MALAYSIAN CAFÉ CULTURE: THE RELATIONSHIP BETWEEN CUSTOMER EXPERIENCE AND CUSTOMER SATISFACTION TOWARDS CONTEMPORARY Cafés

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Abstract

This study explored the modernity of Malaysian local coffee culture context. Coffee culture was practiced globally played an important role in the city landscape, specifically in Klang Valley, Malaysia. The researcher showed that the concept of experiential marketing was used in many hospitality organizations such as contemporary cafés, in order to create customer experience. Therefore, this paper addressed the importance of customer experience by highlighting both functional and emotional elements in customer values. This study also emphasized on the concept of "third place" which appealed to be occurred in the contemporary cafés. To conduct this study, a quantitative approach by using web survey technique was applied to 80 respondents. This research determined the effects of customer experience in terms of place attachment and customer value. The conceptual framework of customer experience was taken to examine the association with customer satisfaction. Customer satisfaction is derived in the positive feelings resulting from the patrons such as customer delight and loyalty.

Keywords

Coffee Culture, Contemporary Cafés, Customer Experience, Customer Satisfaction, "Third place"

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1. Introduction

In the past years, the foreign café culture has significantly changed and molded café culture in Malaysia. Coffee culture has grown rapidly across the world that the people to be in part of their daily lives and practices have heavily adapted it. According to Tucker (2011), coffee is a practical substance that fills in a culture with social and symbolic values. Tucker (2011) also claimed that coffee could be easily adapted into different cultural environments, which has affected the formation of coffee culture. Coffee culture was flourished through its physical manifestation – the contemporary cafés that has enclosed an important role in the city landscape. According to Oldenburg (1989), contemporary cafés are claimed as the "third places" that coffee culture was demonstrated as a soft power especially in urban context, which leads to growth of contemporary café culture.

The supremacy of cafés is substantive in the contemporary city as it acts as a semi-public space for patrons to experience urban lifestyle through either anonymity or sociability. In general, patronisation at contemporary cafés has become essential to the experience of everyday life in cities, however it also symbolises the expression of intent that is beyond just consuming a cup of coffee. The experiences that patrons may gain from different aspects in contemporary cafés include the provided products and services in the cafés, socialisation with peers and family, or personal experience. These experiences served as the factors that influence their overall satisfaction of customer experience. In short, customer experience is a major determinant to customers' rating of satisfaction through patronising contemporary cafés that is commonly adapted in café culture today.

1.1 Research Purpose

The coffee culture across the globe has heavily influenced and shaped the contemporary café culture in Malaysia, especially in urban landscape. Based on personal observation, many contemporary cafés are increasingly growing especially in Klang Valley, an urban area which is centered in the state of Selangor, Malaysia. Thus, contemporary café culture has symbolized an urban lifestyle that is commonly accustomed by many Malaysians today. As of this writing, little

research has done on the study about the effects of customer experience, along with the association of customer satisfaction that leads to the rise of contemporary café culture. Thus, this occurrence has aroused the researcher's interest to conduct this research. To further research on this cultural phenomenon, this critical study aims to investigate the effects of customer experience which serve as the determinant of customer satisfaction on contemporary cafés. Hence, the relationship between customer experience and customer satisfaction towards contemporary cafés in Malaysia is examined in this paper.

1.2 Research Questions

Many factors make contemporary cafés become important to the society today; from the representation of products and services, the environment of the café to the personal experience in terms of functionally and emotionally. By conducting this research, the researcher has formulated three hypotheses to identify the variables of the research, which are stated as following: (1) Customer experience shows positive correlation with customer satisfaction towards contemporary cafés. (2) Customer experience shows significant effect on customer value. (3) Customer experience shows significant effect on customer's sense of place attachment towards contemporary cafés

1.3 Research Significance

The research on the factors that influence customer experience can help the marketers to comprehend customers' expectation in order satisfies their needs and wants. As such, it helps marketers to reduce the gap between existing customer experience and expectation in order to create customer satisfaction. Therefore, this study can enhance organizational strategies and performance to sustain future growth in delivering superior value from the customer perspectives. Besides, this paper also aims to identify the relationship of customer experience and customer satisfaction, which contributes as a factor to the development of contemporary café culture in Malaysia. Hence, with the investigation of research variables by using the proposed methodology approaches, it ultimately provides an insight as a guideline for marketers or future researchers to understand the establishment of contemporary café culture in Malaysia.

