CAFÉ CHOICES OF YOUTH: PERSPECTIVE OF UNIVERSITY STUDENTS

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ABSTRACT

Attracting customers to a café requires more than just offering delectable food options. Thus, the purpose of this study is to gain a comprehensive understanding of why youth from Universiti Teknologi MARA (UiTM) Sabah branch visit cafes in Kota Kinabalu, Sabah. The study aims to identify the five atmospheric-related factors such as facility aesthetics, lighting, ambience, spatial arrangement, and ambient intelligence that drive these visits and how these factors impact the choices and experiences of the youth. By focusing on this demographic and location, the researchers can provide valuable insights into the motivations behind café visits and potentially contribute to the cafe industry, urban planning, and marketing strategies tailored to this target audience. A quantitative method was used to distribute the online questionnaires. 230 students participated in the study. The study sheds insights into the significance of various atmosphere factors and provides valuable guidance for café owners and marketers aiming to cater to the preferences of young customers. Finally, implications for future studies are suggested.

Keywords: Café, Atmosphere, Youth, Perception, Visit Intention

Introduction

Cafés serve as a second home for younger generations seeking a pleasant and strategic location to do business. Nonetheless, the number of cafés in Kota Kinabalu is increasing, and people go there to eat, drink, and relax while taking in the environment in the cafe décor. People are increasingly seeking and interested in a pleasant theme, design, and ecological environment in any dining facility. According to Wall and Berry (2007), customers may utilize the physical atmosphere to evaluate their experience

based on its function (quality of service and food, ambiance, design, and components in the location) and human connections (performance, behavior, and appearance of employees).

The primary reason for a visit is not merely to have a cup of coffee or tea (Suprina et al., 2020), but people are searching for something that will meet their needs and desires. This is because people often grow tired and uninterested in things that are familiar to them. This is why they seek out something unique and fresh. Most youth nowadays prefer to convene in a café where they can make noise, laugh, and converse (Arora, 2019). At this stage, it is crucial for youth, especially students, to socialize. Therefore, finding the proper location to work, discuss, and complete assignments is essential. Currently, many cafés provide a gorgeous and colorful ambience that elates and euphoria the youth (Arora, 2019), and thus, considering the ambience of the café shops will affect the behavioural intention of the youth.

Today's youth are less concerned with the quality of the food and more interested in other factors, such as the store's environment (Hussain & Ali, 2015). They felt that going to a café with a good ambience would encourage them to stay longer, making it simpler to accomplish their work and a more comfortable setting for them to do their assignments and participate in group discussions. Some restaurant business owners lack the idea to make an income and research about today's generation. Nowadays, café goers are not only looking for food and drinks but also consider additional elements such as the atmosphere of the café. Hence, through this study, the researcher aims to offer café owners valuable insights into the ambience that resonates with today's youth, thereby enhancing their understanding of the factors that drive youthful behavioural intentions to choose and enjoy café experiences. Once marketers gain all the knowledge and understanding of their target market, they can earn a competitive advantage and compete in the market (Beh et al., 2014). According to Jalil et al. (2016), today's customers eat out more frequently and are now trying to find the products and atmosphere that suit their wishes when deciding which eating establishment to choose.

The primary research question for this study is "What are the major drivers that attract young people to frequent café?". Therefore, the purpose of the study is to identify the youth visit intention in visiting cafés in Kota Kinabalu as well as to examine atmosphere factors that influence the youth visit intention to cafés in Kota Kinabalu. By addressing these questions, the researcher aims to provide valuable insights into the intricate relationship between atmosphere factors and youth behavior. This contributes to a deeper understanding of their café's preferences in Kota Kinabalu.

