A Study of Factors Influencing Behavioral Intentions to Repurchase Towards Cat Cafe in Thailand: A Case Study of Catakolic Cafe

Ms. Ratraee Rattanaaliphalcharn

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration in Entrepreneurship
Graduate School of Business
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By

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A thesis submitted in partial fulfillment of the requirements for the degree of

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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.
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Ratravee Rattanasilpkalcharn
9 June, 2016
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CHAPTER 1
GENERALITIES OF THE STUDY

1.1 Introduction of the Study

Repurchase intention refers to the decisive responses generated from a customer based on an individual evaluating process of the overall product or service which affects his or her future intentions (Chen, 2011). To make it clear, the process involves a customer’s assessing through a cognitive decision-making procedure to consider and determine whether to continue or leave a product or service firm (Colgate and Lang, 2001). In addition, the outcome of the customer’s attitudinal evaluation generated from his or her previous experiences of the product or service crucially relates to customer intentions to repurchase and recommend (Han and Kim, 2009). Since behavioral intentions to repurchase are related to customer loyalty and the firm’s profitability are the ultimate goals of any business and company, numerous marketing and business studies have increasingly placed emphasis on this factor (Razavi et al., 2012).

According to studies in restaurant settings, the researchers revealed that perceived service quality affects customer satisfaction and/or future behavioral intentions (Chow et al., 2007; Johns and Pine, 2002), and Bolton (1998) clarified that service quality impacts on customers’ post-purchase behaviors, intentions, and preferences, because when the service provider offers a quality of service that meets or exceeds the consumer’s expectations, the customer is more likely to select the same service provider in the future. In addition, customer satisfaction is considered to be the determinant of post-purchase attitude, reflecting a positive or negative outcome acquired from the customer’s personal experiences. Thus, customer satisfaction is viewed as the most effective factor leading to behavioral intentions to repurchase (Baker and Crompton, 2000; Zeithaml et al., 1996). Han and Ryu (2006) also confirmed that improving customer satisfaction levels significantly increases intention to revisit and recommend towards the restaurant industry.

Regarding a study in the restaurant business, the researchers proposed that customer perceived value, customer satisfaction, and restaurant image are significant antecedents of customers’ behavioral intentions. Therefore, it is important for restaurateurs to focus on the relationship between restaurant image, perceived value, and customer satisfaction in order to strengthen the inducement of customer post-purchase behaviors, such as revisit or repurchase intention, the intention to engage in positive word-of-mouth, and the willingness to
recommend (Ryu et al., 2008). Additionally, Patterson and Spreng (1997) highlighted a significant role of value and image as key strategic factors indicating customer post-purchase behaviors in their research since restaurant image was claimed as the factor affecting the customer’s subjective perception and his or her consequent behaviors.

Even though the intangible characteristics of the restaurant industry can improve the important role of a restaurant’s image in affecting customer behaviors, customers also extremely rely on tangible cues, such as the restaurant brand name, price, and interior design and decoration. Therefore, restaurateurs should create an outstanding image which can distinguish them from competitors in order to communicate their positioning and major advantages of the product or service towards the target market (Ryu et al., 2007). Furthermore, Kotler (1973) suggested that the atmosphere of the place can be as important as the product or service itself in the repurchasing or repatronizing decision making, especially in the restaurant industry, since human behavior is strongly associated with physical surroundings, regarding research in environmental psychology (Mehrabian and Russel, 1974; Russel and Pratt, 1980). It is found that the physical environment in the food-service industry directly affects repurchase intentions (North and Hargreaves, 1998).

The trend in consumption has been varying from goods and services to experiences (Schmitt, 1999), and people have sought for higher value and quality. Hence, creative and unique ideas have been involved in the business development to establish a new potential market for firms (Pine and Gilmore, 1999). Every restaurant needs to find ways to attract new customers and also retain regular ones, together with remaining firms’ competitiveness and profitability. Since consumers now are able to access more available information, they have more alternatives, and can be more flexible in their decision making than before, so achieving customers’ loyalty to the firm has become increasingly important for service providers today (Awi and Chaipoopirutana, 2014). In addition, the key of sustainable competitive advantage depends on a restaurant’s ability to effectively create and deliver an impressive and comprehensive dining experience for the customers has been playing a more important role in the market these days (Canny, 2014). Moreover, today, customers have increasingly demanded a higher quality of food preparation, a superior quality of service, better physical dining conditions, and more value for their money. As a result, a new concept in the restaurant business has become an interesting way for numerous restaurants’ owners.

A great number of researchers have emphasized the fundamental element of emotion in the hospitality industry, since emotional experiences derived from the service environment
can influence a customer’s amount of time spent in the service setting, customer’s perceptions, satisfaction level and behaviors, and the intention to revisit (Lin and Liang, 2011; Martin et al., 2008; Simpeh et al., 2011). Moreover, benefits of the prominent function of emotions, including increasing customer satisfaction, improving retention, inducing favorable word of mouth and employees, and enhancing customer loyalty, have been repeatedly focused on in many hospitality studies (Han and Ryu, 2009; Ladhari, 2009; Lee et al., 2010; Martin et al., 2008). The environment is considered as an important component for the dining place due to its association with an individual’s emotions. Since dining environments can create and impact on the customer’s mood and emotions, the atmospherics are proposed as an essential dimension of dining experiences (Jang and Namkung, 2009; Liu and Jang, 2009). Accordingly, in case customers primarily consume a service for hedonic proposes, and when they spend a moderate to a long period of time in an atmospheric place, the physical environment is considered as an important factor of consumer psychology and behavior, such as patronage and word-of-mouth (Ryu and Jang, 2007).

Adding value is an effective and interesting method to establish or improve the new business concept, both products and services, in order to increase firms’ profits. Particularly, to add value to the restaurant industry is to provide customers more value for the money they spend in the restaurant by improving elements of the restaurant; for example, improving food taste, enhancing the quality of employees’ service, and redesigning the physical environment. With regard to cat café business, a cat is concerned as the value added to the common café or coffee shop business to create a special and attractive atmosphere, offer enjoyable activities with cats during dining time, and provide new impressive experiences for customers, especially cat lovers.

Several researches support the psychological benefits of having or petting cats as pet therapy, which is a great strategy to manage and relieve stress, as well as having psychological benefits. Touching a cat can relieve people stress and sadness, help them feel calm, and enhance their mood. Regarding a study in pet therapy, most people gain a sense of competence, fulfillment, and satisfaction from taking care of a cat (Sinojia, 2014). In addition to the attractive and lively characteristics of cats, they can create a pleasant and cheerful atmosphere, and also establish impressive experiences which in turn create satisfaction. Thus, cats are considered to be the most suitable pet to be included in a café, and this idea has been existing in the market today as a cat café, a place primarily offering special experiences of cats surrounding customers as the cat atmosphere, together with bakery, dessert and drink.
1.1.1 The Origin of Cat Café

The global expansion of the cat café business today started from the first cat café situated in Taipei, Taiwan which was established in 1998. The cat café became very popular among local customers and Japanese tourists at that time, then one Japanese tourist took the idea and started the first cat café in Osaka, Japan in 2004. The cat café in Japan became very successful and popular as well as in Taiwan with more than 150 cat cafés have opened in Japan. Since most apartments in Japan had rules and regulations prohibiting pets, the cat café could satisfy and fulfill people’s desire of petting and interacting with cats, and they could greatly help reduce the stress of people in the very busy life in Japan. The popularity of the cat café business has rapidly spread to other countries in Asia and Europe, such as Korea, Thailand, Singapore, Austria, Germany, France, Spain, Hungary, and England. Also, the cat café business has recently expanded to North America in 2014, and Australia in 2015, and this business idea has been continuously expanding and becoming more and more worldwide (www.catcafesd.com/us/whats-a-cat-cafe, accessed on December 12, 2015).

Typically, customers have to pay an entry fee with or without a time limit to come inside the cat café and spend their time petting and playing with the resident cats, while offered food and drink as an addition. In other words, the cat cafés mainly offer quality cat-time experiences to customers, especially people who cannot have a cat in their own place (www.thedodo.com/cat-cafes-should-be-a-force-fo-499716333.html, accessed on December 12, 2015). However, as time passed, some countries have adjusted the business concept of the cat café to be more suitable for the buying behaviors, characteristics, and culture of the local customers in that country. For example, a cat café in Sydney, Australia provides the cat-atmosphere experiences to patrons without an entry fee, but offer food and drink the same as an ordinary café.

1.1.2 Cat Café in Thailand

The concept of cat café in Thailand originated from Japan; however, most cat cafés in Thailand have utilized a similar business strategy, which is mainly offering food and drink, together with providing unique and enjoyable dining experiences for customers to pet and play with cats inside the café for unlimited time without an entry fee. The first cat café in Thailand was established in Bangkok in 2001, offering interior products, food and drinks, along with the dining experience surrounded by cats. At that time, because this business was extremely new and unfamiliar to Thai people, the cat café did not gain much attention and
awareness from Thai consumers and was unpopular. In 2011, the cat café business started off again in the Thai market from two new cat cafés in Bangkok, and Chiang Rai province; nevertheless, the popularity of the Thai cat café business boomed in 2012, regarding the first successful cat café in Thailand, Cataholic Café, a trend in the cat café business has become familiar and popular in this country, and numerous new cat cafés have entered the market afterwards not only in Bangkok, but also in the provinces, such as Chiang Mai, Chonburi, Songkhla, and so on.

Figure 1.1: A Line Graph Illustrating a Number of New Cat Cafés in Thailand

According to Figure 1.1, the researcher developed the line graph illustrating the number of new cat cafés entering the market in Thailand which are still available, based on the information gathered and accessed in December, 2015. Apart from the first cat café in 2001, the graph shows a continuous increase of cat café numbers from 2011 to 2015; additionally, the number sharply increased in 2014, after the first successful cat café has become well-known in Thai market. The total number of cat cafés which are still open in Thailand on December, 2015 is 61 cafés, including the cat cafés in Bangkok, Nonthaburi, Pathumthani, Samut Sakhon, Nakhon Pathom, Ratchaburi, Prachuabkirikhan, Chonburi, Chantaburi, Phitsanulok, Khon Kaen, Lamphun, Nakhon Ratchasima, Maha Sarakham, Chiang Mai, Chiang Rai, Phuket, Trang, Songkhla, and Surat Thani.
Figure 1.2: Crowd Environment in Cataholic Café


Figure 1.2 shows the environment inside Cataholic Café, which is crowded with customers, and it refers to the popularity of the cat café business among Thai people. This photo was taken in 2013. Cataholic Café is considered to be the first successful cat café in Thailand, and this cat café has become very popular since many patrons had to make a reservation for the table before they come, or they had to queue in a long line during prime time (after 5 p.m. on weekdays, and all day on weekends).
Regarding Figure 1.3, the researcher gathered the information of cat cafés in Bangkok on December, 2015, and generated a timeline describing all cat cafés in Bangkok, Thailand which still opened at that time, starting from the first cat café in 2001 to a great number in 2015. Based on the timeline, it is obvious that the number of cat cafés in Bangkok has been continuously increasing every year, as well as the number of cat cafés in Thailand shown in the line graph regarding Figure 1.1. In other words, the trend of cat café business has gained more and more attention, awareness, popularity, and competition in both Bangkok and the whole country of Thailand. Today, the total number of cat cafés in Bangkok is 26.

Ultimately, since the cat café business has become more competitive and challenging today, 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.

1.2 Research Objectives

The purpose of this research is to investigate factors influencing behavioral intentions to repurchase towards the cat café business in Thailand. In this study, the researcher emphasizes the factors tending to influence behavioral intentions to repurchase, including
service quality, customer perceived value, quality of physical environment, restaurant image, and customer satisfaction. The objectives of this study are as follows:

1. To examine the influence of service quality, and the quality of the physical environment on customer perceived value.
2. To study the influence of service quality, customer perceived value, the quality of the physical environment, and restaurant image on customer satisfaction.
3. To test the influence of the quality of the physical environment on restaurant image.
4. To analyze the influence of service quality, customer satisfaction, restaurant image, and the quality of the physical environment on behavioral intentions to repurchase.

1.3 Statement of Problems

Nowadays, the number of cat cafés in Thailand has been increasing continuously although the cat café business has just started growing in Thailand as a newborn business for few years, and this business has also gained greatly attentive awareness from Thai people, especially cat lovers. With a new, unique and attractive concept of the cat café business for Thai people, it has enchanted cat lovers to fall in love with the pleasant and amusing experiences in the café. For this reason, the cat café business has become more and more popular in Thailand, together with a particularly great success of a few cat cafés located in Bangkok in 2012; consequently, numerous new cat cafés have increased afterwards not only in the Bangkok Metropolitan Region, but also in the provinces, such as Chiang Mai, Chonburi, Songkhla, and so forth. Since the competitors in the cat café business have been continuously increasing in Thailand, and the competition has become more intense, it is necessary that the owners of cat cafés have to develop more effective in marketing and business strategies, and focus more on how to attract a greater number of customers, both potential and regular ones, in order to boost the profits of the café.

Customer loyalty and a firm’s profitability are the ultimate goals of any company and business are associated with behavioral intentions to repurchase (Razavi et al., 2012), which are generated from customers’ assessing through a cognitive decision making process to consider and determine whether to continue or leave a product or service firm (Colgate and Lang, 2001). Additionally, the result of customers’ attitude derived from his or her prior experiences toward a product or service plays a key role in customers’ intentions to repurchase and recommend (Han and Kim, 2009). Also, since the pleasant outcomes influence repurchase behavior, it is essential to the product or service providers to provide
positive perceptions to customers in order to enhance customers’ satisfaction, which will lead to customers’ behavioral intentions to repurchase or revisit (Reisinger, 2009).