2. Literature Review

2.1 Malaysian Café Culture

According to Pruncut (2002), the first coffee shop appeared in Istanbul and soon after, they spread towards Europe. Coffee house became important for social and cultural studies because it developed as a place that connects private space to public space and creates a sphere for socialization. Pruncut (2002) also stated that the manifestation of café was related with commercial trading where the habit of drinking coffee in public space was first being introduced in Europe through diplomatic meetings. The author also stated that the changed of home-away-from-home antecedent coffee shops to a domestic atmosphere in Europe. The original coffee shops were established in many places in Europe such as Italy, London and Venice, and they are generally owned by oriental traders (Pruncut, 2002; Nurbaya & Rahman, 2010). According to Nurbaya and Rahman (2010), the concept of coffee culture is basically well-known in Europe, where there are about 1,500 coffee bars in Milan Italy and 200,000 in the city of Italy. From 1950s to 1960s, there were eight coffee shops appeared in America that were brought in by the Italian-American immigrant community and it was Starbucks that had made the concept by starting their own way of retailing standardized café (Nurbaya & Rahman, 2010). Based on the authors' research, Starbucks offered as an international coffee-chained brand, hitting the United States of America as it spread coffee culture all across the world with 12,440 locations over Europe and Asia. According to Nurbaya & Rahman (2010), in 1998, Malaysia had been one of the locations that come across economic social and social changes after Starbucks entered the local market, which impacted the commencement of foreign coffee culture.

Coffee is a product that has a foreign background which is associated with foreign culture (Grinshpun, 2013). The author showed the coffee consumption in contemporary Japan cultural context, whereby the cafés are helped by "cultural branding" to improve consumer appeal. Besides, coffee consumption has created a symbolic tension that combined local customs with elements of foreign cultures; consequently, it has become a part of the consumer lifestyle and cultural reality (Bookman, 2013; Grinshpun, 2013). According to Nurbaya and Rahman (2010) stated that foreign café culture also contributed towards economy and social changes in Malaysia. This can be seen when local coffee shops or also known as *kopitiams* began to go in local society and grew speedily as this lifestyle was thriving together with consumer buying power and economic changes. This contemporary lifestyle has led to a rapid development in the

food and beverage industry resulting in branded cafés mushrooming in Malaysian café culture today (Nurbaya & Rahman, 2010). The foreign cafés such as Starbucks has been a stimulation to local contemporary cafés, in which they have started to compete among themselves by proposing their patrons not only various styles of coffee, but also styles of various gimmicks, décor and environment (Nurbaya & Rahman, 2010; Grishpun, 2013). According to Pruncut (2002), a contemporary café is defined as a place of meeting and socialization where cultural, economic and social exchanges take place. Besides, the author stated contemporary café is also a place where cultural capital is established and urban lifestyle is performed in café culture nowadays.

2.2 Customer Experience

In today's hospitality age, providing satisfactory experiences is seen as important to endure competitive in markets where global competition and modern technology have turned products and services into commodities (Nadiri & Gunay, 2013). The authors indicated that the essential concept of marketing is the conception of customer value for competitive benefit. Nevertheless, the authors also stated that the new challenge for the marketing concept is the growth of practical marketing by providing exceptional customer experiences. The strong competition in the business market has led companies to not merely focus on the transformation of economic values from services and products, but also to stage experiences (Nadiri & Gunay, 2013). According to Pine and Gilmore (1998) as cited in Nadiri and Gunay (2013), "an experience occurs when an organization deliberately uses services as the stage, and goods as props, to involve individual customers in a way that creates a memorable event". The researchers proposed five principles to create memorable experiences which include collectibles for remembering experiences and engaging all five senses to create effective, positive cues for desired impression, elimination of negative cues for supporting positive cues, well-defined theme for the experience and remarkable experiences. In fact, the authors shed light on the importance of experiences that demonstrated through practical marketing to make unique customer value (Nadiri & Gunay, 2013).

