

UNIVERSITI TEKNOLOGI MARA

**EXAMINING DETERMINANTS AND
MEDIATING EFFECTS OF SELF-
CONGRUITY AND OVERALL
SATISFACTION ON BRAND
LOYALTY TOWARDS LOCAL
COFFEE SHOPS IN URBAN KLANG
VALLEY: AN ADAPTATION OF
THE ECSI MODEL**

NUR ADRIANA BINTI YUSLI

MSc

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NUR ADRIANA BINTI YUSLI

Thesis submitted in fulfilment
of the requirements for the degree of
Master of Science
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ABSTRACT

Coffee shops have increasingly become preferred spaces for socializing, working, and relaxation, with global demand showing no signs of decline. In this competitive landscape, cultivating brand loyalty is essential, as loyal customers are more likely to repurchase, share positive word of mouth, and act as brand ambassadors. This research investigates the mediating roles of self-congruity and overall satisfaction in the relationship between brand loyalty and its antecedents, such as perceived product quality, perceived service quality, perceived price value, and brand image, among urban coffee shop customers in Klang Valley, Malaysia. The study adopts a quantitative approach, utilizing an adapted European Customer Satisfaction Index (ECSI) model as the theoretical framework. An online survey was employed for data collection, with a sample size of 210. In response to the limited and recent literature on these variables in local coffee shops, data were collected using structured questionnaires and analyzed to assess direct and mediating effects. The findings indicate that all four antecedents (perceived product quality, perceived service quality, perceived price value, and brand image) significantly influenced self-congruity and overall satisfaction, which in turn positively affected brand loyalty. This study also extends self-congruity research by examining the mediating role beyond prior consequence-focused studies, and among these variables, brand image emerged as the most influential determinant, while overall satisfaction played a stronger mediating role than self-congruity. Moreover, this research addresses gaps in prior studies that focused mainly on international coffee shop chains, offering practical insights for owners and marketers seeking to strengthen customer loyalty through targeted improvements of the brand experience, particularly for locally oriented businesses. The study also contributes to the growing body of literature on customer behavior and loyalty within the food and beverage sector.

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LIST OF SYMBOLS

Symbols

R^2 Coefficient of Determination

β Path Coefficients

Q^2 Predictive Relevance

n Sample Size

f^2 Effect Size

R^2 Coefficient of Determination

β Path Coefficients

LIST OF ABBREVIATIONS

Abbreviations

ACSI	American Customer Satisfaction Index
BI	Brand image
BL	Brand loyalty
ECSI	European Customer Satisfaction Index
OS	Overall satisfaction
PPV	Perceived price value
PPQ	Perceived product quality
PSQ	Perceived service quality
SC	Self-congruity

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter provides an overview of the study as well as its background, statements of the problem, research objectives and questions, as well as the extent and significance of the study. To ensure readers have the fullest possible comprehension of the material presented in this study, the chapter also includes operational definitions of pertinent keywords.

1.2 Research Background

Recent research indicates that coffee remains one of the most widely consumed beverages worldwide, with a global intake estimated at more than 2.25 billion cups per day, reflecting its significant cultural and economic presence (Sousa et al., 2025; International Coffee Organization, 2024). Consumption of coffee on a worldwide scale is on the rise and is projected to reach 166.6 million bags in 2020 to 2021, an increase from 147 million in 2012 to 2013 (Statista, 2022; Vu et al., 2022). Then, it is still increasing as the International Coffee Organization (2023) stated that in the year 2023–2024, the total coffee production is estimated to rise by 5.8% to reach 178.0 million bags. This increase is attributed to Arabica output reaching 102.2 million bags and Robusta hitting 75.8 million bags, responding to the growing demand for coffee. Likewise, the coffee industry in Malaysia is thriving and maturing into a highly competitive market. (Rahim et al. 2019; Ali & Ramanathan, 2021) further stated that both national and local coffee shop chains are experiencing significant growth at present, and millennials are shown to increase their daily coffee consumption, contributing to the rise in coffee shop popularity.

In urban settings such as Klang Valley, consumer behavior is strongly influenced by fast-paced lifestyles, higher disposable income, and exposure to global consumption trends. Urban consumers tend to view coffee shops not merely as places to purchase beverages, but as multifunctional spaces for social interaction, informal meetings, studying, and remote working. This shift reflects a lifestyle-oriented

consumption pattern, where experiential value, brand image, convenience, and symbolic meaning play a critical role in purchase decisions (Khandaker et al., 2020; Ren et al., 2023). Urban customers are also more brand-conscious and experience-driven, often aligning their consumption choices with their self-identity and social image. As a result, factors such as self-congruity, perceived service quality, and overall satisfaction become increasingly salient in shaping brand loyalty among urban coffee shop consumers.

When it comes to coffee drinking, Malaysia is listed in the top 50 countries in the world (Rahim et al., 2019; Ali & Ramanathan, 2021). According to the World Coffee Portal (2023), the total Malaysian branded coffee shop market is forecast to exceed 2,775 outlets by 2025. As of 2022, Malaysia had approximately 4,780 cafes and bars, slightly higher than the 4,510 reported in the previous year. According to Statista's projections for 2026, the number of cafes and bars in Malaysia is expected to increase to approximately 5,540 outlets (Statista, 2023). This trend coincides with the fast-paced lifestyles of contemporary Malaysia, where coffee is steadily gaining popularity as one of the nation's preferred stimulating beverages (Khandaker et al., 2020).

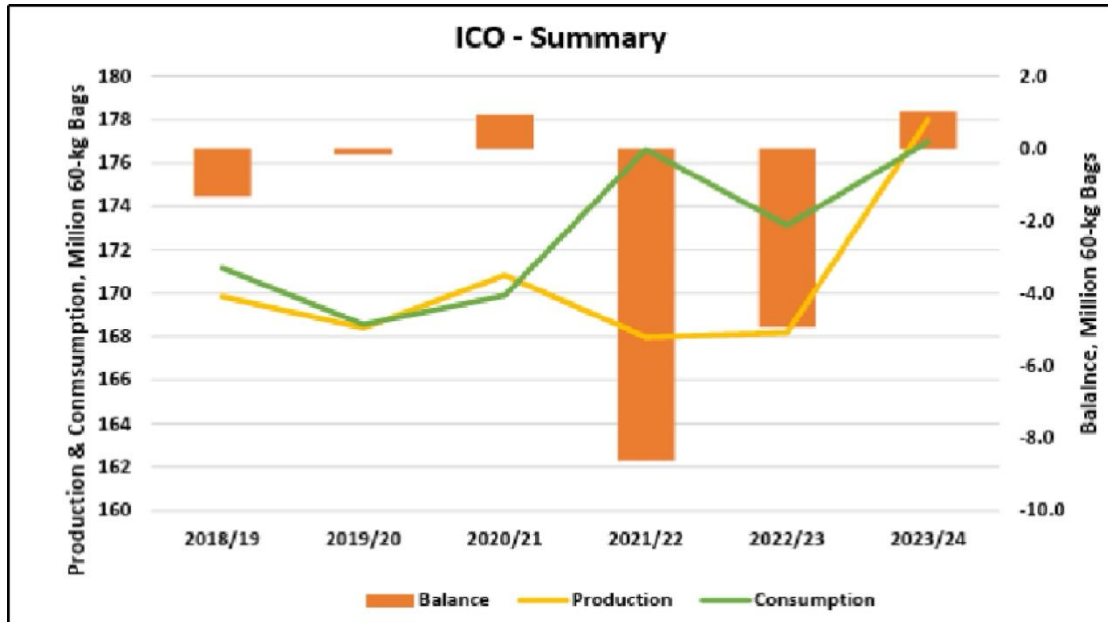


Figure 1.1 Summary of the World Coffee Market International Coffee Organisation, (2024).

The projection shows that it is important for coffee shop management and owners to put maximum efforts into increasing brand loyalty to entice and keep

customers coming back (Jeon & Jo, 2011; Lee & Yeu, 2010; Shin, et al., 2012; Yu & Fang, 2009; Suhud et al., 2021). Given the intense competition that exists among coffee shops, brand loyalty has evolved into a factor that is strategically essential for each coffee business to flourish in today's prolific marketplace in a way that is sustainable. Pessoa et al. (2020) stated that the dominant factor in influencing customer loyalty is customer satisfaction, which serves as a mediator for other contributing factors. Pessoa et al. (2020) further stated that customer satisfaction can be achieved through a variety of means, including providing excellent service, delivering products of outstanding quality, and ensuring that prices are competitive relative to other brands or companies with the same target market.

Moreover, Suhud et al. (2021) stated that the owners of coffee shops ought to recognize the significance of self-congruity as a factor in sustaining customer loyalty to their brand. As per the self-congruity theory, customer behavior is, to some extent, shaped by the alignment resulting from a psychological comparison between the product-user image and the customer's self-concept (Sirgy et al., 1997; Kang et al., 2012; Li et al., 2022; Joo et al., 2020).

This study utilized the European Customer Satisfaction Index (ECSI) Model to examine the mediating effect of self-congruity and overall satisfaction on brand loyalty in coffee shops located in the urban areas of Klang Valley, using a quantitative research method. The theoretical model incorporated relevant variables to the research. Revilla-Camacho et al. (2017) stated that the ECSI model examines the interconnections among seven constructs: image, expectations, perceived quality of the product, perceived quality of the service, perceived value, overall satisfaction, and loyalty. The ECSI model posits that customer satisfaction drives brand loyalty, and companies can enhance loyalty by improving customer satisfaction (Revilla-Camacho et al., 2017). Bertaccini et al. (2021) claimed that the ECSI is a method used to measure overall customer satisfaction by examining the cause-and-effect relationships among conceptual variables, from determinants to effects. This research provided empirical data to understand thoroughly the aspects that influence brand loyalty from the perspective of customers, which is necessary for optimal industrial growth utilising the ECSI Model variables. The study focused on urban coffee shop customers and utilized a questionnaire for data collection. The structured questions ensured consistent and comparable responses. Purposive sampling, guided by specific study factors, was used

due to the lack of an existing dataset. The study aimed to target a minimum of 210 respondents, as suggested by Hair et al. (2017), with the findings intended to help business owners in enhancing brand loyalty. Additionally, this study was conducted in response to several significant gaps in the existing literature, including the limited research on brand loyalty determinants in Malaysian coffee shops, the overreliance on international coffee shops focused studies, and the lack of attention to the role of self-congruity in this context, which will be discussed further in the research gaps and justification section.

1.3 Problem Statement

As stated in Statista (2022), it is anticipated that in the year 2022, Malaysians consumed roughly 48,000 tons of coffee. In this country, coffee shop customers span a diverse demographic, encompassing both young and old customers. Additionally, the forecast for coffee imports anticipates around 136 million 60-kilogram bags between 2022 and 2023, with total export numbers projected to surpass 139 million (Statista, 2023). Han et al. (2018) indicated that in the fiercely competitive landscape among international coffee players, the strategic importance of brand loyalty has heightened significantly. For every coffee business, maintaining brand loyalty has become a crucial factor for sustainable success in today's marketplace, especially for local brands in Malaysia. Since major brands like Starbucks, and The Coffee Bean & Tea Leaf continue to open new locations year after year, Dhisasmito and Kumar, (2020) recognized that there is a substantial window of opportunity to join the market. As a business that relies on providing services, it is crucial for coffee shops to guarantee the effective performance of their staff and the achievement of the company's objectives (Bruhn, 2003; Son et al., 2021) to prevent customer dissatisfaction.

They also emphasized the significance of brand loyalty in the coffee shop industry, noting that customers often hold strong beliefs about how well a product will meet their needs. Based on insights from researchers, a central challenge identified in this research revolves around the intense competition prevalent in the coffee shop industry. This fierce competition significantly hinders businesses within the sector, making it an arduous task to sustain customer loyalty to their brands. According to Dhisasmito and Kumar, (2020), local coffee shops are experiencing reduced sales due to competition from international brands. This underscores the significance of this

problem statement as the foremost concern demanding attention within the scope of the study. On the other hand, the study indicates that self-congruity may serve as a potential mediating factor for the primary elements of brand loyalty, a subject still under investigation (Suhud et al., 2021). Pessoa et al. (2020) concurred that the loss of customer loyalty poses a threat to coffee shop entrepreneurs. Presently, coffee shop brands are grappling with the challenge of acquiring loyal customers. Given the crucial role of brand loyalty, it is essential to examine its preceding factors (Han et al., 2018). Majid et al. (2018) asserted that the retention and growth of loyal customers are paramount for a business's sustained success. Diminished customer loyalty would have a severe impact on the company's market share and profitability, putting the existence of the business at jeopardy (Islam et al., 2021). This is done with the goal of lowering the risk of customers seeking for alternatives given the conditions of the current market.

Nevertheless, in the context of Malaysia, coffee traditionally was consumed by middle-aged Malaysians in kopitiams, the local term for the widespread coffee shops (Ahmad, 2022). However, Ahmad (2022) noted that the younger generation of Malaysians, influenced by foreign coffee shop culture, has increasingly adopted, and popularized this trend. This marks the initiation of the widespread popularity of coffee shop brands. As mentioned earlier, cultivating loyal customers is imperative for maintaining competitiveness among brands, as these customers are more inclined to make repeat purchases, contributing to sustained sales (Dhisasmito & Kumar, 2020).

In addition, the proliferation of international retail coffee shop businesses like Starbucks, The Coffee Bean & Tea Leaf, and locally owned coffee shop brands has all contributed to the rise in popularity of this beverage among the younger generation (Statista, 2022). Despite being more expensive, on average, customers continue to flock to famous coffee shops in increasing numbers (Son et al., 2021). This might show that the popularity of international coffee shop brands could indeed pose a challenge to local coffee shop brands in the market. International coffee shop chains often have significant resources for marketing, brand development, and expansion, which can make it difficult for local brands to compete on the same level. Relatively, self-congruity has a mediating effect on customer brand loyalty (Li et al., 2022). Therefore, marketers need to understand brand loyalty (Hawkins, 2013; Bernarto et al., 2020) to be able to strengthen and capitalize on it. In a rapidly expanding and competitive market, a coffee shop aiming to optimize its profits should priorities delivering top-notch service to

customers, thereby enhancing their perceived value and overall satisfaction (Son et al., 2021). Customers tend to persist in purchasing a particular brand, resisting temptations from competitors to switch, showcasing a strong brand loyalty (Keller, 2009; Song et al., 2019). Furthermore, the positive impression associated with a specific brand, compared to its competitors, plays a significant role in influencing customers' decision-making processes, compelling them to consistently choose and purchase the same product (Lam, 2007; Martenson, 2007; Nyadzayo & Khajehzadeh, 2016; Song et al., 2019).

Moreover, regardless of the proliferation of studies on different service industries, including restaurants and hotels, coffee shops have received comparatively little academic attention (Aprilia & Suryani, 2020). Suhud et al. (2020) highlighted the need for more research on how chain coffee shops can improve their offerings to affect customer loyalty. They noted that while some research has been conducted in this area, there is still a dearth of empirical evidence on what specific initiatives coffee shops can take to improve customer loyalty. Even though research on the factors that contribute to a positive customer experience has been published in academic journals in hospitality and tourism, a limited number of these studies have delved deeper into the coffee shop industry (Ren et al., 2023).

According to Ren et al. (2023), more research is needed to understand what factors contribute to a positive experience in a coffee shop. Similarly, Han et al. (2018) also mentioned that there is a need for more research on customer behavior and satisfaction in the coffee shop industry. They indicated that future research could help coffee shops to better understand their customers' needs and preferences and ultimately improve customer loyalty. Bernarto et al. (2020) stated that while there are many studies on brand loyalty, only a few of them specifically address the coffee shop industry with specific customer respondents. This is significant as coffee shops have unique characteristics and challenges compared to other industries, and research specifically focused on this industry can provide valuable insights for coffee shop owners and managers. There is a need for more research on customer behavior, satisfaction, and loyalty in the coffee shop industry. Lee et al. (2018) claimed that the existing body of literature underscores the paucity of research in this domain, even considering the expanding coffee culture in various emerging economies, with Malaysia as a notable example. According to Han et al. (2018), in the absence of prior research on the

purchasing behavior of coffee shop customers, the results of their research can be effectively applied to improve and strengthen customer loyalty.

Therefore, this research aims to address these challenges by examining the determinants and the mediating effects of self-congruity and overall satisfaction on brand loyalty towards local coffee shops in urban Klang Valley. The Klang Valley stands out as the largest urban area in the country, making it an ideal focal point for studying and proposing solutions to the issues prevalent in the coffee shop industry. This research could help coffee shops better understand their customers' needs and preferences, ultimately improving customer loyalty and increasing the business's success and profitability.

1.4 Past Studies

As stated in Statista (2022), it is anticipated that in the year 2022, Malaysians consumed roughly 48,000 tons of coffee. In this country, coffee shop customers span a diverse demographic, encompassing both young and old customers. Additionally, the forecast for coffee imports anticipates around 136 million 60-kilogram bags between 2022 and 2023, with total export numbers projected to surpass 139 million (Statista, 2023). Han et al. (2018) indicated that in the fiercely competitive landscape among international coffee players, the strategic importance of brand loyalty has heightened significantly. For every coffee business, maintaining brand loyalty has become a crucial factor for sustainable success in today's marketplace, especially for local brands in Malaysia. Since major brands like Starbucks, and The Coffee Bean & Tea Leaf continue to open new locations year after year, Dhisasmito and Kumar, (2020) recognized that there is a substantial window of opportunity to join the market. As a business that relies on providing services, it is crucial for coffee shops to guarantee the effective performance of their staff and the achievement of the company's objectives (Bruhn, 2003; Son et al., 2021) to prevent customer dissatisfaction.

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and capitalize on it. In a rapidly expanding and competitive market, a coffee shop aiming to optimize its profits should prioritize delivering top-notch service to customers, thereby enhancing their perceived value and overall satisfaction (Son et al., 2021). Customers tend to persist in purchasing a particular brand, resisting temptations from competitors to switch, showcasing a strong brand loyalty (Keller, 2009; Song et al., 2019). Furthermore, the positive impression associated with a specific brand, compared to its competitors, plays a significant role in influencing customers' decision-making processes, compelling them to consistently choose and purchase the same product (Lam, 2007; Martenson, 2007; Nyadzayo & Khajehzadeh, 2016; Song et al., 2019).

Moreover, regardless of the proliferation of studies on different service industries, including restaurants and hotels, coffee shops have received comparatively little academic attention (Aprilia & Suryani, 2020). Suhud et al. (2020) highlighted the need for more research on how chain coffee shops can improve their offerings to affect customer loyalty. They noted that while some research has been conducted in this area, there is still a dearth of empirical evidence on what specific initiatives coffee shops can take to improve customer loyalty. Even though research on the factors that contribute to a positive customer experience has been published in academic journals in hospitality and tourism, a limited number of these studies have delved deeper into the coffee shop industry (Ren et al., 2023).

According to Ren et al. (2023), more research is needed to understand what factors contribute to a positive experience in a coffee shop. Similarly, Han et al. (2018) also mentioned that there is a need for more research on customer behavior and satisfaction in the coffee shop industry. They indicated that future research could help coffee shops to better understand their customers' needs and preferences and ultimately improve customer loyalty. Bernarto et al. (2020) stated that while there are many studies on brand loyalty, only a few of them specifically address the coffee shop industry with specific customer respondents. This is significant as coffee shops have unique characteristics and challenges compared to other industries, and research specifically focused on this industry can provide valuable insights for coffee shop owners and managers. There is a need for more research on customer behavior, satisfaction, and loyalty in the coffee shop industry. Lee et al. (2018) claimed that the existing body of literature underscores the paucity of research in this domain, even considering the

expanding coffee culture in various emerging economies, with Malaysia as a notable example. According to Han et al. (2018), in the absence of prior research on the purchasing behavior of coffee shop customers, the results of their research can be effectively applied to improve and strengthen customer loyalty.

Therefore, this research aims to address these challenges by examining the determinants and the mediating effects of self-congruity and overall satisfaction on brand loyalty towards local coffee shops in urban Klang Valley. The Klang Valley stands out as the largest urban area in the country, making it an ideal focal point for studying and proposing solutions to the issues prevalent in the coffee shop industry. This research could help coffee shops better understand their customers' needs and preferences, ultimately improving customer loyalty and increasing the business's success and profitability.

1.5 Research Objectives

The research's main priority is to facilitate coffee shops in refining their approaches to maintaining and improving their customers' brand loyalty through self-congruity and overall satisfaction. At its conclusion, the outcome of interest accomplished the following research objectives:

RO1: To investigate the influence of perceived product quality, perceived service quality, perceived price value, and brand image on self-congruity, overall satisfaction, and brand loyalty of coffee shops.

RO2: To examine the mediating effect of self-congruity between the determinants and the brand loyalty of coffee shops.

RO3: To examine the mediating effect of overall satisfaction between the determinants and the brand loyalty of coffee shops.

1.6 Research Questions

The findings of the study answered the following research questions:

RQ1: Do the factors of perceived product quality, perceived service quality, perceived price value, and brand image significantly influence self-congruity and overall satisfaction, which in turn affect brand loyalty in coffee shops?

RQ2: Is the relationship between perceived product quality, perceived service quality, perceived price value, brand image and brand loyalty of coffee shops mediated by self-congruity?

RQ3: Is the relationship between perceived product quality, perceived service quality, perceived price value, brand image and brand loyalty of coffee shops mediated by overall satisfaction?

1.7 Research Gap & Justification

This study's main objective is to investigate the relationship between perceived product quality, perceived service quality, perceived price value, brand image, self-congruity, overall satisfaction, and brand loyalty to coffee shops in the urban areas of Klang Valley. This research should reconcile some research gaps in the studies pertaining to brand loyalty in the coffee shop industry in Malaysia.

Firstly, there is a scarcity of recent literature examining the impact of perceived product quality, perceived service quality, perceived price value, brand image, self-congruity, and overall satisfaction on brand loyalty within the local coffee shop industry. According to Suhud et al. (2020), there is a limited focus on studies exploring customer behavior and satisfaction in coffee shops. Consequently, this study addresses this research gap identified in the existing literature and provides valuable insights for coffee shop owners in formulating effective marketing strategies.

Secondly, this study broadens the existing self-congruity literature. Unlike prior research that primarily concentrated on the consequences of self-congruity, such as advertising effectiveness (Bjerke & Polegato, 2006; Li et al., 2022), this research seeks to delve deeper into the various dimensions and implications of self-congruity. It

identifies whether self-congruity and overall satisfaction mediate the antecedents of brand loyalty in coffee shops. While studies on brand loyalty exist in various industries, there is a pressing need for more focused research specifically within the coffee shop industry in Malaysia. Based on Mohamud et al. (2017), they asserted the potential necessity for future literature to delve into unexplored areas that have not been covered in existing research concerning coffee shops in Malaysia. Suhud et al. (2020) emphasized the necessity for further research into how chain coffee shops can enhance their services to impact customer loyalty. They acknowledged that although some researchers have explored this subject, there remains insufficient empirical evidence regarding the specific actions' coffee shops can implement to improve customer loyalty. This thesis fills that gap by examining the relationship between these variables in the context of the coffee shop industry in the country.

Thirdly, a review of the literature indicates that there is a lack of research regarding coffee shop customers' purchasing behavior. Specifically, most of the studies conducted in this field focused solely on Starbucks customers, leaving a significant gap in understanding the behavior of customers of other coffee shop chains (Han et al., 2018). The author recognizes that the results of the previous studies may not be applicable to other coffee shop chains due to differences in brand identity, customer base, and product offerings. Therefore, the present research addressed this gap by testing the theoretical model in other coffee shops to generate comparative results. By conducting research in multiple coffee shop chains, the author expects to increase the generalizability of the findings, which can help coffee shop owners and managers to better understand their customers' behavior and make more informed business decisions.

1.8 Significance of Study

The research examined customers of coffee shops in urban areas of the Klang Valley regarding their knowledge and preferences for certain brands. The variables discussed include perceived product quality, perceived service quality, perceived price value, and brand image towards brand loyalty. The ECSI Model was used to examine the role of self-congruity and overall satisfaction as mediating factors towards brand loyalty. It suggests that enhancing customer satisfaction is the key driver of brand

loyalty, thereby providing insights for companies to enhance brand loyalty through improved customer satisfaction.

1.8.1 Theoretical Perspectives

This research has explained the significant effects of various factors on brand loyalty while also deepening the understanding of the elements influencing brand loyalty among customers in urban coffee shops. Furthermore, it has provided valuable insights for fellow researchers engaged in related studies. By building upon existing research, it has contributed additional literature on the relationship between self-congruity, overall satisfaction, and brand loyalty, which can be utilized in future research. The comprehensive analysis and data collection undertaken in this study serve as a valuable resource for subsequent research endeavors, facilitating their development and enhancement. This research has also served as empirical validation for the theories. Additionally, it offers a clearer perspective on the research context, specifically how a customer's self-congruity and overall satisfaction impact their loyalty to a brand. Through a statistical analysis of the gathered data, more definitive conclusions were drawn regarding the influence of food quality attributes on coffee shop customer loyalty. These findings either supported or refuted the underlying theories of the research, depending on the outcomes. Additionally, the study explored concepts of brand attachment and relationship building, aligning with theories of relationship marketing. Understanding how coffee shops differentiate themselves and gain a competitive edge contributes to the broader body of knowledge on market differentiation.

The research examined customers of coffee shops in urban areas of the Klang Valley regarding their knowledge and preferences for certain brands. The variables discussed include perceived product quality, perceived service quality, perceived price value, and brand image towards brand loyalty. The ECSI Model was used to examine the role of self-congruity and overall satisfaction as mediating factors towards brand loyalty. It suggests that enhancing customer satisfaction is the key driver of brand loyalty, thereby providing insights for companies to enhance brand loyalty through improved customer satisfaction.

1.8.2 Practical Perspectives

This research has the potential to inspire stronger commitment among food and beverage (F&B) business owners. Particularly in the coffee shop industry, to improve the quality of their brand products, services, pricing, and image to achieve greater brand loyalty from customers. The findings of this research not only enhance the overall understanding of what influences brand loyalty but also assist professionals in the field in their efforts to elevate brand quality and values, thereby boosting customer satisfaction and loyalty. Furthermore, coffee shops can use these insights to improve their business endeavors by enhancing the products and services they offer to better satisfy their customers. The research findings may benefit coffee shop managers by offering deeper insights into customer needs and preferences, enabling them to design more effective business strategies that foster customer loyalty. With a better understanding of customer loyalty, businesses can allocate advertising resources more efficiently. Compared to broad advertising campaigns, targeted marketing efforts focused on repeat customers may yield higher returns. Brand loyalty also confers a competitive advantage, as loyal customers are less likely to be influenced by competitors. In addition, loyal customers often serve as brand ambassadors, promoting the coffee shop through word-of-mouth and creating opportunities for upselling. Ultimately, brand loyalty lays the foundation for long-term growth and sustainability in the coffee shop industry.

1.9 Operational Definitions

Table 1.1
Operational Definitions

Key Term	Definition
Perceived Product Quality (PPQ)	Perceived product quality refers to a customer's personal assessment of the overall quality or excellence of a product. This evaluation is subjective and is formed based on the individual's perceptions and expectations regarding the features, characteristics, and performance of the product (Han et al., 2018; Motoki et al., 2021).
Perceived Service Quality (PSQ)	It is the degree to which a customer believes that a business provides services that meet or exceed their expectations, and it can influence their satisfaction and loyalty towards the business (Aprilia & Suryani, 2020; Son et al., 2021).
Perceived Price Value (PPV)	It is the degree to which a customer believes that the price of a product or service is reasonable and justifiable in relation to the perceived benefits or value received. It can influence a customer's willingness to purchase a product or service, and it can also impact their loyalty towards a brand (Dhisasmito & Kumar, 2020; Tan et al., 2019).
Brand Image	Brand image encompasses the perception or reputation that a brand holds in the minds of customers. It constitutes the amalgamation of all associations, impressions, feelings, and experiences that customers associate with a specific brand. Several factors contribute to shaping a brand's image, including its visual identity, messaging, product quality, customer service, and overall reputation (Bernarto et al., 2020; Song et al., 2019).
Self-Congruity	Self-congruity is a psychological concept that refers to the degree to which a customer's self-concept matches the perceived image of a brand or product. It is the extent to which a customer identifies with a brand's personality, values, and overall image. Customers tend to prefer brands that are congruent with their self-concept, as it helps to reinforce their self-identity and social identity (Anjani & Dewi, 2021; Li et al., 2022).
Customer Satisfaction	Customer satisfaction is the overarching sense of contentment or fulfilment that a customer feels following their interaction with a product, service, or business. It gauges the extent to which a customer's expectations are fulfilled or surpassed by the quality of the product or service they have received (Aryani et al., 2021; Han et al., 2018).
Brand Loyalty	Brand loyalty refers to the degree of attachment, loyalty, or preference that a customer has for a particular brand over others. It is the extent to which a customer repeatedly purchases or uses a brand's products or services, despite the availability of alternative options (Han et al., 2018; Suhud et al., 2021).