Therefore, the service providers of cat cafés should concentrate on the factors influencing customer repurchase intention, along with positive word-of-mouth intention and willingness to recommend the cat café in order to maintain their customer loyalty. Due to the increasingly intense competition of the cat café business in Thailand, especially in Bangkok, it is very important to understand what are the crucial and potential factors leading customers to repeat purchase or revisit the cat café in the future, based on actual customers’ aspects, because it can help the managers or owners of the cat café more effectively and precisely emphasize, manage, and improve the exact components of the cat café aiming to induce behavioral intentions to repurchase, maintain customer loyalty, and achieved the firms’ ultimate goals. Moreover, there are numerous studies examining the factors which affect behavioral intentions to repurchase or repatronize in the restaurant industry, but only a few studies investigating the cat café business today.

Thus, the researcher wishes to investigate the factors which lead to behavioral intentions to repurchase towards the cat café business in Thailand by focusing on Cataholic Café, the first successful cat café in Thailand, and also to test the level of the particular factors of Cataholic Café. In addition, this study is to examine the factors influencing behavioral intentions to repurchase of Cataholic Café, located in Bangkok, Thailand.

The statement of problems of this research are as follows:

1. Do service quality, and the quality of the physical environment influence customer perceived value?
2. Do service quality, customer perceived value, the quality of the physical environment, and restaurant image influence customer satisfaction?
3. Does the quality of the physical environment influence restaurant image?
4. Do service quality, customer satisfaction, restaurant image, and the quality of the physical environment influence behavioral intentions to repurchase?

1.4 Scope of the Research

This study is a descriptive research which mainly focuses on an investigation of the key factors tending to influence behavioral intentions to repurchase of cat cafés in Thailand. The conceptual framework of this study comprises two types of variables: dependent and independent variables, and represents the relationship among six variables as the factors in
this study. The dependent variable concentrated in this study is the behavioral intentions to repurchase, along with five independent variables, including service quality, customer perceived value, the quality of the physical environment, restaurant image, and customer satisfaction. Furthermore, the findings of this research can benefit not only people who are interested in studying about the factors influencing behavioral intentions to repurchase of the cat café business, but also the managers or owners of any cat café in Thailand to develop effective business strategies, to be concerned more about the important factors which can induce repurchase intention, and to improve the quality of those potential factors in order to increase and achieve customers’ behavioral intentions to repurchase as well as positive word-of-mouth intention of the cat café business in Thailand.

1.5 Limitations of the Study

This paper focuses on the behavioral intentions to repurchase of Cataholic Café, located in Bangkok, Thailand. Since there are some limitations in the data collection in this study, the researcher is determined to emphasize analyzing the factors, consisting of service quality, customer perceived value, the quality of the physical environment, restaurant image, and customer satisfaction, which tend to influence behavioral intentions to repurchase. In addition, there are several cat cafés in Bangkok but all of them are isolated and have no branches, so it can be assumed that each café may have different characteristics, have dissimilar standards, and provide an unequal level of customer satisfaction based on its service, atmospherics, location, cat breeds, and so on. Therefore, the researcher decided to concentrate on only one cat café located in Bangkok, a center of business and leisure area, which is Cataholic Café located at Ozono Plaza on Sukhumvit 39 Road nearby Phrom Phong BTS station in Bangkok, Thailand, since the researcher has explored the information and timeline of cat cafés in Thailand, and found that Cataholic Café is the first successful cat café in Thailand.

The researcher determined to collect the data from Thai customers who have prior experience in visiting Cataholic Café at least once as the target population of this study. Moreover, the researcher collected the data during February to March in 2016 by distributing the questionnaires to the customers who are convenient and willing to participate in the survey after they finished their meals and already paid their bills at Cataholic Café. Furthermore, the researcher cannot collect the data from all populations due to the limitations of time and cost, so that some customers may disregard the survey. Also, the owner of
Catholic Café would not allow the researcher to conduct an interview with the respondents in the café, as it might be inconvenient for the customers. Lastly, some criteria and other variables will not be analyzed in this research due to the limitation of time.

1.6 Significance of the Research

The findings of this research will demonstrate and explain the significance of the factors influencing behavioral intentions to repurchase of the cat café business in Thailand which will be obtained from an investigation of the influences among several key factors, including service quality, customer perceived value, the quality of the physical environment, restaurant image, and customer satisfaction. It will help the managers and owners of cat cafés in Thailand to acknowledge and understand the factors which tend to induce repurchase or revisit intentions as well as positive word of mouth and willingness to recommend based on customers’ perspectives. Additionally, they will understand not only how the potential factors lead to behavioral intentions to repeat purchase, but also the process of the mediating role of some factors.

Behavioral intentions to repurchase have been concerned and received significant attention from numerous researchers in marketing firms and literature because it is associated with customer loyalty and a firm’s profitability, which are considered as the ultimate goals of any business and company (Razavi et al., 2012), the outcomes of this study will beneficially help the managers or owners of any cat café in Thailand in developing more efficient marketing and business strategies by increasingly paying attention to the crucial factors which can induce repurchase intention and improve the quality of those potential factors to satisfy customers with impressive experiences in order to increase and achieve customers’ behavioral intentions to repurchase, positive word-of-mouth intention and willingness to recommend of the cat café business in Thailand, while the competitors in this business have been continuously increasing in recent years.

In addition, not only the owners or managers of cat cafés, but also the managers or owners of any food-service business can gain advantages from the results of this study because all of the factors examined in this research are related and play important roles in service firms, such as hospitality, tourism, and especially the restaurant industry. As a result, the service providers can adjust and adopt more effective marketing and business strategies to apply to their firms suitably based on the influences among potential factors evidenced in this study in order to achieve the ultimate goals efficiently. Last but not least, the findings of this
paper also benefit practitioners, academicians, marketers, educators and people who are interested in studying about factors which tend to influence behavioral intentions to repurchase or revisit as well as positive word-of-mouth intention and willingness to recommend towards cat café business and also other service industries.

### 1.7 Definition of Terms

**Behavioral intentions to repurchase:** Oliver (1997) viewed behavioral intentions to repurchase as the asserted likelihood to involve in or intend to repeat purchase with the same product or service, which also comprises word-of-mouth and revisit intentions.

**Cat café:** Saejiang (2014) defined cat café as a coffee shop offering various kinds of bakery, dessert and drink, along with cats surrounding customers, and aiming to be a gathering place for the cat lover to come and enjoy without entrance fee and time limitation.

**Customer perceived value:** Zeithaml (1988) mentioned that customer perceived value refers to the outcome of customers’ personal comparison between overall perceived benefits received from the service, and sacrifices or costs paid for the service.

**Customer satisfaction:** Oliver (1997) defined customer satisfaction as the customer’s fulfillment reaction which is a judgment from a pleasurable level of consumption-related fulfillment received from a product or service.

**Quality of the physical environment:** Lee and Jeong (2012) identified the quality of the physical environment as the quality of physical surroundings, including aesthetics, design and decoration created by service providers.

**Restaurant image:** Baloglu and Brinberg (1997) proposed that restaurant image is the sum of ideas, beliefs and emotional perceptions that customers have of a place or destination.

**Service quality:** Nitecki and Hernon (2000) defined service quality as an overall excellence of services that customers received from service providers, including employees are well-dressed, and also provide impressive services to customers.
CHAPTER 2
LITERATURE REVIEW

This chapter explains about the concepts and theories related to this study, and includes three parts. The first part is the theory which describes and clarifies the definitions of all six variables: behavioral intentions to repurchase, service quality, customer perceived value, quality of physical environment, restaurant image, and customer satisfaction, respectively which are demonstrated according to the conceptual framework of this study. The second part is the related literature review showing the explanations, findings, and evidence of the influences among the respective variables based on the hypotheses of this paper. And the last part is the previous studies describing the related previous empirical studies in the relevant field of which the researcher studied.

2.1 Theory

2.1.1 Behavioral Intentions to Repurchase

According to Oliver (1997), behavioral intentions were defined as an asserted likelihood to get involved in a particular behavior. In addition, Zeithaml et al. (1996) mentioned that behavioral intentions are related to a signal from customers whether they will continue to engage in or deflect from the product or service. Also, Ranaweera and Prabhu (2003) described future behavioral intentions as customers’ future inclination to stay or continue with the same product or service provider. Jani and Han (2011) considered behavioral intentions to include revisiting and word-of-mouth intentions as well. Moreover, Oliver (1997) stated that the behavioral intentions are related to customers’ attitude to be either favorable or unfavorable toward a product or service based on his or her prior experience; besides, customers can develop this attitude according to prior information without actual previous experience; as a result, this matter frequently causes customers’ biases against that product or service.

Additionally, Ladhari (2009) described that the favorable attitude of behavioral intentions comprises more frequently spending on the product or service provider, remaining loyalty, engaging in positive word of mouth. On the other hand, an unfavorable attitude consists of less spending on the product or service provider, defecting from with the product or service, engaging in negative word of mouth, and/or taking legal action. This customers’ attitude is strongly involved in their intentions to revisit or repurchase the product or service,
together with engaging in word-of-mouth behaviors (Ryu et al., 2008). Cronin et al., (2000) viewed “behavioral intentions” as a synonym of “repurchase intention”. Wu et al. (2011) defined repurchase intention as a tendency of the customer to purchase the same brand or product in the future, and oppose switching to other brands. Similarly, based on a study of Jackson (1985), repurchase intent was viewed as consumer behavioral intentions, measuring the tendency of the customer to continue, increase, or decrease the frequency of engagement toward a product or service; besides, to obtain the measures of repurchase intentions, the surveys of current customers are usually utilized for estimating their tendency to purchase the same product or service from the same brand or company.

In addition, Awi and Chaipoopirutana (2004) defined repurchase intention as the likelihood to buy or use a product or service again in the future; similarly, repurchase intention was referred to the decisive responses generated from a customer after performing overall product or service evaluation leading to his or her future intentions, according to Chen (2011). Colgate and Lang (2001) also stated that customers assess through a process of cognitive decision making to consider and determine about whether to continue or leave a product or service firm; besides, the result of customers’ attitude derived from his or her previous experiences toward a product or service is considered playing a very important role in customers’ intentions to repurchase and recommend (Han and Kim, 2009).

Furthermore, Jaafar et al. (2012) viewed consumers’ purchasing decision as a very sophisticated process, as same as repurchase intention, it is also related to customers’ behavior, attitude, and perception. Also, based on the marketing theory about a relationship, when customers are satisfied with a product or service, and trusted in the provider due to perceiving a high quality of the product or service from the provider, the customers will be more likely to continue with and engage in repeat-purchase behavior with the same vendor after their actual purchasing (Crosby et al., 1990; De Wulf et al., 2001). According to Reisinger (2009), pleasant outcomes affect an ignition of repurchase behavior; as a result, to motivate repurchase or revisit of customers, product or service providers have to generate positive perceptions in order to enhance customers’ satisfaction which will lead to repeat-purchase behavioral intentions. Additionally, Paurav (2009) stated that behavioral intentions are associated with two issues, brand switching, and brand loyalty, which few studies informed that brand loyalty also has an influence on revisit intention (Supphellen and Nysveen, 2001).
2.1.2 Service Quality

Based on Takeuchi (1983)’s study, quality was viewed as the consumer’s standard utilized to measure against something, such as products or services. Service quality, defined by Zaithaml (1998) as a judgment of the customer about a product or service’s overall excellence, is evaluated by the customer comparing his or her perceived service quality with the expectation of service delivery (Grönroos, 1984). Similarly, Parasuraman et al. (1985) viewed service quality as the evaluation or attitude of the overall service excellence; in other words, service quality refers to the difference between customer’s expectation and his or her perception of delivered service provided by the service provider. Nitecki and Hernon (2000) also stated that service quality is engaged in the terms of achieving or exceeding customer’s expectation which denotes the dissimilarity between customer’s expectation and perception of service; likewise, several researchers concurred that comparing customers’ expectations with their perceptions of the actual service performance is the way to measure service quality (Barrington and Olsen, 1987; Grönroos, 1982; Lehtinen and Lehtinen, 1982; Parasuraman et al., 1985, 1988).

According to Ryu and Han (2010), the researchers suggested that the most common explanation of perceived service quality is viewed as a form of attitude, a long-term overall evaluation of a product or service (Bitner, 1990; Cronin and Taylor, 1992; Oliver, 1981; Parasuraman et al., 1988). Cronin and Taylor (1994) also posited that customer’s evaluated perception of his or her encountered service indicates service quality; moreover, Zeithaml and Bitner (2000) proposed that customers’ perceptions of the process or technique providing and delivering the outcome, together with the quality of the physical surroundings are the factors considered when customers judge the quality of the services. Additionally, Bruck et al. (2000) mentioned that customers’ purchasing choices result from customer perceived quality of a product or service. Also, Soriano (2002) suggested that customers have been concerned about service quality more and more nowadays, especially when the competition in the market has become increasingly intense and challenging.

Lewis and Booms (1983), and Parasuraman et al. (1988) proposed that service quality denoted how well the level of delivered service matches a customer’s expectation, can be measured by utilizing SERVQUAL measurement model which has been vastly used to test customer perceptions, because the SERVQUAL can provide a method for assessing and managing service quality (Buttle, 1996). The original SERVQUAL scale was generated from the results obtained from the study of Parasuraman et al. (1985) in several different service
firms, including banking industry, credit card companies, motor repair service providers, and long-distance telecommunication companies, and the researchers found that service quality contains ten dimensions: reliability, responsiveness, access, competence, courtesy, communication, security, credibility, tangibility, and knowing or understanding the customer. However, according to their investigations of many further researches about the same service firms, the outcomes revealed that some of these ten elements were correlated, so that they eliminated some dimensions, and concluded the SERVQUAL instrument to be consisted of five dimensions including reliability, responsiveness, assurance, empathy, and tangibility (Parasuraman et al., 1988).