According to Nadiri and Gunay (2013), experimental marketing aims to create customer experiences by personalizing services and products to make exceptional customer value. The authors stated that "hospitality experience" is a compound of services and products that integrates with tangible and intangible factors. Thus, hospitality experience can produce customer values from all the services and products that make up the experience (Mohsin,

Mclntosh & Cave, 2005). The factors that influenced hospitality experience include ambiance quality of service, servicescape and atmospherics (Nadiri & Gunay, 2013). However, there are also many other factors that may affect hospitality experience such as product knowledge of staff, food quality, product variety, service timeliness and purchase value (Mohsin, Mclntosh & Cave, 2005). In fact, Nadiri and Gunay (2013) stated that many companies tried to comply with these factors to produce memorable experiences, eventually creating customer value. Hence, the authors advocated the creation of customer experiences underlying with customer value is essential in hospitality industry, mainly in contemporary cafés. Customer value is defined as a relativistic preferences characterizing a consumer's experience of interacting with some objects such as any service, product, place, thing, idea or event (Nadiri & Gunay, 2013). The authors classified customer value into two components which include functional and emotional value. Functional value refers to mental financial or financial recompenses that customers gain from the services and provided products, whereas emotional value refers to the perceptual reaction or sensation that customers gain during and after experiencing (Nadiri & Gunay, 2013). The authors described functional value to be the customer experience which is examined by measurable factors such as convenience, effectiveness, satisfactory price and shopping desirability. Thus, functional value is usually considered as the elementary value that generates customer experience (Nadiri & Gunay, 2013). Alternatively, the authors also outlined emotional value to be the monetary worth of feelings or economic value when customers positively experience products and services. In this case, the intangible factors that are used to measure emotional value include enjoyment, customer satisfaction, positive interest, relaxation and return (Nadiri & Gunay, 2013). Hence, the authors determined that customer experience is derived from emotional reactions and customers' feelings during or after experiences, which create emotional value.

2.3 Customer Satisfaction

The most widely accepted customer satisfaction concept is the expectancy disconfirmation theory proposed that satisfaction level is an outcome of the gap between expected and perceived performance (Rahman, Khan & Haque, 2012). The earlier studies defined customer satisfaction as the customer's fulfillment response based on the evaluation of services or products, which provides a pleasurable level of consumption-related satisfaction (Al-alak Ghaleb, 2012). However, some researchers claimed that customer satisfaction is not merely

developed from the service and product itself. Conversely, customer satisfaction is defined as the result of an evaluation process that differences repurchase expectations with perceptions of performance during and after the consumption experience (Rahman, Khan & Haque, 2012). By emphasizing the importance of customer satisfaction, many researchers have identified several determinants of satisfaction such as customer needs, emotions as well as service and product features (Rahman, Khan & Haque, 2012). The authors also explained that the experiences provided in café servicescape, for example, service quality, safety and security and courtesy of employees are important to determine customer satisfaction. According to Boulding et al. (1993) as cited in Rahman, Khan and Haque (2012), customer satisfaction can be theorized in two perspectives: (1) cumulative satisfaction, which is defined as the customers' overall evaluation of patronage experience from inception to date; (2) transaction-specific satisfaction, which is defined as an assessment on the experience and consumer's reactions to a specific company's encounter. Therefore, the performance and delivery of services and products are essential in hospitality industry in order to provide ideal experiences, eventually create customer satisfaction.

In today's hospitality industry, the essential of success is the organization's ability to fulfil customers continually through the delivery of customer experience (Mohsin, Mclntosh & Cave, 2005). The authors also specified that customers' positive experience can increase organizational profits as it is directly related with customer retention, customer satisfaction and thereby developing customer loyalty. Loyal customers or those who enjoyed positive experiences are more likely to become a stable base of satisfied customers (Al-alak Ghaleb, 2012). Customer satisfaction is a significant culmination of a series of customer experiences. In other words, it occurs when the gap between customers' expectations and their patronizing or consuming experiences is closed (Nadiri & Gunay, 2013). Furthermore, customer satisfaction is viewed as both functional and emotional value in customer value assessment. (Nadiri & Gunay, 2013; Johnston, Spinks & Manning, 2010). Nadiri and Gunay (2013) found that customer values have positive and significant correlation with customer satisfaction on services and products provided in restaurants or cafés. Therefore, the authors proposed that it is important for organizations in hospitality industry such as cafés, performing "quality of experiences" to drive customer satisfaction as well as create customer loyalty and delight.