Literature Review

Cafés atmosphere

Cafés are also known as coffee houses, small eating and drinking establishments with a limited menu; initially, these establishments solely offered coffee (Britannica, 2021). Cafés are not only for pleasure and entertainment but also for business purposes such as meetings, discussions, and other social functions. Many studies have been conducted on the services and behavior of cafés. Understanding the customer's desires is paramount to ensuring the long-term viability of the business. Consequently,

entrepreneurs strive to comprehend the needs and preferences of their customers by creating an optimal business atmosphere (store atmosphere), aiming to capture attention and fulfill customer requirements (Suawa, 2018). In accordance with the Licensing Department, Mr. Sabdin Bin Abdul Ghani in Dewan Bandaraya Kota Kinabalu explained that there are three categories of cafés in the city. Firstly, there are coffee houses in the first-class category that offer high- quality amenities and are commonly located in hotels. Secondly, there is a second-class type of coffee house that provides a comfortable atmosphere and air conditioning, like Tealive and Yoyo. Lastly, the third-class category consists of coffee houses without air conditioning. A café must have an ambience that draws customers in. According to Santi & Radyan (2021), the atmosphere of a cafe or store pertains to the strategic use of visual communication, lighting, color, music, and scents to elicit perceptual and emotional reactions from customers, thereby influencing their purchasing behavior. To ensure a customer return to the café, it is important to create and maintain a pleasant atmosphere. Having a unique café concept or merchandise may attract customers to take photos and share them on social media platforms like Instagram, Facebook, or TikTok. Jupowicz-Ginalska and Paták (2018) assert that online content, including opinions from anonymous individuals, can exert a substantial influence on individuals' decision-making and intentions, alongside recommendations from acquaintances and family members. This also serves as a subtle advertisement for the café. In this study, we will explore the five characteristics of café atmospheres. These include facility aesthetics, lighting, ambience, spatial arrangement, and ambient intelligence.

Facility aesthetics

According to Ngah et al., (2022) a restaurant's overall aesthetic encompasses its architectural layout and interior decoration, both of which significantly contribute to its appeal within the neighborhood. To ensure a positive customer experience, it is crucial for the restaurant to possess the appropriate paint, decor, and overall ambiance. The impact of atmospherics, specifically the physical design and décor elements, is crucial in determining the facility aesthetics that effectively communicate guests' beliefs, attitudes, and service expectations, ultimately leading to an enhanced customer experience (Simpong et al., 2022). Nowadays, youths are eager to spend hours at a café only to explore and assess its charm and distinctiveness. When someone is drawn to the aesthetics of a location, it makes the individual desire to return to the dining establishment and influences their attitude. It has been suggested that facility aesthetics, such as artwork, wall décor, furniture, colour, and flora, are key physical environment aspects that might elicit emotional reactions and perceived disconfirmation in consumers, potentially improving their behavioural intents, such as visit intention and word-of-mouth (Ryu & Jang, 2007; Ryu & Han, 2011). This indicated that the aesthetics of a service environment setting influence how customers build their expectations or impressions, which can affect the chance that they will revisit.

Lighting

Light is essential for life because humans may feel cheerful in bright light, and adequate light is available in a place, whether it comes from a window or is illuminated by a bulb. Hence, light is a crucial component of the entire dining experience in every eating outlet. Ariffin et al., (2017) discovered that lighting, along with other atmospheric elements, affects customer perceptions of ambience, environment, and satisfaction. Ryu, K., & Jang, S. (2008) stated that lighting is the most influential physical stimulus within the

field in dining outlets. Lighting plays a significant influence on the ambience established in an eating outlet environment and can make a difference in whether customers find it welcoming and pleasurable. The way lighting is arranged, and the color schemes chosen to have a noteworthy influence on consumers' reactions and can trigger emotional responses. Detroja (2019) stated that an eating outlet should have adequate lighting so that customers can see the menu with ease. It is also essential to have sufficient lighting so that customers can properly evaluate the colour and presentation of their meals. The significance of lighting has been emphasised by Ramlee & Said (2014) as one of the factors that significantly affect human behaviour intention.

Ambience

According to Khoiroh (2023), a café must have an ambiance that attracts customers. This requires café entrepreneurs to think critically and come up with innovative café concepts to attract consumers. One strategy involves curating a café atmosphere, which means intentionally designing the environment, including elements such as building design, lighting, spatial layout, aromas, colors, shapes, and sounds. Omar et al. (2023) has also stated that Various environmental factors, such as music, store layout, and decorations, can have a significant impact on customer behavior. The goal is to create an emotional impact on consumers, ultimately sparking their interest and encouraging them to make purchasing decisions. Han & Ryu (2009) stated that an appealing ambience might create a distinct and unique environment. While visiting a particular site, each of these factors that influence the atmosphere and mood of the place might enhance the customer experience. It may be argued that Wall & Berry (2007) indicated that while food quality is the most essential basis for an eating facility's success, the atmosphere and service performance must also significantly influence the customer's perception of a particular business.