Although many researchers who studied other different measurement models, such as Cronin and Taylor (1992) who argued the framework of Parasuraman et al. (1985, 1988), and developed a performance-based measurement model of service quality known as SERVPERF, which was claimed as an improved means of measuring service quality demonstrated in a form of customer attitude, the five-dimension SERVQUAL has been widely utilized in various contexts (Arasli et al., 2008; Fick and Ritchie, 1991; Jabnoun and Al-Tamimi 2003; Saleh and Ryan, 1992; Tan and Kek, 2004). Additionally, Al Khattab and Aldehayyat (2011) mentioned that the SERVPERF scale measures the actual performance based on customer satisfaction without consideration of expectations, while the SERVQUAL scale measures the performance based on the gap between perception and expectations, separating service quality from customer satisfaction, and this tool also focuses on a comparison of standard to measure service quality by using expectations. Moreover, the SERVQUAL methodology, claimed as the instrument for measuring perceived service quality based on the customer’s perspective (Fitzsimmons and Fitzsimmons, 2011; Parasuraman et al., 1988), have been vastly utilized by various researchers in the restaurant industry (e.g. Andaleeb and Conway, 2006; Bojanic and Rosen, 1994; Lee and Hing, 1995; Oubre and Brown, 2009; Yüksel and Yüksel, 2002). The transition of two versions of SERVQUAL instrument, including ten dimensions, and five dimensions is illustrated in the figure below.
In addition, many researchers who studied about service quality in the hospitality industries viewed perceived service quality as a crucial issue. For example, Canny (2014) stated that service quality has been considered to be an important concern in the hospitality industry because of its principal service delivery associated with customer orientation, as well as Peri (2006) who mentioned that service quality is an important requirement in satisfying restaurant customers’ needs and expectations. According to the studies of Ryu and Jang (2008), and Ryu and Han (2010) about food-service business, service quality originated from an employee-customer interaction in the restaurants, including the ability to deliver a promised service accurately and reliably, employee’s knowledge, employee’s courtesy, employee’s caring and paying attention to customers, and employee’s ability to ignite confidence and trust, together with employee’s proper appearance. Regarding a study of Ha and Jang (2010), the researchers also pointed out that service quality in the restaurant industry refers to the level of service served by the restaurant employees, and depends on the interactions between the customers and restaurant staff.
Likewise, Ha and Jang (2012) denoted service quality as one of the most crucial elements of service marketing fields which has been widely studied, for example, restaurant services focusing on the interactions between customers and service firms; moreover, this interpersonal relationship during his or her restaurant experience has an effect on customer’s evaluations of service quality, acknowledged as an intangible aspect of the restaurant business (Liu and Jang, 2009; Ryu et al., 2012). Also, some researchers who studied about service quality in the restaurant industry informed that food, atmospherics, and employee services are three essential quality factors indicating diners’ perceptions of the restaurant service quality (Chow et al., 2007; Dulen, 1999; Jang and Namkung, 2009; Namkung and Jang, 2008; Ryu and Han, 2010; Susskind and Chan, 2000).

2.1.3 Customer Perceived Value

It is difficult to define the meaning of value, since a large number of studies explain varied definitions of value depending on consumers’ perspectives (Zeithaml, 1998). Based on a study of Albrecht (1992), the researcher viewed value as one of the most forceful powers in the market nowadays, so that marketers and consumers have become increasingly concerned about the role of value, which was commonly generated from the customer’s point of view, according to the marketing literature (Dodds, 1991). Gale and Klavans (1985) described that value in marketing perspective focuses on a relationship of price/quality, while Patterson and Spreng (1997) explained that the conceptualization of value defined in terms of performance/quality and price is the most extensively accepted in the marketing field. Moreover, value was viewed in the relative or comparative condition because value is subject to customer’s perspectives when comparing one object to another or others (Quevedo, 1991; Reddy, 1991; Thaler, 1985).

With regard to a study of Ryu et al. (2008), the researchers determined perceived value as customer’s overall valuation of the net worth based on the service, related to customer’s appraisal of the received benefits from service, and the costs or sacrifices paid for obtaining and utilizing the service (Hellier et al., 2003). Similarly, Zeithaml (1988) advised that perceived value is generated from customer’s personal overall assessment of the benefits and costs involved in a particular product or service which reflects the net advantage, obtained from customer’s consumption. In other words, perceived value refers to customers perception of the net gain compared to the sacrifices in exchange for utilizing products or services (Chu and Lu, 2007). Further, Parasuraman et al. (1988) suggested that only the
customer rather than a service provider can evaluate perceived value by appraising whether a product or service offers value, and the concept of customer perceived value is considered very private and individual.

2.1.4 Quality of the Physical Environment

Lee and Jeong (2012) identified the physical environment as the surroundings created by service providers, such as the overall design, layout, and decorations. Similarly, the physical environment was defined as the atmospherics, which has been determined to be an essential issue in restaurant services since customers’ emotional reactions towards service environment are associated with consumers’ purchase behaviors (Donovan et al., 1994; Foxall and Greenley, 1999; Sharma and Stafford, 2000). Mattila and Wirtz (2001) also proposed that a combination of pleasure and emotional arousal derived from atmospherics can stimulate greater levels of access and impulse buying behaviors. Moreover, Ruiz et al. (2012) suggested that the physical environment has been discovered to be an important issue of customer’s evaluation of the service satisfaction. Besides, the physical surroundings not only play a critical role in distinguishing service firms, but also affecting the nature of customer experiences (Bitner, 1992; Pareigs et al., 2011).

Additionally, numerous researchers advised similarly several dimensions of the physical environment, including design factors (consisting of layout, and furniture), ambient factors (comprising of color, music, noise, and scent), and social factors (composing of employee’s appearance, and customer crowding). In addition, these three categories of the physical environment elements were developed in order to test the impacts of the specific environmental factors (Baker, 1986; Baker et al., 1992; Baker et al., 1994; Ryu and Jang, 2007). Kotler (1997) who defined the physical surroundings as the atmospherics, also proposed that consumers perceive the physical environment through five senses, comprising visuality, tactility, audition, olfaction, and gustation. Further, based on a review of the atmospheric literature, Turley and Milliman (2000) identified a general interior as one component in the atmospheric category comprising color, sound, music, lighting, scent, temperature (generally referred to ambient cues), and visual design elements.

Furthermore, Bitner (1992) proposed the term of service-scape as the built environment or man-made physical surroundings in contrast to social or natural environment in order to explain the combined effect of all physical elements which can be controlled and utilized by service providers to enhance employee and customer behaviors; besides, the
researcher identified that three primary dimensions of the servicescape consist of ambient conditions, spatial layout and functionality, and artifacts, signs and symbols. Additionally, the servicescape was defined by Kotler (1973) as the design of purchasing environment in order to arouse specific emotional effects on the customer which can enhance his or her possibility of purchase, while Arnold et al. (1998) also viewed the servicescape as the intentionally designed place, aimed to produce significantly commercial actions from buyers. In accordance with a study of Babin and Attaway (2000), the researcher informed that the servicescape can evoke customers’ emotion and help them evaluate value, which stimulates customers to visit the particular place repeatedly. Furthermore, various researchers affirmed that the servicescape consists of both tangible and intangible aspects which establish the service experience and involve with employee and customer behavior (Baker, 1987; Bitner, 1992; Hoffman and Turley, 2002; Turley and Milliman, 2000).

Moreover, many researchers have emphasized the importance of atmospherics’ impacts on customer experiences in the service business, for example, arousing customers’ feeling of joy (e.g., Barsky and Nash, 2002; Heide and Grønhaug, 2006; McGoldrick and Pieros, 1998; Otto and Ritchie, 1996; Pine and Gilmore, 1998; Ryan, 1999; Schmitt, 1999). Heung and Gu (2012) viewed atmospherics as the conscious design of a place aiming to encourage customer's particular emotional effects which is ultimately enhancing his or her intention to purchase a product or service. Besides, Kotler (1973) indicated that the atmospheric is a critical tool affecting and changing customer’s attitudes and behaviors. Accordingly, Baker et al. (1994) defined the role of the physical surroundings in service firms as to improve brand image and stimulate customer’s behavior by providing attractive interior design and décor, pleasing background music, clean dining areas and professional employees, for instance. According to the studies of Jang and Namkung (2009), and Lin (2004), the physical environment factors in restaurants, including restaurant’s space, design, function, color, lighting, and so on, are explained as one of the key stimulants during the dining experience. Also, Milliman (1986) informed that ambience or background conditions in the environment, such as scent, color, temperature, sound, and lighting has an effect on customer’s perceptions and experiences. It can be assumed that customers’ responses are consequent on customer perceptions toward the quality of physical environment, according to Heide and Grønhaug (2006).
2.1.5 Restaurant Image

The attention to the critical aspect of image has been increasing in the marketing firms due to its impacts on the individual’s subjective perceptions and also consequential behaviors (Castro et al., 2007; Chen and Tsai, 2007; Gallarza et al., 2002; Hartman and Spiro, 2005; Tasci et al., 2007). Ryu et al. (2008) mentioned that image can be defined in various different ways based on its operationalizing construct due to the complicated nature of the image, while Oxenfeldt (1974) viewed image as an overall impression which is a combination of emotional and factual objects. Oh (1995) stated that customers’ opinions about a store are not only based on the factual material, but also their feelings towards it. Similarly, Eliwa (2006) mentioned that customers will react to the store based on how they view it in an emotional way. According to Baloglu and Brinberg (1997), image was defined as the sum of ideas, beliefs, and impressions that one has toward a place or destination.

In addition, Keller (1993) defined brand image as the series of brand perceptions that the customer devises by considering brand associations. Moreover, Padgett and Allen (1997) proposed that brand image has a symbolic meaning referred to customer’s recognition at the time he or she encounters the particular characteristics of the product or service. In addition, Low and Lamb (2000) believed that brand image refers to consumers’ perceptions associated to the particular brand based on their reasons or emotions. Furthermore, Bloemer and Ruyter (1998) suggested that numerous marketing researches focus on customers’ perceptions of a store image in forms of functional attributes, such as the location, waiting time for service, and other qualities. Similarly, store image is defined in the customer’s mind, and developed according to customer’s subjective and objective perceptions associated with the interactions of store attributes, and also the components of store attractions (Lindquist, 1974; Martineau, 1958; Nevin and Houston, 1980). Accordingly, Baker et al. (1994) defined store image as a complex combination of customer’s perception of a store’s salient attributes, and also viewed store image as a cue to the quality of brand, and vice versa since the literature of store image serves the quality of products, service, and the store environment as key attributes of store image.

Particularly, food quality, menu variety, employees’ service, professional appearance of staff, cleanliness, price, atmosphere, interior design and décor, styling, and store location have been concerned as store image components in the restaurant business (Baker et al., 1994; Lindquist, 1974; Prendergast and Man, 2002). According to two studies in restaurant image of Ryu et al. (2008, 2012), the restaurant image in this study refers to customers’
factual and emotional perceptions, symbolic attitudes or ideas toward the restaurant or café, focusing on the functional attributes of the café, including waiting time for food, menu variety, interior design and decoration, cleanliness, and so forth.

2.1.6 Customer Satisfaction

Oliver (1981) proposed that customer satisfaction plays an important role as one part of the marketing field, and every business is also concerned more on fulfilling customers’ need and wants properly because of the increase of challenging competition and customer awareness of product quality these days. Similarly, Johnson et al. (2001) viewed customer satisfaction as the most crucial issue for all business organizations to be concerned about as the most reliable feedback which affects business excellence. Kotler (2000) defined satisfaction as the sum of a product or service attributes, while Zairi (2000) defined satisfaction as the feeling of pleasure due to fulfillment of expectations; also, if a product or service can satisfy the customer, they will become loyal to the product, service, or brand. In other words, customer satisfaction refers to products or services which can fulfill customer’s expectations in terms of quality. Moreover, Schwager (2007) found that customer satisfaction is dependent on customer’s experiences or consumption of a product or service based on one’s expectations; likewise, Churchill and Surprenant (1982) stated that customer satisfaction is customer’s overall reaction of expectation toward a product or service consumption based on his or her perception, evaluation, and psychological response.

Kurniawan (2010) suggested that customer satisfaction can be varied over the period of time, due to its dynamic procedure of the individual perception of the product or service performance which results in customer satisfaction (Tat et al., 2011). Additionally, a number of researchers viewed customer satisfaction as a transaction-specific evaluation of the consumer (Bitner, 1990; Cronin and Taylor, 1992; Oliver, 1981; Parasuraman et al., 1988), while Back (2005) also advised that a crucial aspect of customer satisfaction is an evaluation procedure which is an oriented process reckoned as the most efficient approach to measure customer satisfaction level (Oliver, 1997; Yi, 1990). Accordingly, Gilbert et al. (2004) mentioned that customer satisfaction is an explanation of the evaluation process of customer’s service expectation based on his or her service experience; in addition, the evaluation of customer satisfaction is associated with both cognitive response and effective reaction to the service encounter. Moreover, Schiffman and Kanuk (2010) viewed customer satisfaction as customers’ perceptions of the performance of a product or service related to
their expectations. Customers will be satisfied if the performance of a product or service meets their expectations (Bowden and Dagger, 2011). Furthermore, due to the potential effect of customer satisfaction on profits and repeat-purchase behavior, the ultimate goal of every business firm is focusing on satisfying customers (Jani and Han, 2011; Ryu et al., 2012; Slatten et al., 2011).

In addition, customer satisfaction is viewed as an essential factor for restaurants’ success (McColl-Kennedy and Schneider, 2000; Reichheld and Sasser, 1990). Zeithmal and Bitner (1996) reckoned that an extent customer satisfaction relied on product quality, service quality, price, and personal factors, while Greywitt and Tewet (2004) believed that customer satisfaction of dining experiences depended on four factors, including meal, service, environment, and cost, respectively. Also, restaurant’s customers can be sensitive to perceived price fairness because customers normally evaluate the value of service based on the price they paid by comparing the product or service quality with price paid in their decision-making procedure (Anderson et al., 1994; Eliwa, 2006). According to Oliver (1997), customer satisfaction in this study can be concluded as customer’s fulfillment reaction, which is a judgment of the product or service itself, or its features providing customers a pleasurable level of consumption fulfillment based on expectations, consisting of under-fulfillment and over-fulfillment levels.