2.4 "Third Place" Experience

Despite the manifestation of contemporary cafés has differed from the traditional coffee house in the past decade, however, the café culture is remained over time (Felton, 2012). It is obvious that both contemporary cafés and coffee house are remarkable as places for meetings and socialization (Pruncut, 2002; Felton, 2012). Contemporary café culture has inherited this constitutional tradition, whereby emphasizing the significance of contemporary café as a place in which reconstruct social relationships are entrenched and preserved (Felton, 2012). As cited in the research done by Bookman (2013), these places are deemed as "third place" which developed by the author, Ray Oldenburg (1998) in The Great Good Place. The author defined third place as "an informal meeting place between work and home where people encounter and involve in a range of social interactions, from an exchange of glances to conversation". Furthermore, Bookman (2013) described a theme of third place experience can be expressed through the servicescape in contemporary café. The author defined third place experience can allow customers to generate certain patterns of social relation and modes of gathering, which depicted in the notion of "urban café sociality". This concept forms the way in which certain urban cosmopolites to encounter and socialize together (Bookman, 2013). As a result, it constituted the basis of a contemporary café culture that has become a central part of many urbanites' social lives and experience of urban culture (Pruncut, 2013). Hence, third place experience has become a cultural context that was established in urban landscape, which often assumes a reflective role in customers' daily lives (Grinshpun, 2013).

According to Waxman (2006), the concept of place attachment is seemed in a transactional framework involving psychological, social and temporal experiences. The author indicated place attachment is the symbolic relationship formed by people giving culturally shared emotional or affective meanings to a particular space that provides individuals and groups the experiences in relation to the environment. Based on the researcher's study, Bookman (2013) alleged that place attachment can be formed through third place, especially cafés, which provides customer experience incorporating an emotional quality that produce a connection with the locations in which third place experience is taken place. Place attachment serves a number of functions for people and café culture, whereby it has the potential to provide predictability in a daily routine, an informal place to relax, and the opportunity to connect with family and peers in a concrete way (Bookman, 2013). Besides from the personal experience in social context, Felton

(2012) conveyed that experiences gained from the semiotics of the café such as its ambience, décor, variety of food and beverage, all these also contributed to customer experience that helped them anchor in a place. As such, the author assumed that contemporary café is a place that has become part of the usual experience, an interlaced component of life experiences that is emotionally attached by the urban community.

3. Methodology

To study on Malaysia's contemporary café culture, this paper investigates the effects of customer experience that are influenced by customer value in both functional and emotional factors. Besides, this research also examines on the effect of customer experience through "third place" which lead to a sense of place attachment towards contemporary cafés. By conducting this research, a quantitative research method was used to examine whether customer experience is positively correlated with customer satisfaction. The quantitative method was designed in a self-administered survey format, which required individuals to complete the survey unaided by the researcher. By using survey format, respondents were required to read, either on a computer or on paper, a series of items to which they were requested to reply; hence, they were presented with a "visual channel of communication" (Andres, 2012). The researcher used survey instrument to conduct this study. Web survey allowed the researcher to examine a big sample of respondents for wide geographic coverage (Bourque & Fielder, 2003). As access to the Internet becomes more widespread, large online sample surveys over wide geographic areas has become more practicable. Therefore, web survey is used to conduct this research that required to cover large number of respondents in Malaysia, mainly Klang Valley. Besides, web survey is also inexpensive and it is possible to collect data very quickly (Andres, 2012). Google Forms was used to formulate the survey questionnaire, which an online application to make free web survey. Then, Facebook was used to distribute for this survey.

3.1 Questionnaire Design

The survey questionnaire comprised of three sections. Section A: personal background which included age, gender, race, nationality, marital status, occupation, education level and monthly income; helps to categorize the group of contemporary café patrons. Section B examined the effects of customer experience in terms of customer value and place attachment towards contemporary cafés in Malaysia. This section was formulated in close-ended questions

and rating scale ranging from 1 (not important at all) to 4 (very important). The Rating scale consists of six factors to determine customers' purchase value that contributes to the effects of customer experience. Section C examined customer satisfaction which influenced by their experiences in local contemporary cafés. All of the questions in this section were measured on a four-point Likert-type rating scale ranging from 1 (strongly disagree) to 4 (strongly agree). Studies shown that Likert-type rating scale is useful in measuring attitudes such as satisfaction, frequency, similarity to self, and so on (Thomas, 1999). Therefore, the use of rating scale is relatively important to conduct this research. The survey questionnaire was first pre-tested online to ensure that the questionnaire design was shown as intended before it was finalized for distribution. The sample of survey questionnaire was attached in the appendix.