1.9.1 Coffee Shop Specifications

A coffee shop is an F&B establishment where drinks and snacks are sold. A coffee shop in this study basically is a business that specializes in serving coffee drinks like latte, cappuccino, and espresso. This study focuses on coffee shops within the urban areas of Klang Valley, specifically targeting local coffee shop brands. Coffee shops typically are known for their spacious seating arrangements with an average between 20 to 50 pax seating capacity. These brands are often part of chains with more than 10 locations across Malaysia. Locally owned, they are also naturally consistent with the brand identity across all outlets with a more organized and centralized business structure. Kopitiam are excluded from the context because they have a distinct target market, menu, ambiance, and cultural influence compared to coffee shops.

The geographical focus of the study is centered on coffee shops located within the urban area of the Klang Valley. This includes areas such as Kuala Lumpur, Petaling Jaya, Shah Alam, Kajang, Subang Jaya, and other nearby urban centers within the Klang Valley region. The Klang Valley was chosen as the focus area for this study due to its distinction as Malaysia's largest urban area, encompassing Kuala Lumpur and its surrounding cities. This region offers a vibrant and diverse coffee culture, characterized by numerous coffee shops and cafes. Given its status as a major business and economic hub, the Klang Valley attracts a varied customer base, reflecting modern urban lifestyle trends, considering the local coffee shop brands that cater to the diverse tastes of the Klang Valley's urban populace. Target brands that are mentioned in this study are local coffee shops brands. The study examined popular local coffee shop brands that are Malaysian owned and frequently visited by customers within the Klang Valley urban area to understand local coffee culture, customer preferences, market competition, and to support local businesses.

The study specifically looked at coffee shops that offer spacious seating arrangements. These coffeeshops included in the study have a minimum seating capacity of 20 to 50 people. The study excluded stall coffee shops in Malaysia with smaller seating capacities because they cater to different customer needs and preferences. By focusing on coffee shops with average seating capacity of 20 to 50 people, the study delves into the dynamics of larger coffee establishments that offer a

different experience, social environment, and potentially different business strategies compared to smaller stall-based setups.

The selected coffee shop brands are part of chains with a significant presence across Malaysia. Specifically, these brands have more than 10 locations throughout the country, indicating their established and widespread nature. Brands with numerous locations are likely to be familiar to a wide range of customers and emphasize consistency to ensure a uniform customer experience across all their outlets, fostering brand loyalty and customer satisfaction.

Table 1.2
List of Targeted Coffee Shop Brands

Brand Name	Number of outlets
ZUS Coffee	387
Gigi Coffee	130
San Francisco Coffee	53
Bask Bear Coffee	100
Richiamo Coffee	150
Kee Nguyen	52
Kopi Saigon	39
He & She Coffee	10

1.10 Summary

This chapter provided a general overview of the research as well as its primary objectives. The problem statement was dissected in detail to gain an understanding of the local circumstances and problems. Along with the research objectives and questions that are answered through the findings of this research, both the research gaps and novel aspects of the study were also highlighted. In conclusion, the importance of the study as well as its breadth were dissected in detail so that the research path could be better comprehended.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

All the major points of the research are covered in this chapter, from the theories that inspired the research's topic to the models used in this research and the studies that came previously. Along with the topic of the research, the underpinning ideas and study methods are addressed as well. There were extensive justification and explanation for each variable, allowing for a straightforward reading of the areas under research. There is also a discussion of possible research connections and critical literature evaluations of the topic. The centerpiece of the chapter lays out the foundation for the study of concepts and the development of hypotheses.

2.2 Branding

Branding plays a pivotal role in shaping consumer perceptions and loyalty to Malaysian coffee shop industry. Brand image, defined as the collection of associations, impressions, and experiences that customers have about a brand, significantly influences customer satisfaction and repeat patronage (Bernarto et al., 2020; Song et al., 2019). In Malaysia, both local and global coffee shop chains leverage branding to differentiate themselves in a competitive market, highlighting not only the quality of their products and services, but also overall brand reputation (Ahmad, 2022; Ali & Ramanathan, 2021; Ren et al., 2023). Self-congruity, or the alignment between a customer's self-concept and the perceived brand image, strengthens emotional connections and encourages loyalty, as consumers are more likely to favor brands that reflect their personal identity and values (Anjani & Dewi, 2021; Li et al., 2022). Additionally, branding influences perceptions of service quality, product quality, and value-for-money, all of which are critical in driving customer satisfaction and fostering long-term brand loyalty in Malaysian coffee shops (Han et al., 2018; Suhud et al., 2021). Effective branding strategies, therefore, not only create a distinctive market presence, but also cultivate lasting consumer relationships through functional, emotional, and symbolic brand elements within the Malaysian context.

2.3 Coffee Shop

A coffee shop generally provides coffee, tea drinks, and even snacks in a relaxed atmosphere (Bernarto, 2020). In contrast to other food and beverage industries like restaurants, coffee shops hold a unique significance for their customers. Scholars have described coffee shops as multipurpose spaces, with customers viewing them as more than just places to get coffee, but also as socializing hubs (Lee et al., 2018; Aprilia & Suryani, 2020). The appeal of coffee shops extends to both adults and millennials, serving as spaces for social interaction (Hidayah, 2018; Dhisasmito & Kumar, 2020). The constant influx of visitors to coffee shops is reflected in statistical data, indicating sustained growth and prosperity in the business performance of these establishments (Han et al., 2018; Tarigan et al., 2020; Jang, 2021; Hwang et al., 2021).

Furthermore, Dhisasmito and Kumar, (2020) affirmed that the trend of coffee consumption has permeated all segments of society. Franchise suppliers are consistently opening new stores, and the coffee shop industry has seen an influx of independent operators, partly due to the relatively low barriers to entry (Lee et al., 2018; Hwang et al., 2021). Examining the trends in coffee consumption, the proliferation of new coffee shops poses a potential threat to the existing coffee shops, as noted by Ron Prasetyo, a consultant specializing in coffee shop businesses (Mutiah, 2018; Dhisasmito & Kumar, 2020). Trendy coffee shops are engaged in a competitive struggle for customers, with each establishment vying to capture the hearts of customers through enticing offers, as highlighted by Tarigan et al., (2020). Additionally, Pessoa et al., (2020) concurred that coffee shops are swiftly expanding their market share by both attracting new customers and enticing customers away from competitors. This indicates that coffee shops are employing effective strategies to capture the attention of both new and existing customers, thereby expanding their market share in the competitive coffee shops industry.

2.4 Coffee Shop Industry in Malaysia

According to Statista (2023), the sum of coffee shops and bars in Malaysia reached an approximate figure of 4.78 thousand, reflecting a marginal upswing from the approximately 4.51 thousand establishments noted in the preceding year. This suggests that the coffee shop industry in Malaysia is steadily growing, showing a

consistent demand for cafe culture. Projections indicate a prospective increase in the number of coffee shops and bars in Malaysia, with the estimation to reach approximately 5.54 thousand by the year 2026. Coffee consumption is showing an upward trend in numerous countries, and Malaysia is no exception, as coffee has become a popular beverage at social gatherings and meetings, prompting the establishment of various coffeehouses in the country (Khandaker et al., 2020). It can be interpreted that coffee consumption is not just a habit, but also a social activity that encourages the establishment of new coffee shops.

The Star (2023) wrote, in a significant stride marking another milestone in its 25-year history, The Coffee Bean & Tea Leaf Malaysia has achieved the opening of its 150th cafe establishment in Malaysia. Meanwhile, in an impressive surge, ZUS Coffee has rapidly expanded, boasting a total of 325 stores since its launch in 2019 (ZUS Coffee, 2023). Similarly, Gigi Coffee, which was also established in 2019, has shown similar substantial growth, now flourishing with 130 stores across Malaysia (Gigi Coffee, 2023). These rapid expansions indicate that consumers in Malaysia are highly responsive to coffee shop offerings, reflecting both brand recognition and the lifestyle appeal of cafes.

This demonstrates the rapid success and expansion of coffee chains, reflecting the increasing popularity and demand for their offerings in the Malaysian market. According to survey, the average Malaysian consumes 2.38 cups of coffee per day. The increase in coffee consumption has been encouraged by the continuous worldwide spread of brands such as Starbucks, which introduced Western coffee shop culture (Wilson, 2024). It can be understood that international brands have influenced local consumer behavior and preferences, shaping a modern coffee culture in Malaysia.

Mohamud et al. (2017) stated that modern coffee shops are available almost everywhere, including shopping malls, convenience stores, etc., and provide visitors with moments of relaxation. Based on Statista (2022), the revenue in the coffee market in Malaysia amounts to RM957.80m in 2023, with an estimated annual growth rate of 4.21% between 2023 and 2028. This shows that the coffee industry is expanding not only in terms of outlets but also financially, which highlights its economic importance.

This widespread availability of coffee shops has not only made coffee more accessible but has also transformed it into a social and cultural phenomenon. Customers are drawn to these establishments not just for the caffeine fix, but also for the ambiance,

social interactions, and the overall experience of enjoying a cup of coffee. Based on this, it can be interpreted that coffee shops have become part of daily social life, serving both functional and experiential purposes. As a result, the growing presence of coffee shops has played a pivotal role in fueling the increasing trend of coffee consumption worldwide. Overall, the Malaysian coffee shop industry reflects a blend of economic growth, social behavior, and cultural trends that continue to drive demand.

2.5 Brand Loyalty

The research by Suhud et al. (2021) is one of the most notable and widely referenced pieces of writing on the topic of brand loyalty. In the research, there are two different kinds of loyalty discussed: attitudinal loyalty and behavioral loyalty. Suhud et al. (2021) stated that companies usually expect as many customers as possible to have loyalty to their brands, so that they will keep purchasing and using what the businesses offer. This implies that loyalty is crucial for sustaining consistent sales and long-term business performance. Dhisasmito, (2020) said that customer loyalty is associated with the behavior of repetitive purchase or recommending the product or service to others. Then, brand loyalty is believed to be connected to customers' repeated purchase behavior over time with a positively biased emotive, evaluative, and behavioral tendency for brands, labels, or graded substitutes or product choice (Oliver, 1999; Song et al., 2019). From this, it can be interpreted that brand loyalty encompasses more than buying the same product repeatedly but also involves a psychological and emotional commitment to the brand. This means that brand-loyal customers not only continue to choose the same brand but also have a strong emotional attachment and positive perception towards it. They are more likely to defend the brand, recommend it to others, and remain loyal even in the face of competitive alternatives. In other words, loyal customers act as informal brand ambassadors and contribute to the brand's reputation and growth.

Subsequently, loyal customers make larger and more frequent purchases, attract new customers, establish a favorable reputation, engage in positive word-of-mouth promotion, and are less likely to be swayed by rival offerings (Han et al., 2018; Hwang et al., 2021). This shows that the benefits of brand loyalty go beyond individual purchase behavior and positively impact the wider business ecosystem. Brand loyalty is commonly understood as the biased (non-random) behavioral response (purchase)

expressed over time by some decision-making unit with respect to one or more alternative brands out of a set of brands and is a function of psychological processes (Jacoby, 1971; Han et al., 2020). It can be understood that loyalty is both a behavioral and psychological phenomenon, combining repeated actions with underlying attitudes. Research by Hwang and Lee (2018), Ko and Chiu (2008), Rizvi et al. (2020), and Hwang et al. (2021) indicated that brand loyalty is a future-directed concept and is the key indicator of a company's success in a severely competitive market, resulting in significant attention and resources that have been dedicated to investigating the essential factors that influence brand loyalty in various contexts. This suggests that businesses see loyalty as an investment in their long-term competitiveness. According to Nawaz and Usman (Han et al., 2020), organizations achieving a greater number of loyal customers are said to be capable of subsequently gaining higher market shares, earning higher return on investment rates, enhancing bargaining power from different suppliers and distribution channels, and eliciting positive word-of-mouth communication. This can be interpreted to mean that loyalty not only stabilizes revenue but also strengthens a company's strategic position in the market.

Brand loyalty in the coffee shop industry is often discussed by many researchers as being achieved through sustaining and enhancing the brand offerings to satisfy the customers. Song et al. (2019) claimed that the basic condition of forming brand loyalty in coffee shops is that satisfaction should be the focus of managers and business owners all the time, and to satisfy the customers, they should accurately identify individual customer preferences and characteristics. This shows that understanding customer needs and providing consistent satisfaction is essential for cultivating loyalty in the coffee shop industry.

2.6 The Underpinning Theories and Studies Model

2.6.1 European Customer Satisfaction Index (ECSI) Model

The European Customer Satisfaction Index (ECSI) model stands as a robust framework for evaluating the quality of services offered by organizations across public and private sectors, as discussed by Johnson et al. (2001) and Revilla-Camacho et al. (2017). This suggests that the ECSI is widely accepted and reliable for comparing service performance across different industries. This model provides a consistent and

structured approach to assess customer satisfaction and brand loyalty, offering a valuable tool for businesses to gauge their performance across different regions. Developed by European experts with a focus on specific requirements (ECSI Technical Committee, 1998; Revilla-Camacho et al., 2017), the ECSI methodology ensures a standardized and reliable measure of customer satisfaction. It can be interpreted that adopting such a standardized framework helps reduce measurement bias and allows organizations to benchmark their performance effectively.

In the context of Malaysia, adopting the European Customer Satisfaction Index could bring several advantages. For instance, it allows researchers and businesses to apply a tested international framework while considering local market conditions. It provides a framework that is adaptable to the nuances and preferences of both the European and Malaysian markets, enhancing the accuracy of measuring customer satisfaction and brand loyalty in these regions. The ECSI model's original formulation, as explained by Fornell (1992) and Bertaccini et al. (2021), evaluates the quality of services or products from the customers' perspective, offering a global assessment of the entire purchase and consumption experience. This indicates that the model not only measures satisfaction, but also captures the overall customer experience, which is important for understanding loyalty patterns. By utilizing the ECSI model, this study applied a seamless integration of a globally recognized model into the specific context of the coffee shop industry in Malaysia, ensuring a comprehensive and insightful evaluation of customer satisfaction and brand loyalty. In my opinion, this approach strengthens the study's credibility because it combines a proven international model with local industry insights.

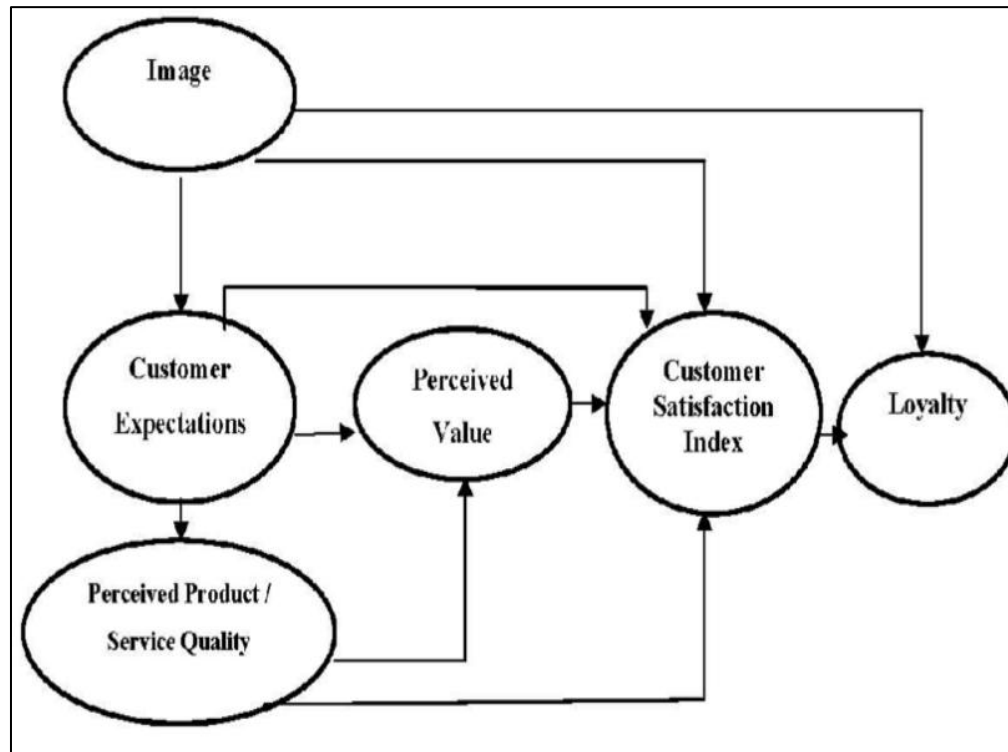


Figure 2.1 European Customer Satisfaction Index
(Johnson et al., 2001)

Figure 2.1 depicts the relations of seven constructs in the ECSI model: image, expectations, product's perceived quality, service's perceived quality, perceived value, satisfaction, and loyalty. The ECSI model offers a good structure to explain satisfaction including the two previously explained elements of quality that can have different influences, depending on the area of application. The ECSI model is based on the American Customer Satisfaction Index (ACSI) (Figure 2.2), which is a well-established and widely recognized model for measuring customer satisfaction.

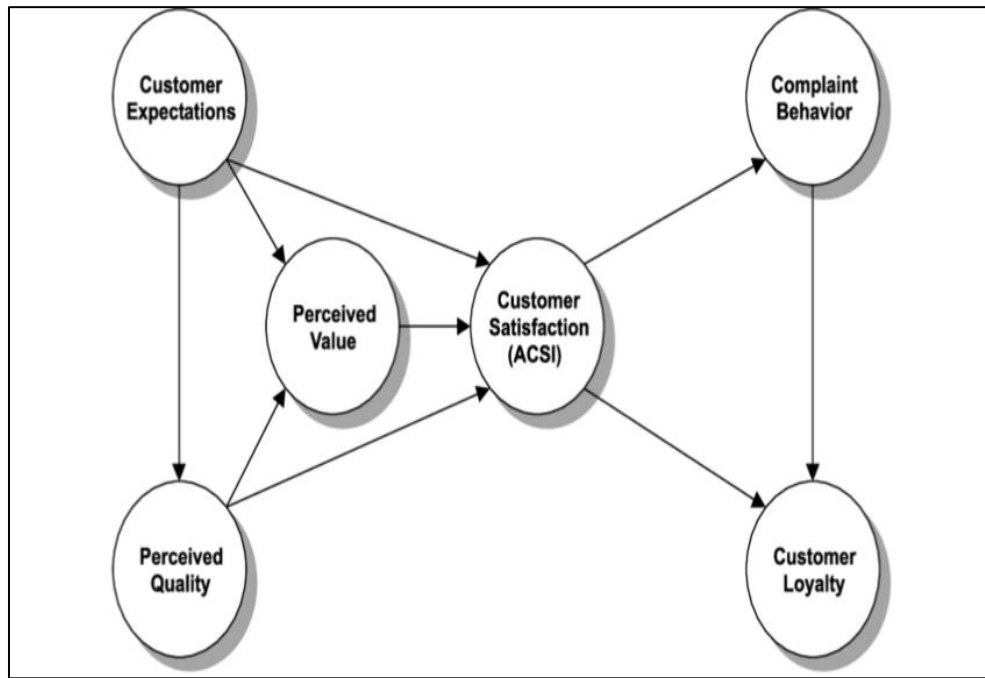


Figure 2.2 American Customer Satisfaction Index
(Johnson et al., 2001)

The robustness and reliability of the ACSI framework have been well-established over time, lending credibility to the adoption of the ECSI model in this research. According to Forrest et al. (2023), the ACSI dataset yields reliable insights into how customers assess their experiences with different brands and retailers. It delves into customers' expectations, quality, value, satisfaction, complaint behavior, and loyalty, exploring their implications. Customer loyalty is particularly pivotal in this model as it mirrors profitability and brand allegiance. However, adapting it for the local market might necessitate significant adjustments, potentially impacting its validity and reliability. A variable within this model concerns customer complaints, which are determined by the percentage of individuals reporting direct complaints to a company about a product or service within a specific timeframe. Notably, this variable is not applicable to this study, nor is it included in the ECSI Model.

2.6.2 Self - Congruity Theory

The term “self-congruity” was devised by psychologist John J. Sirgy in 1980 to describe the extent to which an individual’s impression of a certain brand or product corresponds with their impression of themselves. According to the self-congruity theory, a customer will have a stronger preference for a brand if the two ideas are highly

comparable (Swann et al., Stein-Seroussi, & Giesler, 1992; Boksberger et al., 2011). This is because the brand's symbolic attributes will serve to reinforce and confirm the customer's own sense of who they are. In accordance with the self-congruence theory illustrated in Figure 4, customers employ brands as a means of self-expression; highlighting specific facets of their identity, symbolizing status, or signaling a sense of belonging to a particular group (Aaker, 1999; Escalas & Bettman, 2003; Sirgy et al., 2008; Zhu et al., 2019). The inclusion of brand endorsers is expected to significantly influence customers' attitudes towards the brand.

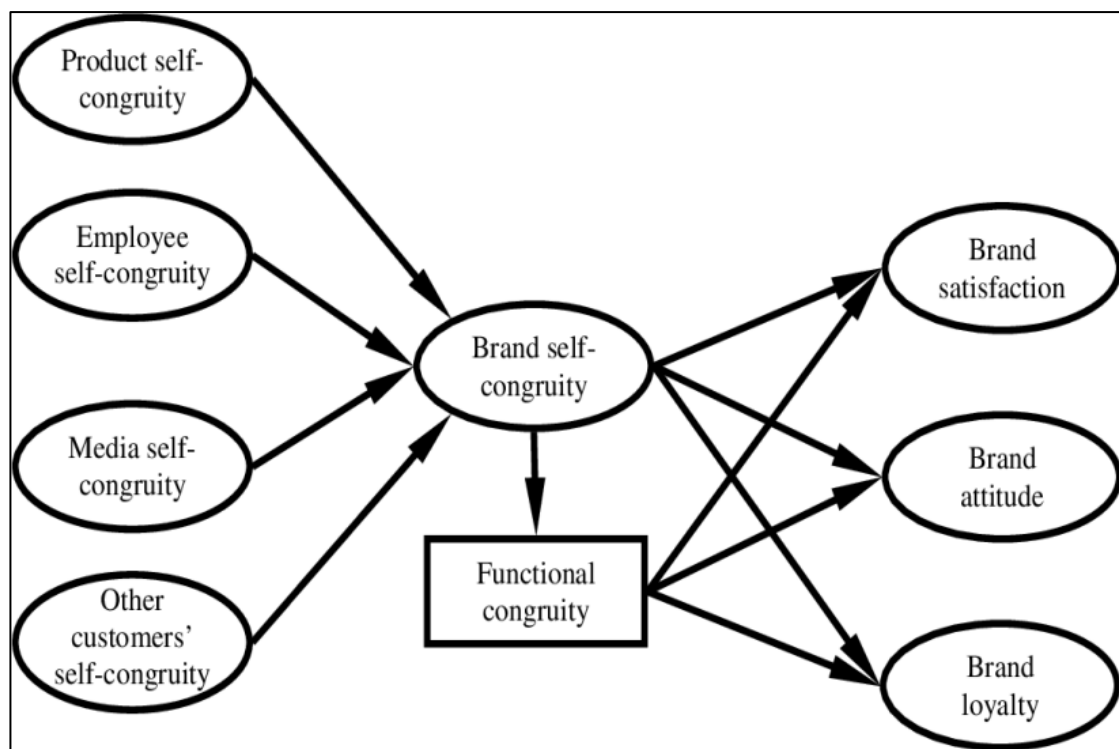


Figure 2.3 Self – Congruity Theory

2.7 Development of Research Framework

The research framework integrated components from the ECSI (European Customer Satisfaction Index) model and the self-congruity model, aligning with the research objectives aimed to comprehensively understand the factors influencing brand loyalty within urban coffee shops. Revilla-Camacho et al. (2017) highlighted ECSI's ability to explain satisfaction and quality influences, underscoring the importance of exploring brand loyalty in Klang Valley's urban coffee shops. The ECSI model was also chosen instead of the ACSI model because it provides clearer and more suitable

constructs for service settings like coffee shops. The ACSI model focuses more on general customer expectations and broad benchmarking, but the ECSI model separates product quality, service quality, price value, and brand image as individual components. This separation is important because customers often judge different aspects of a coffee shop differently. For example, they may like the taste of the coffee, which relates to product quality, while their experience with staff relates to service quality. They may also consider whether the price is reasonable and how the shop's atmosphere or brand makes them feel. These factors are central to the experience in a coffee shop, and the ECSI model allows these elements to be studied more precisely. At its foundation, the framework encompassed four pivotal independent variables, including perceived product quality, perceived service quality, perceived price value, and brand image. These elements, drawn from the ECSI model, form the bedrock of customer perceptions within the coffee shop context. They are pivotal in shaping customers' opinions, satisfaction levels, and eventual loyalty toward coffee shop brands. The framework integrates mediating variables, including self-congruity and overall satisfaction. These variables, stemming from the self-congruity model, serve as key conduits in understanding the nuanced mechanisms influencing brand loyalty. Self-congruity, exploring the alignment between customers' self-identity and the perceived brand image, and overall satisfaction, or the holistic contentment derived from the entire coffee shop experience, act as crucial intermediaries between the independent variables and brand loyalty.

Aligning with the research objectives, this framework scrutinized the intricate relationships among these variables. It aims to unravel how perceived product quality, perceived service quality, price value, and brand image collectively influence self-congruity and overall satisfaction, thereby impacting brand loyalty in the realm of urban coffee shops. Specifically, the framework delved into the mediating roles of self-congruity and overall satisfaction in brand loyalty, to the extent which they do so, offering insights into the mechanisms by which these factors contribute to customer loyalty in the context of urban coffee shops. By interweaving elements from the ECSI model and the self-congruity model, this comprehensive framework aligned closely with the research objectives in providing a thorough understanding of the multifaceted dynamics shaping brand loyalty within the urban coffee shop landscape.

2.8 Perceived Product Quality

According to the study conducted by Majid et al., (2018), the quality of the product holds greater significance compared to other factors such as the environment and service attributes. This indicates that, regardless of other appealing features, customers primarily focus on the core product when making choices. This highlights the crucial role of perceived product quality in all varieties of food and beverage establishments. The millennials are more discerning of the coffee they drink and are willing to spend on quality (Ali & Ramanathan, 2021). It can be interpreted that younger consumers value quality over price and are likely to reward brands that meet their expectations. Li et al., (2022) added that the customer's perceptions of product quality are positively related to shop atmospherics. This suggests that not only the taste but also the overall experience and environment influence how customers evaluate product quality. Majid et al., (2018) also firmly stated that product quality is an important component for customer loyalty, in which they agreed that it has a positive relationship with customer loyalty. Accordingly, it is comprehended that high-quality products serve as a key driver of repeated purchases and long-term attachment to a brand.

Additionally, Tarigan et al. (2020) claimed a good quality coffee can be a factor that customers will consider when deciding to visit a coffee shop. In the service industry, perceived quality is defined as a customer's overall evaluation of a specific service that results from comparing that firm's performance with the customer's general expectations of how firms in that industry should perform (Parasuraman et al., 1988; Han et al., 2020). This indicates that perceived quality is not absolute but depends on customers' expectations and previous experiences. There must be unique values or benefits in the product or service that the preferred brand can deliver to its customers (Sethuraman, 2000; Li et al., 2022). Han et al., (2020) postulated that a high degree of perceived quality leads to favorable outcomes, including customer satisfaction, auspicious marketing results, and customer loyalty in the form of making repurchases or eliciting positive word-of-mouth. It can be interpreted that perceived product quality directly impacts both customer behavior and brand's market performance. Therefore, by delivering unique values and maintaining a high standard of perceived quality, brands can cultivate a loyal customer base, driving sustained success and growth in the competitive market landscape. Consequently, identifying the key elements, such as

perceived product quality, in determining brand loyalty in coffee shop brands is considered important. In other words, product quality is a foundational factor that supports all other marketing and loyalty-building efforts.

Therefore, there must be distinct values or advantages that the selected coffee brand can offer its clients, with the coffee's quality should strengthen the congruence between the store and the customer's image of themselves (Li et al., 2022). This implies that high-quality coffee can enhance self-congruity, making customers feel aligned with the brand's image and identity. Therefore, by delivering distinct values in its coffee offerings and maintaining a standard of quality that resonates with customers' self-perceptions, a coffee brand can effectively cultivate a loyal customer base and thrive in the competitive coffee market. To excel in the competition to attract and retain customers at the point of sale, coffee shop management and owners must prioritize improving various elements, including product quality. It shows that product quality is a tangible and actionable factor that management can control to influence loyalty. Not all coffee shop visitors are coffee enthusiasts, but the coffee quality is still what they are looking for. For example, in a study by Suhud et al. (2021), when respondents were asked about their most frequently visited coffee shop, almost 30% of them mentioned Starbucks. This reflects that well-known brands can attract loyal customers because of perceived product quality, even among casual coffee drinkers. Therefore, a potential relationship exists between product quality and brand loyalty, leading to the proposition of the following hypothesis:

H1: Perceived product quality significantly influences the brand loyalty of coffee shops.