2.2 Related Literature Review
2.2.1 Related Literature Review of Service Quality, Quality of Physical Environment, and Customer Perceived Value

With reference to several studies, service quality served as one of the antecedents of perceived customer value (Bolton and Drew, 1991; Chen and Hu, 2010; Lai et al., 2009; Zeithaml, 1988). Similarly, Eggert and Ulaga (2002) informed that service quality, including tangibles, reliability, responsiveness, assurance, and empathy (SERVQUAL), is positively related to customer perceived value. According to Lai et al. (2009), the result of their study demonstrated that service quality directly influences customer perceived value and also image perceptions which can lead to satisfaction.

In addition, Bitner (1992) proposed that the atmospheric of service firms is directly associated with cognitive responses, for example, customer perceptions and beliefs. In the hospitality industry, the atmospheric factor is indicated as a crucial driver of customer perceived value, according to Mattila (1999), the same as the physical environment in the
restaurant business, such as its decorations, seating comfort, ambient condition, and so on, atmospherics provide first-time visitors with hints delivering the expected nature of service offerings and customer perceived value (Nguyen and Leblanc, 2002). Additionally, Han and Ryu (2009) revealed the positive relationship between three dimensions of the physical environment in restaurants (design factors, ambient factors, and social factors), and customer perceived value; moreover, the researchers found that among the three elements, design factors are the most significant driver of customers’ price perception. Regarding the study in Chinese restaurants context of Liu and Jang (2009), the result illustrated that the physical environment significantly affects customer perceived value.

2.2.2 Related Literature Review of Service Quality and Customer Satisfaction

Many researchers investigated and found empirical evidence supporting the impact of perceived service quality on customer satisfaction. For example, an investigation on the conceptualization and measurement of service quality perceptions of Cronin and Taylor (1992) revealed that service quality appears to be an antecedent of customer satisfaction. On the other hand, the results showed that customer satisfaction has no significant effect on service quality. Likewise, perceived service quality was found as a determinant of satisfaction, but not vice versa (Lee et al., 2000), in accordance with a study in the service business of Ting (2004), the results indicated that service quality better explains consumer satisfaction, not the other way around. Further, the testing of a modified satisfaction/service quality model (Oliver, 1993) exposed that perceived service quality performs as a predictor of satisfaction (Spreng and Mackoy, 1996). Similarly, DeRuyter et al. (1997) confirmed that when the level of service quality increases, customer satisfaction degree will increase correspondingly. Oliver (1989) also concluded that the perceptions of service quality, and expectations lead to satisfaction or dissatisfaction.

With regard to research in the service sector of DeRuyter et al. (1997) the results from an empirical test with the SERVQUAL scale revealed that service quality should be served as a determinant of customer satisfaction. Further, Sureshchandar et al. (2002) confirmed that service quality and customer satisfaction are strongly related. Wang and Shieh (2006) also discovered a significantly positive relationship between overall service quality and consumer satisfaction from their research in a service field. In addition, Chow et al. (2007), and Johns and Pine (2002) found that service quality perceptions influence customer satisfaction and/or future behavioral intentions. Kurniawan (2010) explained that customer satisfaction is
reflected from the perceived quality, regard to his study in service business. In addition, Zeithaml (1985) mentioned that a large number of researchers frequently utilize service quality as a scale to measure customer satisfaction by finding and understanding customer’s service expectations because the more service quality increased and was close to customer expectations, the more customer satisfaction increased, and vice versa (Özcelik, 2007).

In restaurant service firms, service quality has been affirmed as an essential factor influencing both customer satisfaction, and revisit intention (Kim et al., 2009; Oh, 2000; Pettijohn et al., 1997; Qu, 1997). Similarly, Ryu and Han (2010) posited that customer’s perceived quality experienced during their service encounter influences customer satisfaction, and restaurateurs can maximize customer satisfaction by improving foodservice delivery process. In accordance with a study in fast-food restaurants in both America and Latin America of Brady et al. (2001), in spite of the difference of cultural backgrounds, the results correspondingly showed that service quality has a significant impact on customer satisfaction. Based on a study in dining services of Ladhari et al. (2008), the researchers concluded that perceived service quality influences customers’ dining satisfaction through both positive and negative emotions; therefore, the restaurateurs can increase customer satisfaction of the restaurant’s patrons by being concerned about and improving service quality as an effective tool.

2.2.3 Related Literature Review of Customer Perceived Value, Quality of Physical Environment, and Customer Satisfaction

Many researchers affirmed that customer perceived value has been accepted as a reliable determinant of customer satisfaction, and also customer purchase behavioral intentions (Andreassen and Lindestad, 1998; Chiou, 2004; McDougall and Levesque, 2000; Patterson and Spreng, 1997; Ryu et al., 2008, 2010). Also, Lai et al. (2009) reported that customer perceived value and customer’s image perceptions are the causes of customer satisfaction. Similarly, it is found that customer perceived value is a directly positive predictor of customer satisfaction, according to the investigation of customer perceived value’s role associated with customer behavior in a service context of Patterson and Spreng (1997). Regarding the study of Ryu et al. (2008), the outcome indicated that customer perceived value, and restaurant image significantly influence customer satisfaction. Also, it is evidenced that perceived value has a significant moderating effect in forming satisfaction, based on an investigations in the service sector studied by Caruana et al. (2000).
Regarding a study of Han and Ryu (2009), the researchers claimed that the importance of creating a fascinating atmosphere has been increasingly a concern of academic and also hospitality fields since the atmospheric element is considered as a key factor focused to attract and satisfy customers in the service industry. Many researchers discovered the corresponding results that customer satisfaction is significantly influenced by the physical environment (Dube et al., 1999; Knutson and Patton, 1995; Ryu, 2005; Varki and Colgate, 2001). A study of Chang (2000) found that perceived physical surroundings directly influence customer satisfaction, which is related to customer’s positive behaviors in a direct and positive way. Accordingly, the results of many studies in service or hospitality industry indicated that the physical surroundings can impact on the level of customer satisfaction, and customer behavioral intentions, because the atmospheric elements have both cognitive and emotional effects on customers (Bitner, 1992; Burns and Niesner, 2006; Jang et al., 2011; Kim et al., 2009; Ladhari, 2009; Martin et al., 2008; Mehrabian and Russell, 1974; Pareigis et al., 2011; Wakefield and Blodgett, 1996). Turley and Milliman (2000) proposed that customer’s satisfactory experience generally depends on the ability of the customer to interact with the physical surroundings in order to generate satisfying consumption experience. In addition, Lim (2010) also unveiled that the atmospheric factor have a significant effect on ultimate customer satisfaction, especially the physical environment of restaurants, such as furnishings, lighting, music, and other atmospheric elements which also significantly impacts customer satisfaction.

Furthermore, the link between dining experience attributes and customer satisfaction have been recently discussed and concerned in the food-service industry over the past few decades since the dining experience attributes can enhance overall customer satisfaction (Canny, 2014). Besides, prior studies on various different type of restaurants found three common attributes used in measuring dining experiences, comprising the physical environment and food quality as the tangible dimensions, along with service quality as the intangible dimension (Liu and Jang, 2009; Ryu and Han, 2010; Ryu et al., 2012). Similarly, Heung and Gu (2012) insisted that restaurant physical surroundings directly and significantly influence customer satisfaction. Wall and Berry (2007) also reckoned that the physical surrounding help restaurateurs to create customers’ dining experiences in the restaurants since the physical environment is found as a positive indicator of customer satisfaction. In accordance with the findings of Ha and Jang (2012), the researchers posited that dining physical surroundings can be determined as a crucial determinant which significantly
influence the level of customer satisfaction because the customer reacts to the environmental surroundings based on his or her consumption experience. Additionally, Jang and Namkung (2009), and Lin (2004) concluded that physical environment attributes, including the restaurant’s space, function, design, color, lighting and so on, is determined as one of the essential stimuli of diners’ satisfaction during their dining experiences.

2.2.4 Related Literature Review of Restaurant Image and Customer Satisfaction

Regarding an empirical study of Andreassen and Lindestad (1998), the researchers informed that brand or store image has a significant influence on perceived quality, customer satisfaction, and loyalty in the service firm; likewise, several previous studies found that image can be a crucial determinant influencing customer satisfaction and also consequent behavioral intentions (Bloemer and Ruyter, 1998; Cai et al., 2003; Kandampully and Suhartanto, 2000; O’Leary and Deegan, 2005; Osman, 1993; Prendergast and Man, 2002). Numerous researchers who examined the role of brand image in the service industry found similar results, for example, Castro et al. (2007) revealed that an image of destination affects tourists’ future behaviors through service quality and/or their satisfaction, the same as Bloemer and Ruyter (1998), the researchers confirmed that store image, comprising location, merchandise, store atmosphere, customer service, price, and advertising, indirectly and positively impacts on store loyalty through customer satisfaction; besides, the researchers suggested that store image could only influence customers’ behavioral intentions through satisfaction.

Andreassen and Lindestad (1998) believed that store image can generate a great effect on customers’ attitudes and judgments of satisfaction in service firms, so that when customers have a favorable restaurant image, they are likely to be satisfied with the services offered which will raise their overall attitude toward the service providers. Regarding the study in overall quick-casual restaurant of Ryu et al. (2008), the researchers also found that restaurant image is a significant antecedent of customer perceived value and customer satisfaction. In addition, the researchers claimed that restaurant image both directly and indirectly affects value and customer satisfaction, which leads to a higher overall level of behavioral intentions. Moreover, several studies indicated that brand or store image has a significant impact on customer perceived value, customer satisfaction, and revisit intention (Andreassen and Lindestad, 1998; Bloemer and Ruyter, 1998; Cretu and Brodie, 2007; Lai et al., 2009; Patterson and Spreng, 1997; Ryu et al., 2008). Booms and Bitner (1982) proposed that
strengthening brand image could directly improve customer satisfaction with the service encountered in the restaurant and hotel business, while Ryu et al. (2012) also suggested that as there is tough competition, it is an important task as one critical composition of marketing strategies for restaurant-service providers to maintain and manage a consistent and differentiated restaurant image due to its influence on customer perceived value and customer satisfaction. The researchers also concluded that customers who have favorable restaurant image are likely to trust and feel that the restaurant provides good value and high customer satisfaction.

2.2.5 Related Literature Review of Quality of Physical Environment and Restaurant Image

Many studies of service firms not only revealed the evidence that the quality of the physical environment greatly impacts on brand or restaurant image, but the researchers also highlighted the important role of the physical environment in the restaurant industry to create image and stimulate consumer behaviors (Hui et al., 1997; Milliman, 1986; Raajpoot, 2002; Robson, 1999; Ryu and Jang, 2008). According to a study of the hospitality service of Ostrowski et al. (1993), the researchers found that positive experiences, together with good experiences over time will eventually induce a positive image, as well as the study in the restaurant industry of Ryu et al. (2012), the researchers disclosed that the customer’s perception of the restaurant’s image could be completely reflected from the customer’s overall experiences, including physical surroundings.

Similarly, Booms and Bitner (1982) proved that the physical environment of the hospitality firm has a significant influence on restaurant’s image and customer revisit intention. They also explained that the physical surroundings of restaurants or hotels could be utilized to efficiently strengthen the brand image of the industry; likewise, the role of the physical environment in service industries on enhancing brand image and arousing buying behaviors is documented by Baker et al. (1994). Also, Nguyen and Leblanc (2002) discovered that the physical environment and customer contact staff have a significantly positive impact on brand or corporate image. In addition, atmospheric components, such as interior design and decoration are the primary stimuli of restaurants’ brand image. On the other hand, the restaurant image can be damaged in case the stimuli do not deliver consistent messages to the restaurant’s customers, and this matter can lead to customer confusion in the restaurant’s positioning (Ryu et al., 2008).
2.2.6 Related Literature Review of Service Quality and Behavioral Intentions to Repurchase

In marketing literature, customers’ quality perceptions have been investigated in-depth since service quality influences customer satisfaction and future behaviors, and perceived quality is also considered as an essential predictor of customer’s decision making (Caruana et al., 2000; Chiou et al., 2002; Wong and Sohal, 2003). Several researchers confirmed a positive relationship between customers’ perceptions of service quality and their willingness to repurchase; also, superior service is likely to raise customer’s favorable behavior (Choi et al., 2004; Cronin and Taylor, 1992; 1994; Laroche et al., 2005; Parasuraman et al., 1985; 1991; Taylor et al., 1997). Likewise, perceived service quality has been informed as an important indicator of post-consumption behaviors or future behavioral intentions, including repurchase intention, and/or recommendation (Ha and Jang, 2012).

Cronin et al. (2000), and Zeithaml et al. (1996) reported that service quality significantly influences customer behavioral intentions, as well as the studies of Boulding et al. (1993), and Parasuraman et al. (1988), the researchers concluded that perceived service quality is a positive predictor of behavioral intentions, such as repurchase intention, willingness to recommend, and positive word of mouth. In accordance with an investigation of Getty and Thompson (1994), the results identified that customer behavioral intentions to repurchase and recommend are positive consequences of customer perceived service quality and their satisfaction. Besides, Bolton (1998) pointed out that service quality affects customers’ consequent behaviors, intentions, and preferences because when the service provider offers a quality of service that meets or exceeds consumer’s expectations, the customer is more likely to select the same service provider in the future.

According to a few studies in restaurant settings of Chow et al. (2007), and Johns and Pine (2002), their studies revealed that perceived service quality impacts on customer satisfaction and/or future behavioral intentions. Bell et al. (2005) also identified that service quality significantly influences consumer behaviors in restaurant firms, as well as a study of Fen and Lian (2007), the researchers found that service quality directly and positively influenced customers’ re-patronage intentions. Furthermore, Laroche et al. (2005) stated that several prior researches have proposed some evidence that perceived service quality is a significant predictor of repurchase intention, and have found a positive relationship between service quality perceptions and customer willingness to repeat purchase. For example, Taylor et al. (1997) examined the role of perceived service quality in the formation of behavioral
intentions, and the outcomes show that service quality perceptions lead to post-purchase intentions.