3.2 Participants

According to Czaja and Blair (1996), the population is the group of elements that researchers wish to study, as which they want to generalize the results in their study. Based on the literature review, the rapid expansion of local contemporary cafés was influenced by foreign café culture that offers exceptional products and services as well as the "third place" experience (Bookman, 2013). Therefore, this study was focused on the population of local contemporary cafés patrons in Malaysia, particularly in Klang Valley. To further define the population, the possible subclasses of individuals must be identified (Andres, 2012). In this survey research, demographic boundaries were examined such as gender, income groups and ethnic or racial categories. The sample size for this web-based survey questionnaire was 80 randomly selected respondents, whereas all of them were in the population of local contemporary cafés patrons in Malaysia. In the quantitative phase of the study, random sampling was selected. Random sampling refers to samples based on statistical probability and also constructed on the assumption that every element or unit in the population has some likelihood (Franklin, 2012). In this case, this study examined Malaysian respondents who are patrons of local contemporary cafés in Malaysia.

3.3 Data Collection

Data collection was conducted using random sampling technique. The results of survey questionnaire were retrieved from the database in Google Forms. Then, Statistical Package for Social Sciences (SPSS) computer program version 23 was utilized in order to calculate the descriptive analysis of the data. Descriptive analysis was used to portray the basic features such

as means, percentiles and standard deviation (Balnaves & Caputi, 2001). By these results, it provided a summary of measures based on different variables. The tabulated results were shown in different statistical forms such as table, pie chart and bar chart. Besides, correlation analysis was used as a statistical measure to examine the relationship between the dependent variable (customer experience) and independent variable (customer satisfaction). To examine the correlation, SPSS was used to generate scatterplot as the statistical graph to summarize data for both variables.

4. Findings & Discussion

4.1 Customer Experience

Table 1: *Cross Tabulation of Liking and Location*

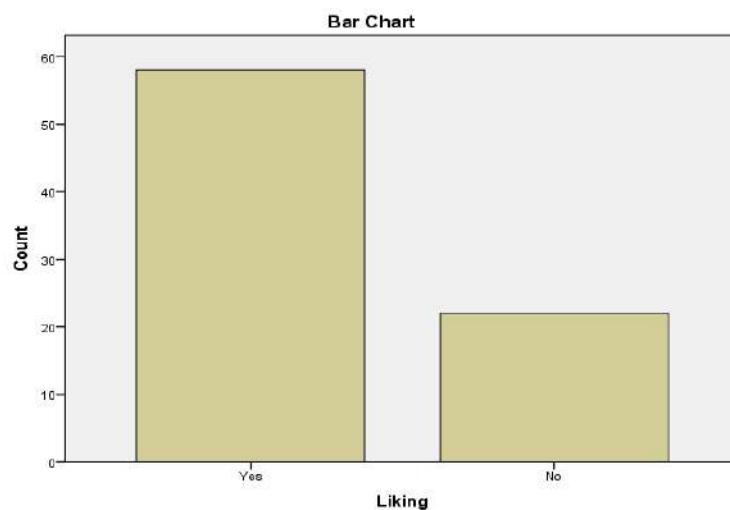|		Location	
		Contemporary cafe	Total
Liking	Yes	58	58
	No	22	22
Total		80	80

Figure 1: *Cross Tabulation of Liking and Location*

Table 1 and Figure 2 showed the cross tabulation between patrons' liking on drinking coffee and the location that they regularly have coffee. Based on the findings, there were a whole of 58 out of 80 respondents who like to drink coffee, 22 respondents dislike to drink coffee. Apparently, patrons who were coffee lover frequently drink their coffee in contemporary cafés, nevertheless, patrons who dislike to drink coffee also patronized contemporary cafés. These outcomes shown that patrons would patronized contemporary cafés even though they are not interested in drinking coffee, customer experience might be the reasons that attracted them to visit contemporary cafés.