Spatial arrangement

Spatial arrangement is also known as the spatial layout. Ryu & Jang (2008) classified spatial arrangement from facility aesthetics since the essence of spatial arrangement revolves around psychological and physical features inside the dining space, such as crowdedness and ease of movement, as opposed to facility aesthetics, which emphasizes aesthetic aspects that create an appealing image or setting such as photographs, wall decorations, and flowers. Omar et al. (2023) have emphasized that the arrangement of furniture and equipment in a dining establishment can significantly affect the likelihood of customers returning to the establishment. Han & Ryu (2009) stated that a table and seating arrangement is necessary for an eatery patron since they require ample space to walk about and comfortable chairs. Hence, if customers sit too close to the customers next to them, they may experience both physical and psychological discomfort. Namkung & Jang (2008) assert that one of the key elements in promoting high customer satisfaction in a restaurant or café is the spatial layout, particularly the seating arrangement. Planning a layout is a crucial first step for every café owner or business operator.

Ambient intelligence

The cafés have created a customer-friendly environment by considering today's social culture and the internet-dependent lifestyle. In Sharma's (2012) study, the researcher stated that the presence of WiFi networks in cafés provides people with that 'internet'

environment, which is almost indispensable to carrying out their day-to-day activities, be it learning, doing business, or socializing. Furthermore, O'Keeffe (2018) stated that offering free WiFi will allow customers to stay longer while also boosting the café's profits. In conclusion, having WiFi in a café or other eating facility has advantages for both the owners of the establishment and the customers.

Behavioural intentions

The approach behaviors represent all positive behavioural intentions directly or indirectly affected by the atmospheres. As the customers meet all the five dimensions and feel satisfied with them, revisiting the establishment is already guaranteed. As stated by Kement et al. (2021), the environment's atmosphere has the potential to affect customer expectations and emotions, leading to behavioural outcomes like repeat visits, word-of-mouth recommendations, and a willingness to pay a premium. The positive behavioural intention is a customer's intention to return to a specific establishment or café and can be determined by their willingness to repurchase and purchase more in the future. There are three factors that are being explored in behavioural intentions, according to Turhan et al. (2013), which are willingness to pay more, purchase intention, and brand recommendation. Everyone is willing to pay more if one likes the product or hospitality that is served, which gives no hesitation in not paying more for it. As for purchase intention, Morwitz et al. (2007) defined it as a situation in which a consumer is propelled to purchase a product according to certain conditions. Moreover, in Turhan et al. (2013) study, a brand recommendation can be referred to as word of mouth, and it applies informal communications between private parties concerning the evaluations of goods and services or the store brand rather than formal complaints to firms and/or personnel. As a result, outstanding service performance, atmosphere, and quality will undoubtedly result in favourable behavioural intentions among the young people.

Research Question
The primary question driving this study is as follows: What are the key factors that consistently draw young individuals to frequent cafes?

Methodology

Data collection
The study aimed to collect data on the impact of atmospheric variables in cafes on consumer decisions, specifically among young individuals from the UiTM Sabah branch who frequently visit cafes in Kota Kinabalu, Sabah. The research utilized a quantitative approach and convenience sampling, distributing online questionnaires to 230 students. The online questionnaires were exclusively distributed to UiTM Sabah branch students at the Kota Kinabalu campus via social media.