Moreover, two studies of Boulding et al. (1993), and the study of Laroche et al. (2005) revealed that service quality significantly impacts on behavioral intentions; similarly, the quality of service is concluded as a crucial factor in determining customer behaviors, since various researches indicated that service quality has a positively significant influence on behavioral intentions (e.g. Anderson, 1998; Cronin et al., 2000; Fullerton, 2005; Kim et al., 2009; Ladhari et al., 2008; Oh, 2000; Pettijohn et al., 1997; Qu, 1997; Wong and Sohal, 2003; Zeithaml, 1988; Zeithaml et al., 1996).

2.2.7 Related Literature Review of Customer Satisfaction, Restaurant Image, and Behavioral Intentions to Repurchase

Customer satisfaction has gained great attention in service marketing since customer satisfaction is related to consumers’ post-purchase phenomena. For example, attitude change, repeat purchase, positive word of mouth, and brand loyalty, based on their purchase and consumption (Fornell et al., 1996; Oliver, 1994; 1997). With reference to numerous studies and empirical evidences, customer satisfaction has been confirmed as a direct and positive predictor of behavioral intentions, including repurchase and word-of-mouth behavior (Bolton, 1998; Fornell, 1992; Han and Ryu, 2009; Hellier et al., 2003; Kim et al., 2009; Oliver, 1999; Patterson and Spreng, 1997; Ranaweera and Prabhu, 2003; Rust and Zahorik, 1993; Taylor and Baker, 1994; Ryu et al., 2010; Ryu and Han, 2011). Canny (2014) viewed customer satisfaction as a critical factor to the existence of any business; additionally, according to the studies of Baker and Crompton (2000), and Zeithaml et al. (1996), the researchers found that customer satisfaction appears to be an antecedent of post-purchase attitude, reflecting a positive or negative outcome acquired from customer personal experiences, thereby customer satisfaction was concluded as the most effective factor to induce behavioral intentions.

In service firms, customer satisfaction has also been extensively considered as a fundamental factor of long-term customer behavior (Oliver, 1980; Yi, 1990); in accordance with a study of Anderson and Sullivan (1993), their findings indicated that a greater level of customer satisfaction decreases the intention of brand, product or service switching, resulting in an increase of customer repurchase intentions. It is proved that customer behavioral intentions to repurchase and recommend are positive outcomes of customer perceptions of satisfaction and service quality (Getty and Thompson, 1994). According to a study in the
hospitality industry of Han and Back (2006), the researchers also discovered that satisfaction is a positive indicator of visitor’s revisit intention.

Investigating the role of customer satisfaction as a predictor of re-patronize behavior in a service context, especially in restaurant settings, Fen and Lian (2007) found that customer satisfaction directly and positively affects customer re-patronage intentions. Similarly, Kivela et al. (1999) revealed that customer’s dining satisfaction significantly impacts on their post-dining behavioral intentions. Further, regarding a study Namkung and Jang (2007), the researchers uncovered that customer’s dining satisfaction is a significant predictor of post-dining behavioral intentions in restaurants. In addition, Kim et al. (2009) explained that customer satisfaction positively influences revisit intention and also positive word-of-mouth intention in food-service operations. Accordingly, numerous studies in food service settings proposed evidence of strong relationships between customer satisfaction with restaurant attributes and repurchase intentions (Cheng, 2005; Gupta et al., 2007; Pettijohn et al., 1997; Söderlund and Öhman, 2005; Stevens et al., 1995; Sulek and Hensley, 2004). In accordance with a study in an upscale restaurant of Han and Ryu (2006), the researchers confirmed that improving customer satisfaction level is significantly increasing intention to revisit and recommend. On the contrary, dissatisfied customers are likely to complain, switch, or engage in negative word-of-mouth communication (Oliver, 1997; Richins, 1983; Singh, 1990).

Additionally, customer satisfaction level, which is strongly impacted by the three dimensions of the physical environment (design factors, ambient factors, and social factors) both directly and indirectly influences revisit or repurchase intention, together with positive word-of-mouth intentions (Han and Ryu, 2009). Moreover, Zeithaml et al. (1993) mentioned that repeated dining and positive word of mouth are the results of customer satisfaction with the restaurant providers, while Cacioppo (2000) also proposed that the very satisfied customers are more likely to recommend the restaurant and be loyal than the normally satisfied customers. Furthermore, Söderlund and Öhman (2005) suggested that customer satisfaction is significantly associated with two specific constructs of intentions, comprising intentions as wants, and intentions as expectations. It is obvious that the findings correspondingly support the significant relationship between customer satisfaction and behavioral intentions in the restaurant industry.
According to Dolich (1969), the researcher viewed brand image as a crucial factor considered in customer’s decision-making process to purchase or repurchase the brand or not; therefore, brand image was confirmed that it has a significant effect on customers’ future behaviors (Fishbein, 1967; Johnson and Puto, 1987). Accordingly, a number of researchers indicated the important role of store image in determining customer perception and consequential behavior (Bigne et al., 2001; Bloemer and Ruyter, 1998; Chen and Tsai, 2007; Lee et al., 2005; Osman, 1993; Prendergast and Man, 2002). In the hospitality sector, Castro et al. (2007) discovered that image of the destination impacts visitors’ future behavior through two mediators, including service quality and/or visitor satisfaction. Similarly, Chen and Tsai (2007) proposed a model of visitor behavior, consisting of a destination’s image, behavioral intentions, and evaluative factors, such as trip quality, perceived value, and visitor satisfaction, and then the researchers found that destination image has the most significant effect on behavioral intentions, for example, intention to revisit and willingness to recommend. In accordance with a study of Bigne et al. (2001), the findings revealed that destination image impacts behavioral intentions in both direct and indirect ways. Further, a number of empirical studies revealed that the image can be an important predictor of customer satisfaction and subsequent behavioral intentions (Bloemer and Ruyter, 1998; Cai et al., 2003; Kandampully and Suhartanto, 2000; O’Leary and Deegan, 2005; Osman, 1993; Prendergast and Man, 2002).

The study in overall quick-casual restaurants of Ryu et al. (2008) found that customer perceived value, customer satisfaction, and restaurant image are significant determinants of customers’ behavioral intentions. Moreover, the researchers suggested that it is important for restaurateurs to emphasize the relationship among restaurant image, perceived value, and customer satisfaction in order to strengthen the inducement of customer post-purchase behaviors, such as the intention to revisit or repurchase, intention to visit or purchase more frequently, intention to engage in positive word of mouth, and willingness to recommend. In accordance with a research of Patterson and Spreng (1997), the findings highlighted a significant role of value and image as key strategic factors indicating customer post-purchase behaviors. Various studies also discovered that brand or store image significantly impacts on customer perceived value, customer satisfaction, and revisit intention (Andreassen and Lindestad, 1998; Bloemer and Ruyter, 1998; Cretu and Brodie, 2007; Lai et al., 2009; Patterson and Spreng, 1997; Ryu et al., 2008). Similarly, restaurant image was claimed that it impacts the customer’s subjective perception and his or her consequent behavior, as a result,
the important role of image has been increasingly highlighted in the marketing literature (Castro et al., 2007; Chen and Tsai, 2007; Gallarza et al., 2002; Hartman and Spiro, 2005; Tasci et al., 2007).

2.2.8 Related Literature Review of Quality of Physical Environment and Behavioral Intentions to Repurchase

According to previous studies in the hospitality field, intangible attributes were mainly concerned as the determinants of quality, whereas Clark and Wood (1999) argued that tangible elements are actually of greater significance in obtaining customer loyalty and restaurant revisits. Based on the findings of an investigation in the restaurant setting, Ryu and Han (2010) found that the most effective attribute of the brand and store is atmosphere, followed by service, cleanliness, food quality and menu variety. In addition, the researchers informed that customers increasingly value atmosphere during their dining experience, so that this factor was focused as the physical environment in their study. Andreu et al. (2006) stated that the influence of the physical environment on customer behavior has gained not only the critical attention of many researchers, but also wide acceptance from the practitioners and academicians (Turley and Milliman, 2000). In accordance with Kotler (1973), the researcher claimed that the influence of the atmospheric factor in marketing literature associated with the environmental design, such as color, layout, sound, lighting and temperature can arouse emotion and conceptual responses of customers and also affect their behaviors.

According to several empirical researches, the investigations found that the physical surroundings positively influence customer post-consumption behaviors through psychological responses of positive emotion ignited by environmental components which will stimulate more favorable behaviors (Baker and Cameron, 1996; Bitner, 1992; Donovan and Rossiter, 1982; Mattila and Wirtz, 2001; Ryu and Jang, 2007). Ha and Jang (2012) also found empirical and theoretical evidence showed that environmental factors in the consumption situation positively affect customers’ favorable behavioral intentions due to the inducement of positive emotions. Additionally, Ariffin et al. (2011) claimed that particular atmospheric components generated different types of customer behavior. For example, in order to induce customer revisit intention, the restaurant managers can refurbish the restaurant by improving the style, adjusting the layout, and providing proper lighting (Reimer and Kuehn, 2005). In other words, the evidence from prior studies indicated that the physical environment is a predictor of behavioral intentions.
In the hospitality or service industry, many studies found that the physical environment can influence the level of customer satisfaction, customer behaviors, the level of customer’s spending on the service, and customer intention to stay with the service provider in the future, since the physical surroundings affect customers both cognitively and emotionally (Bitner, 1992; Burns and Niesner, 2006; Jang et al., 2011; Kim et al., 2009; Ladhari, 2009; Martin et al., 2008; Mehrabian and Russell, 1974; Pareigis et al., 2011; Wakefield and Blodgett, 1996). Similarly, with regard to a study in the hospitality business of Ali and Amin (2013), the researchers confirmed that good physical environment positively influences customer’s post-consumption behaviors. Moreover, the ability of the physical surroundings to create image and affect behaviors is particularly obvious in the service industry, such as restaurants, hotels, retail stores, banks, hospitals, and professional offices (Bitner, 1992; Booms and Bitner, 1982).

The importance of the role of the physical environment in impacting on behavior has also been verified in various studies of consumer behavior. For example, the studies of Reimer and Kuehn (2005), and Wakefield and Blodgett (1994) revealed that making the atmosphere more pleasant and attractive is crucial for businesses’ success since the ambient conditions of the physical surroundings encourage customers in pursuing their service consumption, and subsequently influence consumers’ attitudes and behaviors toward service settings (Hui et al., 1997; Nguyen and Leblanc, 2002). Accordingly, Yüksel and Yüksel (2002) showed that the service environment in restaurant settings, comprising seating arrangement, decoration and music, is a crucial determinant in forming customer behavior, because customers usually observed the tangible elements of restaurants’ physical attributes first when they enter the restaurant.

In addition, numerous researchers viewed the importance of the physical surroundings in generating image and inducing customer behavior as the particular relevance in the restaurant industry (Hui et al., 1997; Milliman, 1986; Raajpoot, 2002; Robson, 1999; Ryu and Jang, 2008). Moreover, Ryu and Han (2010) found that the perceived quality of the physical environment is a significant indicator of customer satisfaction since customers may look for the dining experience that is totally different from the atmosphere they can encounter at home, and the atmospheric factor can effectively attract customers rather than the food; also, they mentioned that pleasing and attractive physical surroundings, such as music and furnishings, can determine the hugely extensive level of customer’s overall satisfaction and consequent behavior in restaurants. Accordingly, Chang (2000) proposed that positive
approach behaviors are positively and directly associated with customer satisfaction which is directly induced by the perceived physical environment.

Ryu and Jang (2008) informed that the physical environment is a direct indicator of behavioral intentions in the restaurant business; likewise, environmental elements were investigated in the food-service industry, and the result demonstrated that environmental components directly affect post-purchase intentions (North and Hargreaves, 1998). Furthermore, Jang and Namkung (2009) proposed that the physical surrounding is a direct antecedent of behavioral intentions, in accordance with a study in Korean restaurants of Ha and Jang (2012), the findings revealed that the perception of atmospheric components in the restaurant positively influences customer’s future behavioral intentions directly and indirectly through perceived quality of service and food. Additionally, Mattila (2001) suggested that customers are concerned with three major factors to re-patronize the restaurants, including atmosphere, service, and food quality. Ultimately, Kotler (1973) suggested that for some businesses, the restaurants for instance, the atmosphere of the place can be as critical as the product or service itself in the repurchasing or repatronizing decision making, since human behavior is strongly associated with physical surroundings, according to a research in environmental psychology (Mehrabian and Russel, 1974; Russel and Pratt, 1980).

### 2.3 Previous Studies

Awi and Chaipoopirutana (2014) examined the factors influencing customer repurchase intention toward XYZ restaurant with the purpose to investigate the differences among factors which affected repurchase intention of the restaurant, including the quality of physical environment, food quality, service quality, brand preference, perceived value, and customer satisfaction. Descriptive analysis was applied in this research, along with the non-probability sampling method, including judgment and convenience sampling procedures. The data collection for this study used a self-administered questionnaire distributed to 400 customers visiting XYZ restaurant in Yangon, Myanmar as the target respondents. After utilizing Pearson’s Correlation analysis, the results revealed that the quality of the physical environment, service quality, food quality, brand preference, perceived value, and customer satisfaction were positively significant predictors of repurchase intention. In addition, service quality had a strong positive relationship with perceived value, which played a strongly important role in customer satisfaction. Moreover, customer satisfaction strongly and positively influenced the repurchase intention of customers. It was concluded that the
level of customer’s behavioral intention to repurchase could be affected by three factors, including service quality, food quality, and customer satisfaction.