Table 2: *Cross Tabulation between Location and Frequency*

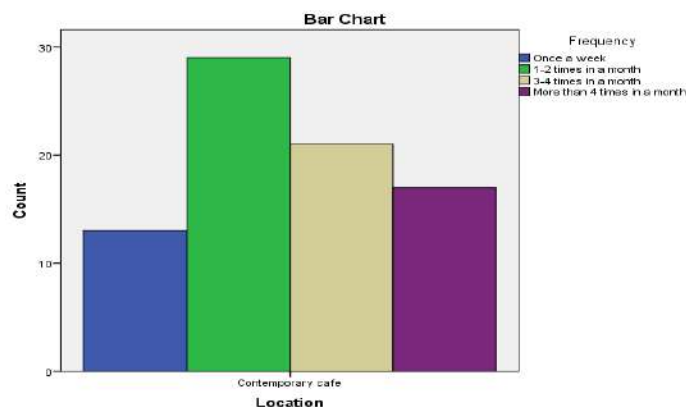|	Frequency			
	Once a week	1-2 times in a month	3-4 times in a month	More than 4 times in a month
Location Contemporary café	13	29	21	17
Total	13	29	21	17

Figure 2: *Cross Tabulation between Location and Frequency*

Table 2 and Figure 2 showed the frequency of patrons who visited contemporary cafés in Malaysia. The patronizing frequency was set from once a week to more than four times monthly. Based on the analysis, there were a sum of 29 out of 80 respondents who visited contemporary cafés once or twice monthly, which signified the highest amount of the respondents; followed by the range of three to four times in a month and more than four times in a month. It can be seen that customer experience attracted many regular patrons visited contemporary cafés in Malaysia.

Table 3: *Multiple Response of Customers' Purchase Value*

		Responses		Percent of Cases
		N	Percent	
Level of importance[a]	Price	1	25.0%	33.3%
	Attention	2	50.0%	66.7%
	Knowledge	1	25.0%	33.3%
Total		4	100.0%	133.3%

a. Dichotomy group tabulated at value 1.

The effects of customer experience were surveyed to answer the first research question of this study: "What are the effects of customer experience in contemporary cafés in Malaysia"? To examine the effects of customer experience in contemporary cafés, multiple response method with SPSS was used to find out the factors of customers' purchase value which contributed to customer value. According to Nadiri and Gunay (2013), customer value was characterized in two types: functional and emotional. Based on this, the question was formed based on these two categories to study the level of importance in creating customer experience. Functional value comprised of environment of the café, quality of products and price of products; while emotional value comprised of employees' knowledge about the products and services, quality of customer service and attention provided by employees in the café. The researcher used multiple response analysis to determine the effects of customer experience in terms of customer value. Based on the outcomes shown in Table 3, the common factors that are answered by the respondents were stated as the employees' knowledge about the products and services, price of products as well as the attention provided by employees. Based on the results, the factor of attention provided by employees was counted for 50% of the answers; while the price of products and the employees'

knowledge were counted for 25% of the answers respectively. Consequently, it has revealed that customer experience impacted higher effect on emotional value than functional value. Nevertheless, it is obvious that customer experience has a significant effect on customer value. Thus, the first hypotheses in this study is supported.

H1: Customer experience shows significant effect on customer value.

Table 4: *Customers Engagement on Social Activities*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	66	82.5	82.5	82.5
	No	14	17.5	17.5	100.0
	Total	80	100.0	100.0	

Table 5: *"Third Place" Experience*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	71	88.8	88.8	88.8
	No	9	11.3	11.3	100.0
	Total	80	100.0	100.0	

Table 6: *Place Attachment*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	51	63.8	63.8	63.8
	No	29	36.3	36.3	100.0
	Total	80	100.0	100.0	

Table 4, 5 and 6 shown the outcomes of the effects of customer experience towards contemporary cafés. The questions were formed in close-ended question between "Yes" or "No" to determine whether the patrons were involved in social activities such as meeting with peers and group chat; the effect of the place attachment as well as "third place" experience towards contemporary cafés. Based on the analysis, most respondents responded "Yes" to all three questions. The patrons' participation on social activities were counted for 82.5%, while the "third place" experience were counted for 88.8% of the answers. As a result, it is obvious that customers usually engaged in social activities and they have come across "third place" experience in contemporary cafés in Malaysia. Based on the literature review, these reasons have impacted on the patrons in making a sense of place attachment towards contemporary cafés (Bookman, 2013). In Table 6, the percentage of respondents responded "Yes" counted for 63.8% of the answers. Thus, the outcomes have supported the second hypothesis in this research.

H2: Customer experience shows significant effect on customer's sense of place attachment towards contemporary cafés.