2.9 Perceived Service Quality

Service quality is defined as the variance between customer expectations and the actual service provided by an organization (Setiawan & Sayuti, 2017; Dhisasmito & Kumar, 2020). This suggests that service quality is not only about what is delivered, but also on meeting or exceeding what the customer anticipates. The findings of this study affirm that, as anticipated, service quality has a significant and positive impact on customer satisfaction within the local coffee shop industry. Li et al., (2022) explained that customers perceive the service to be of greater value when the brand image matches

their self-image. This indicates that the alignment between customer self-concept and brand perception can enhance how service quality is evaluated. Similarly, Majid et al. (2018) proved, based on their study, that the failure to provide favorable service quality is unlikely to improve brand loyalty. It can be interpreted that poor service can undermine other efforts to retain customers, even if the product quality is high. Thus, business owners should therefore adjust and improve their service quality to meet customers' expectations and further strengthen their loyalty to the business, which in turn encourages repeat customers.

According to Tarigan et al. (2020), customers tend to select coffee shops that provide a diverse range of engaging and pleasurable services. This implies that variety and enjoyment in service offerings can influence customer decisions. However, the discussion of this study underscores a gap that despite the acknowledged significance of quality products and services, there is a limited knowledge among academics and managers regarding the cumulative impact of product quality, service, and physical environment on customer satisfaction, subsequently influencing their behavioral intentions. According to Han et al., (2018), a customer's level of satisfaction with the service they received is an excellent indicator of the service's quality. For example, customer satisfaction can act as a practical measure of service effectiveness, showing how well the service meets expectations. For instance, if a customer leaves a coffee shop feeling happy and content with the friendly service and quick delivery of their order, it reflects positively on the quality of service provided by that coffee shop. Furthermore, in contrast to material goods, the production and consumption of service goods occur simultaneously in the presence of the customer and the service provider. This highlights the importance of real-time service delivery and customer interaction in shaping perceptions of service quality.

Besides that, to succeed in the competitive endeavor of drawing more customers to visit and consistently patronize their point-of-sale, coffee shop management and owners prioritize the improvement of various factors. Some of these include enhancing product quality, service quality, perceived value, and pricing (Suhud et al., 2021). It shows that service quality is an actionable aspect that managers can focus on to attract and retain customers. Many empirical studies demonstrated that improving service quality positively influences customer loyalty, and they highlighted the importance of service quality in determining customer loyalty (Carranza et al., 2018; Mhlanga, 2018;

Hyun, 2010). It can be understood that service quality is a key driver of loyalty and repeat patronage. Therefore, recognizing critical elements, such as perceived service quality, plays a pivotal role in determining brand loyalty within coffee shop brands. The study indicated that positive emotions, including customer satisfaction, are influenced by service quality factors. This suggests that good service goes beyond satisfying functional needs, as it elicits emotional responses, strengthening the bond between customer and brand. When a customer receives prompt and friendly service at a coffee shop, it boosts their satisfaction with the overall experience. This positive interaction with the staff, along with efficient service, contributes to creating a pleasant and satisfying visit for the customer. Furthermore, it demonstrates that perceived service quality serves as a precursor to eliciting emotional reactions from customers (Jang & Namkung, 2009; Han et al., 2018). In other words, how customers feel during and after the service shapes their attitudes toward the brand and influences future behavior. Examining how perceived service quality can significantly influence the brand loyalty of coffee shops may contribute to the body of knowledge in marketing and customer behavior for business owners. Thus, by providing empirical evidence between service quality and brand loyalty, it is potentially advancing theories and models in these areas. This knowledge can guide coffee shop managers in making practical improvements to services, ensuring competitive advantage and customer retention. Coffee shops can use this knowledge to plan better marketing strategies, while good service can make a coffee shop stand out more in a crowded market. Ultimately, service quality is both a strategic tool and a determinant of long-term business success. Thus, the following hypothesis is proposed:

H2: Perceived service quality significantly influences the brand loyalty of coffee shops.

2.10 Perceived Price Value

Price value can be defined as a customer's assessment of whether the price assigned to a product is reasonable or vice versa. It is acknowledged as one of the marketing factors capable of influencing customer behavior (Jin et al., 2016; Dhisasmito & Kumar, 2020). This suggests that customers' perceptions of price fairness can directly shape how they respond to a brand. Aprilia & Suryani (2020) wrote that positive behavioral intention encompasses the intention to recommend, revisit, and accept

paying a higher price. In other words, if customers perceive value in the price, they are more likely to act loyally toward the brand. Contrarily, the study underscores that satisfying customers extend beyond providing high-quality products or services; it also necessitates creating a pleasant atmosphere where the service is delivered and consumed. Dhisasmito & Kumar, (2020) define “fair price” as the price of a product that a customer finds suitable and reasonable. This implies that customers evaluate prices not only objectively but also based on personal perception and feelings. They also mention that an unreasonable price can inflict negative customer emotions such as anger. This shows that pricing decisions can have emotional consequences, influencing satisfaction and loyalty.

Moreover, the customer can rely on price fairness for the difference in price between the seller and its competitors. Dhisasmito and Kumar (2020) agreed that service quality and price fairness are the major factors in developing customer satisfaction. This demonstrates that perceived price fairness works alongside service quality to shape customer satisfaction. Customer satisfaction and loyalty may increase when they believe that prices are fair (Bassey, 2014; Ahmed et al., 2023). It can be interpreted that fair pricing strengthens the customer’s trust and encourages repeat purchases. Dhisasmito & Kumar, (2020) also states that price fairness can have a significant effect on a customer’s reaction in their decision related to the price. Li et al. (2022) show that customers’ willingness to pay a premium price for the coffee is due to customers’ inferences about the high quality of coffee and high self-congruity between the self-image and the coffee shop image. This indicates that perceived price value is linked not only to cost but also to quality perception and personal alignment with the brand. This has shown that brand image could be one of the antecedents of brand loyalty.

In addition, Dhisasmito and Kumar (2020) state that brands typically strive to allocate their profits in accordance with the pricing of their products or services, as customers are more inclined to choose products that offer maximum value at a reasonable price. This implies that pricing strategy is a strategic tool for influencing customer behavior and loyalty. Additionally, the assessment of price fairness is often tied to the perceived value in terms of portion size of food and beverages, as well as the competitiveness of the pricing compared to other market offerings. Customers evaluate not just the price itself but also what they receive in return, linking price to perceived

value. Price perception acts as a moderator in the process of generating satisfaction (Tarigan et al., 2020). This highlights that how customers perceive price can amplify or reduce the effect of satisfaction on loyalty. Thus, identifying the key element, such as perceived price value, in determining brand loyalty in coffee shop brands is reasoned as critical. It suggests that businesses cannot ignore price perception if they want to build a loyal customer base. Testing the hypothesis regarding the influence of perceived price value on brand loyalty in coffee shops is crucial for both practical and academic reasons. It guides businesses in pricing and marketing decisions, helps them retain their brand loyalty, and contributes to the understanding of customer behavior in the context of coffee shop choices. This shows that understanding perceived price value is essential for both improving business outcomes and advancing research in customer behavior. Thus, the following hypothesis is proposed.

H3: Perceived price value significantly influences the brand loyalty of coffee shops.

2.11 Brand Image

According to Han et al. (2020), brand image is defined as the portrayal of a brand in the customer's mind, encompassing a collection of perceptions, whether objective or subjective, about that brand. This means that brand image is essentially how customers think and feel about a brand based on their understanding and experiences. Li et al., (2022) argued that customers perceive the service to be of greater value when the brand image matches their self-image. In other words, when customers see a brand as similar to their identity, they value it more highly. When the brand image is consistent with the customer's self-image, the customer's emotional bond with the brand is enhanced (Evanschitzky & Wunderlich, 2006; Oliver, 1999; Li et al., 2022). This suggests that aligning a brand's image with the customer's self-perception can strengthen loyalty and emotional attachment. The concept of an image, functioning as a mechanism to symbolize the experiences of objects stored in human associative memory, typically serves as a representation of the significance of consumption and encompasses attributes related to self-expression (Paivio, 1969; Lau & Phau, 2007; Song et al., 2019). This indicates that brand image is not only about recognition but also about how customers express themselves through their choice of brand. Song et al., (2019) stated that the concept of brand image is the types of customer's intangible and

tangible perceptions or links to a brand formed by customers' cognition, affection, and evaluation processes.

Suhud et al. (2021) suggested practitioners enhance their coffee shop brands as an important aspect to develop brand trust, brand affect, self-image congruity, and functional congruity, as demonstrated in many studies, these variables lead to customer satisfaction and brand loyalty. This implies that a strong and well-managed brand image can directly enhance loyalty and satisfaction. The findings in the study of Song et al. (2019) suggested that managers should strengthen the publicity of the brand image through advertisements and push media information to deepen a customer's impression and to attract more people at the same time. It shows that marketing communications are crucial in shaping how customers perceive a brand. Meanwhile, they should be educated to have the ability to deal the crisis of damaged brand image. This means that protecting the brand's image is as important as promoting it.

Furthermore, Han et al. (2020) proclaimed that the customers formulate an image of a certain brand as they see the firm's various elements, and from which develop their perceptions, which apparently, service or product quality serves as the most salient phenomenon that customers can experience and perceive. This suggests that product and service quality are the most visible and influential parts of building a brand image. Accordingly, image can influence a customer's mind through various effects such as advertising, word-of-mouth, public relations, physical image, and actual experiences (Normann, 1991; Majid et al., 2018). This means that multiple channels and experiences contribute to how customers perceive the brand. Thus, the quality of service or products primarily establishes the image of that brand. Son et al., (2019) also claimed that brand image is a customer's set of beliefs, ideas, and impressions of a brand; therefore, customers' actions and attitudes to a brand are likely to depend on the brand image. In practical terms, if a brand is seen positively, customers are more likely to engage and remain loyal. Hence, identifying the key element such as brand image in determining brand loyalty to coffee shop brands is deemed crucial.

According to Gul (2014), a highly reputable brand name for a coffee shop is extremely vital for maintaining high levels of customer satisfaction since it reveals how the customer perceives the company. This suggests that reputation and image go hand in hand to influence satisfaction. Therefore, the reputation of a brand can indeed influence the level of satisfaction experienced by customers. Based on the research by

Aryani et al. (2021), Starbucks employs price increases as a strategy to distinguish itself from competitors and enhance the premium image of its brand and products. Additionally, Starbucks frequently strategically places its shops in urban areas, ensuring proximity to its target customer demographic. The location strategy is focused on urban centers, which means areas with large middle and upper-class populations. This shows that location and pricing strategies are used deliberately to enhance the perceived brand image. These strategies of Starbucks gain its brand a positive image as perceived by the customers based on the data collected. Aryani et al. (2021) concluded that a higher brand reputation will result in higher customer satisfaction. It indicates that a strong brand image is not just symbolic but also has tangible effects on satisfaction. The brand reputation of Starbucks, for example, is directly proportional to customer satisfaction. A strong brand image can lead to positive word-of-mouth and referrals, which are essential for attracting new customers. This means that satisfied customers become promoters of the brand, further strengthening the brand's position in the market. This, in turn, can contribute to a coffee shop's long-term success. Positive experiences and perceptions of the Starbucks brand often prompt satisfied customers to share their enthusiasm with friends and family, acting as effective ambassadors for the coffee chain. This reinforces the idea that customer perception directly impacts brand growth and loyalty. This organic spread of positive feedback contributes significantly to the brand's reputation and serves as a powerful magnet for new customers seeking a trusted and satisfying coffee experience. Thus, it is very important to examine whether the brand image can significantly influence the brand loyalty of coffee shops. This underscores the necessity for coffee shop managers to carefully manage and enhance their brand image to foster loyalty. Thus, the following hypothesis was proposed.

H4: Brand image significantly influences the brand loyalty of coffee shops.

2.12 Self – Congruity

According to Joo et al., (2020), actual self-congruity indicates the coherence between an individual's perception of a product and their actual self. Based on the self-congruity theory, customer behavior is determined partially by the congruence from a psychological comparison involving the product-user image and the customer's self-concept (Sirgy et al., 1997; Li et al., 2022). Customers maintain and enhance their self-

concept through the consumption and experiences of brands or products (McCracken, 1986; Sirgy, 1982; Zinkhan & Hong, 1991; Li et al., 2022). In other words, people choose brands that reflect who they are or who they want to be. Many studies have demonstrated that brand loyalty can be influenced by countless factors, especially self-congruity (Suhud et al., 2021). Kang et al., (2012) have shown that self-congruity between a coffee shop brand and customers' self-image has a positive impact on cognitive and affective loyalty. Firstly, it makes them more loyal based on rational factors like price and quality (cognitive loyalty). Secondly, it creates a stronger emotional connection with the brand, making them more likely to keep coming back (affective loyalty). This suggests that both logical reasons and feelings play a role in understanding why people remain loyal to a brand. Self-congruity includes actual self-congruity, social self-congruity, ideal self-congruity, and ideal social self-congruity (Sirgy & Samli, 1985; Li et al., 2022). Self-congruity has been identified as having a positive impact on customer perceptions of service quality in general. It shows that when a brand fits a customer's self-view, the services may be perceived as more advantageous. It suggests that there is a cognitive relationship between customers and products, and this relationship significantly influences the perception of quality (Quester et al., 2000; Das, 2015; Shamah et al., 2018).

On the other hand, self-image congruity is also defined as the match between the product's value-expressive attributes (product-user image) and the audience's self-concept (Johar & Sirgy, 1991; Suhud et al., 2021). They further claimed that there is a positive and significant link between self-congruity and brand loyalty. For example, if a coffee brand presents itself as adventurous, it may appeal to customers who see themselves as adventurous, creating loyalty. Self-concept theory is deeply grounded in social psychology; it primarily suggests how customers' personalities can be derived from the products, brands, and services they select (Ross, 1971; Shamah et al., 2018). This helps explain why personality and lifestyle affect brand choices. For instance, someone who values a trendy lifestyle might prefer uniqueness and speciality for coffee shops, while a practical person might choose budget-friendly options. Understanding these theories helps coffee shops tailor their offerings to match customers' preferences, building stronger loyalty. Subsequent studies indicated that self-congruity reflects an individual's perception of a product, service, brand, or destination in terms of functional and psychological characteristics (Han et al., 2019; Joo et al., 2020; Kim & Thapa,

2018; Li et al., 2021). Self-congruity in tourism research is defined as the alignment of a tourist's self-concept with the perceived image of a particular product (Kerstetter et al., 2005; Li et al., 2021). According to the theory of person-environment fit, customers with a high degree of self-congruity may enhance the relationship between the respondents' motivation and experiential value, as well as the relationship between emotion and experiential value (Shamah et al., 2018).

Self-congruity in coffee shop brands is an occurrence in which the image of a product, service, or brand of coffee is believed to approach customer's self-concept progressively. For example, a health-conscious customer may prefer a coffee shop with organic offerings. This alignment between the customer's self-image and the coffee brand creates a stronger connection and loyalty to that coffee shop. This phenomenon will impact the perceptions of many stimuli that are around coffee shops. Customers tend to enjoy the brand of the coffee shop more and become frequent customers when they think that the coffee shop has a greater level of self-congruity (Liu et al., 2012 [12.1]; Anjani & Dewi, 2021). This shows that self-congruity is a powerful driver of repeat visits and emotional attachment. A higher level of self-congruity is associated with more positive attitudes, which in turn leads to a higher level of loyalty.

Testing the proposed hypotheses of the study has been essential because they delve into the complex relationships between key factors like product quality, service quality, price value, brand image, self-congruity, and brand loyalty in the context of coffee shops. By understanding these connections, coffee shop managers can make informed decisions to improve customer experience and loyalty. Examining these relationships can provide coffee shop owners and managers with actionable insights to improve customer experiences, foster loyalty, and drive business success. Additionally, it contributes to the broader understanding of customer behavior and branding strategies within the coffee shop industry, which is the priority of any business. Therefore, the following hypotheses were proposed:

H5: Perceived product quality significantly influences self-congruity.

H6: Perceived service quality significantly influences self-congruity.

H7: Perceived price value significantly influences self-congruity.

H8: Brand image significantly influences self-congruity.

H13: Self-congruity significantly influences the brand loyalty of coffee shops.

H15: Self-congruity mediates the relationship between perceived product quality and brand loyalty of coffee shops.

H16: Self-congruity mediates the relationship between perceived service quality and brand loyalty of coffee shops.

H17: Self-congruity mediates the relationship between perceived price value and brand loyalty of coffee shops.

H18: Self-congruity mediates the relationship between brand image and brand loyalty of coffee shops.

2.13 Overall Satisfaction

Overall customer satisfaction is distinguished as a positive evaluation from the customer which derived from the products and services provided (Carranza et al., 2018; Dhisasmito & Kumar, 2020). Song et al. (2019) explained the concept of satisfaction as the emotional response to a customer's purchasing experience and concluded that brand loyalty is a result of satisfaction, particularly in the context of name-brand coffee shops. In other words, when customers feel happy with their experience, they are more likely to retain the brand. Customer commitment to a coffee brand, driven by its perceived superiority in functional benefits such as the highest quality of coffee or customer service compared to competitors, fosters a long-term relationship. This commitment leads to patronage and repurchasing of the brand's products and services (Han et al., 2020). Dhisasmito and Kumar, (2020) distinguished satisfaction as the emotional response, either pleasurable or unsatisfactory, arising from the comparison between the product a customer receives and their initial expectations. This means that satisfaction is not just about the product itself but also about whether it meets or exceeds what the customer expected. In coffee shops, satisfaction is the feeling customers get when the coffee and experience match or exceed what they expected.

A full-flavored coffee and good service creates a pleasurable experience, leading to satisfaction. However, if the coffee falls short of expectations, it results in an unsatisfactory experience. This explains why coffee shops pay attention not only to taste but also to service and ambiance. This emotional response to the coffee and service influences whether customers enjoy their visit and come back or recommend the shop to others. The outcome of the research by Ren et al. (2023) indicated that the better the customer experience, the more conducive the formation of brand loyalty. Simply put,

positive experiences build loyal customers, which benefits the coffee shop in the long run.

Furthermore, customer satisfaction can be defined as product or service assessed by the customer to offer a pleasurable experience in the consumption level (Dhisasmito & Kumar, 2020). It can be measured by the gap between the customer expectation and performance they have received and can be determined by products and services that successfully boost customer satisfaction and avoid customer dissatisfaction (Dhisasmito & Kumar, 2020). For instance, when a customer's expectations are met or exceeded, it strengthens their probability of returning to the coffee shop. For example, if a customer expects a delicious latte and they receive one that highly palatable, it leads to satisfaction. But if they receive a bland one, it results in dissatisfaction. Coffee shops can measure satisfaction by looking at how well they meet customer expectations and how their products and services either make customers happy or avoid making them unhappy. Customer satisfaction is a crucial element in service-orientated businesses, as it can have a positive impact on the overall success of the business (Dhisasmito & Kumar, 2020).

Satisfaction can be investigated either as a transaction-specific satisfaction or as a cumulative satisfaction (Tu et al., 2012; Han et al., 2020). Han et al., (2018) addressed it as cumulative satisfaction, which is the customer's ultimate assessment according to their overall experience with a brand of product or service. Dhisasmito and Kumar, (2020) determined satisfaction as the fulfilment in response to the customer. This highlights that satisfaction can be measured both after individual visits and over a period of repeated experiences.

In essence, the proposed hypotheses are crucial, as they investigate the interconnections among key variables, including product quality, service quality, pricing value, brand image, overall satisfaction, and brand loyalty within the context of coffee shops. Understanding these connections can help coffee shops improve what matters most to customers. By analyzing these interactions, coffee shop owners and managers may get valuable information to improve client experiences, cultivate customer loyalty, and ultimately achieve commercial success. Moreover, it enhances the comprehension of customer behavior and the intricacies of the coffee shop sector. Therefore, the following hypotheses were proposed:

- H9:** Perceived product quality significantly influences customer overall satisfaction.
- H10:** Perceived service quality significantly influences customer overall satisfaction.
- H11:** Perceived price value significantly influences customer overall satisfaction.
- H12:** Brand image significantly influences customer overall satisfaction.
- H14:** Overall satisfaction significantly influences the brand loyalty of coffee shops.
- H19:** Customer overall satisfaction mediates the relationship between perceived product quality and brand loyalty of coffee shops.
- H20:** Customer overall satisfaction mediates the relationship between perceived service quality and brand loyalty of coffee shops.
- H21:** Customer overall satisfaction mediates the relationship between perceived price value and brand loyalty of coffee shops.
- H22:** Customer overall satisfaction mediates the relationship between brand image and brand loyalty of coffee shops.

2.14 Conceptual Framework

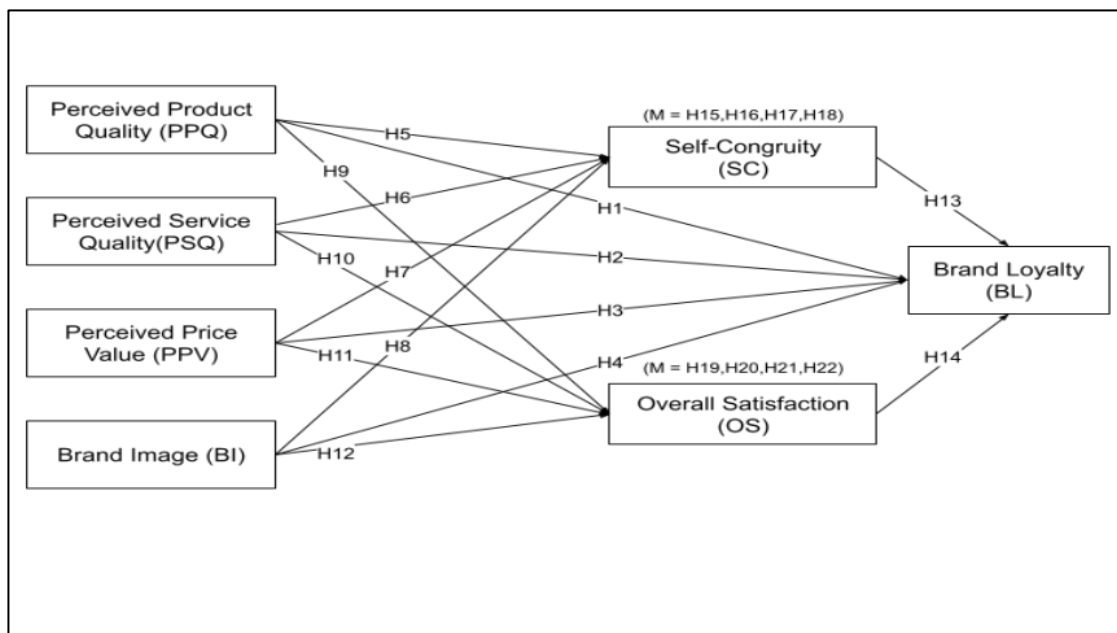


Figure 2.4 Conceptual Framework

2.15 Hypothesis Development

- H1:** Perceived product quality significantly influences the brand loyalty of coffee shops.
- H2:** Perceived service quality significantly influences the brand loyalty of coffee shops.
- H3:** Perceived price value significantly influences the brand loyalty of coffee shops.
- H4:** Brand image significantly influences the brand loyalty of coffee shops.
- H5:** Perceived product quality significantly influences self-congruity.
- H6:** Perceived service quality significantly influences self-congruity.
- H7:** Perceived price value significantly influences self-congruity.
- H8:** Brand image significantly influences self-congruity.
- H13:** Self-congruity significantly influences the brand loyalty of coffee shops.
- H15:** Self-congruity mediates the relationship between perceived product quality and brand loyalty of coffee shops.
- H16:** Self-congruity mediates the relationship between perceived service quality and brand loyalty of coffee shops.
- H17:** Self-congruity mediates the relationship between perceived price value and brand loyalty of coffee shops.
- H18:** Self-congruity mediates the relationship between brand image and brand loyalty of coffee shops.
- H9:** Perceived product quality significantly influences customer overall satisfaction.
- H10:** Perceived service quality significantly influences customer overall satisfaction.
- H11:** Perceived price value significantly influences customer overall satisfaction.
- H12:** Brand image significantly influences customer overall satisfaction.
- H14:** Overall satisfaction significantly influences the brand loyalty of coffee shops.
- H19:** Customer overall satisfaction mediates the relationship between perceived product quality and brand loyalty of coffee shops.
- H20:** Customer overall satisfaction mediates the relationship between perceived service quality and brand loyalty of coffee shops.
- H21:** Customer overall satisfaction mediates the relationship between perceived price value and brand loyalty of coffee shops.
- H22:** Customer overall satisfaction mediates the relationship between brand image and brand loyalty of coffee shops.

2.16 Summary

This section of the literature review has summarized the relationships between perceived product quality, perceived service quality, perceived price value, and brand image, and their effects on the mediating variables and overall brand loyalty of coffee shops. Previous research indicates that customers' loyalty to a coffee shop brand is strongly influenced by these external factors.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This following chapter provides an in-depth overview of the research methodologies used in this research. To get insight into the antecedents of the brand loyalty of coffee shops in the urban area of the Klang Valley, quantitative descriptive correlational research was conducted using primary data collecting. There is sufficient description of the pilot test, as well as the sampling technique, demographic, and sample size. In addition, the research instrument, complete study design, and data analysis procedure are all revealed in this chapter

3.2 The Research Philosophy

This research explored how positive factors such as perceived product quality, service quality, pricing value, and brand image contribute to enhancing self-congruity and overall satisfaction, ultimately strengthening brand loyalty towards coffee shops. Based on Saunders et al. (2019), the study followed a positivist philosophical framework that seeks to explain and forecast the world by focusing on the reality that exists in and of itself. By laying the groundwork for future research, this method is congruent with comprehending and developing current theories into testable hypotheses. Research findings from the past can help us understand current relationships and find new ones to research (Saunders et al., 2019). In conclusion, the major goals of this study are well-suited to the positivist method.

3.3 The Philosophical Foundation of the Study

In this study, the research philosophy primarily aligns with positivism. Positivism emphasizes empirical observations, quantification, and systematic investigation to uncover universal laws governing phenomena. It guides the structured exploration of the influence of perceived product quality, service quality, price value, and brand image on self-congruity, overall satisfaction, and brand loyalty in the coffee shop industry. Positivism ensures a systematic, objective approach to data collection

and analysis, utilizing statistical methods to derive empirical evidence and generalize findings. This philosophy allows for a rigorous examination of relationships between variables, aiming to uncover objective insights into the factors influencing brand loyalty in urban coffee shop settings.

3.4 Research Design

This research falls under the category of applied research, which is designed to address specific practical problems or issues. It focuses on solving real-world problems and often involves applying existing knowledge to improve practices in various fields or industries. The purpose of this study is to examine the antecedents of brand loyalty in coffee shops. Brand loyalty is an important factor in the success of coffee shops, and understanding the key drivers behind it can help owners and marketers develop strategies to strengthen customer loyalty and retention. This research uses a descriptive correlational approach to examine the relationships between the selected antecedents and brand loyalty among coffee shop customers. A correlational design is suitable because the study does not involve any form of experimentation or manipulation of variables. Instead, it describes and measures the strength and direction of the relationships between product quality, service quality, price value and brand image with brand loyalty. Although this design does not establish cause and effect, it provides useful insights into how these factors are related and how they may influence customer perceptions and loyalty in the coffee shop industry.

Due to the time horizon, the researcher incorporated a cross-sectional setting. According to Setia (2016), cross-sectional involves a survey that collects data from a group of RESPONDENTS at a specific point in time. In this approach, researchers gather information from individuals of different demographics to gain insights into the prevailing conditions or attitudes towards their acts of choosing coffee shop brands. The research is situated in a non-contrived setting, which, in research terminology, denotes a natural or real-world environment where data is collected without any artificial manipulation or intervention by the researcher. It means that the study takes place in a setting that naturally exists and is not created or altered solely for the purpose of the research. For this research, the required data were collected via surveys with real customers of various coffee shop brands in the Klang Valley. Quantifying the impact of different factors, the study provides insights into which aspects have the most

significant influence on customer loyalty in coffee shops. The research also provides actionable recommendations for coffee shop owners and marketers to improve brand loyalty.

3.5 Population and Sample Size

Sampling is essential to ensure precise data collection and to define the study population. According to Singh and Masuku (2014), sampling refers to the practice of selecting a group of individuals within a population to make inferences about the characteristics of the entire population. The most significant benefits of sampling are its efficiency in acquiring data and its cost-effectiveness. This research employed purposive sampling, a technique frequently used in case study designs and qualitative research. Purposive sampling is a method in which samples of places, people, or events are intentionally selected to address specific research questions and fill gaps in knowledge that might otherwise remain unexplored (Maxwell, 1996; Taherdoost, 2016). Quantitative research was chosen over qualitative methods because it allows data to be collected from a larger number of respondents, making the results more generalizable. It also enables statistical testing of relationships among variables such as product quality, service quality, price value, brand image, self-congruity, and overall satisfaction, which is essential for examining their effects on brand loyalty. Moreover, quantitative methods provide objectivity and consistency in data collection, reducing potential bias that can occur in interviews or observations.