Ryu and Han (2010) investigated the influence of the quality of food, service, and the physical environment on customer satisfaction and behavioral intentions in quick-casual restaurants in order to examine the relationships among three elements of quality dimensions (food, service, and physical surrounding), customer satisfaction, and behavioral intentions with the moderating role of perceived price. The researchers applied hierarchical multiple regression analysis and a self-administered questionnaire with the seven-point Likert scale distributed to 360 respondents who were the customers at three different quick-casual restaurants in a Midwestern state by using a convenience sampling procedure. Moreover, the total usable 341 questionnaires were analyzed, and the results revealed that apart from customer’s perceived quality of food which was considered a significant antecedent of customer satisfaction, service quality also affected customer satisfaction level, together with perceived price that enhanced the impact of service quality on customer satisfaction. In addition, the findings found that the quality of physical environment, such as attractive and pleasant interior design, décor, color, music, and lighting could increase customer satisfaction level.

Ha and Jang (2012) examined the impacts of dining atmospherics on behavioral intentions through quality perception in a Korean restaurant. The purpose of this study is to determine how atmospherics perception in an ethnic restaurant impacted on customer’s perceived service quality and food quality, together with the extent to which quality perceptions mediated the relationship between atmospheric perception and customer behavioral intentions. This research applied multiple regression analyses to test the influences of particular environmental factors on quality perception and behavioral intentions, and also used the structural equation model (SEM) to identify the mediating effects of the perception of quality. In addition, the researchers utilized a self-administered questionnaire with the seven-point Likert scale to collect the data online via web-based survey of a nation-wide marketing research company, and the respondents were their panel members who had dining experience at the Korean restaurant in the US. With regard to a total of 607 usable responses, the findings from this research revealed that the atmospheric factor influenced behavioral
intentions in both direct and indirect ways through perceived quality: service quality and food quality, which were considered as the mediators of this relationship.

Canny (2014) studied the mediating role of dining experience attributes on customer satisfaction and its effect on behavioral intentions. This research aimed to examine the role of dining experience attributes on customer satisfaction and behavioral intentions toward casual dining restaurants. Moreover, the researcher utilized the multiple regression method to test the hypotheses by distributing a total of 250 questionnaires to customers of two well-known casual dining restaurants in Jakarta as target respondents, and obtained 213 returned questionnaires. The outcomes of this research showed that dining experience attributes, including food quality, service quality, and physical environment positively impacted on customer satisfaction, while service quality was also found as the most important factor of the dining experience attributes which influenced customer satisfaction. Also, the study revealed that customer satisfaction was a positive indicator of behavioral intentions.

Ryu and Han (2010) explored the influence of the physical surroundings on customer satisfaction, customer loyalty, and disconfirmation of the first-time and repeat customers, aiming to investigate how customer’s perceptions of the physical environment affected customer satisfaction, customer loyalty, and disconfirmation of the first-time and repeat diners in upscale restaurants with a proposed conceptual model. A structural equation modeling analysis was applied in this study, together with a questionnaire consisting of DINESCAPE scale and a seven-point Likert scale. The data were gathered from 310 customers at three upscale restaurants in Seoul, Korea by using a convenience sampling procedure. Based on 298 usable responses, the findings revealed that the facility’s aesthetics, layout, lighting, and social factors significantly affected disconfirmation; in addition, the influences of facility aesthetics, lighting, service product, and social factors on disconfirmation had a significant difference between first-time customers and repeat customers. Ultimately, customer satisfaction had a positive effect on customer loyalty.

Lin and Chiang (2010) conducted a research on the effect of the store environment on perceived experiential value and behavioral intention with the objective to embed perceived experiential value in the integrated model of behavioral intentions and perceptions to take advantage of the relationships among environmental stimuli, perceived merchandise quality,
perceived service quality, perceived price, emotion, and behavioral intention towards restaurant firms. The researchers applied LISREL to analyze a research framework and a modified model, along with SEM and MLE (Maximize Likelihood Estimate) models in examining the relationships between the potential variables. The data were collected from customers at an experiential restaurant offering sophisticated and healthy food, and the valid questionnaires were 289 out of 314 total copies, designed with a seven-point Likert scale. The researchers concluded that emotion both directly and indirectly impacted perceived experiential value, which induced behavioral intentions.

Othman and Goodarzirad (2013) examined the role of color in the restaurant industry as a stimulus to enhance diners’ pleasure feelings and its effect on customer behavioral intentions. This study aimed to investigate effects of servicescape’s color on diners’ pleasure feelings and their behaviors in family chain restaurants. The researchers collected data through a convenience sampling method with a structured self-administered questionnaire, and gathered information from 400 diners at family chain restaurants in Klang Valley, Malaysia as target respondents. Regarding 384 usable surveys, the results indicated that color, an aspect of servicescapes, performed as a stimulus enhancing diners’ pleasure feelings based on their consumption experiences and in turn influenced diners’ behavioral intentions since colors played persuasive roles in creating feelings and behaviors through affecting environment pleasantness, and more attractive and pleasing atmosphere could have an advantageous impact on customers’ mood and emotion. Thus, the researchers suggested that restaurateurs should care about the color of servicescape because it significantly affected and induced forming positive customer outcomes and strengthening customer relationships.

Wilson (2003) studied the impact of music on perceived atmosphere and purchase intentions in a restaurant setting with the purpose to investigate effects of music, and types of music on patrons’ perceived atmosphere and buying intentions of a restaurant. The experiment was conducted at a popular restaurant in Sydney, Australia with four music styles played in the restaurant, including pop, easy listening, classical and jazz music, together with no music situation. The researcher distributed a self-administered questionnaire to 300 respondents who were the patrons visiting the restaurant during the testing period, and the findings showed that different styles of music and the absence of music led to different
effects on perceived atmosphere and customer purchase intentions. For example, jazz, classical and pop music could increase patrons’ spending.

Mandila and Gerogiannis (2012) examined the effects of music on customer behavior and satisfaction toward two coffee bars in the region of Larissa, Greece. This investigation aimed to analyze the effects of music on customer satisfaction and customer purchase behavior in two coffee-snack bars. This cross-sectional study collected data by distributing questionnaires to a total number of 200 patrons in the coffee bars, separated into 100 respondents for each store, and the questionnaires were distributed after the music had been playing for at least 30 minutes. The results of this research indicated that music positively influenced customers in both coffee bars. For example, jazz and lounge music could influence customers to spend more money in the coffee bars, according to the statistical analysis. Furthermore, the cross-tabulation tool in the study revealed that different types of music could cause different customers’ behavior. For instance, the results showed that customers stayed for more than an hour when pop, lounge, and rock 80’s music were being played.

Grayson and McNeill (2009) explored the usability of atmospheric elements in service retailing by understanding the bar environment. This study aimed to investigate and understand the manipulation of using atmospheric factors by service providers, together with customers’ responses or reactions toward the provided atmospheric elements in the bar environment. The researchers applied a qualitative method, convenience sampling method and quota sampling method with five bars located in Dunedin, New Zealand, by conducting the in-depth interviews with bar managers (one site manager in each bar), and utilizing two focus groups of customers (six participants per group). The findings disclosed that atmospherics were the most essential tool could be used for customer retention, which referred to maintaining customers in the bar, and also inducing them to be loyal to the bar. The managers informed that three key emotive responses concerned to achieve customer retention included comfort, excitement, and a sense of relationship. Additionally, a primary importance was the excitement which was related to the experience, achieved by using music and lighting to create a positive atmosphere. Moreover, in customers’ perspective to patronize the bar, it was important to create a physically comfortable atmosphere, including music that is not too loud, lighting that suits their mood, cleanliness and suitable temperatures.
Ariffin et al. (2011) studied restaurant’s atmospheric elements as what the customer wants in order to investigate youth customer behavior based on elements of restaurant’s physical environment, and to identify the use of atmospheric factor by restaurateurs in the restaurant industry according to customers’ reactions. This study applied a measure of atmospheric dimensions, including design, color, lighting, and restaurant layout, together with qualitative analysis approach, and multiple regression analysis. The data were collected by using a convenience sampling method with a questionnaire distributed to 300 youth customers. The findings found that atmospheric elements significantly contributed in each representation of consumer behavior; moreover, elements of style particularly had significance in leading to customer behavior in many ways. The researchers claimed that certain atmospheric components created different types of customer behavior, and they exemplified the idea of Reimer and Kuehn (2005) that the restaurateur could refurbish the restaurant by improving the style, adjusting the layout, and providing proper lighting in order to induce customer revisit intention.

Fen and Lian (2007) investigated service quality and customer satisfaction as the antecedents of customer repatronage intentions. This cross-sectional study determined to explore the relationship between service quality, customer satisfaction, and customers’ repatronize intentions in the restaurant industry. Pearson correlation coefficient analysis and multiple regression analysis were applied in this research. The researchers used a self-administered questionnaire to gather the data from diners who visited a Chinese cuisine family restaurant located in Klang Valley, Malaysia at least three times in the past six months. The completed and usable questionnaires were 377 out of the total 420 respondents, and the results indicated that service quality and customer satisfaction directly and positively influenced customer’s repatronage intentions, while customer satisfaction was found as a stronger indicator of repatronage intentions compared to service quality.

Tat et al. (2011) explored consumer purchase intentions in fast food restaurants with the purpose of identifying the key factors of customer satisfaction and to examine the level of perceived service quality in fast food outlets, along with the aim to test the relationship between customer satisfaction and consumer purchase intentions. This research employed the five-dimension SERVPERF scale as the measurement, and applied linear regression analysis together with Pearson correlation coefficient analysis. The researchers collected data by
utilizing a convenience sampling approach, and a five-point Likert scale in a questionnaire distributed to the undergraduate students of a Malaysian public university who had prior experience in patronizing fast-food outlets in Malaysia as the target respondent, and the completed and usable questionnaires were 358 out of the total 380 copies. The outcomes of this study showed that regarding the five dimensions of the SERVPERF, consisting of tangibility, reliability, responsiveness, assurance and empathy, assurance was found as the strongest predictor of customer satisfaction toward fast food restaurants, followed by responsiveness, reliability, tangibility and empathy, respectively, while empathy had the strongest perception level in service quality. Eventually, the results confirmed that customer satisfaction could expedite customer purchase intentions.

Ramseook-Munhurrun (2012) investigated perceived service quality in restaurant services with the objective to examine the effect of service quality dimensions on customer satisfaction and behavioral intentions in the restaurant industry. The researcher applied factor analysis with the SERVPERF instrument to customers by identifying three distinct dimensions, including “Tangibles”, “Food Quality-Reliability”, and “Responsiveness-Assurance-Empathy”. A self-administered questionnaire consisting of the five-point Likert scale was utilized together with convenience sampling technique in the data collection of this study by gathering information from 350 customers at three restaurants in Port-Louis, Mauritius. After the use of multiple regression analysis, the results from 296 usable responses indicated that there were relationships between service quality dimensions, customer satisfaction and behavioral intentions, respectively. The researcher also found that customer satisfaction was significantly and positively related to the likelihood to repatronage and the intention to recommend. Furthermore, “food quality-reliability” dimension was the most significant indicator of customer satisfaction, the same as repurchase intention and the willingness to recommend.

Jones et al. (2010-2011) investigated customer perceived service quality in the fast-food industry, which aims to examine the crucial factors that helped in determining customers’ expectations toward the fast food business and also customers’ perceptions of service quality based on their experiences by extending and utilizing SERVQUAL instrument (Parasuraman et al., 1988) to the fast-food industry. The researchers applied multiple and longitudinal responses about meals that the respondents had at the local settings; moreover,
the data were collected via web page as an online survey with a number of completed surveys which were 112 Tech students as the respondents. The findings revealed that customers perceived their experiences and quality with the small local fast-food restaurants more pleasant, professional and cleaner than the well-known chain restaurants.

Patrício et al. (2006) studied using the SERVQUAL instrument in the restaurant industry with the purpose to discuss the applicability of the SERVQUAL tool in restaurant services, and to examine the inclusion of customers’ expectations. In addition, the researchers applied 22 items of the five-dimension SERVQUAL scale (Parasuraman et al., 1988), consisting of tangibles, reliability, responsiveness, assurance and empathy in order to measure service quality provided by both restaurants. The data collection took place at two different restaurants located in a Portuguese resort by utilizing the convenience sampling approach by distributing the questionnaires to a total of 300 Portuguese customers, separated into 150 respondents for each restaurant. According to the results of this study, it was found that time and convenience performed as a significant determinant which revealed an increase of customers’ demand for service availability; on the other hand, the tangibles surprisingly appeared as a non-significant factor. Furthermore, the findings showed that the key factors to success included employees’ skills obtained from their relational and technical learning with a strong concentration on service customization; moreover, the study found that in spite of associated costs, the expansion of restaurants’ operating periods could establish a critical measure to fulfill customers’ requirements.

Marković et al. (2010) conducted a research about restaurant service quality in terms of the restaurants’ performance compared to consumers’ expectations. This study aimed to identify restaurant service quality, and to examine the significant difference between customers’ perceptions and expectations of service quality in the restaurant industry. The researchers utilized DINESERV model as the measurement, and also applied descriptive, bivariate and multivariate statistical analyses in the study. The data collection was conducted by using a convenience sampling approach and a seven-point Likert scale questionnaire distributed to the customers who were willing to answer the questionnaire after their dining experience at 32 restaurants in Opatija Riviera, Croatia. Based on a number of valid questionnaires, which were 156 responses, the analysis showed that the most essential dimensions of customers’ expectations were reliability and tangibles. Besides, the results
indicated that the key dimensions of customers’ perceptions of restaurant service quality were the overall dining experience, and the restaurant ambience. Therefore, the researchers concluded that customers in the restaurant settings evaluated service quality based on the physical environment, both external and internal, the process of service delivery, and service outcomes.

Petzer and Mackey (2014) examined dining atmospherics, and the quality of food and service as antecedents of customer satisfaction. The purpose of this research was to identify the extent to which service and food quality, and dining atmospherics indicated customer satisfaction towards sit-down restaurants. This descriptive and quantitative study applied a convenience sampling method, and collected the data via a self-administered questionnaire distributed to 250 residents who lived in urban areas of the North-West Province of South Africa, and had prior experience in visiting the sit-down restaurant. The findings revealed that customers’ perceived quality of food and service significantly predicted customer satisfaction in sit-down restaurants. Eventually, customers’ perceptions of dining atmospherics were also found as the predictors of customer satisfaction in case food quality and service quality were controlled.