4.2 Customer Satisfaction

Table 7: *Means of the Effects of Customer Satisfaction Influenced by Customer Experience*

Descriptive Statistics

	N	Minimum	Maximum	Mean
Expectations	80	3.00	4.00	3.5250
Purchase value	80	3.00	4.00	3.5250
Experience on products	80	3.00	4.00	3.3625
Experience on services	80	2.00	4.00	3.3250
Overall experience	80	2.00	4.00	3.2250
Social engagement	80	2.00	4.00	3.2125
Customer engagement	80	2.00	4.00	3.0500
Employees' knowledge	80	2.00	4.00	2.9000
Valid N (list wise)	80			

The effects of customer satisfaction were studied to answer the second research question of this research: "How does customers experience influence customer satisfaction towards contemporary cafés in Malaysia"? By this, a descriptive analysis was used to determine the mean for each question related to customer satisfaction. Table 7 showed Likert-type rating scale ranged from 1 (strongly disagree) to 4 (strongly agree) was used to examine the effects of customer satisfaction influenced by customer experience. There were eight questions formed in the survey questionnaire by using the Likert-type rating scale. The means' scores ranged from 3.525 to 2.90 of the variables were shown in descending order. It was obvious that all variables were in the range of medium-high score. The highest mean which was 3.525 was obtained in two variables. Firstly, the patrons were satisfied when the services in a café products and products satisfied their purchase value. According to Nadiri and Guna (2013), purchase value refers to the customer value in terms of functional and emotional. Particularly, the patrons have agreed on the customer satisfaction is influenced by customer value. Secondly, the patrons feel satisfied when the products and services quality in a café have met their expectations. Based on literature review, customer satisfaction refers to the gap between customers' expectation and customer experience is closed (Nadiri & Gunay, 2013). Thus, both functional and emotional variables have

the highest effect on customer satisfaction. As a result, it has revealed that patrons have agreed on customer satisfaction was impacted by their expectations towards contemporary cafés.

Instead, the patrons also agreed on customer engagement in a café would impact their level of satisfaction towards contemporary cafés. This question scored the second lowest mean with 3.05, yet it was measured as a medium-high score. Customer engagement was served as one of customer values that contributed to customer experience. Therefore, it can be seen that customer experience on customer engagement has a lesser effect on customer satisfaction as compared to other variables such as customers' engagement in social activities with their friends and family, which has obtained the mean for 3.2125. Besides, the outcomes also indicated that the patrons agreed on employees' knowledge of services in a café products and products would impact their level of satisfaction towards contemporary cafés. This question was the lowest score among the eight variables with a score of 2.90. However, the mean was still in a relatively medium-high score. The employees' knowledge on services and products was one of the factors that makes customer experience in terms of customer value. Hence, it has shown that customer experience has the least effect on customer satisfaction.

Table 8: *Correlations between Customer Experience and Customer Satisfaction*

		Experience	Satisfaction
Experience	Pearson Correlation	1	.373[**]
	Sig. (2-tailed)		.001
	N	80	80
Satisfaction	Pearson Correlation	.373[**]	1
	Sig. (2-tailed)	.001	
	N	80	80

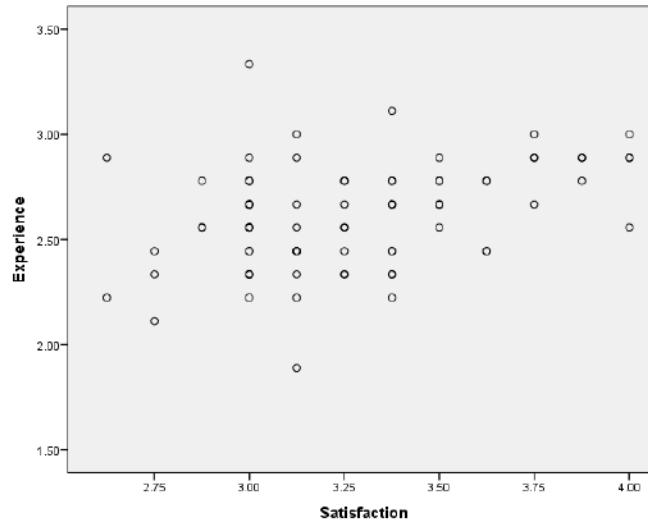**. Correlation is significant at the 0.01 level (2-tailed).