In this instance, the sample population of this study comprises customers who have frequented coffee shops in the Klang Valley. The Klang Valley was chosen as the research site due to its status as Malaysia's largest urban area, encompassing Kuala Lumpur and surrounding cities. The region offered a diverse and vibrant coffee culture with numerous coffee shops and cafes. As a major business and economic hub, the Klang Valley attracts a varied customer base, reflecting modern urban lifestyle trends. This competitive market provided an ideal environment to study how coffee shops differentiate themselves and build brand loyalty. Due to the absence of a readily accessible sampling frame for the entire population, purposive sampling was considered a suitable approach. The lack of specific statistical data for the study population further reinforced its classification as an inaccessible sampling frame. Since the population of interest lacked a defined and easily identifiable list from which to draw a random

sample, purposive sampling allowed for a deliberate and targeted selection of respondents who possessed the specific characteristics relevant to the research objectives. Purposive sampling was chosen for this study because there was no official or complete sample size available for coffee shop customers in the Klang Valley. This method allowed the researcher to deliberately select respondents who have experience visiting coffee shops, ensuring that the data collected were relevant and practical for the research objectives.

The minimum sample size was determined using the 10-times rule of thumb. According to this rule, the minimum sample size should be either 10 times the largest number of formative indicators used to measure a single construct or 10 times the largest number of structural paths directed at a particular latent construct in the structural model (Hair et al., 2017; Memon et al., 2020). In this research, with 21 questions representing the construct items, the required sample size was calculated by multiplying this number by ten, indicating a minimum of 210 respondents. Morgado et al. (2017) supported this guideline, noting that most studies utilized the 10:1 ratio, as cited in Turker (2009) and Zheng et al. (2010). The 10-times rule was deemed appropriate as it ensured a more reliable and robust analysis of the data. With a sufficient sample size, the study was better positioned to capture response variations, identify patterns, and establish stronger relationships between variables, thereby contributing to more credible and generalizable research findings.

3.6 The Sampling Procedure

Sampling procedures involve defining the target population, establishing a sampling frame, choosing an appropriate method, determining sample size, executing random selection, collecting systematic data from the sample, analyzing results, and drawing conclusions. The process ensures representative findings and is crucial for the credibility and reliability of research studies. The survey questionnaire consisted of both closed-ended and Likert-scale questions. Respondents were asked to rate their agreement or disagreement on a scale regarding various statements related to the antecedents and brand loyalty. The questionnaire also included demographic questions to capture respondents' characteristics and preferences.

3.7 Characteristics of The Respondents

The individuals selected as respondents for this research represented the diverse and multifaceted urban landscape of the vibrant Klang Valley, encompassing dynamic urban centers such as Kuala Lumpur, Petaling Jaya, Shah Alam, Klang, Subang Jaya, Puchong, Ampang, and other similarly developed areas. These respondents were carefully selected based on their recent and consistent experience of going to coffee shops over the past six months. Emphasizing a broad and inclusive range of age groups, the study primarily targeted adults, typically aged 18 years old and above, who possessed a reasonable level of purchasing power and lifestyle engagement. Specifically, respondents were required to have frequented coffee shops within these bustling urban enclaves during the specified period. Their voluntary and enthusiastic involvement was integral to the study, ensuring a genuine willingness to openly share their experiences, consumption patterns, preferences, and nuanced perspectives regarding coffee shop choices. This carefully structured approach aimed to unravel the complex and interrelated interplay between self-congruity, overall satisfaction, and the enduring concept of brand loyalty within the ever evolving and vibrant urban fabric of the Klang Valley.

3.8 Survey Instrument Development

This research adopted and adapted numerous existing items and modified them accordingly to fit the parameters of the study's construct areas. Expert panel reviewers from Universiti Teknologi MARA (UiTM) were approached to validate the survey content. A pilot study was conducted to streamline the measures, minimize large-scale measurement errors, and assess whether the item contents and concepts were comprehensible to the target audience, ensuring reliable and generalizable findings, as advised in Ruel et al. (2016). The pilot study provided an opportunity to evaluate the clarity and comprehensibility of the item contents and concepts from the respondents' perspective. This process ensured that the questions, scales, and terms used in the survey were clearly understood by the respondents. Consequently, the pilot study helped refine the survey instruments for optimal clarity, reliability, and relevance to the research context.

3.9 Specification of the Study Construct Domains

Past research provided a sound theoretical and conceptual foundation to specify the study construct domains. Relevant literature was extensively reviewed for appropriate study conceptualization. The domains were applied to item generation for construct measurement by adopting and adapting past studies. The construct domains and literary sources are outlined in Table 4 with the detailed survey instrument and demographic background presented in Appendix C.

Table 3.1
Construct Domains and Sources

Variables	Items	Referenced sources
Perceived product quality	3	1
Perceived service quality	3	1
Perceived price value	3	1
Brand image	3	1
Self-congruity	3	1
Overall satisfaction	3	1
Brand loyalty	3	1
Total items	21	7

3.10 The Construct Items

In the current research, previously validated instruments were adapted for use in the process of measuring constructs. The previous study about coffee shops, perceived product quality, perceived service quality, perceived pricing value, brand image, self-congruity, overall satisfaction, and brand loyalty served as the basis for these instruments. The aim was to figure out which instruments would be the most appropriate to use to meet the objectives of the research and get the results that were required.

3.10.1 Screening Questions

Screening questions are designed to filter and select the right respondents who match the specific criteria needed for a study. The first section is for the consent of the respondents to respect their autonomy, protect them from harm, meet legal and ethical requirements, and ensure accountability. These questions are crucial as they ensure that the survey reaches the exact target audience required for the research objectives, allowing for more targeted and relevant data collection. By weeding out individuals out of the criteria, screening questions also help to avoid bias in the data, enhance the efficiency of resource use, improve data quality, and ultimately increase the validity of the survey findings.

Table 3.2
Letter of Consent

CONSENT		
PERSETUJUAN TERMAKLUM		
A1	I voluntarily consent to participate in this survey. <i>Saya secara sukarela bersetuju untuk mengambil bahagian dalam soal selidik ini.</i>	• Yes / Ya • No / Tidak
COFFEE SHOP JUSTIFICATIONS		
JUSTIFIKASI KEDAI KOPI		
The coffee shops studied in the Klang Valley are local establishments specialising in coffee drinks such as lattes and cappuccinos, alongside snacks. These shops typically offer spacious seating arrangements for 20 to 50 customers and are part of chains with over 10 locations in Malaysia. Excluding kopitiams, the study focuses on local coffee shop brands. <i>Kedai kopi yang dikaji di Lembah Klang adalah pertubuhan tempatan yang mengkhususkan diri dalam minuman kopi seperti latte dan cappucino, di samping makanan ringan. Kedai-kedai ini biasanya menawarkan susunan tempat duduk yang luas untuk 20 hingga 50 pengunjung dan merupakan sebahagian daripada rangkaian dengan lebih 10 lokasi di Malaysia. Tidak termasuk kopitiam, kajian tertumpu kepada jenama kedai kopi tempatan.</i>		

List of targeted coffee shop brands:

Senarai jenama kedai kopi yang disasarkan:

- ZUS Coffee
 - Gigi Coffee
 - San Francisco Coffee
 - Bask Bear Coffee
 - Richiamo Coffee
 - Kee Nguyen
 - Kopi Saigon
 - He & She Coffee
-

Table 3.3
Demographical Questions and Screening Questions

No.	Question	Answers
<i>Bil.</i>	<i>Soalan</i>	<i>Jawapan</i>
B1	Have you bought a drink or food from a coffee shop in the urban areas within the last six months? <i>Adakah anda pernah membeli minuman atau makanan dari kedai kopi di kawasan bandar dalam tempoh enam bulan yang lepas?</i>	• Yes / <i>Ya</i> • No / <i>Tidak</i>
B2	Which area do you stay in? <i>Kawasan manakah anda tinggal?</i>	• The Klang Valley / <i>Lembah Klang</i> • Other urban area / <i>kawasan bandar lain-lain</i>
B3	Gender <i>Jantina</i>	• Male / <i>Lelaki</i> • Female / <i>Perempuan</i>
B4	Age <i>Umur</i>	• 18 – 24 • 25 – 34 • 35 – 44 • 45 – 54 • 55 – 64 • 65 and above / <i>65 dan keatas</i>

B5	The highest academic level <i>Tahap pendidikan tertinggi</i>	• No formal education / <i>Tiada pendidikan rasmi</i> • Primary / Secondary School / <i>Sekolah rendah / menengah</i> • Tertiary education / <i>Pendidikan yinggi</i> • Others / <i>Lain- lain</i>
B6	Religion <i>Agama</i>	• Islam / <i>Agama Islam</i> • Buddhist / <i>Agama Buddha</i> • Hinduism / <i>Agama Hindu</i> • Christian / <i>Agama Kristian</i> • Others / <i>Lain-lain.</i>
B7	Ethnicity <i>Bangsa</i>	• Malay / <i>Melayu</i> • Chinese / <i>Cina</i> • Indian / <i>India</i> • Others / <i>Lain-lain</i>
B8	Occupation <i>Pekerjaan</i>	• Employed – Government / <i>Sektor kerajaan</i> • Employed – Private / <i>Sektor swasta</i> • Self-employed citizen / <i>Bekerja sendiri</i> • Retired / <i>Bersara</i> • Unemployed / <i>Tidak bekerja</i>
B9	Monthly income <i>Pendapatan bulanan</i>	• Less than RM1,500 / <i>Kurang dari RM1,500</i> • RM1,501–RM2,500 • RM2,501–RM5,000 • RM5,001–RM7,500 • RM7,501–RM10,000 • More than RM10,000 / <i>Lebih dari RM10,000</i> • No income / <i>Tiada pendapatan</i>
B10	How would you rate the frequency of your visit to a coffee shop? <i>Bagaimana anda menilai kekerapan lawatan anda ke kedai kopi?</i>	• Once a month or less / <i>Sebulan sekali atau kurang</i> • 2–3 times a month / <i>2–3 kali sebulan</i> • 1–2 times a week / <i>1–2 kali seminggu</i> • 3–5 times a week / <i>3–5 kali seminggu</i> • More than 5 times a week / <i>Lebih daripada 5 kali seminggu</i>
B11	On average, how much do you spend per visit to a coffee shop? <i>Secara purata, berapakah jumlah yang anda belanjakan setiap lawatan ke</i>	• Less than RM10 / <i>Kurang daripada RM10</i> • Around RM10 to RM30 / <i>Antara RM10 ke RM30</i>

	<i>kedai kopi?</i>	• Around RM30 to RM50 / Antara RM30 ke RM50 • Around RM50 to RM70 / Antara RM50 ke RM70 • More than RM70 / Lebih daripada RM70
B12	Approximately, on average, how much time do you spend at a coffee shop? <i>Dengan anggaran, berapa lama purata yang anda habiskan di kedai kopi?</i>	• Less than 30 minutes / <i>Kurang daripada 30 minit</i> • Around 30 to 60 minutes / <i>Antara 30 ke 60 minit</i> • Around 1 to 2 hours / <i>Antara 1 ke 2 jam</i> • Around 2 to 3 hours / <i>Antara 2 ke 3 jam</i> • More than 3 hours / <i>Lebih daripada 3 jam</i>

3.10.2 Perceived Product Quality

Perceived product quality was measured using items adopted from Suhud et al. (2021) and adapted from Li et al. (2022). The articles provided useful references for the measurement of the items, and the research tested the brand loyalty of customers who frequented coffee shops. As a result, the items that were selected and altered for the setting of this study were from sources that exhibited adequate levels of applicability. The following table includes a rundown of the many aspects of product quality as experienced by the user.

Table 3.4
Perceived Product Quality Items

Perceived Product Quality (PPQ)			
Label	Adopted and adapted items	Original items	Source(s)
PPQ1	The coffee shop provides authentic coffee taste.	This coffee shop provides authentic coffee taste.	Adopted from Li et al. (2022)
PPQ2	The coffee presentation by the coffee shop is visually attractive.	This coffee presentation by the coffee shop is visually attractive.	
PPQ3	The coffee shop offers high quality coffee.	This coffee shop offers high quality coffee.	

3.10.3 Perceived Service Quality

Perceived service quality was measured using items adopted from Dhisasmito and Kumar (2020). Because the study included measures that especially highlighted perceived service quality as it relates to brand loyalty of coffee shops, these items were highly applicable to the setting in which the research was conducted. A list of perceived service quality is presented in the following table.

Table 3.5
Perceived Service Quality

Perceived Service Quality (PSQ)			
Label	Adopted and adapted items	Original items	Source(s)
PSQ1	Coffee shops keep their promises regarding specific delivery times.	When these coffee shops promise to do something by a certain time, they should do so.	Adapted from Dhisasmito & Kumar (2020)
PSQ2	Employees of the coffee shop are not too busy to respond to the customers' requests promptly.	Employees of the coffee shop are not too busy to respond to the customers' requests promptly.	Adopted from Dhisasmito & Kumar (2020)
PSQ3	Employees of the coffee shop give customers personal attention.	Employees of the coffee shop give customers personal attention.	Adopted from Dhisasmito & Kumar (2020)

3.10.4 Perceived Price Value

Perceived price value is measured using items adopted from Dhisasmito and Kumar (2020) and adopted from Suhud et al. (2021). The items in the source are compatible with the study context as both sources utilized measures that specifically relate to perceived price value towards customers' brand loyalty of coffee shops. A list of perceived price value items is presented in the following table:

Table 3.6
Perceived Price Value Items

Perceived Price Value (PPV)			
Label	Adopted and adapted items	Original items	Source(s)
PPV1	The coffee shop brand that I frequently visit offers the best possible price plan that meets my needs.	This coffee shop offers the best possible price plan that meets my needs.	Adopted from Dhisasmito & Kumar (2020)
PPV2	The cost charged by the coffee shop seems appropriate for what I get.	The cost in this charge by the coffee shop seems appropriate for what I get.	
PPV3	In general, the coffee shop offers better pricing than other coffee shops with similar products.	Overall, this coffee shop provides superior pricing options compared to other service providers.	Adapted from Dhisasmito & Kumar (2020)

3.10.5 Brand Image

Brand image was measured using items adapted from Bayraktar et al. (2012). The items were well-applicable to the study as the source utilized measures that specifically relate to brand image in the context of brand loyalty of coffee shops. A list of brand image items is shown in the following table.

Table 3.7
Brand Image Items

Brand Image (BI)			
Label	Adopted and adapted items	Original items	Source(s)
BI1	The coffee shop brand that I frequently visit is reliable.	IM1: Being reliable	Adapted from Bayraktar et al. (2012)
BI2	The coffee shop brand is good for being professional.	IM2: Being professional	
BI3	The coffee shop brand that I frequently visit is adding value to my personal social prestige.	IM6: Adding value to user (prestige)	

3.10.6 Self – Congruity

Self-congruity is measured using items adopted from Li et al. (2022) and Suhud et al. (2021). The items are suitable to be applied to the study as Li et al. (2021) utilized measures that specifically relate to self-congruity in the context of brand loyalty of coffee shops. A list of self-congruity items is presented in the following table.

Table 3.8
Self – Congruity Items

Self-Congruity (SC)			
Label	Adopted and adapted items	Original Items	Source(s)
SC1	The guests of the coffee shop have an image consistent with my own image.	The guests of this coffee shop have an image consistent with my own image.	Adopted from Li et al. (2022)
SC2	The guests of the coffee shop have an image consistent with how others see me.	The guests of this coffee shop have an image consistent with how others see me.	
SC3	The guests of the coffee shop have an image consistent with how I would like to see myself.	The guests of this coffee shop have an image consistent with how I would like to see myself.	

3.10.7 Overall Satisfaction

Overall satisfaction is measured using items adopted from Dhisasmito and Kumar (2020). The study by Dhisasmito and Kumar (2020) utilised measures that specifically relate to overall satisfaction and how it contributes towards brand loyalty of coffee shops; therefore, the sources fit in well with the setting in which the research was conducted. A list of overall satisfaction is presented in the following table.

Table 3.9
Overall Satisfaction Items

Overall Satisfaction (OS)			
Label	Adopted and adapted items	Original items	Source(s)
OS1	I am satisfied with the coffee shop brand that I frequently visit.	I am satisfied with the coffee shop.	Adapted from Dhisasmito & Kumar (2020)
OS2	I really enjoyed myself at the coffee shop brand that I frequently visit.	I really enjoyed myself at this coffee shop.	
OS3	Overall, I am satisfied with the coffee shop brand that I frequently visit.	Overall, I am satisfied with this coffee shop.	

3.10.8 Brand Loyalty

Brand loyalty was measured using items adopted from Dhisasmito and Kumar (2020). The source utilized measures that specifically relate to brand loyalty of coffee shops, making it adaptable for the setting in which the research was conducted. A list of brand loyalty items is presented in the following table.

Table 3.10
Brand Loyalty

Brand Loyalty			
Label	Adopted and adapted items	Original items	Source(s)
BL1	I will say positive things about the coffee shop I frequently visited to other people.	I will say positive things about the coffee shop to other people.	Adapted and adopted from Dhisasmito & Kumar (2020)
BL2	I will encourage friends and relatives to do business with the coffee shop I visited.	I will encourage friends and relatives to do business with the coffee shop.	
BL3	I am more likely to patronise this coffee shop in the future.	I am more likely to patronise this coffee shop in the future.	

3.11 Survey Instrument Technically

The study utilized a five-point Likert scale, with values ranging from 1 to 5 and clear indicators, to assess respondents' opinions and knowledge. This approach is recognized for its reliability and effectiveness, particularly in handling large datasets (Sekaran & Bougie, 2016). The scale provided respondents with five distinct options, promoting clarity and accuracy in their responses. By adopting a five-point format, the study achieved a balanced design, avoiding the pitfalls associated with scales that have either too few or too many points, which can complicate respondents' ability to articulate their views (Briggs et al., 2012).

3.12 The Chronology of Data Collection

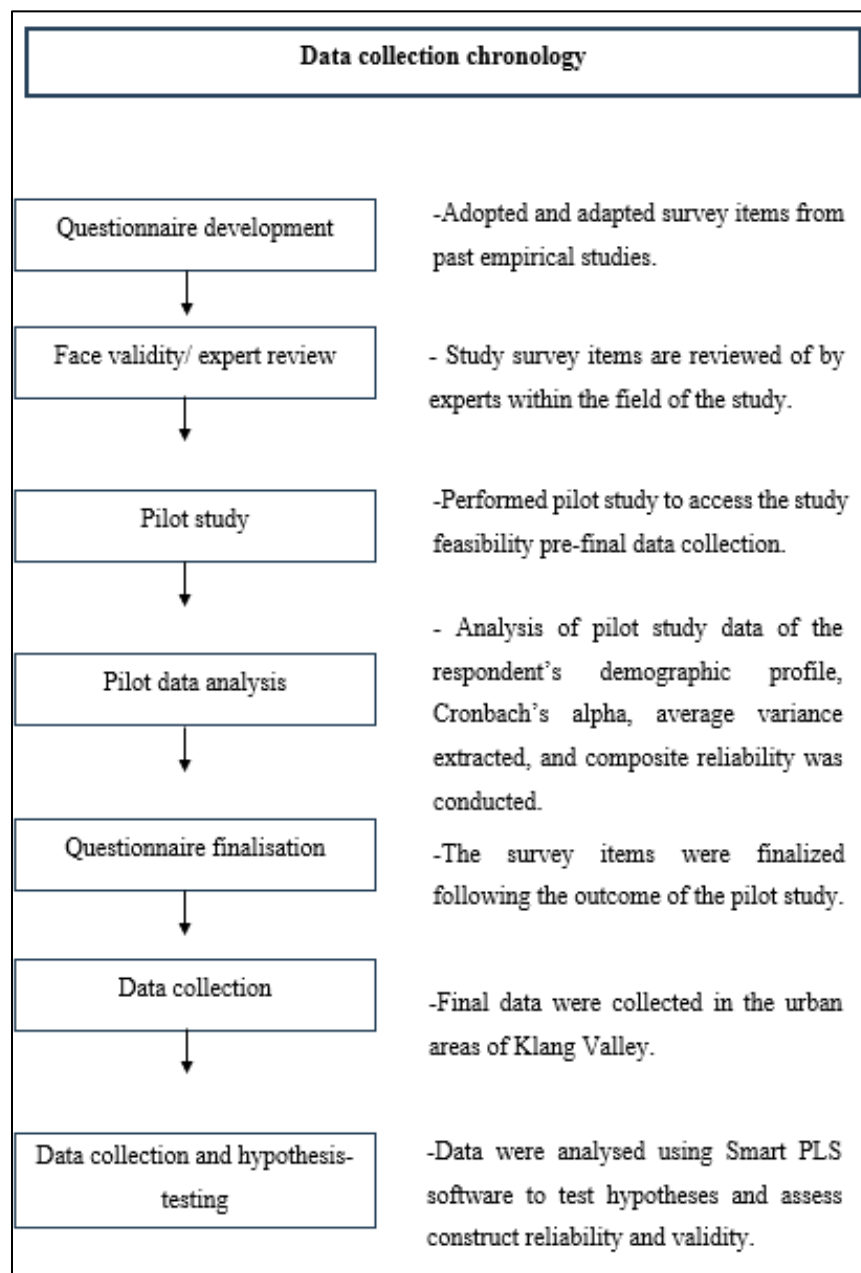


Figure 3.1 Data Collection Chronology

3.13 Pilot Study

A pilot test, as outlined by Zikmund et al. (2003), is an essential step in research methodology that involves experimenting with a specific number of respondents to uncover potential flaws in a questionnaire's instructions or layout. This process ensures that the survey instrument is clear, comprehensible, and effectively captures the

intended variables. As emphasized by Churchill and Surprenant (1982), Reynolds and Diamantopoulos (1998), and Zikmund et al. (2003), pilot studies are crucial for refining research instruments through empirical research, in-depth interviews, and expert panels. In line with the insights from Polit et al. (2001), a pilot study serves as a preparatory phase for a larger investigation, acting as a test phase for the research instrument before widespread implementation. This allows researchers to identify and rectify any ambiguities, inconsistencies, or difficulties that respondents may encounter during the actual study. De Vaus (2002) further emphasized that a pilot study involves both pre-testing and instrumented pilot testing, ensuring a thorough examination and refinement of the survey instrument.

To ensure the effectiveness of the pilot study, Perneger et al. (2015) recommended a minimum sample size of 30 respondents. In this study, 30 survey questionnaires were distributed to postgraduate students at the Faculty of Hotel and Tourism Management, UiTM. These respondents were selected due to their familiarity with the subject matter and their ability to provide valuable feedback. The pilot survey was distributed both online via institutional email and in person, ensuring that participation was voluntary and informed consent was obtained from all respondents. Respondents were briefed on the purpose of the pilot test, the expected completion time, and their right to withdraw at any stage without any consequences. This approach ensured ethical compliance while providing a convenient and logical method for collecting feedback from participants who were accessible and knowledgeable about the topic. During the pilot test, respondents completed the survey within a 10-minute time frame and provided feedback on any unclear or challenging questions they encountered. For example, the questionnaire layout, instruction wording, and response options were adjusted to improve clarity and ease completion. This iterative pilot testing process ensured that the final survey instrument was well-designed, reliable, and valid for capturing the necessary data for the main study.

In addition to respondents' feedback, the reliability of the pilot-test instrument was also examined. The results showed that all constructs demonstrated acceptable reliability levels. Most of the Cronbach's Alpha values exceeded the recommended threshold of 0.70, while Perceived Product Quality, although slightly lower at 0.666, remained acceptable for a pilot study. Composite reliability values (ρ_A and ρ_C) for all variables were above 0.70, indicating that the items within each construct were

consistent and measured the intended concepts. These findings confirmed that the utilization of the survey instrument is reliable and suitable for the main data collection.

Table 3.11
Demographic Items

	Answers	Frequency	Percent
Gender	Female	13	43.3
	Male	17	56.7
Age	18 – 24	4	13.3
	25 – 34	19	63.3
	35 – 44	1	3.3
	45 – 54	5	16.7
	55 – 64	1	3.3
	65 and above	0	0
Academic Level	No formal education	0	0
	Primary/Secondary	4	13.3
	Tertiary	25	83.3
	Others	1	3.3
Religion	Islam	29	96.7
	Buddhist	1	3.3
	Hinduism	0	0
	Christian	0	0
	Others	0	0
Ethnicity	Malay	29	96.7
	Chinese	1	3.3
	Indian	0	0
	Others	0	0
Occupation	Government	2	6.7
	Private	23	76.7
	Self-employed	1	3.3
	Retired	0	0
	Unemployed	2	6.7
	Student	2	6.7
Monthly Income	Less than RM1,500	2	6.7
	RM1,501–RM2,500	10	33.3
	RM2,501–RM5,000	2	6.7
	RM5,001–RM7,500	11	36.7
	RM7,501–RM10,000	2	6.7
	More than RM10,000	2	6.7

	No income	1	3.3
Visit frequency	Once a month or less	12	40.0
	2–3 times a month	9	30.0
	1–2 times a week	4	13.3
	3–5 times a week	5	16.7
	More than 5 times a week	0	0
Average spending	Less than RM10	0	0
	Around RM10 to RM30	28	93.3
	Around RM30 to RM50	2	6.7
	Around RM50 to RM70	0	0
	More than RM70	0	0
Average time spent	Less than 30 minutes	12	40.0
	Around 30 to 60 minutes	15	50.0
	Around 1 to 2 hours	3	10.0
	Around 2 to 3 hours	0	0
	More than 3 hours	0	0

Cronbach’s alpha coefficient was utilized to evaluate the reliability of the items and the consistency with which the instrument measured the intended constructs. Specifically, this method was applied to determine the internal consistency of the items within each construct (Ahmad & Mohamad, 2016). Typically, a Cronbach’s alpha below 0.60 indicates poor reliability, values of 0.70 or higher are considered acceptable, and values of 0.80 or above are deemed excellent. In addition to this, composite reliability (CR) was assessed to further verify the internal consistency of the measurement model. As recommended by Awang et al. (2018) and Hair et al. (2017), a CR value of at least 0.70 is considered the threshold for acceptability. All constructs in this study achieved a CR value of 0.70 or higher, indicating good internal consistency across the variables.

Furthermore, the average variance extracted (AVE) values for the measurement model were all above the 0.50 benchmark, with the lowest being 0.603 for the PPQ construct, and the highest reaching 0.816 for the PSQ construct. These results confirm that the convergent validity was established, as outlined by Hair et al. (2017). Convergent validity is crucial as it ensures that the constructs are meaningfully related to one another. The detailed results of Cronbach’s alpha, CR, and AVE for the constructs are provided.

Table 3.12
Pilot Study Results of Cronbach's Alpha, CR, and AVE Analyses

Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image (BI)	0.770	0.802	0.869	0.691
Brand Loyalty (BL)	0.855	0.904	0.910	0.771
Overall Satisfaction (OS)	0.820	0.825	0.893	0.735
Perceived Product Quality (PPQ)	0.666	0.673	0.819	0.603
Perceived Price Value (PPV)	0.724	0.731	0.848	0.653
Perceived Service Quality (PSQ)	0.888	0.913	0.930	0.816
Self-Congruity (SC)	0.873	0.905	0.921	0.796

Note: CR = Composite reliability; AVE = Average variance extracted.

3.14 Data Collection Procedure

This study necessitated the collection of primary data, which was gathered directly by the researcher from the respondents to address the specific research problem. A structured survey questionnaire was utilized via an online platform, specifically the Google Forms. The link to the Google Form was shared across multiple social network platforms such as Facebook, Telegram, and WhatsApp to reach a broader audience. The survey included detailed explanations about the categories of coffee shops highlighted in the study, specifically local coffee shops in the urban regions of the Klang Valley with ample seating and multiple branches, to ensure respondents' understanding. Screening questions within the Google Form segmented respondents into specific groups, particularly those who had patronized the mentioned coffee shop brands in Klang Valley at least once in the past six months and were 18 years or older, to ensure that the data collected was relevant and recent.

By employing a self-administration technique, the researcher aimed to minimized biases and allowed respondents to independently complete the questionnaire without the influence of third-party. The data collection process was conducted over a six-week period, with weekly reminders sent through social media platforms to encourage participation. As noted by the School of Hospitality, Food & Tourism Management at the University of Guelph (2024), this technique ensures respondent anonymity, encouraging more genuine and valid responses. Respondents' autonomy

during completion reduced external influences, making it an efficient, cost-effective, and convenient method to respondents' preferences. The online format also eliminated the need for transfer data from paper to software for analysis, enhancing the utility of the collected data and minimizing the risk of errors. This approach is also consistent with recent studies such as Han et al. (2018) and Mohamud et al. (2017), which similarly employed online questionnaires distributed through social media to reach diverse coffee shop consumers.

Moreover, the study adopted a cross-sectional approach, collecting data once to address the research questions, consistent with Setia (2016), without making comparisons over time. Data collection covered all urban areas within the Klang Valley, including Kuala Lumpur, Petaling Jaya, Shah Alam, Klang, Subang Jaya, Puchong, and Ampang. This selection was based on studies by Azizan and Suki (2013) and Tan et al. (2019), that emphasized the developmental significance of these regions. The screening questions, structured survey, and extended collection period ensured a diverse and representative sample. The surge in coffee shop demand demonstrated robust customer acceptance. All collected data were preserved solely for the purposes of the master's study, specifically for the thesis and academic publications, while incomplete or inconsistent responses were excluded to ensure data quality and reliability.