Research design
Furthermore, the quantitative research method has been used where it deals with quantifying and analyzing variables to get results where it involves the utilization and analysis of numerical data using specific statistical techniques to answer questions like what, who, when, where how many, how much, and how (Apuke, 2017). It typically means that the preferences must be identified and that many respondents were involved. In ChongKa's (2018) study framework, the independent variables consist of

four, which are facility aesthetics, lighting, ambience, and spatial arrangement, whereas the dependent variable is the visit intention. In this study, the researchers adopted all four independent variables. The researchers also added one independent variable, which is ambient intelligence, adapted from the study by Abdul Jalil et al. (2018). In their study, five dimensions of café atmospherics were mentioned, which are facility aesthetic, ambient intelligence, employee factor, lighting, and music, but in this study, the researchers will only choose ambient intelligence and combine it with ChongKa's study framework. All five dimensions were not taken fully in Abdul Jalil's study because employee factors and music are not what the researchers planned to research. Nonetheless, according to Levy and Weitz (2004), music is already one of the elements of ambience.

Instrument

The survey consisted of three parts. Section A gathers demographic information, including the respondents' name, gender, age, race, education level, and monthly allowance or pocket money. Section B focuses on the respondents' interest in visiting a café in Kota Kinabalu. Section C measures the café's atmosphere, including five independent variables: facility aesthetics, lighting, ambiance, spatial arrangement, and ambient intelligence. Sections A and B require the respondent to fill in the blanks or choose from provided options, while Section C uses a Likert Scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The survey is available in multiple languages.

Population and sample

The participants of the study were students from Universiti Teknologi MARA (UiTM) Sabah Branch, Kota Kinabalu Campus. According to the Senior Assistant Registrar of Academic Affairs at UiTM Sabah, there are 4571 students enrolled for the semester from October 2022 until February 2023 at this campus. Out of them, 241 students completed the online survey, but 11 were excluded because they did not specify a café in Kota Kinabalu. The 230 respondents' data were analysed using SPSS version 28 for the descriptive and reliability analyses required to respond to the research questions for the study.

Findings and Discussion

Demographic profile

There were 230 respondents, consisting of both males and females. The result showed that there were 53.9% of female respondents and 45.7% of male respondents. It is likely that more female respondents participated in the distributed questionnaire during the study. Of the 86 students who participated, 80 were between the ages of 18-21 years old, and six were between the ages of 26-30 years old. The highest number of respondents were between the ages of 22-25 years old. Most of the respondents, comprising 144 individuals, were from the Sabah Natives Group. Fifteen respondents were from the Sarawak Natives Group, 66 were Malay, and five were from other groups within the 22-25 age range. To sum up, the Sabah Natives Group had the most respondents in this study. According to this study, most respondents had a bachelor's degree (147), followed by diploma students (73), and only a few (3) had a master's degree, while the rest (1) had a Ph.D. The analysis shows that most respondents (35.2%) were from the Faculty of Management and Business. In terms of monthly

allowance, about 33.9% of respondents received below RM200, while 32.6% received RM200-RM399, 19.6% received RM400-RM599, and 12.2% received more than RM600. It is worth noting that most respondents earned less than RM200 per month.

Top Five Most Visited Cafes in Kota Kinabalu

The result of Section B, which is Youth Intention in Visiting Cafés in Kota Kinabalu, was projected by describing the frequency distribution of the data method. According to the questionnaire answers received by the respondents, the researchers only took the top five cafés that the respondents listed. Table 1 shows the top five cafes that the students of UiTM Sabah Branch frequently visit.

Table 1: Top Five Most Visited Cafes in Kota Kinabalu

Item	N	%
Upperstar Café & Bar	34	14.8
Starbucks Cafe	23	10.0
Café Manukan	21	9.1
Nook Café	14	6.1
Kopi Ping Cafe	10	4.3

Table 2 indicates that the variables of the atmosphere of a cafe can influence the youth's intention of visiting the cafe in Kota Kinabalu.

