

**UNIVERSITI TEKNOLOGI MARA**

**RESTAURANT ATTRIBUTES ON  
CUSTOMER SATISFACTION AND  
BEHAVIOUR INTENTION: A CASE  
STUDY OF SAN FRANCISCO COFFEE**

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## ABSTRACT

San Francisco Coffee is a local gourmet coffee joint and a direct competitor to international coffee joint such as Starbucks and Coffee Bean. They are sharing a similar business model and were established within the same time frame. However, San Francisco Coffee is the slowest in terms of business location and sales revenue. One finding stated that San Francisco Coffee was the less preferred coffee joint by the customers. The aim of this study is to identify the attributes that lead to customer satisfaction and their behavioural intention to the restaurant attributes in San Francisco Coffee and how these attributes have an effect on customer satisfaction and behavioural intention. Pearson Correlation and Multiple Regression were used in getting more insight of the relationship. Findings showed the restaurant attributes has a positive relationship to customer satisfaction and behavioural intention. The findings would certainly help San Francisco Coffee and other coffee joint operators to plan on new strategies which can help in increasing the level of customer satisfaction and to bring out positive behavioural intention.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

This chapter will delineate the background of the study, problem statements, research objectives and research questions. In addition, the conceptual framework, research hypotheses and also significance of the study will be discussed.

### **1.2 BACKGROUND OF THE STUDY**

According to the National Coffee Association (2015), coffee cultivation was started circa 15<sup>th</sup> century in Yemen and Arabian Peninsular. By 17<sup>th</sup> century, European travellers brought coffee to Europe and coffee has since becoming popular in the continent. Coffee was not only consumed at home, but also in coffee houses which frequented by people for all kind of social activity. As the popularity and the demand for coffee increased, the European tried to cultivate coffee outside of the African continent. In Asia, coffee was mainly planted in Indonesian region by the Dutch.

In Europe, especially Italy, the coffee culture was very famous and Italian-American immigrant community has brought this culture into the American shore by the year 1950s-1960s and Starbucks has made the concept popular by creating their own way of retailing standardized café (Rahman, 2010). After making their milestone in the United States of America, Starbucks widens their business in 12,240 location throughout the world including Malaysia.

The coffee drinking culture has started as early as 1900 in Malaya. Malaysians enjoy coffee or tea when visiting relatives or neighbours when the owner of the house will serve coffee or tea to the guest as appreciation of their visiting to the owner's house. In other situation, there were a few coffee shops during that period that served coffees as well as local and traditional delicacies (Foo, Bajuri & Wong, 2013). These coffee shops served as meeting place for people of all walks of life and eventually evolved along the time period and modernization (Foo et al, 2013). Time and progress