3.15 Data Analysis Procedure

The data analysis procedures employed Partial Least Squares Structural Equation Modelling (PLS-SEM), a systematic approach used to understand and validate relationships between variables within the proposed theoretical model. Initially, the researcher defined the model, outlining connections between latent constructs and observed variables. PLS-SEM began with assessing the measurement model, examining the reliability and validity of the latent constructs through indicators such as factor loadings, composite reliability, Cronbach's alpha, and average variance extracted (AVE). Once the measurement model was confirmed, the focus shifted to the structural model, evaluating the relationships between latent constructs via path coefficients to test hypotheses and validate the proposed relationships.

Bootstrapping, a resampling technique, was employed to estimate the significance of relationships, generating confidence intervals and p-values for the path coefficients. Unlike covariance-based SEM, PLS-SEM did not rely heavily on fit

indices, but emphasized the predictive relevance of the model, assessed through metrics like R^2 and Q^2 . To ensure robustness, cross-validation and sensitivity analyses were conducted, modifying the model to assess its impact on results. Finally, the findings were interpreted in alignment with the research objectives, highlighting the significance, effect sizes, and implications of the relationships observed within the theoretical framework. PLS-SEM proved suitable for this study due to its ability to handle complex models, discover predictive relationships, and effectively analyze data with smaller sample sizes.

Table 3.13
Data Analysis Procedure

Test	Purposes	Name of analysis/ analysis test	Criteria/ rule of thumb	References
Data cleaning	Recognizing data entry errors and verifying missing or erroneous information.	Descriptive statistic > Frequency analysis > Min and max.	All values must be within the Likert scale range.	Ahmad & Mohamad (2016)
Missing data	To evaluate the pattern of missing data to identify which values to omit. If the missing value is minor and happens at random, then it can be used.	Missing Complete at Random (MCAR) > Expectation-Maximization (EM)	$P > .05$.	Talib (2018)
Outlier (multivariate)	Identifying and dismissing outliers.	Box plot analysis	Remove the data that lies outside the upper or lower fence lines.	(Kwak & Kim, 2017)
Common method bias	To confirm that variance in answer is not caused by the instrument but respondents' inherent predispositions (instrument adds bias).	Harman's Single-Factor test through unrotated exploratory factor analysis	Total variance for one factor is < 50%.	Eichhorn (2014), and Kock (2020)

Normality	Intentionally gauging the data normalcy score to exclude or include the parametric test.	Skewness and kurtosis	The value should score between +1 and -1.	Hair et al. (2017)
		Q-Q plot	Straight- line scatterplot.	
Multicollinearity - collinearity	A way to quantify the degree of overestimation in f parameter estimate variances. In multiple regression, multicollinearity happens when there is a strong linear relationship between two or more explanatory variables. The data is thrown off by the high levels of intercorrelations among the independent variables.	Variance Inflation Factor (VIF)	VIF < 10.	Denis (2019)
Descriptive statistic	To evaluate the demographic data and questions on the survey for the respondents.	Frequency, mean, percentage, and standard deviation.	-	Denis (2019) and Talib (2018)
<u>Evaluation of measurement model</u>				
Internal consistency	To verify that the construct being measured (reliability) is internally consistent.	Composite reliability (CR)	Value > .70.	Awang et al. (2018) and Hair et al. (2017)
Convergent validity	When all items on a construct are statistically significant, it is considered a successful measurement of a construct that should have theoretical relevance.	Average variance extracted (AVE): Percentage of variances extracted by the items to measure the construct.	AVE > .50.	Awang et al. (2018) and Hair et al. (2017)

Discriminant validity	Ensuring complete absence of duplication within the constructs used to measure the model.	Heterotrait-Monotrait Ratio (HTMT) of the correlations.	HTMT < .90.	Hair et al. (2023)
<u>Evaluation of the structural model</u>				
Path coefficient	To test the hypothesis' structural path between exogenous and endogenous variables. The strength of the path coefficients shows the validity of the constructs under study.	Path coefficient + bootstrapping at a 95% confidence interval.	$t\text{-value} > 1.96$ (2 tailed).	Hair et al. (2017)
Mediation analysis	Evaluating the importance of both direct and indirect effects.	Direct and indirect effect + bootstrapping at 95% confidence interval.	$t\text{-value} > 1.96$ (2 tailed).	Hair et al. (2017)
Coefficient Determination on (R^2)	Assessing predictive strength of the measurement model, all construct coefficients, while also indicating the proportion of variables explained by the model.	R^2	.26 (substantial). .13 (moderate). .03 (weak).	Cohen (1988) and Hair et al. (2017)
Effect size. (f^2)	To assess whether an omitted construct affects the endogenous construct.	f^2	.35 (large effect). (medium effect). (small effect). .02	Cohen (1988) and Hair et al. (2017)
Blindfolding and predictive relevance (Q^2)	To measure path Q^2 and how well the path model can predict the originally observed value.	Stone-Geisser's Q^2 value	Q^2 value > 0 for reflective endogenous variable indicates the path model Q^2 for the construct (exogenous variable implies Q^2 over endogenous	Hair et al. (2017) and Kamarudin et al. (2021)

			counterpart).	
Predictive power (Q^2)	To assess contributions to the endogenous latent variable, an exogenous construct has Q^2 impact if its removal lowers the Q^2 value.	Comparison between PLS SEM and LM scores of relevant items.	Predictive power if PLS-SEM < LM is based on number of indicators: None = No Minority = Low Majority = Mid All = High	Hair (2021) and Shmueli et al. (2019)

3.16 Summary

This chapter summarized the appropriate research framework, study design, and research methods. To effectively achieve the research objectives, the quantitative study employed a positivist approach. The data collection instruments used were adapted from previous studies. Additionally, preparatory research in the form of a pilot study was conducted to assess the instruments. Finally, the framework for data analysis was completed.

CHAPTER 4

DATA ANALYSIS

4.1 Chapter Overview

This chapter provides a detailed explanation of the analysis conducted. It covers various aspects, including data cleaning, outlier detection, common method bias, multicollinearity, descriptive statistics, reliability, validity, and the evaluation of measurement and structural models. The data analysis was carried out using SPSS 27 and PLS-SEM with SmartPLS 4.1.1.2 software programmed. The chapter concludes with the assessment and confirmation of the study's hypotheses.

4.2 Data Preparation

The data collection for this study was carried out over the course of two months, between September and October 2024, with a target of securing 210 responses. To ensure the integrity and quality of the dataset, the collected responses underwent a series of meticulous procedures. These steps were designed to validate the data thoroughly, ensuring it met the standards required to produce authentic, credible, and reliable outcomes for the study.

4.2.1 Data Cleaning and Preparation

Data cleaning was carefully conducted to identify potential data entry errors and exclude non-targeted respondents based on specific demographic criteria, ensuring the reliability of the findings. Additionally, descriptive statistics were utilized, including maximum and minimum frequency analyses, to verify the absence of typing errors and accurately interpret the dataset. All values were confirmed to fall within the designated Likert scale range as specified by the survey items. This thorough cleaning process was completed prior to any further analysis, ensuring the data's accuracy and readiness for subsequent steps.

4.2.2 Missing Data Analysis

The MCAR (Missing Completely at Random) test, using the Expectation-Maximization (EM) method, was conducted to ensure data completeness (Talib, 2018). The results confirmed no missing values, ensuring the dataset's integrity for further analysis.

4.3 Outlier

Descriptive statistics were employed using box plot analysis (box-and-whisker plot) to detect and remove outliers (Kwak & Kim, 2017; Sekaran & Bougie, 2016). Outliers, which can disrupt normal data distribution and negatively impact findings, were identified and omitted as necessary (Kamarudin et al., 2021). Extreme scores were marked by a ° (circle) symbol in the box plot summary and subsequently removed from the dataset. The process was repeated iteratively until the box plot analysis showed no remaining outliers.

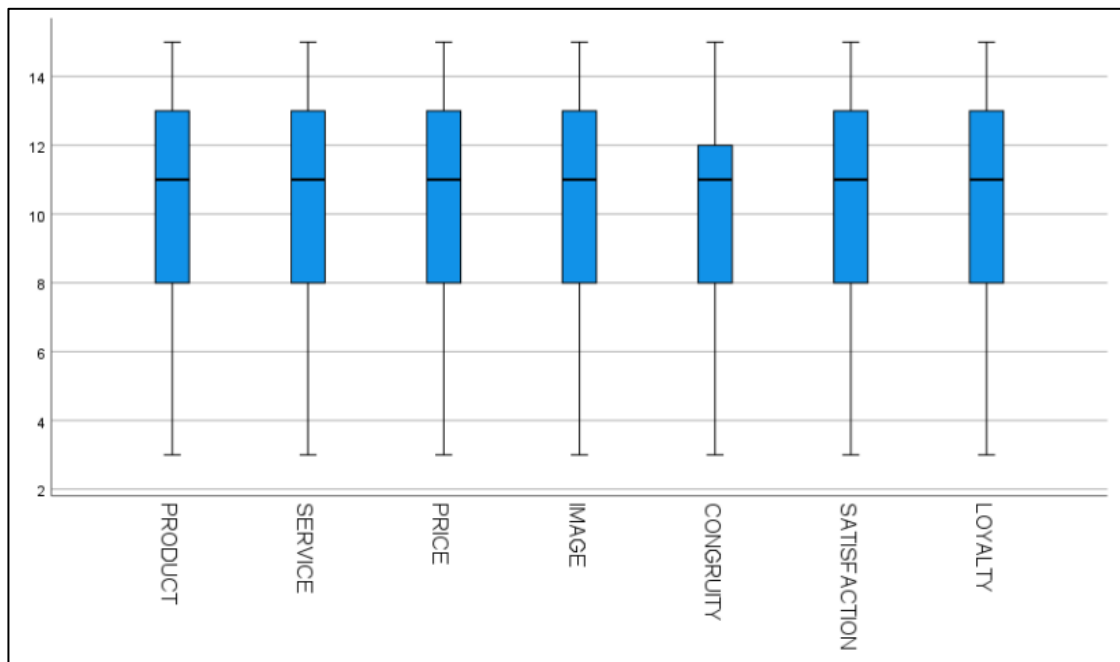


Figure 4.1 Data Being Used in Analysis has Been Free from Outliers

4.4 Common Method Bias (Harman's Single-Factor Test)

Harman's Single-Factor Test was used to check whether the variations in responses were due to the respondents' actual opinions and not caused by the design of the survey itself. The first factor explained 34.133% of the total variance, which is well below the 50% threshold. This confirms that there is no common method bias in the data (Eichhorn, 2014; Kock, 2020).

Table 4.1
Harman's Single-Factor Test

Component	Total Variance Explained					
	Initial eigenvalues			Extraction sums of squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.168	34.133	34.133	7.168	34.133	34.133
2	.949	4.521	38.654			
3	.923	4.395	43.049			
4	.916	4.360	47.410			
5	.852	4.057	51.467			
6	.834	3.969	55.437			
7	.805	3.835	59.272			
8	.778	3.703	62.974			
9	.736	3.507	66.481			
10	.733	3.493	69.974			
11	.706	3.362	73.335			
12	.692	3.293	76.629			
13	.653	3.111	79.740			
14	.631	3.004	82.745			
15	.596	2.838	85.583			
16	.575	2.740	88.323			
17	.531	2.526	90.850			
18	.524	2.497	93.346			
19	.492	2.342	95.688			
20	.458	2.179	97.867			
21	.448	2.133	100.000			

4.5 Multicollinearity Analysis

A multicollinearity check was performed to determine whether the variance of parameter estimates was excessively inflated. Multicollinearity occurs when two or more independent variables in a regression model are highly interrelated. This situation creates strong correlations among the predictors, which can distort the analysis. The evaluation confirmed that no variables were incorrectly assumed to represent the same constructs (Ramayah et al., 2018). Furthermore, the Variance Inflation Factor (VIF) was assessed. As noted by Denis (2019), when all constructs had VIF values below 10, it indicates there were no multicollinearity concerns. Additionally, no items were utilized to measure more than one construct (Kamarudin et al., 2021).

Table 4.2
Multicollinearity Analysis

No	Constructs	Collinearity tolerance	VIF statistics
1	PPQ	.535	1.868
2	PSQ	.511	1.958
3	PPV	.526	1.899
4	BI	.508	1.968
5	SC	.515	1.941
6	OS	.509	1.965

4.6 Descriptive Analysis

Descriptive analysis was performed on all the study constructs to summarize key characteristics and patterns in the data. Additionally, the demographic profiles of the respondents were analyzed to provide a comprehensive understanding of the sample, including factors such as age, gender, education, and other relevant characteristics. This analysis helped to establish a clear overview of the data distribution and respondent characteristics.

4.6.1 Demographic Profile of Respondents

An analysis of respondents' backgrounds was conducted to better understand their characteristics and demographic profiles. The results revealed that most respondents were male (50.8%), slightly more than female respondents (49.2%). In

terms of age, the majority (52.6%) were between 18 and 24 years old, followed by 22.0% in the 25–34 age group, 7.6% between 35 and 44, 6.7% between 55 and 64, 6.5% between 45 and 54, and 4.7% aged 65 and above.

Regarding monthly income, 36.5% reported no earnings, likely due to their status as students. Among the remaining respondents, 23.6% earned between RM1,501 and RM2,500, 22.7% earned between RM2,501 and RM5,000, 9.8% earned less than RM1,500, 4.9% earned between RM5,001 and RM7,500, 1.8% earned between RM7,501 and RM10,000, and 0.7% earned over RM10,000. Religion-wise, 36.5% were Muslims, 31.0% were Hindus, 29.0% were Buddhists, and 3.6% were Christians. Most respondents (36.5%) were Malays, 32.5% were Chinese, and 31.0% were Indians. Additionally, all respondents reported purchasing drinks or food from coffee shops in the urban areas of the Klang Valley within the last six months.

Table 4.3
Demographic Profile of Respondent

Demographic		Frequency	Percent
Gender	Female	221	49.2
	Male	228	50.8
Age	18 – 24	236	52.6
	25 – 34	99	22.0
	35 – 44	34	7.6
	45 – 54	29	6.5
	55 – 64	30	6.7
	65 and above	21	4.7
Academic Level	No formal education	25	5.6
	Primary/Secondary	191	42.5
	Tertiary	229	51.0
	Others	4	.9
Religion	Islam	164	36.5
	Buddhist	130	29.0
	Hinduism	139	31.0
	Christian	16	3.6
	Others	0	0
Ethnicity	Malay	164	36.5

	Chinese	146	32.5
	Indian	139	31.0
	Others		0
Occupation	Government	139	31.0
	Private	92	20.5
	Self Employed	38	8.5
	Retired	28	6.2
	Unemployed	19	4.2
	Student	133	29.6
Monthly Income	Less than RM1,500	44	9.8
	RM1,501–RM2,500	106	23.6
	RM2,501–RM5,000	102	22.7
	RM5,001–RM7,500	22	4.9
	RM7,501–RM10,000	8	1.8
	More than RM10,000	3	.7
	No income	164	36.5
Visit frequency	Once a month or less	80	17.8
	2–3 times a month	189	42.1
	1–2 times a week	124	27.6
	3–5 times a week	41	9.1
	More than 5 times a week	15	3.3
Average spending	Less than RM10	24	5.3
	Around RM10 to RM30	201	44.8
	Around RM30 to RM50	162	36.1
	Around RM50 to RM70	42	9.4
	More than RM70	20	4.5
Average time spent	Less than 30 minutes	34	7.6
	Around 30 to 60 minutes	143	31.8
	Around 1 to 2 hours	212	47.2
	Around 2 to 3 hours	40	8.9
	More than 3 hours	20	4.5

The study also collected data regarding respondents' preferred coffee shop brands to provide additional insights for the analysis. The findings revealed that the most popular coffee shop brands among customers were Zus Coffee, Bask Bear, and He & She Coffee. These brands emerged as clear favorites, reflecting customer preferences in the coffee shop market and offering valuable context for understanding customer behavior in the study.

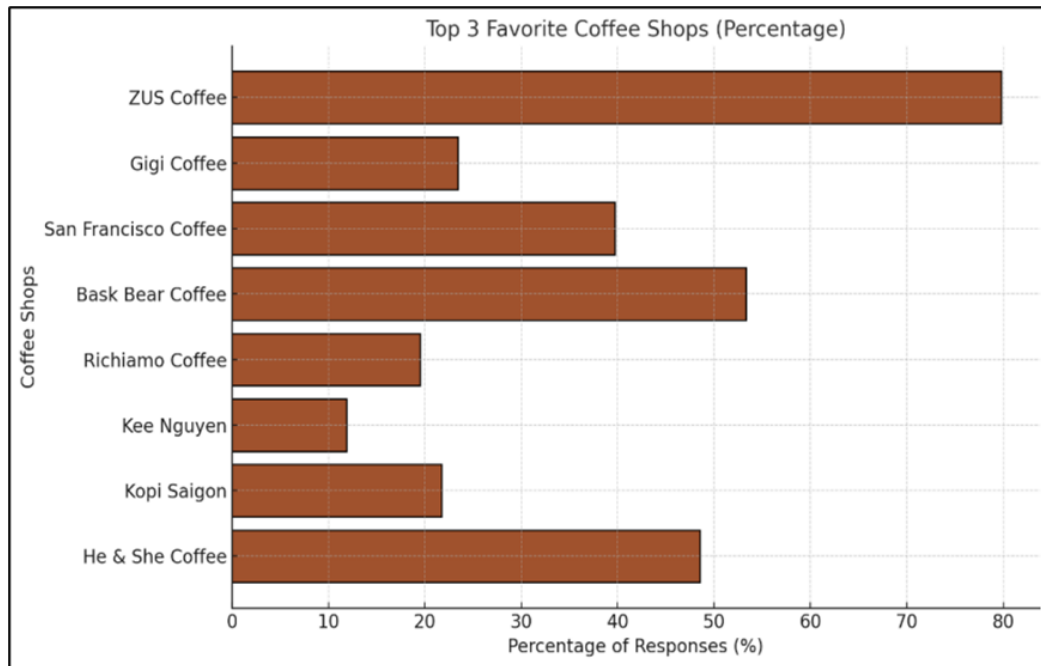


Figure 4.2 Customers' Preferred Coffee Shop Brands

4.6.2 Descriptive Analysis of Instrument Items

Perceived Product Quality

Descriptive analysis was carried out to calculate the average (mean) and the spread (standard deviation) of the key items in the study. The PPQ item that received the highest mean score was “The coffee shop provides authentic coffee taste” ($M = 3.52$, $SD = 1.35$), making it the biggest factor for brand loyalty for PPQ. Meanwhile, “The coffee shop offers high-quality coffee” ($M = 3.40$, $SD = 1.38$) achieved the lowest mean score, indicating that it is the least important factor for PPQ. Overall, the mean scores for the PPQ items ranged from 3.40 to 3.52. The average mean score of 3.46 on a 5-point Likert scale indicates that respondents generally perceive the coffee shop's product quality as slightly above neutral, suggesting moderate satisfaction with room for improvement.

Table 4.4
Descriptive Statistics for PPQ Items

Label	PPQ items	Mean (M)	Std. D. (SD)
PPQ1	The coffee shop provides authentic coffee taste.	3.52	1.35
PPQ2	The coffee presentation by the coffee shop is visually attractive.	3.46	1.35
PPQ3	The coffee shop offers high quality coffee.	3.40	1.38

Perceived Service Quality

It is noteworthy that the item “Coffee shops keep their promises regarding specific delivery times” was identified as the most significant factor influencing brand loyalty for PSQ ($M = 3.52$, $SD = 1.31$). On the other hand, the item “Employees of the coffee shop are not too busy to respond to the customers’ requests promptly” represented the least influential factor on respondents’ brand loyalty to coffee shops ($M = 3.40$, $SD = 1.36$). The overall average score of 3.44 on the 5-point Likert scale reflects that respondents view the service quality of coffee shops as somewhat better than neutral, indicating a moderate level of satisfaction with potential for further enhancement.

Table 4.5
Descriptive Statistics for PSQ Items

Label	PSQ items	Mean (M)	Std. D. (SD)
PSQ1	Coffee shops keep their promises regarding specific delivery times.	3.52	1.31
PSQ2	Employees of the coffee shop are not too busy to respond to the customers’ requests promptly.	3.40	1.36
PSQ3	Employees of the coffee shop give customers personal attention.	3.41	1.38

Perceived Price Value

Remarkably, the item “In general, the coffee shop offers better pricing than other coffee shops with similar products” was identified as the highest factor influencing brand loyalty for PPV ($M = 3.56$, $SD = 1.33$). On the other hand, the item “The coffee shop brand that I frequently visit offers the best possible price plan that meets my needs” represented the least influential factor on respondents’ brand loyalty to coffee shops ($M = 3.45$, $SD = 1.40$). Overall, the mean scores for the PPV items ranged from 3.45 to 3.56. The overall average score of 3.49 on the 5-point Likert scale suggests that respondents view the price value offered by the coffee shops as moderately favourable, slightly above neutral; indicating a fair level of satisfaction, though there remains scope for improvement.

Table 4.6
Descriptive Statistics for PPV Items

Label	PPV items	Mean (M)	Std. D. (SD)
PPV1	The coffee shop brand that I frequently visit offers the best possible price plan that meets my needs.	3.45	1.40
PPV2	The cost charged by the coffee shop seems appropriate for what I get.	3.46	1.32
PPV3	In general, the coffee shop offers better pricing than other coffee shops with similar products.	3.56	1.33

Brand Image

The item “The coffee shop brand that I frequently visit is reliable” was identified as the highest factor influencing brand loyalty for BI ($M = 3.51$, $SD = 1.34$). On the other hand, the items “The coffee shop brand is good for being professional” and “The coffee shop brand that I frequently visit is adding value to my personal social prestige” represented the least influential factors on respondents’ brand loyalty to coffee shops, both with scores of $M = 3.47$, $SD = 1.41$ and $M = 3.47$, $SD = 1.35$, respectively. With an overall mean score of 3.48 on a 5-point Likert scale, respondents tend to view the

brand image of coffee shops as somewhat positive just above the midpoint, reflecting a moderate level of satisfaction and indicating that there is still room for enhancement.

Table 4.7
Descriptive Statistics for BI Items

Label	BI items	Mean (M)	Std. D. (SD)
BI1	The coffee shop brand that I frequently visit is reliable.	3.51	1.34
BI2	The coffee shop brand is good for being professional.	3.47	1.41
BI3	The coffee shop brand that I frequently visit is adding value to my personal social prestige.	3.47	1.35

Self – Congruity

The item “The guests of the coffee shop have an image consistent with how I would like to see myself” was identified as the highest factor influencing brand loyalty for SC ($M = 3.49$, $SD = 1.33$). On the other hand, the item “The guests of the coffee shop have an image consistent with how others see me” represented the least influential factor on respondents’ brand loyalty to coffee shops ($M = 3.19$, $SD = 1.30$). The mean scores for the self-congruity (SC) items ranged from 3.19 to 3.49. With an overall average of 3.33 on a 5-point Likert scale, this suggests that respondents view the coffee shop’s self-congruity as slightly above neutral, indicating a moderate level of satisfaction but also highlighting potential areas for enhancement.

Table 4.8
Descriptive Statistics for SC Items

Label	SC items	Mean (M)	Std. D. (SD)
SC1	The guests of the coffee shop have an image consistent with my own image.	3.32	1.36
SC2	The guests of the coffee shop have an image consistent with how others see me.	3.19	1.30
SC3	The guests of the coffee shop have an image consistent with how I would like to see myself.	3.49	1.33

Overall Satisfaction

Noticeably, the item “I am satisfied with the coffee shop brand that I frequently visit” was identified as the highest factor influencing brand loyalty for OS ($M = 3.59$, $SD = 1.34$). On the other hand, the items “I really enjoyed myself at the coffee shop brand that I frequently visit” and “Overall, I am satisfied with the coffee shop brand that I frequently visit” represented the least influential factors on respondents’ brand loyalty to coffee shops with scores of ($M = 3.51$, $SD = 1.33$) and ($M = 3.54$, $SD = 1.35$), respectively. The OS item scores fell between 3.51 and 3.59. With an average of 3.55 on a 5-point Likert scale, respondents tended to view their experience with the coffee shop somewhat positively, indicating a fair level of contentment while still leaving space for enhancement.

Table 4.9
Descriptive Statistics for OS Items

Label	OS items	Mean (M)	Std. D. (SD)
OS1	I am satisfied with the coffee shop brand that I frequently visit.	3.59	1.34
OS2	I really enjoyed myself at the coffee shop brand that I frequently visit.	3.51	1.33
OS3	Overall, I am satisfied with the coffee shop brand that I frequently visit.	3.54	1.35

Brand Loyalty

The item “I will say positive things about the coffee shop I frequently visited to other people” was identified as the highest factor influencing brand loyalty for BL ($M = 3.53$, $SD = 1.35$). On the other hand, the item “I am more likely to patronise this coffee shop in the future” represented the least influential factor on respondents’ brand loyalty to coffee shops ($M = 3.44$, $SD = 1.36$). The mean scores for the brand loyalty (BL) items ranged from 3.44 to 3.53, with an overall average of 3.49. This score, positioned slightly above the midpoint on a 5-point Likert scale, reflects that respondents view their loyalty to the coffee shop as moderately strong, implying a decent level of commitment with opportunities for further strengthening.

Table 4.10

Descriptive Statistics for BL Items

Label	BL items	Mean (M)	Std. D. (SD)
BL1	I will say positive things about the coffee shop I frequently visited to other people.	3.53	1.35
BL2	I will encourage friends and relatives to do business with the coffee shop I visited.	3.49	1.35
BL3	I am more likely to patronise this coffee shop in the future.	3.44	1.36

4.7 Measurement Model Analysis

The measurement model analysis was thoroughly conducted to evaluate the reliability and validity of the anticipated model. Composite reliability (CR) and convergent validity were examined using the average variance extracted (AVE) to ensure consistency, while discriminant validity was assessed through the Fornell-Larcker Criterion and Cross-Loadings.

4.7.1 Outer Loading, Reliability Analysis, and Convergent Validity

The factor loadings of the study items were analysed, revealing that most items achieved factor loadings of 0.7 or higher, as recommended by Hair et al. (2017). This demonstrates that the items were strong indicators of their respective constructs, confirming the reliability and validity of the measurement model. While many of the items exhibited satisfactory factor loadings, one item fell slightly below the recommended threshold of 0.7 (SC2 = 0.667). However, according to Hair et al. (2017), loadings between 0.4 and 0.7 can still be considered acceptable, provided that the measurement model achieves convergent validity through the average variance extracted (AVE). In this analysis, all constructs reported AVE values above the minimum threshold of 0.50, confirming adequate convergent validity (Hair et al., 2017; Awang et al., 2018). Consequently, SC2 was retained within the measurement model.

Table 4.11
Outer Loading of Measurement Model

Constructs	No.	BI	BL	OS	PPQ	PPV	PSQ	SC
BI	BI1	0.720						
	BI2	0.759						
	BI3	0.751						
BL	BL1		0.745					
	BL2		0.739					
	BL3		0.732					
OS	OS1			0.752				
	OS2			0.770				
	OS3			0.742				
PPQ	PPQ1				0.719			
	PPQ2				0.711			
	PPQ3				0.716			
PPV	PPV1					0.744		
	PPV2					0.804		
	PPV3					0.730		
PSQ	PSQ1						0.733	
	PSQ2						0.744	
	PSQ3						0.740	
SC	SC1							0.744
	SC2							0.667
	SC3							0.766

Reliability and convergent validity were conducted through the measurement model. Based on Table 4.11, most of the constructs achieved good internal reliability as the CR score exceeded 0.70 (Hair et al., 2017). The reliability analysis was deliberately performed to confirm the internal consistency of the measured construct. The AVE of the measurement model also exceeded 0.50 with the lowest score of 0.511 (PPQ) and the highest counterpart of 0.551 (PPV and BI). Conclusively, the convergent validity of the measurement model was achieved following Hair et al. (2017).

