistakes occur; friendly and good employee attitudes and honest and trustworthy employees can also provide customer satisfaction. This finding is in line with the findings of Gallarza-Granizo et al. (2020) and Krisnamoorthy and Balasubramanian (2019).

Social satisfaction is also an important factor in customer decision-making. Social interactions in coffee shops, such as gathering with friends or family, have been shown to increase customer satisfaction and influence customer behavioural intentions. Therefore, coffee shop can strengthen social satisfaction by providing a friendly and comfortable environment. Social satisfaction also has a significant influence on customer satisfaction. Most respondents come to coffee shops with friends (62.9%). People now choose coffee shops as a place to socialize and interact with friends and family. Visiting a coffee shop can strengthen friendships that can provide satisfaction to customers. Customers will be more excited and happier to visit the coffee shop. This is in line with research conducted by Bufquin et al. (2017); and Gallarza-Granizo et al. (2020).

Coffee shop atmosphere has a significant influence on customer satisfaction. The atmosphere of a store, especially a coffee shop, can strengthen the store's brand image, shape consumer views, and directly affect customer satisfaction. The coffee shop atmosphere, such as pleasant interior design, adequate seating arrangements, comfortable lighting, and a pleasant environment, can provide satisfaction to customers. This finding is in line with research conducted by Carranza et al. (2018), Özkul et al. (2020), and Rabbow (2021). Although atmosphere significantly affects consumer satisfaction, there is no proof that atmosphere directly influences customer behavioral intentions. This is similar to Muskat et al. (2019) research, which found that customer do not return even when atmosphere is rated positively. Nowadays, coffee shops are not only used as a space for consumption. Coffee shops are now present as a complement to lifestyle, especially among the younger generation. Other factors such as price, promotion, service quality, and location influence customer decisions more than coffee shop atmosphere. This could be the result of different customer preferences.

Price is one of the most important aspects in influencing customer satisfaction. Reasonable prices can significantly positively affect customer satisfaction. Providing a price that matches the quality that consumers will get makes customers happier to pay it. This

finding is in line with the findings of Krisnamoorthy and Balasubramanian (2019) and Zhong and Moon (2020). The results also show the effect of customer satisfaction has a positive impact on customer behavioural intentions. Customers who feel satisfied will have the intention to return to the coffee shop. This is in line with previous research by Chotigo and Kadono (2022), Fakfare (2021), Lee (2022), Rabbow (2021), and Torlak et al. (2020).

Lastly, customer satisfaction plays an important role in linking coffee shop quality elements with behavioural intention. Customer satisfaction acts as a mediator between food quality, service quality, social satisfaction, atmosphere, and price with a customer's decision to return or recommend to friends. By paying attention to and improving customer satisfaction, restaurants can achieve long-term success in this dynamic coffee shop industry.

Managerial Implications

Efforts to improve the quality elements of a coffee shop are important. This is because the quality elements of a coffee shop can affect customer satisfaction and customer behavioural intentions. Some things that coffee shop managers must consider to improve coffee shop elements are:

1. Managers should be able to pay more attention to food quality in terms of food presentation, taste, and freshness in food.
2. Coffee shop employees should be given good training to be more professional.
3. The quality of customer social satisfaction is also an important aspect, so store employees need to be able to ensure that consumers are comfortable when socializing at the coffee shop
4. Pay attention to the comfort of the coffee shop atmosphere by paying attention to background music that makes consumers comfortable, coffee shop cleanliness, comfortable lighting, and unique interior design.
5. Pay attention to the comfort of the coffee shop atmosphere by paying attention to background music that makes consumers comfortable, coffee shop cleanliness, comfortable lighting, and unique interior design.

Conclusions

The results of the analysis show that, although food quality and atmosphere have no significant influence on customer behavioural intention, other factors such as service quality, social satisfaction, and price have a significant influence. This study also explored the relationship between atmosphere, food quality, service quality, social satisfaction, and price on customer satisfaction at coffee shops in Batam. The findings of this study indicate that atmosphere, food quality, service quality, social satisfaction, and price have a significant impact on customer satisfaction which in turn will affect customer behavioral intentions. The research findings confirm that higher customer satisfaction can increase behavioural intentions. Satisfaction is a determining factor for customers to decide whether to continue buying coffee at the coffee shop. In other words, the more satisfied customers are with the service they enjoy at the coffee shop, the more likely they are to return to the coffee shop and give positive recommendations. Furthermore, this study confirms the importance of customer satisfaction as a mediator between coffee shop quality elements and customer behavioural intentions. The results show the importance of paying attention to customer experience in marketing strategies. By understanding this relationship, coffee shop owners can design more effective strategies to increase customer satisfaction and strengthen their business in a competitive market. This study consists of several limitations. The majority of

respondents are millennials and generation Z. It is recommended for future research to be able to reach other generation respondents. This research only focuses on coffee shops in Batam, and not all elements of coffee shop satisfaction are studied. Future research is expected to add other variables that can support.

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