Table 2: Descriptive Analysis of Youth Intention in Visiting Cafés

Questions		N	%
2. Will you visit the café again in the future?	Maybe	35	15.2
	Yes	178	5.2
	No	12	77.4
3. Would you recommend the café to your family, friends, or others?	Maybe	34	15.2
	Yes	176	7.4
	No	17	76.5
4. Are you willing to stay in the café longer than you intended?	Maybe	55	23.9
	Yes	146	63.5
	No	29	12.6
5. Does the price range influence your interest in visiting a café?	Maybe	41	17.8
	No	32	13.9
	Yes	157	68.3
6. When visiting a café, do you place a high priority on the menu variety?	Maybe	25	10.9
	No	20	8.7
	Yes	182	79.1

7. Does the café in Kota Kinabalu meet your expectations?	Maybe	67	29.1
	No	21	9.1
	Yes	137	59.6
8. What is your primary intention for visiting a café?	Meals & Drinks	65	28.3
	Meals & Drinks, Relaxation	56	24.3
	Relaxation	31	13.5
	Meals & Drinks, Discussion & Revision, Relaxation	17	7.4
	Gathering/Social Center, Meals & Drinks, Relaxation	11	4.8
9. What features do you think a café should have?	WiFi, The Appropriate Music, Clean & Tidy, Pleasant Aroma & Scent, Attractive Furniture/Décor, Air-Conditioner, Mobile Payment	39	17.0
	WiFi, The Appropriate Music, Clean & Tidy, Consumable Goods, Pleasant Aroma & Scent, Attractive Furniture/Décor, Air-Conditioner, Mobile Payment	32	13.9
	WiFi, Appropriate Music, Clean and tidy, Pleasant Aroma and Scent, Air-Conditioner, Mobile Payment	16	7.0
	WiFi, Clean & Tidy, Pleasant Aroma & Scent, Attractive Furniture/Décor, Air-Conditioner, Mobile Payment	13	5.7
	WiFi	8	3.5
10. What attracts you the most when you visit a café in Kota Kinabalu?	Good and Stable WiFi Connections, Appropriate Music, Ambience, Attractive Furniture/Décor, Clean and Tidy	45	19.6
	Ambience, Clean & Tidy	22	9.6
	Ambience	17	7.4
	Ambience, Attractive Furniture/Décor, Clean & Tidy	17	7.4
	Good and Stable WiFi Connection, Appropriate Music, Ambience, Clean and Tidy	12	5.2

Atmosphere factors influencing youth's café visit intention in Kota Kinabalu

Descriptive analysis was done to obtain the mean scores and standard deviations for these five variable groups which are facility aesthetic, lighting, ambience, spatial arrangement, and ambient intelligence. According to the table 3 below, the mean scores of facility aesthetics ranged between 3.94 and 4.02, almost giving a positive behaviour to visit the café again. Based on the analysis in Table 3, the mean scores for the floor and overall interior design were 4.00 and 4.02. These findings show that the respondents wer happy with the flooring, table setting, and overall interior design in this café. Lighting was between 3.73 and 3.92. This shows that the respondents were not happy with the lighting of the café. The ambience of the café results shows that the higher the mean is 4.11. This shows that the customers are very satisfied with the cleanliness and colour scheme of the café. With mean scores of 3.94 to 3.97, to sum up, the spatial arrangement of the café is not really attracting customer intention. Lastly, the ambient intelligence mean score is not satisfied with the overall WiFi quality in the

café, which scores 3.35 to 3.49. However, the overall Cronbach's alpha value among five variables in the data came out to be higher than the threshold of 0.7 and is found to be closer to 1. The researcher also uses Cronbach's alpha to determine the reliability between the dependent and independent variables. The Cronbach's alpha result shows the closest relationship between the variables.

Table 3: Descriptive Analysis of Variable Items

Variable Items	α	Mean	SD
IV 1: Facility Aesthetic	0.914		
The flooring in this café is high quality.		3.94	0.894
The flooring in this café makes me feel comfortable.		4.00	0.899
The furniture in this café is high quality.		3.94	0.951
The table setting in this café is visually attractive.		3.92	0.956
The overall interior design in this café is attractive.		4.02	0.941
IV 2: Lighting	0.874		
The lighting in this café makes me feel welcome.		3.89	0.935
The brightness of the lighting allows me to browse the menu.		3.92	0.943
The dinner of lighting gave me a relaxed feeling.		3.73	1.009
The attractiveness of the lighting enhances my perception of the café's image.		3.92	0.945
IV 3: Ambience	0.889		
The café's background music is pleasing.		3.88	1.003
This café's aroma is enticing.		3.97	0.925
The environment of this café is clean and tidy.		4.11	0.967
The café has a good colour scheme.		4.11	0.942
IV 4: Spatial Arrangement	0.910		
The efficiency of the store layout eases my entry and exit.		3.97	0.982
The creativeness of the store layout encourages me to stay longer.		3.94	0.940
This café's seating arrangement gives me enough space.		3.96	0.950
This café allows me to move easily.		3.96	0.975
IV 5: Ambient Intelligent	0.963		
I am happy with the overall WiFi quality in this café.		3.49	1.188
The WiFi in this café is easy to connect to.		3.49	1.192
I am happy with the speed of WiFi in this café.		3.41	1.200
I can clearly see the password displayed in this café.		3.35	1.216
The WiFi services in this café have a wide coverage.		3.43	1.201