Table 4.12

Reliability and AVE Scores of Measurement Model

Construct	Composite reliability (rho_c)	AVE
PPQ	0.758	0.511
PSQ	0.771	0.529
PPV	0.786	0.551
BI	0.787	0.551
SC	0.775	0.536
OS	0.768	0.525
BL	0.776	0.536

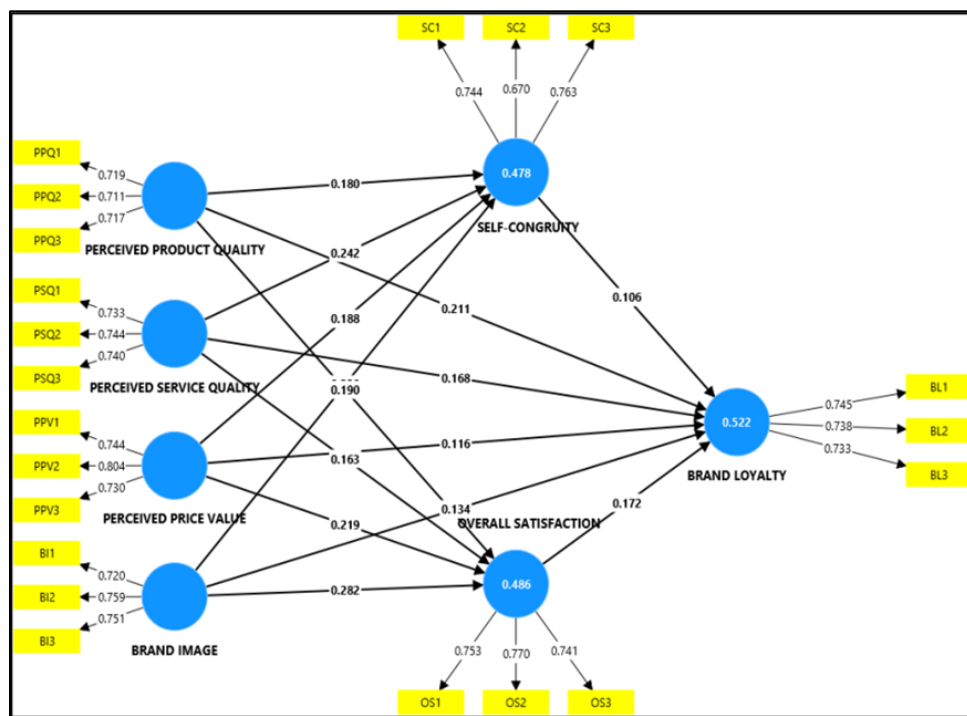


Figure 4.3 Framework

4.7.2 Discriminant Validity

The measurement model evaluated the discriminant validity of the constructs using cross-loadings and the Fornell-Larcker Criterion. Table 4.12 shows the cross-loadings for items measuring each construct. Notably, each item demonstrated the highest loading on its intended construct, confirming discriminant validity by showing that the items are more strongly associated with their respective constructs than with

others. This alignment indicates that the constructs are distinct, and the items effectively measure their intended dimensions, thereby supporting the robustness of the measurement model.

Table 4.13
Cross-Loading of Construct Items

Items	BI	BL	OS	PPV	PPQ	PSQ	SC
BI1	0.720	0.383	0.451	0.387	0.369	0.395	0.399
BI2	0.759	0.423	0.421	0.414	0.416	0.451	0.429
BI3	0.751	0.456	0.452	0.400	0.446	0.372	0.442
BL1	0.417	0.745	0.414	0.400	0.426	0.416	0.364
BL2	0.387	0.739	0.415	0.414	0.453	0.426	0.415
BL3	0.451	0.732	0.461	0.413	0.437	0.441	0.440
OS1	0.445	0.426	0.752	0.437	0.410	0.393	0.378
OS2	0.439	0.462	0.770	0.447	0.444	0.437	0.454
OS3	0.461	0.431	0.742	0.397	0.400	0.408	0.392
PPV1	0.382	0.425	0.408	0.744	0.411	0.461	0.423
PPV2	0.489	0.473	0.479	0.804	0.423	0.459	0.440
PPV3	0.345	0.357	0.399	0.730	0.396	0.382	0.393
PPQ1	0.417	0.400	0.390	0.378	0.719	0.373	0.368
PPQ2	0.402	0.429	0.405	0.398	0.711	0.385	0.415
PPQ3	0.369	0.444	0.393	0.381	0.716	0.428	0.388
PSQ1	0.389	0.413	0.396	0.424	0.387	0.733	0.419
PSQ2	0.408	0.443	0.410	0.446	0.451	0.744	0.431
PSQ3	0.411	0.429	0.407	0.400	0.387	0.740	0.433
SC1	0.421	0.417	0.413	0.416	0.429	0.447	0.744
SC2	0.422	0.357	0.320	0.355	0.371	0.405	0.667
SC3	0.402	0.427	0.442	0.429	0.390	0.409	0.766

Table 4.12 summarizes the Fornell-Larcker Criterion for discriminant validity. This method tests whether a construct is distinct from others by comparing the square root of its average variance extracted (AVE) to its correlations with other constructs.

Discriminant validity is confirmed if the square root of the AVE is greater than the correlations between the construct and other constructs, ensuring that each construct uniquely measures what it is intended to measure. The Fornell-Larcker Criterion is a widely recognized and traditionally accepted method for assessing discriminant validity in PLS-SEM. It works by confirming that a construct explains more variance in its own indicators (through the AVE) than it shares with other constructs, ensuring the constructs are distinct. This method is straightforward, aligns with established research standards, and remains commonly required by journals.

In Table 4.13 the square root of the AVE for each construct (diagonal values) is compared with the correlations with other constructs (off-diagonal values). According to Jin et al. (2023), “the AVE value was greater than the square of the correlation for each set of constructs. Furthermore, the square root of the AVE for a given construct was higher than the absolute value of the squared correlation of the construct with other factors. Specifically, all square root values of the AVE for all constructs were higher than the correlation between the construct and the other constructs in the current model. According to these results, discriminant validity was significant and supported.” Accordingly, all constructs in this study meet the requirement for discriminant validity, confirming that each construct is distinct from the others in the model. This further supports the reliability and robustness of the measurement model.

4.8 Assessment of Structural Model

This section presents the structural model assessment post-measurement model evaluation with the required reliability and validity prerequisites. The steps involved in structural model assessment with PLS-SEM are listed as follows:

- (1) Assessment of path analysis significance on the structural model.
- (2) Assessment of mediator analysis significance on the structural model.
- (3) Assessment of R^2 level.
- (4) Assessment of f^2 .
- (5) Assessment of Q

4.8.1 Direct Path Analysis

The paths were analyzed according to the anticipated study hypotheses. Since PLS employs a non-parametric approach that does not assume data distribution, a bootstrapping procedure was conducted, following Ramayah et al. (2018) and Hair et al. (2017). The path analysis used 5,000 bias-corrected bootstrapping subsamples with a 95% confidence interval. The standardized path coefficient values, representing the hypothesized relationships, ranged from -1 (strong negative relationship) to +1 (strong positive relationship) (Ramayah et al., 2018). Several indicators, including t-values and p-values, were used to evaluate the statistical significance of the path coefficients. At a significance level of 0.05, relationships were considered statistically significant if the t-value exceeded 1.96 (two-tailed test) or 1.645 (one-tailed test). Additionally, a confidence interval with lower (LL) and upper (UL) bounds that excludes zero indicated a significant effect (Hair et al., 2017).

Table 4.14 summarizes the direct path coefficients for the study hypotheses. Fourteen path relationships were found to be significant based on a p-value threshold of 0.05. To be specific, PPQ was found to be statistically significant in influencing BL (H1 - PPQ → BL: $\beta = 0.211$, $p = 0.000$). This result implies that BL increases by 0.211 for every 1 standard deviation increase in PPQ, thereby supporting H1. Similarly, PSQ significantly influenced BL (H2 - PSQ → BL: $\beta = 0.168$, $p = 0.000$), indicating that BL increases by 0.168 for every 1 standard deviation increase in PSQ, thus supporting H2.

Moreover, PPV also showed a significant relationship with BL (H3 - PPV → BL: $\beta = 0.116$, $p = 0.019$), which supports H3. When PPV increased by 1 standard deviation, BL increased by 0.116. Indeed, H4 was supported, as the analysis indicated a positive and significant relationship between BI and BL (H4 - BI → BL: $\beta = 0.134$, $p = 0.008$), demonstrating that BL increases by 0.134 when BI rises by 1 standard deviation. PPQ also showed a significant effect on SC (H5 - PPQ → SC: $\beta = 0.180$, $p = 0.000$), suggesting that SC increases by 0.180 with every 1 standard deviation rise in PPQ. Likewise, the PSQ → SC relationship was significant (H6 - PSQ → SC: $\beta = 0.242$, $p = 0.000$), indicating that SC increases by 0.242 for each 1 standard deviation increase in PSQ. The PPV → SC path was also supported (H7 - PPV → SC: $\beta = 0.188$, $p = 0.000$), confirming that SC increases by 0.188 for every 1 standard deviation rise in

PPV. Finally, BI significantly influenced SC (H8 - BI $\rightarrow$ SC: $\beta = 0.238$, $p = 0.000$), showing a positive impact.

Furthermore, the analysis revealed significant effects of PPQ on OS (H9 - PPQ $\rightarrow$ OS: $\beta = 0.190$, $p = 0.000$), PSQ on OS (H10 - PSQ $\rightarrow$ OS: $\beta = 0.163$, $p = 0.000$), PPV on OS (H11 - PPV $\rightarrow$ OS: $\beta = 0.219$, $p = 0.000$), and BI on OS (H12 - BI $\rightarrow$ OS: $\beta = 0.282$, $p = 0.000$). These results indicate that for every 1 standard deviation increase in PPQ, PSQ, PPV, and BI, overall satisfaction increases by 0.190, 0.163, 0.219, and 0.282 standard deviations, respectively. Moreover, SC was also reported statistically having an influence on BL (H13 - SC $\rightarrow$ BL: $\beta = 0.106$, $p = 0.024$), indicating that a 1 standard deviation increase in SC leads to a 0.106 standard deviation increase in BL. On the other hand, OS positively and significantly influenced BL (H14 - OS $\rightarrow$ BL: $\beta = 0.172$, $p = 0.000$), indicating that BL increases by 0.172 with a 1 standard deviation rise in OS.

Table 4.14
Summary of Direct Path Coefficient

H	Path	Path	Std. D.	<i>t</i> -value	<i>p</i> -value	Confidence		Decision
		coefficient				Interval		
		(<i>β</i>)				LL	UL	
1	PPQ → BL	0.211	0.045	4.713	0.000	0.122	0.304	Supported
2	PSQ → BL	0.168	0.046	3.642	0.000	0.079	0.259	Supported
3	PPV → BL	0.116	0.049	2.353	0.019	0.017	0.207	Supported
4	BI → BL	0.134	0.050	2.663	0.008	0.037	0.233	Supported
5	PPQ → SC	0.180	0.045	4.030	0.000	0.095	0.268	Supported
6	PSQ → SC	0.242	0.045	5.362	0.000	0.154	0.329	Supported
7	PPV → SC	0.188	0.046	4.105	0.000	0.100	0.282	Supported
8	BI → SC	0.238	0.047	5.026	0.000	0.143	0.327	Supported
9	PPQ → OS	0.190	0.043	4.468	0.000	0.106	0.275	Supported
10	PSQ → OS	0.163	0.044	3.678	0.000	0.080	0.254	Supported
11	PPV → OS	0.219	0.044	4.979	0.000	0.134	0.307	Supported
12	BI → OS	0.282	0.047	6.040	0.000	0.187	0.368	Supported
13	SC → BL	0.106	0.047	2.264	0.024	0.014	0.196	Supported
14	OS → BL	0.172	0.048	3.580	0.000	0.079	0.268	Supported

4.8.2 Mediator Analysis

A mediator explains how a certain effect happens (Ramayah et al., 2018). For instance, it shows how the relationship between an independent variable (exogenous) and a dependent variable (endogenous) works (Kamarudin et al., 2021). It does this by linking the effect of the independent variable to the dependent variable (Awang et al., 2018). In the simple mediation model, the predictor (X) is a cause that affects the outcome (Y), which is called the unmediated model. Path c' represents the total effect, while path $a*b$ represents the indirect effect. The mediation effect is measured by $a*b$ when calculating the overall effects in the mediation model (Ramayah et al., 2018).

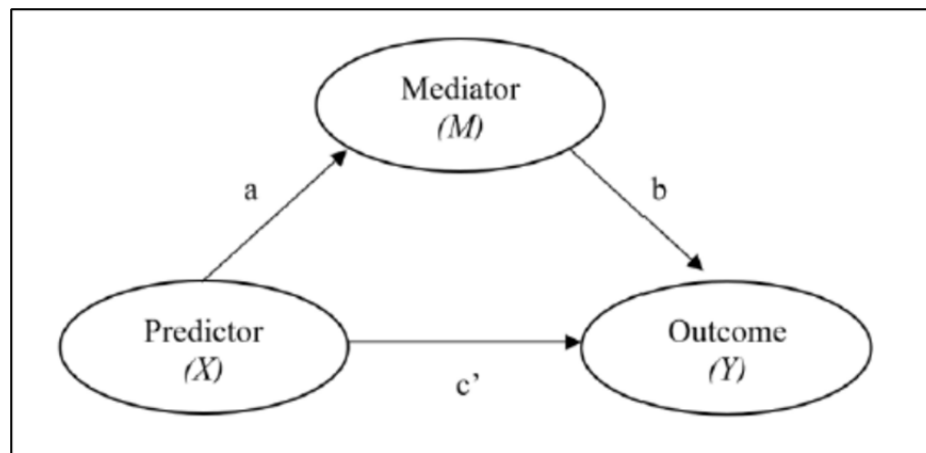


Figure 4.4 Simple Mediation Model

According to Preacher and Hayes (2008), path coefficients a and b are typically distributed in direct paths, unlike the product $a*b$. As a result, bootstrapping, a non-parametric resampling technique, is recommended as a more effective method for assessing mediating effects (Zhao et al., 2010). Specifically, the bias-corrected bootstrap confidence interval is considered the best approach to identify mediation effects. This method works well with PLS-SEM because it does not require assumptions about the distribution shape of the variables or the sampling distribution (Hair et al., 2017; Preacher & Hayes, 2008).

In this study, bootstrapping was conducted using 5,000 subsamples, with a 95% bias-corrected confidence interval and a two-tailed test for mediation analysis, following the approach of previous researchers. Zhao et al.'s (2010) decision tree for mediation analysis was used as a guideline for conducting the mediation analysis.

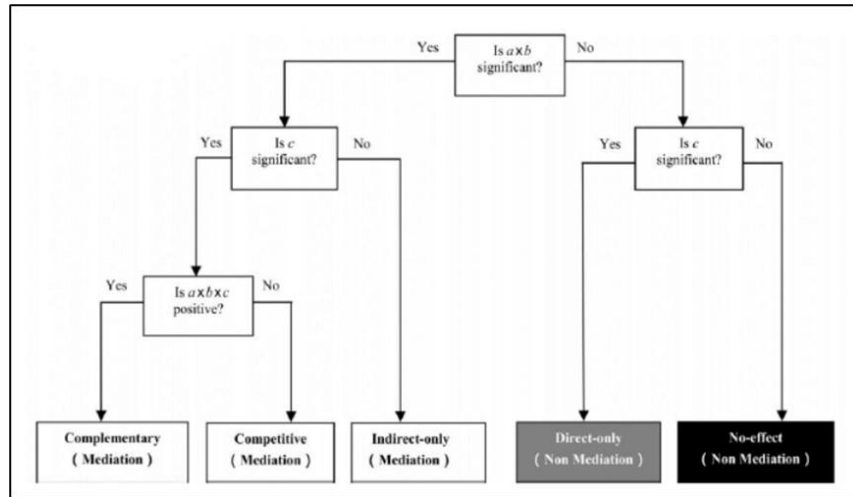


Figure 4.5 Mediation Analysis Decision Tree
(Zhao et al., 2010)

The mediation analysis results reveal that out of the eight hypotheses tested, six were statistically supported, while two were not. Specifically, the mediation effects for $PPQ \rightarrow SC \rightarrow BL$ (H15), and $PPV \rightarrow SC \rightarrow BL$ (H17) were not significant, as the indirect effect revealed a score of p-values greater than 0.05. It suggests that SC does not mediate the relationship between PPQ, PPV, and BL. The absence of significance indicates that although PPQ and PPV directly influence BL, they do so directly rather than through SC. However, the mediation effects for $PSQ \rightarrow SC \rightarrow BL$ (H16), $BI \rightarrow SC \rightarrow BL$ (H18), $PPQ \rightarrow OS \rightarrow BL$ (H19), $PSQ \rightarrow OS \rightarrow BL$ (H20), $PPV \rightarrow OS \rightarrow BL$ (H21), and $BI \rightarrow OS \rightarrow BL$ (H22) were all significant with p-values less than 0.05. It is considered as partial mediation as both the direct effect and indirect effect of the relationships tested are statistically significant, indicating that the mediator partially explains the relationships (Hair et al., 2017).

To be specific, the indirect effect of $PSQ \rightarrow SC \rightarrow BL$ (H16) was 0.026 (t-value = 2.074, p-value = 0.038), which was statistically significant. This indicates that SC partially mediates the relationship between PSQ and BL, meaning that PSQ influences BL both directly and through SC. Next, the indirect effect of $BI \rightarrow SC \rightarrow BL$ (H18) was 0.025 (t-value = 2.070, p-value = 0.039), which was also statistically significant. This shows that SC partially mediates the relationship between BI and BL, with Brand Image influencing Brand Loyalty both directly and through SC.

Moreover, the indirect effect of $PPQ \rightarrow OS \rightarrow BL$ (H19) was 0.033 (t-value = 2.738, p-value = 0.006), which was statistically significant. This supports partial

mediation, suggesting that OS plays a role in mediating the relationship between PPQ and BL. The positive influence of PPQ on BL is strengthened by its impact on OS, which in turn affects BL. The indirect effect of PSQ $\rightarrow$ OS $\rightarrow$ BL (H20) was 0.028 (t-value = 2.505, p-value = 0.012), which was statistically significant. This indicates that OS partially mediates the relationship between PSQ and BL, meaning that PSQ influences BL both directly and through OS.

The indirect effect of PPV $\rightarrow$ OS $\rightarrow$ BL (H21) was 0.038 (t-value = 2.865, p-value = 0.004), which was statistically significant. This shows that OS partially mediates the relationship between PPV and BL, with the effect of PPV on BL being partially explained by its impact on OS, highlighting the role of customer satisfaction in influencing brand loyalty. Lastly, the indirect effect of BI $\rightarrow$ OS $\rightarrow$ BL (H22) was 0.048 (t-value = 3.041, p-value = 0.002), which was statistically significant. This supports partial mediation, indicating that OS significantly mediates the relationship between BI and BL. BI influences BL both directly and through OS, emphasizing the critical role of satisfaction in fostering brand loyalty.

Table 4.15
Summary of Specific Indirect Effect on Mediation Analysis

H	Path	Indirect effect	Std. D.	t-value	p-value	Decision
15	PPQ $\rightarrow$ SC $\rightarrow$ BL	0.019	0.010	1.885	0.060	Not supported
16	PSQ $\rightarrow$ SC $\rightarrow$ BL	0.026	0.012	2.074	0.038	Supported (partial)
17	PPV $\rightarrow$ SC $\rightarrow$ BL	0.020	0.011	1.843	0.065	Not supported
18	BI $\rightarrow$ SC $\rightarrow$ BL	0.025	0.012	2.070	0.039	Supported (partial)
19	PPQ $\rightarrow$ OS $\rightarrow$ BL	0.033	0.012	2.738	0.006	Supported (partial)
20	PSQ $\rightarrow$ OS $\rightarrow$ BL	0.028	0.011	2.505	0.012	Supported (partial)
21	PPV $\rightarrow$ OS $\rightarrow$ BL	0.038	0.013	2.865	0.004	Supported (partial)
22	BI $\rightarrow$ OS $\rightarrow$ BL	0.048	0.016	3.041	0.002	Supported (partial)

*Note: Partial mediation occurs when both the direct effect and indirect effect of relationship tested are statistically significant, indicating that the mediator partially explains the relationship (Hair et al., 2017)

4.8.3 The R^2

Table 4.16
Summary of R^2 Scores in the Study

Constructs	R^2
BL	0.522
OS	0.486
SC	0.478

The R^2 values for SC (0.478), OS (0.486), and BL (0.522) suggest that the predictors in the model explain a moderate amount of variance in each construct. Specifically, **47.8%** of the variance in **SC**, **48.6%** of the variance in **OS**, and **52.2%** of the variance in **BL** can be accounted for by the variables. These R^2 values indicate that while a substantial portion of the variability in each construct is explained by the model, there is still unexplained variance, which could be attributed to other factors not included in the model. The model demonstrates a moderate fit, capturing a reasonable proportion of the variance in these key constructs, but there is potential for additional variables to further explain the remaining variance.

4.8.4 The f^2

In simple terms, f^2 measures how much a predictor variable (exogenous construct) contributes to explaining the outcome variable (endogenous construct) (Ramayah et al., 2018). It evaluates the strength of an individual exogenous variable's impact on the R^2 value of the endogenous variable. The formula for calculating f^2 is provided by Ramayah et al. (2018).

$$f^2 = \frac{R^2 \text{ included} - R^2 \text{ excluded}}{1 - R^2 \text{ included}} \quad (4.1)$$

The f^2 values indicate the strength of the constructs' impact on the explained variance in Self-Congruity (SC), Brand Loyalty (BL), and Overall Satisfaction (OS), with most effects categorized as small, based on Cohen's (1988) thresholds. The results

show that PPQ has a small effect on SC (0.035), BL (0.050), and OS (0.040), indicating a modest influence across all three constructs. Similarly, PSQ demonstrates a slightly stronger effect on SC (0.062) but minimal effects on BL (0.030) and OS (0.029). PPV exhibits its strongest influence on OS (0.053), while its effects on SC (0.038) and BL (0.015) remain limited. Among the constructs, BI shows a relatively more pronounced effect on OS (0.089), nearing the medium threshold, though its influence on SC (0.063) and BL (0.019) is weaker. Additionally, SC and OS demonstrate minimal effects on BL (0.012) and SC (0.031), respectively.

Table 4.17
Summary of f^2 Scores

Constructs	SC	BL	OS
PPQ	0.035	0.050	0.040
PSQ	0.062	0.030	0.029
PPV	0.038	0.015	0.053
BI	0.063	0.019	0.089
SC		0.012	
OS		0.031	

Note: 0.02 (small); 0.15 (medium); 0.35 (high) (Cohen,1998; Hair et al., 2017)

4.8.5 The Q^2

The Q^2 value was assessed using a blindfolding procedure, a resampling technique that systematically omits data points for the indicators in the endogenous construct within the reflective measurement model (Ramayah et al., 2018). This method compares the original values with the predicted ones for the endogenous constructs, thereby testing the model's ability to predict unobserved data (Kamarudin et al., 2021; Ramayah et al., 2018). According to Kamarudin et al. (2021), the fundamental rule of thumb for interpreting Q^2 is that values should exceed zero, indicating the model's predictive relevance. The Q^2 values for Brand Loyalty (BL), Overall Satisfaction (OS), and Self-Congruity (SC) exceed zero, suggesting that these constructs have predictive relevance for the model. Specifically, the Q^2 values for BL (0.275), OS (0.270), and SC (0.245) indicate a moderate level of predictive accuracy. Thus, further analysis of predictive power can be conducted.

Table 4.18
Summary of Q^2 Scores

Constructs	SSO	SSE	$Q^2 (=1-SSE/SSO)$
BI	1347	1347	
BL	1347	976.812	0.275
OS	1347	983.084	0.270
PPV	1347	1347	
PPQ	1347	1347	
PSQ	1347	1347	
SC	1347	1016.730	0.245

The Q^2 predictive power was evaluated by comparing the PLS-SEM and LM scores for the relevant items, following the methodology outlined by Shmueli et al. (2019) and Hair (2021). The Q^2 value was confirmed to exceed zero (> 0), which indicates that the model possesses predictive relevance. A summary of the results is presented in Table 35. The comparison revealed that the LM model outperformed PLS-SEM in most items, with RMSE showing that LM had better scores for all nine items and MAE indicating superior performance for seven out of nine items. The RMSE measure was primarily used in this analysis due to the symmetrical distribution of prediction errors, which supports the model's medium predictive power (Shmueli et al., 2019).

Table 4.19
Analysis of Q^2 Predictive Power Value

PLS-SEM				LM		
Items	Q^2 predict	RMSE	MAE	Items	RMSE	MAE
SC1	0.268	1.173	0.952	SC1	1.193	0.964
SC2	0.223	1.150	0.932	SC2	1.166	0.931
SC3	0.240	1.164	0.953	SC3	1.180	0.965
OS1	0.263	1.157	0.933	OS1	1.161	0.930
OS2	0.286	1.126	0.901	OS2	1.134	0.914
OS3	0.258	1.167	0.946	OS3	1.183	0.953
BL1	0.254	1.173	0.950	BL1	1.198	0.974
BL2	0.262	1.163	0.955	BL2	1.183	0.969
BL3	0.278	1.157	0.940	BL3	1.172	0.949
Total items scored on LM bigger than PLS =				9/9	7/9	

Note: PLS = Partial least square; LM Linear regression model; RMSE = Root mean squared error; MAE = Mean absolute error; MAPE = Mean absolute percentage error

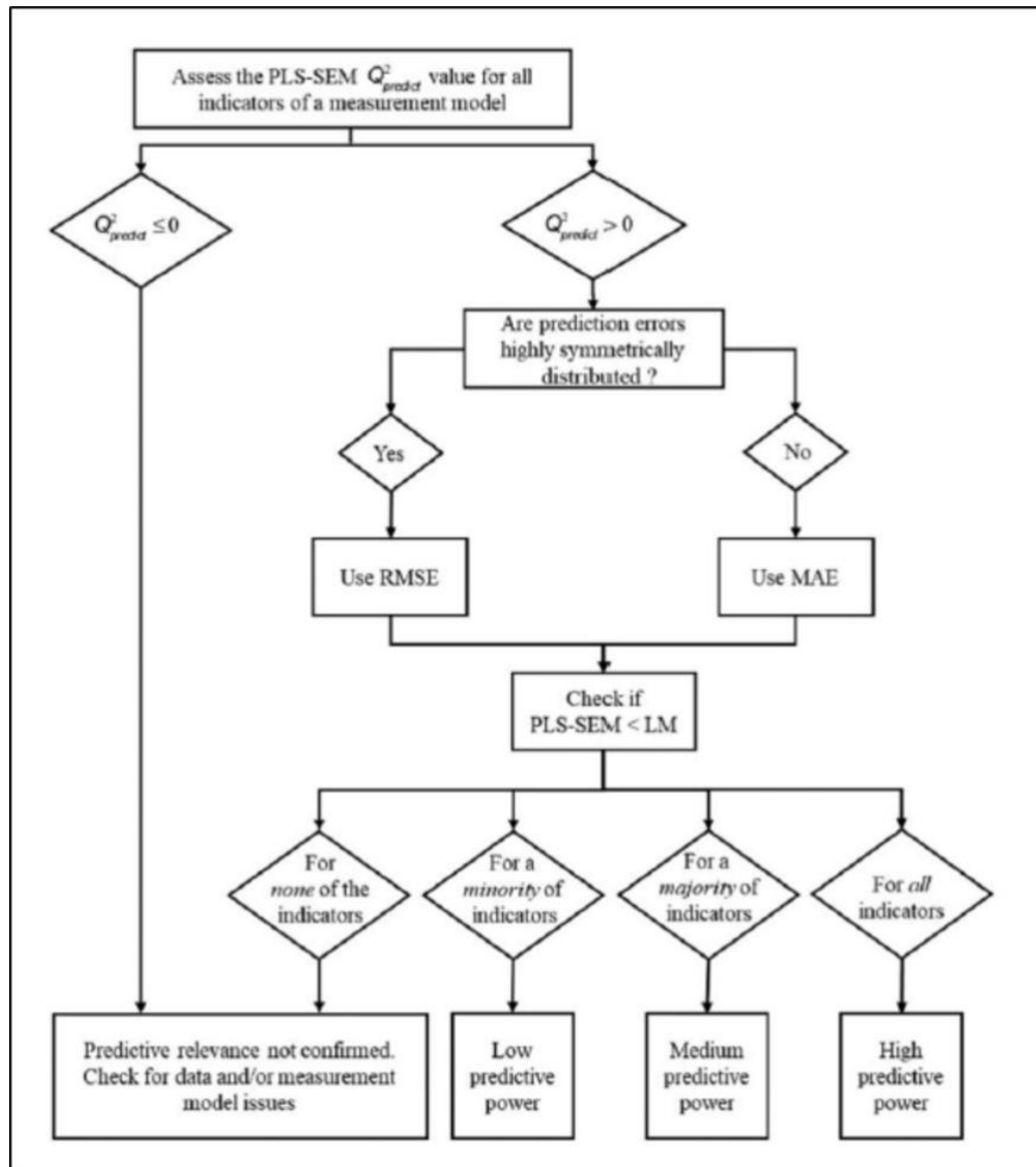


Figure 4.6 Guideline of PLS-SEM Q^2 Predictive Power (Shmueli et al., 2019)

4.9 Summary

This chapter outlined the analysis of the study data. Prior to analysis, the data was cleaned and prepared, including a normality check and the removal of outliers as needed. Descriptive analysis was carried out to examine respondents' demographic profiles and the instrument items. The reliability and validity of the instrument were evaluated through measurement analysis. Additionally, structural model assessments and mediator and moderator analyses were performed to test the hypotheses. A summary of the findings is presented below.