Figure 3: *Correlations between Customer Experience and Customer Satisfaction*

To study the relationship between customer experience and customer satisfaction, Pearson correlation was used to determine the relationship between two variables. Table 8 shown the correlation analysis for both variables. Sig. (2-tailed) represents the significance of correlations, while N represents the total number of respondents. SPSS indicated that a positive correlation must not exceed 0.01 significance level. Based on the finding, the data was resulted as 0.001. Hence, the outcome has revealed that the significance of research in this study is positive. Moreover, Pearson correlation measured as 0.373 was resulted as moderate positive relationship based on the measurement stated on Explorable.com (2009). A scatter plot was formed using SPSS to determine the correlation between customer experience and customer satisfaction. In Figure 3, an ascending pattern from left to right can be seen based on the correlation analysis. A positive correlation relationship was obtained and the third hypothesis of this research was supported.

H3: Customer experience shows positive correlation with customer satisfaction towards contemporary cafés.

5. Conclusion

Malaysian coffee culture is a popular culture that rises since the arise of foreign café brand such as Starbucks Coffee Company in 1998 (Nurbaya & Rahman, 2010). Due to the major impact of "cultural branding" (Grinshpun, 2013), many local coffee shops or *kopitiams* were

enthused by foreign café culture and started to apply branding to their presence in order to maintain competitive in the hospitality industry. The brand and cultural elements are being applied due to the local needs and demands for providing unique environment and space in the urban area. By this, contemporary café culture has become a well-known lifestyle for major population in Malaysia today. Foreign café culture has contributed social changes in Malaysia, which resulted that the function of contemporary cafés is not only served as a place for coffee, but also act as a place for meeting and socialization (Nurbaya & Rahman, 2010). As function of contemporary cafés has been spread and commercialized by foreign café culture, however, this has standardized consumer lifestyle in Malaysian café culture.

In order to maintain competitive in the hospitality industry, it is agreeable that customer experience is an important element to attain through the provision of products and services. Moreover, the decoration and environment of contemporary cafés are also the factors that influenced customer experience (Felton, 2012). With the use of experimental marketing, companies have formed customer value through customer experience. Studies have exposed that customer value in terms of functional and emotional was the important effect that is developed from customer experience (Nadiri & Gunay, 2013). Based on the results in this research, the first hypothesis in this study was accepted. Instead, contemporary cafés also enable a negotiation of place attachment (Bookman, 2013). As the results obtained from the survey research, customers are engaged in a sense of place connectedness through their habitual and regular patronization, while facilitated social belonging and meaning. Consequently, the second hypothesis in this study was accepted. Besides, customer satisfaction is the result from the evaluation of customer experience (Nadiri & Gunay, 2013). Findings from this study indicated that customer experience and customer satisfaction has a positive interrelated relationship, which also supported the third hypothesis in this study. In brief, Malaysian café culture possesses a contemporary lifestyle with the mixture of foreign café culture and it has contributed to the extent of contemporary cafés in Malaysia today due to the constant lifestyle practiced by café patrons.

The researcher has found several limitations appeared from this research study. Firstly, the sample size for the survey research was 80 respondents, which was enormously small over the population of contemporary café patrons in Malaysia. Thus, the findings in this study could not be generalized to the whole country. In order to obtain a better result in future research, the researcher recommend that the sample size can be enlarged, so that the results will be more

significant and representative among the population. Secondly, the findings in this study was relied on the quantitative research using web-based survey questionnaire. Due to the survey questionnaire was formed in close-ended questions, the data are not sufficient to provide an in-depth analysis to represent the overall findings. As recommendation, a qualitative research method such as face-to-face interview can be used for future research. By combining both quantitative and qualitative method, the quality of the data can be strengthened and provide a more inclusive analysis. For instance, the researcher can determine some additional implications of customer experience that will affect customer satisfaction which has not covered in this study. As a recommendation for future research, this study could be extended by investigating the factors of consumer behavior which determines their patronizing orientation. For instance, family, reference groups as well as social roles and status are the social factors that contribute to consumer behaviour (Brosekhan, Velayutham & Phil, 1995). By investigating in a different perspective, the researcher can determine whether social influence is a contribution to the existence of café culture in Malaysia. As shown in the studies, contemporary café is a place that is applicable in social context, thus this aspect is relatable for future research study.

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