Discussions

The results of this study indicate that the overall interior design and flooring in the café have a positive influence on the customers. The more frequent driver was interior design, both in favourable and unfavourable experiences. An attractive café that has attractive facility aesthetics will be recommended by others to their family and friends. It has been stated that facility aesthetics, such as artwork, wall decor, furniture, colour, and flora, are essential physical environment elements that can evoke emotional responses and perceived disconfirmation in customers, which could enhance their behavioural intentions, such as visit intention and word-of-mouth (Ryu & Jang, 2007; Ryu & Han, 2011). What can be concluded is that a good aesthetic in an establishment, especially a café, would make the customers have the intention to visit there again.

Lighting also plays a significant role in the café atmosphere factor. According to Detroja (2019), lighting plays a significant influence on the ambience established in an eating outlet environment and can make a difference in whether customers find it welcoming and pleasurable. As stated in the reliability test, the result of Cronbach's alpha for the lighting variable was 0.874, which is good and has a very close relation to the dependent variable, which is visit intention. It is proven by Ariffin et al. (2017) that efforts in enhancing the lighting and style of the eating outlet would easily save vast amounts for promotion and advertisement, as word of mouth would quickly spread around as well, and appropriate lighting can persuade youth to revisit the eating establishments. Not only that, but the significance of lighting has also been emphasised by Ramlee and Said (2014) as one of the factors that significantly affect human behaviour intention. However, the mean score among the students of UiTM Sabah students shows that there is a very close positive impact on the variable to reach for the café around Kota Kinabalu. This study has proven that this variable significantly impacts the youth who visit the café. This is because lighting is a crucial component of the overall eating experience in any eating outlet.

A proper ambience in a café has a positive influence on the youth's visit intention. Ambiences such as music, temperature, scent, and lighting are some main reasons youths visit the cafe. Moreover, Han and Ryu (2009) also stated that an attractive ambience could generate a unique atmosphere. In this discussion, the result of the ambience among the youth's intentions to visit the café shows the acceptance of the customer's preferences towards the café's ambiance. The Cronbach's alpha (α) is 0.889, and it shows a great value that customers will visit the café. However, the mean scores for all the statements of the ambience are close to 4. It shows a high level of uniqueness in the ambience. The statement is the environment of the café, which is cleanliness and tidiness, and the colour scheme has the highest mean value of 4.11. The younger generation prefers the colour scheme and cleanliness. The cafe owner or manager should keep cleanliness and choose the right colour to attract customers. This is very important in influencing the youth selection process to choose a place to eat. Consumers pay an increasing amount of attention to an establishment's ambience when they make patronage choices because the ambience affects their emotions (Rosenbaum, P. R. 2010).

This study was significant because it demonstrated that spatial arrangement had a strong relationship with the dependent variable, which is visit intention among UiTM Sabah students. As a result of Cronbach's alpha, the spatial arrangement reaches 0.910, which is good and has a close relationship to visit intention. In addition, Heung and Gu (2012) added that store layout in café should prioritize the seating arrangement, equipment, and furnishing, which will boost customer satisfaction and encourage them to spend more extended visits to the café. This study also proves that the youth, especially the UiTM Sabah students, are also attracted to the spatial arrangement of the café. However, the mean scores of the spatial arrangement among café in Kota Kinabalu show poor and unsatisfactory results in fulfilling the variable terms. Another research conducted by Beh et al. (2014) showed that poor layout design in a retail setting is more likely to cut down on spending efficiency, draw anger and impatience in customers, and lower their repurchasing intention. Nonetheless, these variables may be examined more to determine their significance.