Table 4.20
Summary of Hypothesis Finding and Result

No.	Hypothesis	Decision
H1	Perceived product quality significantly influences the brand loyalty of coffee shops.	Supported
H2	Perceived service quality significantly influences the brand loyalty of coffee shops.	Supported
H3	Perceived price value significantly influences the brand loyalty of coffee shops.	Supported
H4	Brand image significantly influences the brand loyalty of coffee shops.	Supported
H5	Perceived product quality significantly influences self-congruity.	Supported
H6	Perceived service quality significantly influences self-congruity.	Supported
H7	Perceived price value significantly influences self-congruity.	Supported
H8	Brand image significantly influences self-congruity.	Supported
H9	Perceived product quality significantly influences customer overall satisfaction.	Supported
H10	Perceived service quality significantly influences customer overall satisfaction.	Supported
H11	Perceived price value significantly influences customer overall satisfaction.	Supported
H12	Brand image significantly influences customer overall satisfaction.	Supported
H13	Self-congruity significantly influences the brand loyalty of coffee shops.	Supported
H14	Overall satisfaction significantly influences the brand loyalty of coffee shops.	Supported
H15	Self-congruity mediates the relationship between perceived product quality and brand loyalty of coffee shops.	Not Supported
H16	Self-congruity mediates the relationship between perceived service quality and brand loyalty of coffee shops.	Supported
H17	Self-congruity mediates the relationship between perceived price value and brand loyalty of coffee shops.	Not Supported
H18	Self-congruity mediates the relationship between brand image and brand loyalty of coffee shops.	Supported
H19	Customer overall satisfaction mediates the relationship between perceived product quality and brand loyalty of coffee shops.	Supported
H20	Customer overall satisfaction mediates the relationship between perceived service quality and brand loyalty of coffee shops.	Supported
H21	Customer overall satisfaction mediates the relationship between perceived price value and brand loyalty of coffee shops.	Supported
H22	Customer overall satisfaction mediates the relationship between brand image and brand loyalty of coffee shops.	Supported

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Chapter Overview

This concluding chapter delves into the discussion of the study's findings, aligning them with insights from previous research. It further explores the implications of the study, acknowledges its limitations, and offers recommendations for future research.

5.2 Summary of Findings

This study tested 22 hypotheses to investigate the structural relationships among perceived product quality, perceived service quality, perceived price value, brand image, self-congruity, overall satisfaction, and brand loyalty. The results indicate that most direct relationships between these variables were significant and positive, particularly those involving brand image and perceived service quality. Mediation analyses further revealed that overall satisfaction played a stronger mediating role than self-congruity in this context, suggesting that emotional fulfilment may be more directly linked to repeated patronage than identity matching alone. These findings reinforce the ECSI model's applicability in Malaysia's urban coffee scene, while offering new nuance through the inclusion of self-congruity.

Table 5.1
Summary of Hypotheses, Findings and Results

No.	Hypothesis	Decision
H1	Perceived product quality significantly influences the brand loyalty of coffee shops.	Supported
H2	Perceived service quality significantly influences the brand loyalty of coffee shops.	Supported
H3	Perceived price value significantly influences the brand loyalty of coffee shops.	Supported
H4	Brand image significantly influences the brand loyalty of coffee shops.	Supported
H5	Perceived product quality significantly influences self-congruity.	Supported
H6	Perceived service quality significantly influences self-congruity.	Supported
H7	Perceived price value significantly influences self-congruity.	Supported

H8	Brand image significantly influences self-congruity.	Supported
H9	Perceived product quality significantly influences customer overall satisfaction.	Supported
H10	Perceived service quality significantly influences customer overall satisfaction.	Supported
H11	Perceived price value significantly influences customer overall satisfaction.	Supported
H12	Brand image significantly influences customer overall satisfaction.	Supported
H13	Self-congruity significantly influences the brand loyalty of coffee shops.	Supported
H14	Overall satisfaction significantly influences the brand loyalty of coffee shops.	Supported
H15	Self-congruity mediates the relationship between perceived product quality and brand loyalty of coffee shops.	Not Supported
H16	Self-congruity mediates the relationship between perceived service quality and brand loyalty of coffee shops.	Supported
H17	Self-congruity mediates the relationship between perceived price value and brand loyalty of coffee shops.	Not Supported
H18	Self-congruity mediates the relationship between brand image and brand loyalty of coffee shops.	Supported
H19	Customer overall satisfaction mediates the relationship between perceived product quality and brand loyalty of coffee shops.	Supported
H20	Customer overall satisfaction mediates the relationship between perceived service quality and brand loyalty of coffee shops.	Supported
H21	Customer overall satisfaction mediates the relationship between perceived price value and brand loyalty of coffee shops.	Supported
H22	Customer overall satisfaction mediates the relationship between brand image and brand loyalty of coffee shops.	Supported

5.3 Discussion of Findings

This study aimed to examine the key factors that influence brand loyalty in the context of local coffee shops. It focused on the effects of perceived product quality, perceived service quality, perceived price value, and brand image. The research also explored how self-congruity and overall satisfaction function as mediators in these relationships. The objective was to assess whether these elements contribute directly or indirectly to customers' loyalty toward coffee shop brands.

This chapter presents a discussion of the findings, structured according to the study's research questions. The results are interpreted considering the proposed conceptual framework. In doing so, the study offers new insights into customer behaviour and brand loyalty within the coffee shop industry, especially in the Malaysian context, where such research remains limited. As prior studies have rarely examined the

combined effects of the selected variables with self-congruity and satisfaction, this research provides a valuable contribution to filling that gap. The following sections evaluate how the findings respond to the stated research questions and how they enhance the understanding of loyalty formation in the coffee shop sector.

5.3.1 Research Questions 1

Research question 1 (RQ1) corresponds to research objective 1 (RO1); to investigate the influence of perceived product quality, perceived service quality, perceived price value, and brand image on self-congruity, overall satisfaction, and brand loyalty of coffee shops.

RQ1: Do the factors of perceived product quality, perceived service quality, perceived price value, and brand image significantly influence self-congruity and overall satisfaction, which in turn affect brand loyalty in coffee shops?

H1: Perceived product quality significantly influences the brand loyalty of coffee shops.

The findings from this study show that perceived product quality has a significant positive influence on brand loyalty, which supports the proposed Hypothesis 1. This suggests that when customers perceive the products offered by a coffee shop as high in quality, they are more likely to remain loyal to the brand. This result is consistent with previous studies such as Ha and Jang (2010), who found that product quality plays a major role in encouraging repeat visits and brand commitment.

Although the range of mean scores for the perceived product quality items was quite narrow (between 3.40 and 3.52), it still indicates that customers generally viewed the product quality as slightly above neutral. For example, the highest-rated item was “The coffee shop provides authentic coffee taste”, which shows that authenticity in taste is an important factor for customers. On the other hand, “The coffee shop offers high-quality coffee” received the lowest score, which may reflect that some customers feel there is still space to improve the quality further.

This outcome highlights how even small differences in perceived quality can influence customer loyalty. Especially in a competitive environment like the Klang Valley, offering coffee that customers find satisfying and consistent in quality can help

differentiate one brand from another. It also supports the idea mentioned by Tarigan et al. (2020) that good coffee quality can influence the decision to visit or revisit a particular shop. In short, the results confirm that perceived product quality matters when it comes to building brand loyalty in coffee shops. Owners and managers should focus not only on the taste but also how the coffee is prepared, presented, and served to maintain customer trust and loyalty over time.

H2: Perceived service quality significantly influences the brand loyalty of coffee shops.

The results from this study confirm that perceived service quality has a significant and positive influence on brand loyalty, thus supporting Hypothesis 2. This means that when customers perceive that the service provided by the coffee shop is responsive, courteous, and professional, they are more likely to remain loyal to that brand. This finding aligns with the work of Parasuraman et al. (1988) and Dhisasmitho and Kumar (2020), who identified service quality as a critical determinant of customer satisfaction and loyalty.

In this study, the mean scores for service quality items ranged from 3.45 to 3.57. The highest-rated item was “The coffee shop staff are friendly and courteous”, suggesting that interpersonal service plays a strong role in customer perception. The lowest-rated item was “The coffee shop provides prompt service”, which may suggest occasional issues with the speed of service.

These findings highlight the importance of training and motivating staff to consistently deliver excellent service. In the Klang Valley’s urban setting where customers have many choices, service quality can be a key differentiator. This is supported by Majid et al. (2018), who noted that failing to meet customer service expectations diminishes the chance of securing customer loyalty.

In conclusion, perceived service quality is crucial for fostering brand loyalty in coffee shops. Managers should prioritize service excellence by investing in staff training, ensuring prompt service, and cultivating a welcoming atmosphere.

H3: Perceived price value significantly influences the brand loyalty of coffee shops.

The findings of this study show that perceived price value has a significant positive influence on brand loyalty, supporting Hypothesis 3. This indicates that when customers perceive the coffee shop as offering products that are worth the price they pay, they are more likely to remain loyal to that brand. This aligns with Zeithaml's (1988) concept; perceived value reflects a fair trade-off between what customers give and what they receive.

Among the price value items, the highest-rated item was "The coffee shop offers a good value for the price", while the lowest was "The coffee shop's prices are reasonable compared to others". This variation suggests that while customers generally perceive value in their purchase, there may still be sensitivity toward pricing fairness compared to competitors. It is worth noting that a portion of respondents reported having no salary. For these customers, perceived price value may be very important, as affordability and value for money directly influence their satisfaction and loyalty.

In the Klang Valley coffee market, where local and international brands coexist, pricing plays a subtle yet powerful role in shaping loyalty. Customers may overlook higher prices if they feel that the experience, quality, or brand image justifies the cost. This aligns with the findings in the study by Dhisasmito and Kumar (2020), which emphasized the importance of balancing pricing with service and atmosphere to ensure repeat patronage.

In conclusion, offering competitive yet value-based pricing is essential for building brand loyalty. Coffee shop owners should ensure that pricing strategies align with customer expectations and perceived benefits, particularly for price-sensitive segments, to reinforce loyalty in a price-conscious yet experience-driven market.

H4: Brand image significantly influences the brand loyalty of coffee shops.

The results of this study confirm that brand image significantly and positively influences brand loyalty, thus supporting Hypothesis 4. Customers who have a favorable perception of the coffee shop's brand, such as associating it with quality, credibility, or trendiness, are more inclined to return and recommend it to others. This

finding supports earlier research by Keller (2009) and Han et al. (2020), who emphasized the strong link between brand image and customer behavior.

In this study, the mean scores for brand image items ranged from 3.44 to 3.60. The highest-rated item was “The coffee shop has a positive reputation”, while “The brand reflects a trendy image” scored slightly lower. These results suggest that customers are more influenced by a coffee shop’s overall reputation and emotional appeal than by its trendiness alone.

In the Klang Valley, brand image plays a critical role in a customer’s decision-making process. With many competing brands available, customers tend to favor those they perceive as reputable and socially appealing. This supports the view of Song et al. (2019) that brand image contributes to both emotional attachment and trust, which are essential in retaining loyal customers. In summary, a strong and consistent brand image helps differentiate a coffee shop in a saturated market. Managers should invest in branding strategies that resonate with their target audience, ensuring that the coffee shop’s values, aesthetics, and communication consistently reflect the desired image.

H5: Perceived product quality significantly influences self-congruity.

This study supports Hypothesis 5 by confirming that perceived product quality significantly influences self-congruity. When customers perceive the coffee products as high-quality, they are more likely to feel that the brand aligns with their self-image. This aligns with Sirgy’s self-congruity theory (1985), which posits that customers are drawn to brands that reflect their identity. Among the product quality items, “The coffee shop provides authentic coffee taste” again stood out as the most influential. Authenticity and excellence in the product seem to affirm the customer’s self-view, especially for those who identify as coffee enthusiasts or quality-seekers.

This positive relationship indicates that high product quality does more than just satisfy; it reinforces the customer’s self-concept. In the Klang Valley’s competitive coffee scene, product quality may serve as a symbolic match between the brand and customer identity. Thus, coffee shop owners aiming to enhance brand loyalty should also consider how product quality reinforces self-image and strive to align their offerings with their customers’ identities.

H6: Perceived service quality significantly influences self-congruity.

Hypothesis 6 is supported by this study's findings, which show a significant positive relationship between perceived service quality and self-congruity. Customers who receive friendly, attentive, and reliable service feel that the coffee shop matches their own values and image, reinforcing the self-congruity theory as described by Sirgy et al. (1997). The item "The coffee shop staff are friendly and courteous" ($M = 3.57$) received the highest rating in this construct, indicating that interpersonal service has a strong role in shaping customer identity alignment with the brand. Conversely, slightly lower ratings in service promptness suggest opportunities for reinforcing this alignment further.

In summary, positive service experiences can strengthen the connection between a customer's self-image and the brand. Coffee shop managers should focus on consistent, empathetic service to reinforce this bond and drive loyalty through self-congruity.

H7: Perceived price value significantly influences self-congruity.

The results support Hypothesis 7, demonstrating that perceived price value significantly affects self-congruity. Customers who feel that the pricing is fair and matches the value received are more likely to view the coffee shop as a reflection of their personal values and self-image.

"The coffee shop offers a good value for the price" was the strongest item in this construct, reinforcing the idea that price fairness influences not just satisfaction but identity alignment as well. In contrast, "The coffee shop's prices are reasonable compared to others" suggests some sensitivity to market pricing but does not diminish the impact of self-congruity when value is perceived. For respondents with no income, price value may play a larger role in shaping self-congruity, as alignment with the brand is more likely when the offerings are accessible and perceived as fair, reflecting their practical lifestyle and financial constraints.

This finding aligns with Quester et al. (2000), who argued that perceived price value contributes to cognitive alignment between the brand and the self. Coffee shops

in Klang Valley can use value pricing to attract customers who identify with brands that are seen as smart, savvy, or practical choices.

H8: Brand image significantly influences self-congruity.

The study's findings confirm that brand image significantly impacts self-congruity, thereby supporting Hypothesis 8. Customers are more likely to feel a personal connection to coffee shops that project an image consistent with their own self-concept. This supports the theories of Sirgy and Samli (1985) and Li et al. (2022), who emphasized the alignment between brand image and customer identity. In this study, "The coffee shop has a positive reputation" and "The brand reflects a trendy image" show that both prestige and modern appeal play roles in self-congruity. While reputation influences trust and credibility, trendiness appeals to customers who see themselves as modern and stylish.

These results highlight the importance of maintaining a brand image that resonates with the identity of the target market. In competitive urban settings like Klang Valley, where lifestyle and image strongly influence purchasing behavior, aligning brand image with customer identity can drive loyalty through psychological affinity.

H9: Perceived product quality significantly influences customer overall satisfaction.

The findings from this study show that perceived product quality significantly influences customer overall satisfaction, thus supporting Hypothesis 9. Customers who perceive the coffee as high in quality are more likely to report being satisfied with their overall experience. This aligns with prior research by Taylor and Hunter (2002), who argued that perceived quality is a direct antecedent of satisfaction. The highest-rated item within perceived product quality was "The coffee shop provides authentic coffee taste", suggesting that authentic taste is central to satisfaction. Conversely, "The coffee shop offers high-quality coffee" received the lowest rating, indicating room for perceived improvement.

In the Klang Valley's saturated market, where customer expectations are high, consistently delivering quality coffee is crucial. These findings reinforce the idea that

product quality not only influences loyalty directly but also plays a foundational role in creating overall satisfaction, which is critical for long-term brand success.

H10: Perceived service quality significantly influences customer overall satisfaction.

The results of this study support Hypothesis 10, confirming that service quality has a significant and positive influence on overall customer satisfaction. When customers receive friendly, knowledgeable, and efficient service, they are more likely to express higher levels of satisfaction with their coffee shop experience. Among the service quality indicators, “The coffee shop staff are friendly and courteous” was the highest rated, reinforcing the importance of interpersonal interactions. Slightly lower ratings for promptness indicate that operational efficiency should be improved to enhance satisfaction even further.

This finding is consistent with the work of Parasuraman et al. (1988), who emphasized that service quality is a primary driver of customer satisfaction. Coffee shop owners should continually assess and improve their service delivery to ensure a satisfying and memorable experience for their customers.

H11: Perceived price value significantly influences customer overall satisfaction.

Hypothesis 11 is supported by the findings of this study, indicating that perceived price value significantly influences overall satisfaction. Customers who think they receive good value for the price paid may tend to report higher satisfaction levels. This supports Zeithaml’s (1988) model, where value perception is a key contributor to satisfaction and future behavioral intentions. “The coffee shop offers a good value for the price” emerged as the strongest indicator of this relationship, showing that value perception plays an essential role in shaping overall impressions. Considering respondents without income, overall satisfaction may depend more heavily on the perceived fairness and affordability of pricing. For these customers, value-for-money experiences can directly enhance satisfaction and, in turn, loyalty.

Even though some sensitivity to market pricing was noted, it did not diminish the strong impact on satisfaction when value was perceived. In the Klang Valley market, where price sensitivity and experience both play key roles, coffee shop managers should

recognize that value-based pricing strategies also contribute indirectly to loyalty through enhanced satisfaction, apart from attracting customers.

H12: Brand image significantly influences customer overall satisfaction.

The findings from the study confirm that brand image has a significant and positive influence on customer overall satisfaction, validating Hypothesis 12. A strong and appealing brand image contributes to how customers perceive their entire experience with the coffee shop. This supports the assertions of Keller (2009), who noted that brand image helps form emotional responses and satisfaction levels. The items “The coffee shop has a positive reputation” and “The brand reflects a trendy image” both contribute to this positive evaluation. These perceptions create expectations, which, when met or exceeded, result in customer satisfaction.

In the Klang Valley’s image-conscious market, coffee shops that invest in building and maintaining a consistent and favorable brand identity are more likely to enjoy high satisfaction ratings. This emotional alignment increases the likelihood of repeat patronage and positive word-of-mouth.

5.3.2 Research Questions 2

Research question 2 (RQ2) corresponds to research objective 2 (RO2); to examine the mediating effect of self-congruity between the determinants and the brand loyalty of coffee shops.

RQ2: Is the relationship between perceived product quality, perceived service quality, perceived price value, brand image, and brand loyalty of coffee shops mediated by self-congruity?

H13: Self-congruity significantly influences the brand loyalty of coffee shops.

This study confirms that self-congruity significantly and positively influences brand loyalty, supporting Hypothesis 13. When customers perceive that a coffee shop reflects their personality and self-image, they are more likely to form strong attachments

to the brand and remain loyal to it. This finding aligns with Sirgy's (1985) self-congruity theory and has been echoed by more recent studies, such as that by Wang and He (2018).

The findings suggest that customers seek brands that reflect who they are or who they aspire to be. In this study, items measuring self-congruity showed that alignment with customer identity is a powerful psychological mechanism that drives loyalty. As such, coffee shop brands that position themselves to reflect the lifestyle, values, and aspirations of their target market are more likely to secure loyal customers.

H15: Self-congruity mediates the relationship between perceived product quality and brand loyalty of coffee shops.

Hypothesis 15 is not supported by the findings of this study. Although perceived product quality and self-congruity each demonstrates significant direct effects on brand loyalty, the mediating effect of self-congruity in the relationship between perceived product quality and brand loyalty was found to be statistically insignificant. This result suggests that while customers may recognize high product quality and may also feel a degree of alignment with the brand, this psychological alignment (self-congruity) does not significantly explain the link between product quality and loyalty.

A possible explanation is that perceived product quality in the context of coffee shops exerts a strong direct influence on brand loyalty, particularly when tangible attributes such as taste, consistency, and freshness dominate the customer's evaluation. In this context, customers may base their loyalty primarily on utilitarian assessments rather than symbolic or identity-based associations. Interestingly, this finding contrasts with existing literature, which suggests that product quality can strengthen self-congruity by reinforcing the customer's self-image through consumption choices (Li et al., 2022). According to self-congruity theory (Sirgy et al., 1997; Li et al., 2022), a customer's behavior is shaped by the alignment between the product-user image and their self-concept, and prior studies have emphasized that high product quality should enhance this alignment (Li et al., 2022). Therefore, the lack of mediation observed in this study could indicate a contextual difference, where the urban Klang Valley coffee shop customers may prioritize functional performance over symbolic value when assessing loyalty.

Additionally, it is plausible that self-congruity is more strongly influenced by brand-related attributes such as brand image or service environment rather than product features alone. This finding opens the door for future studies to examine whether certain customer segments such as lifestyle-driven customers or high-involvement users experience stronger identity alignment with high-quality products. Moreover, moderating variables such as brand attachment or frequency of visits may further clarify the conditions under which self-congruity becomes a meaningful mediator.

H16: Self-congruity mediates the relationship between perceived service quality and brand loyalty of coffee shops.

The study supports Hypothesis 16, revealing that self-congruity significantly mediates the relationship between perceived service quality and brand loyalty. This means that customers who perceive excellent service are more likely to develop a sense of identity with the brand, which in turn fosters brand loyalty. This finding is in line with Sirgy et al. (1997), who posited that the self-congruity mechanism helps explain how experiential attributes like service quality affect deeper brand connections. It also complements findings by Liu et al. (2021), who observed that identity alignment enhances brand commitment.

For coffee shop managers in the Klang Valley, this underlines the importance of delivering not just efficient but also emotionally resonant service. Empowering the staff members to personalize interactions and build customer rapport may lead to increased brand identification and loyalty.

H17: Self-congruity mediates the relationship between perceived price value and brand loyalty of coffee shops.

The findings do not support Hypothesis 17. While both perceived price value and self-congruity exhibit significant direct effects on brand loyalty, the indirect effect of self-congruity as a mediator between price value and brand loyalty was found to be statistically insignificant. This outcome suggests that customers' recognition of fair or valuable pricing does not necessarily strengthen their identity alignment with the brand and hence does not mediate their loyalty through self-congruity. One plausible

explanation is that perceived price value may primarily activate a rational, cognitive evaluation, rather than the emotional or symbolic alignment required for self-congruity to take effect. In other words, customers may appreciate fair pricing but do not associate it with who they are or wish to be, thus bypassing the identity-based mechanism of self-congruity.

Theoretical literature supports the idea that price value can influence brand loyalty, but it rarely emphasizes a strong symbolic link. According to the self-congruity theory (Sirgy et al., 1997; Li et al., 2022), psychological congruence between the customer's self-image and the brand image fosters loyalty through emotional identification. However, price perceptions are often more utilitarian than symbolic, particularly in cost-conscious environments like the urban Klang Valley, where customers are highly sensitive to affordability and may prioritize practical value over self-expressive brand fit. Furthermore, the findings contradict the assumption that value-based attributes might enhance self-congruity indirectly by reinforcing a customer's desired identity as a smart or savvy shopper (Li et al., 2022), an angle that may still warrant exploration in specific demographic segments. It is also worth noting that self-congruity may be more easily shaped by experiential and emotional brand cues such as atmosphere, social image, or service interactions than by pricing factors alone.

For future research, it may be beneficial to investigate alternative psychological mediators such as trust, perceived fairness, or brand affect, which may better explain how value pricing influences brand loyalty. Additionally, moderating variables such as income level, brand involvement, or price sensitivity could provide further insight into when and for whom self-congruity becomes a relevant mechanism in value-driven loyalty formation.

H18: Self-congruity mediates the relationship between brand image and brand loyalty of coffee shops.

The study supports Hypothesis 18 by revealing a significant mediating effect of self-congruity in the relationship between brand image and brand loyalty. This suggests that customers who perceive a favorable brand image are more likely to develop a sense of alignment with the brand, which then contributes to greater loyalty. This is consistent with the framework of the self-congruity theory (Sirgy, 1985), which

emphasizes that brand loyalty is reinforced when customers feel that the brand reflects their personal values or social identity. In the Klang Valley, where brand reputation and customer self-expression are closely linked, this mediating effect strengthens the argument for maintaining a compelling brand image.

5.3.3 Research Questions 3

Research question 3 (RQ3) corresponds to research objective 3 (RO3); to examine the mediating effect of overall satisfaction between the determinants and the brand loyalty of coffee shops.

RQ3: Is the relationship between perceived product quality, perceived service quality, perceived price value, brand image and brand loyalty of coffee shops mediated by overall satisfaction?

H14: Overall satisfaction significantly influences the brand loyalty of coffee shops.

The results from this study support Hypothesis 14 by showing that overall satisfaction has a strong and significant influence on brand loyalty. Satisfied customers are more inclined to continue patronizing the same coffee shop and to recommend it to others. This is consistent with the findings of Oliver (1999), who proposed that satisfaction is a precursor to brand loyalty. High mean scores across satisfaction items in this study reflect that customers generally evaluate their experience positively, which translates into greater brand allegiance. In a competitive environment such as the Klang Valley, customer satisfaction remains a key determinant of whether a coffee shop can build a loyal customer base.

H19: Customer overall satisfaction mediates the relationship between perceived product quality and brand loyalty of coffee shops.

Hypothesis 19 is supported by this study's findings. The results show that overall satisfaction significantly mediates the relationship between perceived product quality and brand loyalty. This means that high product quality not only directly influences loyalty but also leads to increased satisfaction, which in turn promotes

loyalty. This dual pathway is in line with the findings of Cronin et al. (2000), who emphasized satisfaction as a central outcome variable in the quality-value-loyalty chain. In practical terms, this suggests that ensuring consistent product quality enhances satisfaction and indirectly boosts loyalty, providing managers with a strong rationale for quality assurance and customer feedback programmed.

H20: Customer overall satisfaction mediates the relationship between perceived service quality and brand loyalty of coffee shops.

The findings support Hypothesis 20, indicating that customer overall satisfaction significantly mediates the relationship between perceived service quality and brand loyalty. When customers receive good-quality service, they report higher satisfaction, which then strengthens their loyalty to the brand. This mediation pathway aligns with the customer satisfaction theory framework by Oliver (1997). The framework suggests that service quality fosters satisfaction, leading to brand preference and commitment. For coffee shops in the Klang Valley, this confirms the importance of investing in service quality to drive both satisfaction and long-term customer retention.

H21: Customer overall satisfaction mediates the relationship between perceived price value and brand loyalty of coffee shops.

The findings support Hypothesis 21, confirming that customer overall satisfaction significantly mediates the relationship between perceived price value and brand loyalty. This means that when customers perceive the price of coffee as fair and reflective of its quality and experience, they tend to be more satisfied, which in turn increases their loyalty to the brand. This effect may be particularly pronounced among lower-income respondents whose satisfaction is closely tied on whether they perceive the pricing as fair and affordable.

This result is consistent with Zeithaml's (1988) value-satisfaction framework, where perceived value enhances satisfaction, which subsequently drives brand commitment. While customers may initially be drawn by competitive pricing, their continued loyalty is more strongly influenced by the satisfaction that arises from the perceived worth of their purchase.

H22: Customer overall satisfaction mediates the relationship between brand image and brand loyalty of coffee shops.

The results of the study support Hypothesis 22, indicating that customer overall satisfaction significantly mediates the relationship between brand image and brand loyalty. A positive and consistent brand image fosters favorable perceptions that lead to greater satisfaction, which in turn strengthens customer loyalty. This finding is aligned with the research of Keller (2009), who emphasized the role of brand image in shaping emotional responses and satisfaction, which are key predictors of future behavior. When customers perceive a coffee shop's brand as reputable, stylish, or trustworthy, their expectations are more likely to be met, resulting in greater overall satisfaction and continued patronage.

In the Klang Valley's competitive and image-conscious environment, this highlights the importance of not only maintaining a strong brand image but also ensuring that the experience aligns with that image. When the perceived brand identity translates into a satisfying customer experience, the result is a deeper, more loyal relationship with the brand.

5.4 Study Novelty and Gap Fulfilment

This study helps to address the gap in the literature on brand loyalty in the local Malaysian coffee shop industry, a topic that is often overlooked due to the focus on global chains such as Starbucks. By using an adapted ECSI model together with self-congruity, the study shows that emotional brand alignment plays a role in forming loyalty, especially for brands that rely on symbolic or image-based appeal. The urban setting in Klang Valley also provides practical insights into customer behavior in one of Malaysia's most competitive coffee markets, offering a clearer understanding on customer brand relationships in developing economies.

Additionally, this study addresses a contextual gap by focusing on coffee shop customers in Malaysia, a country with unique cultural and market characteristics that are under-represented in previous research. By doing so, it expands the use of existing theoretical models in emerging markets and provides insights that reflect a multicultural society with changing customer preferences. A key contribution is the study's detailed examination of perceived price value, which is often not explored deeply in research on

experiential services like coffee shops. This study shows how price perceptions can influence both psychological alignment (self-congruity) and overall satisfaction, revealing links that have not been widely discussed in previous brand loyalty studies.

Furthermore, the study contributes methodologically by applying a systematic approach to ensure the reliability and validity of the measurement scales within the coffee shop context. Using data from Malaysians of diverse backgrounds also enhances the generalizability of the findings, while the validation process provides dependable tools for future research in similar service sectors. Overall, this study fills important gaps by expanding the understanding of brand loyalty determinants in under-researched industries and regions while offering fresh insights on customer behavior and decision-making.

