Abstract

Nowadays, the trend of cat café business has gained more and more attention, awareness, popularity, and competition in the whole country of Thailand, and a number of cat cafés not only in Bangkok, but also in other provinces have been continuously increasing every year. Additionally, the cat café business has become more competitive and challenging; therefore, it is necessary for the owners of cat cafés to find ways to win customers' retention, satisfaction, purchase and repurchase intentions in order to achieve sales volume and the profitability of the business by acknowledging and understanding the potential factors leading to behavioral intentions repurchase or revisit, as well as positive word of mouth and willingness to recommend based on customers' perspectives.

The purpose of this research is to investigate factors influencing behavioral intentions to repurchase towards the cat café business in Thailand by emphasizing on five potential factors, including service quality, customer perceived value, quality of physical environment, restaurant image, and customer satisfaction. The researcher applied descriptive analysis, along with the non-probability sampling method: judgment and convenience sampling procedures. The data were collected by utilizing a self-administered questionnaire, and distributing to 400 Thai customers who had prior experiences in visiting Cataholic Café, the first successful cat café in Thailand, located in Bangkok.

The results from simple linear regression analysis, and multiple linear regression analysis indicated that service quality, and the quality of physical environment are significant influenced on customer perceived value. In addition, the researcher found that service quality, customer perceived value, the quality of physical environment, and restaurant image significantly influenced customer satisfaction. The findings also revealed that the quality of physical environment is a significant indicator of restaurant image. Moreover, the researcher discovered that customer satisfaction, and restaurant image are significantly influenced on behavioral intentions to repurchase; however, service quality, and the quality of physical environment are surprisingly not significant influenced on behavioral intentions to repurchase towards the cat café business in Thailand, since the customers of Cataholic Café focused on visiting cats and playing with cats as their main purpose of visiting the cat café.