Buphachat and Chaisuwan (2015) investigated loyalty, commitment, and engagement through experiential marketing of pet café in Bangkok, Thailand, with the purposes to examine experiential marketing perception of customers of pet café, along with to study customers’ loyalty, commitment, and engagement towards the pet café. The researchers studied a relationship between experiential marketing perception, and loyalty, commitment, and engagement of the pet café by using a questionnaire as a tool to collect data from 400 customers, aged between 20 - 45 years old, who visited the cafés located in Bangkok, Thailand. The results of this study revealed that senses and feeling were the experiential marketing perceptions which could reach customers the most, and could lead customers’ impression that in turn created customer loyalty for repurchasing products and services. In addition, customers with good attitude towards the pet café would tend to engage in services, while the commitment caused a sense of being a part of the pet café for new customers. Moreover, the results indicated that the experiential marketing perception of pet cafe customers was strongly related to loyalty, commitment, and engagement.
Saejiang (2014) studied the development of a service market for cat café business in Thailand. The purpose of this study was to investigate demographic factors and marketing mix factors affecting purchase intention towards cat café service business. The researcher utilized a closed-ended questionnaire to collect the data from customers who had prior experience in visiting cat café in Bangkok, Thailand. The data of 386 respondents were analyzed by using descriptive analysis and multiple regression analysis, and the results showed that most customers were aged below 30 year-old, graduated bachelor’s degree, and the number of female customers was greater than male customers. Moreover, the researcher indicated that the difference between each demographic factor of customers in Bangkok area had no significant effect to purchase intention. In addition, the results of the study revealed that based on marketing mix factors, the most significant indicator of purchase intention towards cat café business was the price, and followed by the employee or staff in cat cafés.
CHAPTER 3
RESEARCH FRAMEWORK

This part is the research framework which presents an overview of this research through several frameworks. This chapter comprises of four components, including the theoretical framework which consists of the frameworks from relevant literatures and previous studies, followed by the conceptual framework developed from the theoretical frameworks. Another part is the hypotheses statements formed from the conceptual framework, and these will be tested in another chapter of this study. The last part of this chapter is the operationalization of the related variables in this research, which contains the concepts and definitions of six elements: service quality, perceived customer value, the quality of the physical environment, restaurant image, customer service, and behavioral intentions to repurchase. Components of this chapter are the explanation of the origins, and details of the conceptual framework of this study. It will clarify the overall image and simplify the understanding of the concept of this paper as well.

3.1 Theoretical Framework

There are five theoretical frameworks presented in this part, referred from the literatures and previous studies, which are analyzed to develop the conceptual framework. In addition, these theoretical frameworks are the sources of both the dependent and independent variables studied in this research, including service quality, customer perceived value, the quality of the physical environment, restaurant image, customer service, and behavioral intentions to repurchase.

The researcher studied the first model developed by Ryu, Lee and Kim (2012), the influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions (see Figure 3.1). The second model was conducted by Khan, Hussain and Yaqoob (2005), the determinants of customer satisfaction in the fast food industry (see Figure 3.2). Additionally, the researcher explored the third model from a research of Laroche, Teng, Michon and Chebat (2005), a study of incorporating service quality into consumer mall shopping decision making: a comparison between English and French Canadian consumers (see Figure 3.3). Furthermore, the forth model was analyzed by Ali and Amin (2013), the influence of the physical environment on emotions, customer satisfaction and behavioral intentions in the Chinese
resort hotel industry (see Figure 3.4). Last but not least, the fifth model was defined by Ryu, Han and Kim (2008), the relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions (see Figure 3.5).

These five theoretical frameworks are also related to the expectations of behavioral intentions to repurchase, which is the dependent variable of this study. Moreover, all theoretical frameworks have been reformed to be the conceptual framework of this research, which comprises four hypotheses.

**Figure 3.1:** The Influence of the Quality of the Physical Environment, Food, and Service on Restaurant Image, Customer Perceived Value, Customer Satisfaction, and Behavioral Intentions


Ryu *et al.* (2012) studied about the influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions toward an authentic upscale Chinese restaurant in the USA. This study aims to present an analysis of how food service quality dimensions, including three elements: food, service, and physical environment, influence customer perceived value, restaurant image, customer satisfaction, and behavioral intentions, as an
integrated model. Firstly, this research proposed an integrated model which can clearly explain the impact of three factors of restaurant service quality on customer perceived value, and restaurant image by applying the model of structural equation. In addition, the model and also the results of this study can vastly help and benefit the practitioners and researchers to understand the complicated relationships among quality of food service: food, service, and physical environment, together with customer perceived value, restaurant image, customer satisfaction, and behavioral intentions towards the restaurant business.

The data of this study were collected from 300 customers visiting an authentic upscale Chinese restaurant, located in the southeast area of the USA, by applying a self-administered questionnaire. In addition, to estimate the structural models and measurement, the two-step method proposed by Anderson and Gerbing was applied. The findings of this study showed that quality of food, service, and physical environment are significant factors of restaurant image which is found as a significant predictor of customer perceived value. Also, the results indicated that the quality of food and physical environment are significant determinants of customer perceived value which is discovered as a significant antecedent of customer satisfaction, a significant determinant of behavioral intentions.

Figure 3.2: Determinants of Customer Satisfaction in Fast Food Industry
Khan et al. (2005) studied about the determinants of customer satisfaction in the fast food industry in Pakistan. Since ideas of the fast food business have expanded very rapidly for several years in the Peshawar region, this research aims to explore what are the key success factors, and which play more important role in customer satisfaction towards the fast food industry in Peshawar, Pakistan. The success and failure of the fast food business depend on various determinants, including the taste of products, price, the physical environment, brand, customer expectations, service quality, and promotions. Additionally, the purpose of this study is also to analyze the relationships among these factors.

The data collection of this study randomly targeted to 120 customers of four fast food restaurants: KFC, Chief Burger, Arbain Chick and Pizza Hut, located in the Peshawar region. Each restaurant collected 30 questionnaires from the respondents by focusing on convenience basis and non-probability sampling. Based on analyses of the correlation test and multiple regression, this research found that the taste of products, price, the physical environment, brand, customer expectation, service quality, and promotions are considered as the significant factors in customer satisfaction. Furthermore, brand, and service quality are the first two key antecedents to customer satisfaction towards the fast food business in Peshawar, Pakistan.

Figure 3.3: Incorporating Service Quality into Consumer Mall Shopping Decision Making: a Comparison between English and French Canadian Consumers
Laroche et al. (2005) studied about incorporating service quality into consumer mall shopping decision making: a comparison between English and French Canadian consumers in Canada. The purposes of this research are integrating customer’s perceptions of service quality to expand the C (cognition) – E (emotion) – B (behavior) paradigm, and analyzing whether the expanded consumer shopping mall decision-making procedure model is invariable across French Canadian and English customers. The study can benefit researchers who are concerned about understanding the cross-cultural behavior of consumer mall shopping, because a model which can be trailed in cross-culture contents is provided in this study. Moreover, this research also indicates several profitable solutions for store managers and mall operators who strive to improve product quality, service quality, and the malls’ environment.

The researchers designed three steps to analyze and investigate through empirical 266 usable surveys of real French Canadian and English customers in a shopping mall, consisting of 101 English customers, and 165 French customers. This research targeted the English and French Canadian customers in a huge shopping mall in Montreal, Canada. After the respondents’ shopping trip ended, they were asked to fill out a self-administered questionnaire. This target was a suitable sample size for this study which allowed a respectable reliability and validity measurement.

The findings of this study revealed that according to customers’ evaluations, service quality in the shopping mall environment is considered as a mediator of customers’ satisfaction, and purchase intention. The reason is customers’ perceptions of service quality received from the product can impact on their purchase intention, while customers’ perceptions of the shopping mall environment can arouse their moods and emotions, according to merging decision making of consumers’ shopping mall with service quality. Additionally, the results also indicate that consumer shopping mall decision-making procedure is universal in spite of their cultural orientations. Thus, it is obvious that this decision-making process is invariable across French Canadian and English customers.
Figure 3.4: The Influence of Physical Environment on Emotions, Customer Satisfaction and Behavioral Intentions in Chinese Resort Hotel Industry


Ali and Amin (2013) studied the influence of the physical environment on emotions, customer satisfaction, and behavioral intentions in the Chinese resort hotel industry with the purpose of examining how these factors: physical environment, emotions, customer satisfaction, and behavioral intentions impact on the resort and hotel businesses in China, one of the largest and most popular tourist destinations. The researchers applied a structural equation model (SEM), and confirmatory factor analysis (CFA) as analytical methods in this study.

With the convenience sampling method used, 170 out of 500 questionnaires were collected from the targeted respondents, who are the guests staying at least one night at the selected resort hotels in four different areas of China (PRC). The researchers used a convenience sampling method and face-to-face interaction together with self-administered survey in data collection. The results of this research revealed that the physical environment offered in any service providers not only impacts on customers’ behaviors and emotions, but also customers’ perceptions. In other words, greater perceptions of the physical environment can increase the chance of guests’ pleasure, and encourage customer satisfaction and
behavioral intentions as well. Thus, the researchers suggest that resort hotel industries in China need to be concerned about improving hotels’ facilities for encouraging guests’ positive emotions and also retaining customer satisfaction.

**Figure 3.5:** The Relationships among Overall Quick-casual Restaurant Image, Perceived Value, Customer Satisfaction, and Behavioral Intentions


Ryu *et al.* (2008) studied the relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions in a Midwestern state. The target of this research is to describe the relationships between perceived value, customer satisfaction, restaurant image, and behavioral intentions towards the quick-casual restaurant business.

There were two focus groups: undergraduate and graduate students were the target populations of this study. To collect the data, the respondents to the questionnaire had to be the quick-casual restaurant’s customers visiting there within the last three months in the Midwestern state. The respondents were selected in the different franchised quick-casual restaurants which had no full-table service offering, but provided high quality services, and located in the Midwestern state. Also, the total usable questionnaires were 341 out of 360
responses. The research findings showed that the restaurant image of overall quick-casual restaurant plays a significant role in perceived value. In addition, both perceived value, and quick-casual restaurant image significantly affect customer satisfaction which can perform as one of the mediators in the relationships among perceived value, quick-casual restaurant image, and behavioral intentions. Moreover, perceived value, overall quick-casual restaurant image, and customer satisfaction are considered as important factors influencing customers’ behavioral intentions.

3.2 Conceptual Framework

The conceptual framework of this study is a modified model developed from five theoretical frameworks in Figure 3.1, Figure 3.2, Figure 3.3, Figure 3.4, and Figure 3.5 presented in the previous part. Most relationships among variables studied in this research are contained in the first theoretical framework, which are six relationships, including relationships between service quality and customer perceived value, customer perceived value and customer satisfaction, the quality of the physical environment and customer perceived value, the quality of the physical environment and restaurant image, restaurant image and customer satisfaction, followed by customer satisfaction and behavioral intentions. From the second theoretical framework, the researcher applied the relationship between service quality and customer satisfaction. Additionally, the researcher utilized the relationship between service quality and purchase intention from the third theoretical framework. Furthermore, the relationship between the quality of the physical environment and customer satisfaction, together with the relationship between the quality of the physical environment and behavioral intentions were applied from the forth theoretical framework. The last relationship studied in this research is the relationship between restaurant image and behavioral intentions, adopted from the fifth theoretical framework.

This conceptual framework represents the relationship among six variables as the factors in this study, including Service Quality, Customer Perceived Value, Quality of Physical Environment, Restaurant Image, and Customer Satisfaction, as the independent variables, and Behavioral Intentions to Repurchase as the dependent variable. The conceptual framework of this research is illustrated in Figure 3.6, which is aimed to analyze the factors influencing behavioral intentions to repurchase towards cat café in Thailand.
3.3 Research Hypotheses

H1₀: Service quality, and quality of physical environment do not influence customer perceived value

H1ₐ: Service quality, and quality of physical environment influence customer perceived value

H2₀: Service quality, customer perceived value, quality of physical environment, and restaurant image do not influence customer satisfaction

H2ₐ: Service quality, customer perceived value, quality of physical environment, and restaurant image influence customer satisfaction

H3₀: The quality of physical environment does not influence restaurant image

H3ₐ: The quality of physical environment influences restaurant image

H4₀: Service quality, customer satisfaction, restaurant image, and quality of physical environment do not influence behavioral intentions to repurchase