5.5 Study Implications

5.5.1 Theoretical Implications

This study makes several key theoretical contributions to the fields of customer behaviour and brand loyalty, particularly within the underexplored context of the coffee shop industry. By integrating perceived product quality, perceived service quality, perceived price value, and brand image with the mediating roles of self-congruity and overall satisfaction, the research offers a comprehensive model that captures both direct and indirect pathways to brand loyalty. Unlike previous studies that often examined these variables in isolation or within broader service sectors, this study provides a more integrated and nuanced framework that better reflects the complexity of customer decision-making in lifestyle-oriented consumption settings.

The findings extend the theoretical applicability of established customer behavior models by affirming the dual importance of functional and psychological factors in shaping brand loyalty. In particular, the confirmation of self-congruity as a significant mediator reinforces the relevance of identity-based brand alignment in fostering affective commitment. This supports and extends the self-congruity theory by demonstrating its utility in urban coffee consumption, where lifestyle congruence and brand symbolism are central to customer preferences. The results also strengthen the position of overall satisfaction as a critical mediating construct, validating its role in translating perceived quality and value into sustained behavioral loyalty. These insights

contribute to a richer understanding of how satisfaction functions not just as an outcome but as a dynamic bridge between evaluation and behavioral intention as well.

Moreover, the study deepens theoretical understanding of perceived price value by highlighting its dual role in influencing both satisfaction and loyalty. While pricing has traditionally been treated as a rational determinant, this research suggests that price value can carry emotional and symbolic weight when perceived as fair, transparent, or aligned with brand identity. Similarly, the inclusion of brand image as a core antecedent illustrates how symbolic and emotional associations extend beyond aesthetics to influence identity congruence and long-term loyalty, thereby enriching theories of emotional branding and symbolic consumption.

From a contextual perspective, the study offers valuable theoretical insights specific to emerging markets like Malaysia. The interaction between cultural values, customer self-concept, and brand perception adds a layer of depth to mainstream customer behavior models, highlighting the importance of cultural and market-specific adaptations. The model thus contributes to theory-building in non-Western settings, encouraging more geographically diverse research in the field of services marketing and customer-brand relationships.

Finally, the rigorous operationalization of key constructs, particularly self-congruity, overall satisfaction, and brand loyalty through validated measurement scales, strengthens the methodological foundation for future research. These constructs were refined through expert review and pre-testing, enhancing their reliability, validity, and potential for replication in similar lifestyle-driven sectors. The model developed in this study provides a robust platform for comparative research across industries and cultural contexts, offering a scalable and theoretically grounded approach to studying the antecedents of brand loyalty.

5.5.2 Practical Implications

This study offers valuable practical insights for coffee shop stakeholders, including business owners, marketers, and policymakers, by identifying the key factors that influence brand loyalty: perceived product and service quality, price value, brand image, self-congruity, and overall satisfaction. Improving product quality such as enhancing coffee freshness, flavour consistency, and menu variety can positively influence customer perceptions and satisfaction. Similarly, investing in service quality

by ensuring staff professionalism, efficiency, and a welcoming ambiance strengthens the overall customer experience. These functional improvements not only increase satisfaction but also help reinforce emotional alignment between the customer and the brand.

Next, pricing strategies that reflect fair value are essential in a competitive market. Offering transparent pricing, loyalty rewards, and bundled deals can improve perceptions of price fairness and foster customer trust, especially in value-conscious customers. Ensuring that the perceived benefits match or exceed the cost contributes significantly to overall satisfaction and repeat patronage. Besides that, a compelling and consistent brand image is another critical factor in building loyalty. Coffee shops should communicate values that resonate with their target audience, such as sustainability, local identity, or creativity. Visual branding, store design, and marketing narratives should be aligned with these values to enhance customer identification with the brand. Campaigns that reflect shared ideals like community support or environmental responsibility can deepen self-congruity and emotional engagement.

Personalization also plays a significant role. Experiences and messages that reflect the customer's identity contribute to a stronger psychological connection with the brand. Self-congruity, as revealed in this study, serves as a meaningful mediator, indicating that customers are more loyal to brands that reflect who they are or who they aspire to be. Overall satisfaction, acting as another mediating factor, reinforces the need for coffee shops to consistently deliver smooth, pleasant, and memorable experiences across all touchpoints. Digital engagement is an important channel to reinforce brand loyalty. Social media can be used to highlight product quality, showcase customer stories, and communicate brand values in a relatable manner. Digital tools such as online ordering, mobile apps, and loyalty platforms enhance convenience and improve the customer journey, contributing to higher satisfaction and retention.

Tailored marketing approaches are necessary to cater to diverse customer segments. Quality-focused customers may be more receptive to messaging that emphasizes premium ingredients and craftsmanship, while budget-conscious customers may prioritize affordability and promotional offers. Segmenting the customer base and aligning marketing strategies accordingly can result in more effective engagement. In addition, support from industry associations and policymakers can further enhance the success of local coffee shops. Providing guidelines for quality assurance, branding

resources, and organizing public events such as coffee festivals and community campaigns can strengthen market presence and promote sustainable growth in the industry.

In conclusion, these findings provide a framework for aligning branding, pricing, service, and customer engagement strategies with customer expectations. Strengthening self-congruity and ensuring high levels of satisfaction can significantly enhance brand loyalty and ensure long-term success in Malaysia's urban coffee shop market.

5.6 Study Implications and Future Recommendations

While this study provides valuable insights into the determinants of brand loyalty in the coffee shop industry, several limitations warrant consideration. Firstly, the study was conducted exclusively in Malaysia, which may limit the generalizability of the findings to other regions with differing cultural, economic, and social contexts. Future research could replicate this study in diverse geographical settings to examine whether the observed relationships are consistent across cultures or vary due to local market conditions. Comparative studies across countries would provide richer insights into global and regional patterns in brand loyalty.

Secondly, the use of a cross-sectional design captures customer perceptions and behaviors at a single point in time, which means the study can identify relationships but cannot determine causality. A longitudinal approach in future research could help track how the relationships among perceived product quality, service quality, price value, brand image, self-congruity, overall satisfaction, and brand loyalty evolve over time. Such studies would provide a clearer understanding of the temporal dynamics influencing customer behavior. Thirdly, the reliance on self-reported data introduces potential biases, such as social desirability bias and common method bias. Future studies could mitigate these issues by incorporating mixed methods, including observational data, experimental designs, or transactional data from loyalty programmes, to validate findings and enhance the robustness of results.

Additionally, the study focused on the mediating effects of self-congruity and overall satisfaction but did not explore other potential mediators or moderators. Demographic factors such as age, gender, income, as well as situational variables like purchase frequency and loyalty programme membership, may affect the relationships

studied. Exploring these factors in future research could uncover conditional effects and provide a more nuanced understanding of customer behavior in the coffee shop industry. The study also concentrated on four key determinants of perceived product quality, perceived service quality, perceived price value, and brand image. While brand loyalty is influenced by a broader range of factors, future research should investigate additional determinants such as customer trust, emotional connections, and sustainability practices to enrich theoretical models and reflect the multifaceted nature of brand loyalty. Furthermore, this study did not explicitly address the impact of emerging customer trends such as digital marketing, online reviews, and sustainability initiatives on brand loyalty. Exploring the interplay between traditional and modern determinants in future research would offer insights into how technological advancements and evolving customer values shape brand loyalty dynamics. Another limitation is that purposive sampling was necessary due to the absence of a complete sampling frame of coffee shop customers in Klang Valley, which restricted the ability to employ probability-based sampling techniques.

Lastly, the data collection for this study relied solely on surveys, which captured subjective evaluations and may not have fully reflected actual customer behavior. Future studies could employ mixed methods such as interviews, focus groups, or ethnographic studies to gain deeper insights into customers' underlying motivations and actions. In conclusion, addressing these limitations through future research will enhance the theoretical understanding of brand loyalty while providing actionable insights for practitioners in the coffee shop industry. Expanding the scope, adopting more robust methodologies, and integrating contemporary customer trends will contribute to a more comprehensive understanding of the factors driving brand loyalty in this competitive sector. By addressing these limitations and broadening the investigation, future studies can build on the current findings to offer deeper and more holistic insights into the dynamics of brand loyalty in the coffee shop industry.

5.7 Conclusion

Valuable insights have been presented on the factors influencing brand loyalty in the coffee shop industry, with a focus on urban areas in the Klang Valley, Malaysia. By examining the effects of perceived product quality, perceived service quality, perceived price value, and brand image along with the mediating roles of self-congruity and overall satisfaction, the research offers a holistic model grounded in the European Customer Satisfaction Index (ECSI) model. This framework captures both the direct and indirect mechanisms that shape loyalty, providing a nuanced understanding of customer behavior in a highly competitive environment. Findings confirm that product and service quality are significant contributors to both self-congruity and overall satisfaction, highlighting the importance of consistent performance in fostering emotional alignment and positive experiences. Price value also emerges as a meaningful factor in influencing satisfaction, particularly in markets where customers are highly responsive to value perceptions. Self-congruity and satisfaction serve as critical mediators, demonstrating how identity alignment and experiential fulfilment translate into long-term brand loyalty. Emotional connection with the brand and overall contentment with the experience play central roles in securing repeated patronage and customer advocacy.

Contextual relevance is enhanced through the focus on the Klang Valley's growing coffee shop sector, addressing a recognized gap in brand loyalty research in emerging markets. Practical implications are evident for coffee shop operators and marketers, who are encouraged to strengthen brand identity, maintain high product and service standards, implement transparent and value-driven pricing, and tailor customer experiences to reinforce satisfaction and self-congruity. Strategic alignment of these elements can significantly enhance customer attachment and loyalty. Several limitations are acknowledged, including the regional scope and use of cross-sectional data, which restrict broader generalization and do not allow causal inference. Future investigations could expand to other geographic locations, incorporate longitudinal or mixed-method approaches, and include additional constructs such as brand trust, emotional attachment, or digital engagement to enrich understanding of loyalty formation.

In conclusion, the integration of functional, emotional, and psychological dimensions into a unified model advances both theoretical and applied knowledge on

brand loyalty. The validated relationships among quality perceptions, brand image, self-congruity, satisfaction, and loyalty contribute to a more comprehensive understanding of how customers form lasting brand relationships in lifestyle-oriented service industries. These insights can be applied not only within the coffee shop sector but also across related customer-focused domains seeking to strengthen customer loyalty. Eventually, the findings highlight how Malaysia's evolving coffee culture shapes consumer identity, influencing the ways customers connect with and remain loyal to local coffee shop brands. By engaging with coffee offerings, cafe environments, and social experiences, consumers develop a sense of identity that aligns with their lifestyle and preferences. This study shows that brand loyalty is driven not only by functional satisfaction but also by the emotional and cultural meanings attached to coffee experiences in offering perspectives for coffee shop operators to strengthen customer attachment and long-term loyalty.

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APPENDICES

APPENDIX 1

Demographic Profile

Demographic		Frequency	Percent
Gender	Female	221	49.2
	Male	228	50.8
Age	18 – 24	236	52.6
	25 – 34	99	22.0
	35 – 44	34	7.6
	45 – 54	29	6.5
	55 – 64	30	6.7
	65 and above	21	4.7
Academic Level	No formal education	25	5.6
	Primary/Secondary	191	42.5
	Tertiary	229	51.0
	Others	4	.9
Religion	Islam	164	36.5
	Buddhist	130	29.0
	Hinduism	139	31.0
	Christian	16	3.6
	Others	0	0
Ethnicity	Malay	164	36.5
	Chinese	146	32.5
	Indian	139	31.0
	Others	0	0
Occupation	Government	139	31.0
	Private	92	20.5
	Self Employed	38	8.5
	Retired	28	6.2
	Unemployed	19	4.2
	Student	133	29.6

Monthly Income	Less than RM1,500	44	9.8
	RM1,501-RM2,500	106	23.6
	RM2,501-RM5,000	102	22.7
	RM5,001-RM7,500	22	4.9
	RM7,501-RM10,000	8	1.8
	More than RM10,000	3	.7
	RM0	164	36.5
Visit frequency	Once a month or less	80	17.8
	2-3 times a month	189	42.1
	1-2 times a week	124	27.6
	3-5 times a week	41	9.1
	More than 5 times a week	15	3.3
Average spending	Less than RM10	24	5.3
	Around RM10 to RM30	201	44.8
	Around RM30 to RM50	162	36.1
	Around RM50 to RM70	42	9.4
	More than RM70	20	4.5
Average time spent	Less than 30 minutes	34	7.6
	Around 30 to 60 minutes	143	31.8
	Around 1 to 2 hours	212	47.2
	Around 2 to 3 hours	40	8.9
	More than 3 hours	20	4.5

APPENDIX 2

SURVEY QUESTIONNAIRE – ENGLISH VERSION

Section A: Consent		
Item Code	Statement	Response Options
A1	I voluntarily consent to participate in this survey.	Yes / No
Section B-I: Filter Questions		
Item Code	Statement	Response Options
B1	Have you bought drinks or food from coffee shops in urban areas in the last six months?	Yes / No
B2	Which area do you stay in?	Klang Valley / Other Urban Area
Section B-II: Demographic Profile		
Item Code	Question	Response Options
B3	Gender	Male / Female
B4	Age	18–24, 25–34, 35–44, 45–54, 55–64, 65+
B5	Religion	Islam, Buddhist, Hindu, Christian, Others

B6	Highest Academic Level	No formal education, Primary/Secondary, Tertiary, Others
B7	Ethnicity	Malay, Chinese, Indian, Others
B8	Occupation	Government, Private, Self-employed, Retired, Unemployed, Student
B9	Monthly Income	<RM1,500, RM1,501–2,500, RM2,501–5,000, RM5,001–7,500, RM7,501–10,000, >RM10,000, No income
B10	Frequency of coffee shop visits	Once a month or less, 2–3/month, 1–2/week, 3–5/week, >5/week
B11	Average spending per visit	<RM10, RM10–30, RM30–50, RM50–70, >RM70
B12	Average time spent per visit	<30 mins, 30–60 mins, 1–2 hrs, 2–3 hrs, >3 hrs
B13	Types of beverages usually purchased	Coffee, Tea, Refreshers, Specialty drinks, Chocolate drinks, Others
B14	Top 3 favorite coffee shops	ZUS, Gigi, San Francisco, Bask Bear, Richiamo , Kee Nguyen, Kopi Saigon, He & She

Section C: Perceived Product Quality (PPQ)		Likert Scale				
Items		1	2	3	4	5
PPQ1: The coffee shop brand that I frequently visit serves very tasty coffee.						

PPQ2: The coffee shop provides authentic coffee taste.

PPQ3: The coffee presentation in the coffee shop is visually attractive.

PPQ4: The coffee shop offers high quality coffee.

PPQ5: The coffee shop has the most excellent quality, so it makes me want to consume it constantly.

Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree

Section D: Perceived Service Quality (PSQ)	Likert Scale				
Items	1	2	3	4	5
PSQ1: The service of the coffee shop brand I frequently visit is pleasant.					
PSQ2: Coffee shops are committed to deliver their best service.					
PSQ3: Employees are not too busy to respond promptly.					
PSQ4: I feel safe doing transactions with the coffee shop's employees.					
PSQ5: Employees give customers personal attention.					
Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree					

Section E: Perceived Price Value (PPV)		Likert Scale				
Items	1	2	3	4	5	
PPV1: The coffee shop offers the best price plan that meets my needs.						
PPV2: The price charged is reasonable.						
PPV3: The cost seems appropriate for what I get.						
PPV4: The shop offers better pricing than others with similar products.						
PPV5: Prices are in accordance with the coffee shop's value.						
Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree						

Section F: Brand Image (BI)		Likert Scale				
Items	1	2	3	4	5	
BI1: The brand I frequently visit is reliable.						
BI2: The brand carries a professional image.						
BI3: The brand gives social contributions to society.						
BI4: The brand is innovative and forward-looking.						
BI5: The brand adds value to my social prestige.						
Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree						

Section G: Self-Congruity (SC)		Likert Scale				
Items	1	2	3	4	5	
SC1: Customers have an image consistent with my own.						
SC2: Customers have an image consistent with how others see me.						
SC3: Customers have an image consistent with how I would like to see myself.						
SC4: Customers have an image consistent with how I want others to see me.						
SC5: The image of typical visitors is very consistent with how I see myself.						
Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree						

Section H: Overall Satisfaction (OS)		Likert Scale				
Items	1	2	3	4	5	
OS1: I am satisfied with the coffee shop brand I frequently visit.						
OS2: I really enjoyed myself at the coffee shop.						
OS3: Considering all experiences, my decision to visit was wise.						
OS4: The product quality and service fulfil my expectations.						
OS5: Overall, I am satisfied with the coffee shop.						

Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree

Section I: Brand Loyalty (BL)	Likert Scale				
Items	1	2	3	4	5
BL1: I will say positive things about the coffee shop.					
BL2: I will recommend the coffee shop to others.					
BL3: I will encourage friends and relatives to patronize the shop.					
BL4: I am more likely to patronize this coffee shop in the future.					
BL5: I will continue purchasing even if prices increase.					
Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree					

APPENDIX 3

VERSI BAHASA MELAYU

Bahagian A: Persetujuan Termaklum		
Kod Item	Penyataan	Pilihan Jawapan:
A1	Saya secara sukarela bersetuju untuk mengambil bahagian dalam soal selidik ini.	Ya / Tidak
Bahagian B-I: Soalan Tapisan		
Kod Item	Penyataan	Pilihan Jawapan:
B1	Adakah anda pernah membeli minuman atau makanan dari kedai kopi di kawasan bandar dalam tempoh enam bulan yang lepas?	Yes / No
B2	Kawasan manakah anda tinggal?	Lembah Klang / Kawasan Bandar Lain
Bahagian B-II: Profil Demografi		
Kod Item	Soalan	Pilihan Jawapan:
B3	Jantina	Lelaki / Perempuan
B4	Umur	18–24, 25–34, 35–44, 45–54, 55–64, 65+
B5	Agama	Islam, Buddha, Hindu, Kristian, Lain-lain

B6	Tahap Pendidikan Tertinggi	Tiada pendidikan rasmi, Sekolah rendah / menengah, Pendidikan tinggi, Lain-lain
B7	Bangsa	Melayu, Cina, India, Lain-lain
B8	Pekerjaan	Kerajaan, Swasta, Bekerja sendiri, Bersara, Tidak bekerja, Pelajar
B9	Pendapatan Bulanan	<RM1,500, RM1,501–2,500, RM2,501–5,000, RM5,001–7,500, RM7,501–10,000, >RM10,000, Tiada pendapatan
B10	Kekerapan lawatan ke kedai kopi	Sebulan sekali atau kurang, 2–3 kali/sebulan, 1–2 kali/seminggu, 3–5 kali/seminggu, >5 kali/seminggu
B11	Purata belanja setiap lawatan	<RM10, RM10–30, RM30–50, RM50–70, >RM70
B12	Purata masa di kedai kopi	<30 minit, 30–60 minit, 1–2 jam, 2–3 jam, >3 jam
B13	Jenis minuman yang biasa dibeli	Kopi, Teh, Minuman penyegar, Minuman istimewa, Minuman coklat, Lain-lain
B14	3 kedai kopi kegemaran	ZUS, Gigi, San Francisco, Bask Bear, Richiamo, Kee Nguyen, Kopi Saigon, He & She

Bahagian C: Kualiti Produk Yang Dipersepsikan (PPQ)		Likert Scale				
Item		1	2	3	4	5
PPQ1: Jenama kedai kopi yang saya sering kunjungi menyajikan kopi yang sangat lazat.						

PPQ2: Kedai kopi ini menyediakan rasa kopi asli.

PPQ3: Persembahan kopi di kedai kopi ini menarik secara visual.

PPQ4: Kedai kopi ini menawarkan kopi berkualiti tinggi.

PPQ5: Kedai kopi ini mempunyai kualiti yang paling baik, jadi ia membuatkan saya ingin mengambilnya secara berterusan.

Skala: 1 = Sangat tidak bersetuju, 2 = Tidak bersetuju, 3 = Tidak pasti, 4 = Bersetuju, 5 = Sangat bersetuju

Bahagian D: Kualiti Perkhidmatan Yang Dipersepsikan (PSQ)		Likert Scale				
Item		1	2	3	4	5
PSQ1: Perkhidmatan jenama kedai kopi yang saya sering kunjungi ini adalah baik.						
PSQ2: Kedai kopi komited untuk memberikan perkhidmatan terbaik mereka.						
PSQ3: Pekerja kedai kopi tidak terlalu sibuk untuk menjawab permintaan pelanggan dengan segera.						
PSQ4: Saya berasa selamat melakukan transaksi dengan pekerja kedai kopi.						
PSQ5: Pekerja kedai kopi memberikan perhatian khas kepada pelanggan.						
Skala: 1 = Sangat tidak bersetuju, 2 = Tidak bersetuju, 3 = Tidak pasti, 4 = Bersetuju, 5 = Sangat bersetuju						

Bahagian E: Nilai Harga Yang Dipersepsikan (PPV)		Likert Scale				
Item		1	2	3	4	5
PPV1: Jenama kedai kopi yang saya sering kunjungi menawarkan pelan harga terbaik yang memenuhi keperluan saya. PPV2: Harga minuman dan makanan yang dikenakan oleh kedai kopi ini adalah berpatutan. PPV3: Caj kos oleh kedai kopi nampaknya sesuai untuk apa yang saya dapat. PPV4: Secara umum, kedai kopi menawarkan harga yang lebih baik berbanding kedai kopi lain dengan produk yang sama. PPV5: Harga minuman dan makanan dari kedai kopi yang sering saya kunjungi adalah sesuai dengan nilainya.						
Skala: 1 = Sangat tidak bersetuju, 2 = Tidak bersetuju, 3 = Tidak pasti, 4 = Bersetuju, 5 = Sangat bersetuju						
Bahagian F: Imej Jenama (BI)		Likert Scale				
Item		1	2	3	4	5
BI1: Jenama kedai kopi yang saya sering kunjungi boleh dipercayai. BI2: Jenama kedai kopi yang saya sering kunjungi mengetengahkan imej profesional. BI3: Jenama kedai kopi yang saya sering kunjungi memberikan sumbangan sosial kepada masyarakat.						

BI4: Jenama kedai kopi yang saya sering kunjungi adalah inovatif dan berpandangan ke hadapan.

BI5: Jenama kedai kopi yang saya sering kunjungi menambah nilai kepada pengguna (prestij).

Skala: 1 = Sangat tidak bersetuju, 2 = Tidak bersetuju, 3 = Tidak pasti, 4 = Bersetuju, 5 = Sangat bersetuju

Bahagian G: Kongruiti Diri (SC)		Likert Scale				
Item		1	2	3	4	5
SC1: Para pelanggan kedai kopi mempunyai imej yang konsisten dengan imej saya sendiri.						
SC2: Para pelanggan kedai kopi mempunyai imej yang konsisten dengan cara orang lain melihat saya.						
SC3: Para pelanggan kedai kopi mempunyai imej yang konsisten dengan bagaimana saya ingin melihat diri saya sendiri.						
SC4: Para pelanggan kedai kopi mempunyai imej yang konsisten dengan cara saya ingin orang lain melihat saya.						
SC5: Imej pengunjung tipikal kedai kopi yang sering saya lawati sangat konsisten dengan cara saya melihat diri saya sendiri.						

Skala: 1 = Sangat tidak bersetuju, 2 = Tidak bersetuju, 3 = Tidak pasti, 4 = Bersetuju, 5 = Sangat bersetuju

Bahagian H: Kepuasan Keseluruhan (OS)	Likert Scale				
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Item	1	2	3	4	5
OS1: Saya berpuas hati dengan jenama kedai kopi yang saya sering kunjungi.					
OS2: Saya sangat menikmati jenama kedai kopi yang saya sering kunjungi.					
OS3: Mempertimbangkan semua pengalaman saya dengan jenama kedai kopi yang saya sering kunjungi, keputusan saya untuk melawatnya adalah satu keputusan yang bijak.					
OS4: Kualiti produk dan perkhidmatan jenama kedai kopi yang saya sering kunjungi memenuhi jangkaan saya.					
OS5: Secara keseluruhan, saya berpuas hati dengan jenama kedai kopi yang saya sering kunjungi.					
Skala: 1 = Sangat tidak bersetuju, 2 = Tidak bersetuju, 3 = Tidak pasti, 4 = Bersetuju, 5 = Sangat bersetuju					

Bahagian I: Kesetiaan Jenama (BL)	Likert Scale				
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Item	1	2	3	4	5
BL1: Saya akan mengatakan perkara positif tentang kedai kopi yang saya pergi kepada orang lain.					
BL2: Saya akan mengesyorkan kedai kopi kepada sesiapa yang meminta nasihat saya.					

BL3: Saya akan menggalakkan rakan dan saudara mara untuk membeli dengan kedai kopi yang saya pergi.

BL4: Saya lebih cenderung untuk mengunjungi kedai kopi ini pada masa hadapan.

BL5: Saya akan membeli dari kedai kopi ini walaupun ia menaikkan harga pada perkhidmatannya.

Skala: 1 = Sangat tidak bersetuju, 2 = Tidak bersetuju, 3 = Tidak pasti, 4 = Bersetuju, 5 = Sangat bersetuju

APPENDIX 4

RESEARCH ETHIC FORM

www.uitm.edu.my	
	Pejabat Timbalan Naib Canselor (Penyelidikan dan Inovasi)
Reference : 600-TNCPI (5/1/6)	
Our reference : REC/07/2024 (PG/MR/319)	
Date : 1445H محرم 18	
	24 July 2024
Ms Nur Adriana Yusli - 2023551459 (Supervisor: Dr Ahmad Esa Abdul Rahman) Faculty of Hotel and Tourism Management UiTM Campus Puncak Alam 42300 Bandar Puncak Alam SELANGOR	
and Greetings سلام عليكم ورحمة الله وبركاته	
Ms	
APPROVAL LETTER - UiTM RESEARCH ETHICS COMMITTEE	
Thank you for submitting your research proposal to the Research Ethics Committee (REC). After considering your application, the Committee approved your proposal titled "Exploring The Determinants and The Mediating Effects of Self-Congruity and Overall Satisfaction on Brand Loyalty of Coffee Shops in The Urban Area of Klang Valley: An Adaptation of ECSI Model" at the Klang Valley. Details of the approval are as follows:	
Ref. number:	REC/07/2024 (PG/MR/319)
Approval Period:	24 July 2024 until 1 March 2025
Authorised personnel:	1. Nur Adriana Yusli 2. Dr Ahmad Esa Abdul Rahman 3. Dr Muhammad Safuan Abdul Latip
The UiTM Research Ethics Committee operates in accordance to the ICH Good Clinical Practice Guidelines, Malaysian Good Clinical Practice Guidelines and the Declaration of Helsinki. The approval of this project is conditional upon your continuing compliance with these guidelines and declaration.	
We draw to your attention the requirement that a report on this research, must be submitted every 12 months from the date of the approval or on the completion of the project, whichever occurs first. Failure to submit reports will result in withdrawal of consent for the project to proceed. Amendments, if any, to the study documents are to be submitted to the REC for approval.	
If you require further information, please contact the REC Secretariat at 03-55448069/03-55442794 or email at recsecretariat@uitm.edu.my.	
اوسنها، تقوى، موليا "MALAYSIA MADANI" "BERKHIDMAT UNTUK NEGARA"	
Yours sincerely,	
(EMERITUS PROFESSOR/DATO' DR RAYMOND AZMAN ALI) Chairman UiTM Research Ethics Committee	
c.c.: Deputy Dean (RI), Faculty of Hotel and Tourism Management, UiTM	
Universiti Teknologi MARA Aras 3, Bangunan Wawasan 40450 Shah Alam, Selangor, MALAYSIA Tel: (+603) 5544 2004/2255 Faks: (+603) 5544 2070	
 	

AUTHOR'S PROFILE



Nur Adriana Binti Yusli obtained Bachelor of Science (Hons.) in Foodservice Management in 2023 from Universiti Teknologi MARA, Dungun Campus and is currently pursuing Master of Science in Foodservice Management at Universiti Teknologi MARA, Puncak Alam Campus. The master's thesis focuses on the determinants of brand loyalty in coffee shops within the urban area of the Klang Valley, specifically examining the mediating effects of self-congruity and overall satisfaction using an adaptation of the European Customer Satisfaction Index (ECSI) model. The study involves the development of a conceptual framework, hypothesis testing, and data analysis using SmartPLS to evaluate both direct and mediating relationships among key constructs. Research interests include customer behaviour, brand experience, and strategic marketing in the food and beverage industry.

LIST OF PUBLICATIONS:

- Yusli, N. A., Latip, M. S. A. and Rahman, A. E. A. (2024) Unravelling the nexus: A conceptual exploration of the interplay between self-congruity, satisfaction, and brand loyalty in urban coffee shops. *Voice of Academia: Academic Series of Universiti Teknologi MARA Kedah*, 20(2), 159-177. ISBN 9772682784004
- Yusli, N. A., Latip, M. S. A. and Rahman, A. E. A. (2024). Deciphering brand loyalty dynamics in urban coffee shops through the ECSI model: A conceptual paper. *International Journal of Entrepreneurship and Management Practices*, 7(25), 260-270. 10.35631/IJEMP.725022.