Based on the research, ambient intelligence in a cafe has a positive influence on the youth's visit intentions. In this discussion, the ambient intelligence in a café is preferable, and the importance of the ambient intelligence among the young customers to visit the café. Besides, the youth generation is willing to visit the cafe if the WiFi in the cafe is stable, has good quality, speed of the WiFi, and easy to get the password can satisfy the customer's expectations to visit. The results of the descriptive analysis of the ambient intelligence show that Cronbach's alpha (α) is 0.963. The Cronbach's alpha value greater than 0.70 indicates good internal consistency (Nunnally, 1978). It means Cronbach's alpha is more than 0.7 and near 1, proving that ambient intelligence is essential for youth to visit a café with excellent ambient intelligence. Studies have shown that providing WiFi in eating places could improve ratings and boost sales (Bulchand-Gidumal et al., 2011). Therefore, it is rational to include ambient intelligence as one of the variables in café atmospherics.

Recommendation, Implication and Conclusion

The researchers believe this paper helps business owners expand their business in the food and beverage industry. Nowadays, the variation of meals is not enough because this generation tends to spend their time visiting a viral cafe that social media has influenced. However, students are more attracted to these five store's atmosphere elements. According to Levy et al. (2004), the atmosphere is the design of the environment through visual communication, lighting, colour, music, and scents that engage customers perceptually and emotionally and, as a result, influence their purchase behaviour. This study clarified that store's atmosphere elements influence the intentions of students to visit cafes. Based on this research, after collecting the data through the questionnaire surveys. As seen in the result, it shows a significant value result of the respondents. Considering the effect of each independent variable on each dependent variable, the author could come up with several recommendations and implications. One of the most significant theoretical contributions made by this study is the identification of a clear connection between the atmosphere of a café and the youth's intentions towards their behaviour. In addition, this research found that youth preferences for the store atmosphere in cafés include five variables: facility aesthetics, ambience, spatial arrangement, lighting, and ambient intelligence. Another significant theoretical result of this research is that the atmosphere of cafés has a substantial positive association with how youth interact with the environment.

Proactive measures should be taken. There are several recommendations and implications for the business owner to make the cafe a popular place for students to visit. The first recommendation was that the facility's aesthetics significantly improved the youth's opinions of the café. Facility aesthetics are viewed as a function of architectural design, along with interior design and decoration, to contribute to the attractiveness of the dining atmosphere (Wakefield & Blodgett, 1996). Next is the ambience. Employers often prefer hiring young people because of their cleanliness, tidiness, and sense of style when it comes to colour coordination. Besides, cafe owners should follow the trend of choosing the right ambience to fulfil the customer's interest. To make people more interested in visiting the cafe, the cafe owners should spend more on the ambience and make it more unique, engaging, and affordable—for example, aroma. The variable's descriptive analysis on the ambience list shows that

the analysis's mean is 3.97. According to Yu, H. (2017), smell is closely linked to memory, probably more so than any of our other senses. The lighting had a favourable effect on the visitors' intentions, and it shows that this aspect has the potential to produce a friendly and relaxing ambience within the café. The significance of lighting has been emphasised by Ramlee and Said (2014) as one of the factors that significantly affect human behaviour intention. Therefore, the lighting in the café might contribute to a sense of being welcomed by the youth. The fourth is spatial arrangement, where youth preferred a well-thought-out retail layout. According to Vrechopoulos et al. (2004), well-planned layouts are essential to facilitate in-store traffic patterns, and Tlapana (2009) also stated that it can increase customers' efficient movement through the store. Finally, ambient intelligence in a café has a positive influence on the youth's visit intentions. To appeal to the younger generation, the cafes in Kota Kinabalu should focus on innovating and improving specific elements.

According to the findings of this study, the store atmosphere elements in the café have a beneficial impact on the customers as well. This study can be used by food and beverage business owners to get an idea of how to design or expand their services in the food and beverage industry, especially in a selected area.

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