H4ₐ: Service quality, customer satisfaction, restaurant image, and quality of physical environment influence behavioral intentions to repurchase
### 3.4 Operationalization of the Variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>Concept of Variable</th>
<th>Operational Components</th>
<th>Measurement Scale</th>
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| Behavioral intentions to repurchase          | Oliver (1997) viewed behavioral intentions as the asserted likelihood to involve in or intend to repeat purchase with the same product or service, which also comprises word-of-mouth and revisit intentions.                                                                                                                                                    | – Customers would like to come back to Cataholic Café in the future.  
– Customers would more frequently visit Cataholic Café.  
– Customers would say positive things about Cataholic Café to others.  
– Customers would recommend Cataholic Café to their friends or others.  
– Customers would encourage others to visit Cataholic Café.                                                                                                                                                                                                                      | Interval          |
| Service quality                               | Nitecki and Hernon (2000) defined service quality as the overall excellence of services that customers received from service providers, including employees who are well-dressed, and also provide impressive services to customers.                                                                                                            | – Employees of Cataholic Café served customers food exactly as they ordered it.  
– Employees of Cataholic Café made customers feel comfortable in dealing with them.  
– Employees at Cataholic Café are always willing to help customers.  
– Employees at Cataholic Café provide prompt and quick service.  
– Employees at Cataholic Café are neat and well dressed.                                                                                                                                                                                                                         | Interval          |
| **Customer perceived value** | Zeithaml (1988) defined customer perceived value as the outcome of customers’ personal comparison between overall perceived benefits received from the service, and sacrifices or costs paid for the service. | – Customers would consider enjoying and playing with cats at Cataholic Café to be good value.  
– The overall value of enjoying and playing with cats at Cataholic Café is high.  
– Cataholic Café offers good value for the price.  
– The experience of enjoying and playing with cats at Cataholic Café is worth the money.  
– Cats in Cataholic Café provide customers great value as compared to other cafés. | **Interval** |
| **Quality of physical environment** | Lee and Jeong (2012) described the quality of the physical environment as the quality of the physical surroundings, including aesthetics, design and decorations created by service providers. | – Cataholic Café has an attractive interior design and décor.  
– Cataholic Café uses colors that create a sense of pleasant ambience.  
– The background music in Cataholic Café is pleasing.  
– The dining area of Cataholic Café is thoroughly clean.  
– Cats in Cataholic Café create a playful and cheerful atmosphere.  
– Cats in Cataholic Café are attractive. | **Interval** |
| Restaurant image | Baloglu and Brinberg (1997) described restaurant image as the sum of ideas, beliefs and emotional perceptions that customers have of a place or destination. | – Cataholic Café has a cheerful and enchanting atmosphere.  
– Cataholic Café’s food tastes are good compared with the price.  
– Variety in the food menu in Cataholic Café is visually attractive and reflects the image of cat café. | Interval |
| Customer satisfaction | Oliver (1997) defined customer satisfaction as the customer’s fulfillment reaction which is a judgment from a pleasurable level of consumption-related fulfillment received from a product or service. | – Customers are pleased to have visited Cataholic Café.  
– Customers are very satisfied with their overall experience at Cataholic Café.  
– Overall, cats in Cataholic Café put customers in a good mood.  
– Customers have really enjoyed themselves surrounded by cats at Cataholic Café. | Interval |
CHAPTER 4
RESEARCH METHODOLOGY

The forth chapter describes an overview of the research methodology applied in this research, which comprises six sections. The first section explains about the research method used, and is followed by the second section of sampling procedures, and target respondents showing an explanation about the target population, the sampling unit, the sample size and sampling procedures of this research. The third section presents the research instruments, and the questionnaire applied in this study. Pretesting is another section, followed by the fifth section describing the collection of data including the procedures for gathering information used in this research. Last but not least, the statistical treatment of data, and the summary of hypothesis testing with statistical analysis are explained in this section.

4.1 Methods of Research Used

This paper can be classified as descriptive research which can be used to clarify and identify population characteristics. Best and Kahn (2007) suggested that this type of research manipulates the disciplined investigation process by collecting and analyzing the empirical data for the purpose of generating knowledge. Moreover, Aggarwal (2008) mentioned that descriptive research aims to describe and interpret through focusing on the compilation of information involved with general situations or conditions; in addition, this type of research method comprises appropriate analyses, comparisons, interpretations, relationships and trends identification. The purpose of this paper is to study and examine the factors, including service quality, customer perceived value, quality of physical environment, restaurant image, and customer service, influencing behavioral intentions to repurchase towards cat café business in Thailand.

According to Check and Schutt (2012), numerous renowned researchers applied a survey as the method of data collection, since this is one of the effective research techniques, especially for systematic data collecting from a broad field of both individuals and educational purposes. The survey research, similar to other types of field study, can lead to scientific knowledge improvement in other ways (Babbie, 1990; Kerlinger, 1986). Furthermore, Rossi et al. (1983) stated that the survey is often viewed as an approach to generate a representative image of the characteristics and attitudes of a large population. Moreover, Check and Schutt (2012) mentioned that the survey is related to the information
gathering from the responses of a sample via questions; besides, Rossi et al. (1983) suggested that the survey is generally focused on collecting information from individuals about themselves or their social groups through personal interviews, telephone calls, e-mailed questionnaires, and so on. Additionally, the information will be gathered from a sample of the survey, people who are requested to provide information by answering questions in the questionnaire which is the method of data collection procedures, assumed as the representative of a target population. Since Check and Schutt (2012) proposed that the survey is an efficient method in which various variables can be investigated without too much cost and time; additionally, survey data can be gathered from many people at a comparatively low expense, and in quick, depending on the design of the survey, the researcher decided to apply the survey technique, and distribute the questionnaires to collect the data from the respondents through self-administered questionnaires. Moreover, Sekaran (2000) stated that the data are collected once in order to obtain the result of the research in a given period of time. Furthermore, this research concentrates on Thai customers who visited Cataholic Café, a cat café located near Phrom Phong BTS station in Bangkok, to be the target respondents.

4.2 Respondents and Sampling Procedure

4.2.1 Target Population

According to Pandey (2005), a population is defined as any group which comprises all the members of that category. In addition, Khan (2005) defined a target population as a complete group in which members possess relevant characteristics, determined through a sampling procedure; likewise, Best (2007) viewed the target population as a group of individuals who have characteristics or experiences considered related to the researchers’ interest, or relevant to the study or project. The target population of this research is Thai customers who have experience in visiting a cat café in Bangkok, Thailand.

Even though the cat café business has just started to grow as a newborn in Thailand for few years, the number of cat cafés in Thailand is increasing continuously these days. Cataholic Café, located on Sukhumvit 39 Road or near Phrom Phong BTS station, is one of the first three cat cafés in Bangkok which was founded in November 9, 2012 (www.facebook.com/cataholiccafe/info?tab=page_info, accessed on June 15, 2015), with a concept of coffee and bakery shop where its patrons are surrounded by cats. According to Post Today newspaper (April 22, 2013), Apirattananont (2013) mentioned that Cataholic Café is the cat café established with an idea of blue ocean strategy since the cat café business
was newly starting and unpopular in Thailand at that time; afterwards, Cataholic Café has become extremely successful and well-known in a short time. It is for this reason that the number of cat cafés in Thailand has been increasing more and more recently. In addition, the researcher assumed that Cataholic Café is the first successful cat café and the greatest example of cat cafés in Thailand at that time which encourages and influences the trend of the cat café business to become popular in this country.

Moreover, Cataholic Café is located near Phrom Phong BTS station in Bangkok, the capital which is a business district and the center of leisure and lifestyle destination; plus, BTS (Bangkok Mass Transit System) Skytrain is the transportation which allows people to travel around Bangkok rapidly and conveniently. Another reason for determining Bangkok, Delgado (2014) claimed that in many countries, cat cafés offer valuable time with cats to people who live in apartments or condominiums having pet restrictions, so that they can come to visit the cat café to enjoy and play with cats; besides, plenty of condos in Bangkok have been rising rapidly, and also become very popular among both Thai people and foreigners due to its convenience for living and working in an urban area, Bangkok (www.rentbangkokapartments.com/advantages-of-living-in-a-bangkok-condo, accessed on June 16, 2015). Thus, the researcher considers Cataholic Café, which is situated in the center of Bangkok, is the most suitable and comprehensive place to gain results of the behavioral intentions to repurchase toward cat café business as the purpose of this research due to its great success and appropriate location where the target audiences could be met easily.

Figure 4.1: The Frontage of Cataholic Café
Regarding Figure 4.1, the frontage of Cataholic Café is illustrated transparent glass windows and a big cat tower placed in the front area inside the café for the cats to jump up and relax on it. Cataholic Café will be closed every Monday, and the opening hours are 12:00 pm. - 9:00 pm. on Tuesday to Friday, and 11:30 am. - 9:00 pm. on Saturday and Sunday (www.facebook.com/cataholiccafe/info?tab=page_info, accessed on July 12, 2015).

**Figure 4.2: Ambience of Cataholic Café**

Based on Figure 4.2, this is a photograph taken inside Cataholic Café with a wide-angle lens, and shows the overall atmosphere and style of this cat café, which is a small but warm cat café. Cataholic Café uses warm colors and vintage decorations to create a pleasant ambience, including brown and beige colors, wooden tables and shelves, and so on. The café is properly separated into two sections. At the front area is a counter bar with the kitchen, and the corner displayed some souvenirs for sale. Also, the dining area and the cats are at the
back side, so that customers will enjoy eating their meals and playing with the cats in this section.

Figure 4.3: Another Corner inside Cataholic Café

Figure 4.3 shows some small adorable souvenirs and stationary available for sale at the front area of the café, such as cute stickers, notebooks, notepads, and mugs. Moreover, Cataholic Café offers free WiFi for customers inside the café.

Figure 4.4: Dining Area in Cataholic Café
As illustrated in Figure 4.4, Cataholic Café chooses Japanese-style tables and seats in order to make customers feel like they are sitting in their homes with warmth. In addition, there are several rules of this cat café placed on every table for customers to read easily as follows:

1. Please wash your hands with alcohol hand gel available in front of the café before coming in to play with the cats.
2. Please do not disturb the cats while they are eating or sleeping.
3. Play with the cats gently with love.
   - You can cradle or lay the cat down on your lap if they come near.
     (Customers can ask the staff about how to carry the cats properly.)
   - You should not carry the cats from their place to your table, because they will feel uncomfortable to be forced.
   - You should not make a loud noise to frighten or scare the cats.
4. Feeding your food or snack to the cats is strictly prohibited, because some kinds of food contain ingredients that have a bad effect on cats’ bodies, such as chocolate and milk.
5. Please put yourself in someone else's shoes: show concern about other people in the café before doing anything, for example, talking in a loud voice.

Remark: Please feel free to ask or advise the staff if you have any questions.

Figure 4.5: An Example of Food in Cataholic Café, Named Catch Me, If You Can
This is an example of the food menu offered at Cataholic Café. Some of the recommended menu has a great representation and decoration of food that can represent the image of cats, for example, as illustrated in Figure 4.5, Catch Me if You Can is the name of toast with butter added cacao powder in the shape of tiny cats’ paws, and this is the most popular dish of Cataholic Café that customers frequently order due to its attractive decoration.

**Figure 4.6:** An Example of Food in Cataholic Café, Named Grilled Nutella S'More Toast

Another example of food with attractive decoration at Cataholic Café which is the newest recommended dessert showed in Figure 4.6 is Grilled Nutella S'More Toast, cat-shaped butter toast filled with Nutella chocolate spread, topped with fluffy grilled marshmallow, and served with whipping cream. Also, there are many other meals, desserts, and drinks offered with prices starting at 70 baht.
Photos illustrate some of the cats in Cataholic Café, some of which are considered rare and expensive in Thailand. The number of cats in the café was about ten, and they were rotated each day in order to relax them. The variety of cat breeds in this café is diversified; for example, the cat in Figure 4.7 is Napoleon or Munchkin. His name is Pasley, a long haired cat with short legs, and he loves to sit and sleep on the cat tower. The nature of Munchkin cat is a lively and playful cat, so that many people can fall in love with this cat easily, but the Munchkin cat breed is still considered quite rare and expensive in Thailand, because Thai Munchkin cat farms have to import this cat from other countries.
Figure 4.8: Cats in Cataholic Café

The cat in Figure 4.8 is Maine Coon, which is a smart cat with long hair around his face. With this characteristic, many people compare Maine Coon cat with a lion. The cat in the photo above is the biggest cat of this cat café; his name is Wolverine or Wolf which comes from his appearance. He often sleeps under a cabinet or in the corner of the café.


Figure 4.9: Cats in Cataholic Café
Illustrated in Figure 4.9 is Ragdoll, a long-haired cat, named Buttercup. He is gentle, friendly and playful because of the characteristics of Ragdoll cats. They love people, love to play with toys, and love to interact with people. With these lovely characteristics, Buttercup has become one of the popular cats of Cataholic Café. Also, he usually sits and relaxes on the cat tower.

**Figure 4.10:** Cats in Cataholic Café


Figure 4.10 shows the cat named Bella, and she is also the Ragdoll cat as same as Buttercup in Figure 4.9, so that her characteristics are quite similar to Buttercup. Bella is friendly and playful; also, she can get along with other cats in the café and the visitors’ cats very well. Bella is also a popular cat in this café due to her charming long hair and outstanding hair color.

Based on Figure 4.11, this beautiful long-haired cat is Persian, which is the most popular cat breed in Thailand (pet.kapook.com/view70394.html, accessed on October 2, 2015), named Zebastian or Zab. He has fluffy long hair as an outstanding characteristic of the Persian cat; in addition, he is sweet and quiet. His large and attractive eyes make every customer fall in love with him easily. Moreover, there are many other attractive cat breeds in this café, including Scottish Fold, British Shorthair, and Highland Fold.

According to the interview with Cataholic Café’s owner, the reason for starting this cat café in Thailand is to be a gathering place for cat lovers or people who are interested in having a cat to play with cats and also to understand cats’ behavior at the same time. In addition, Quresh et al. (2009) mentioned people’s health benefits of having or playing with a cat; for instance, to reduce stress, anxiety, depression, and improve their mood have been presented and proved in many researches on health care. Sinojia (2014), who studied about relieving stress by applying pet therapy, clarified that having or petting a cat can make people feel calm and relieved; likewise, simply interacting with a cat or being surrounded by cats can
help people boost their mood and also relieve stress or sadness, as well as have psychological benefits. In addition to TV Tokyo, a well-known Japanese serious political commentator television program, diminished its stressful atmosphere by bringing a cat into the studio to walk around on the desk during their political discussions (www.youtube.com/watch?v=-UlJ8j2plFA, accessed on August 27, 2015).

4.2.2 Sampling Unit

Frey et al. (2000) defined a sample as a subgroup of a population which can be obtained by selecting a representative of the population, and utilizing the gathered data as the research information. Khan (2005) viewed a sampling unit as a single component or group of components considered in the sample selection. Also, Lohr (1999) suggested that the sample should possess the qualifications to represent the population’s characteristics. Therefore, this study targets Thai customers who have experience in visiting the cat café located in Bangkok. Therefore, this research highlights Thai customers who have prior experience or used to visit Cataholic Café, located near Phrom Phong BTS station in Bangkok as the sample size of this study. Additionally, according to a short personal interview with one of the owners of Cataholic Café, most customers visiting this cat café include teenagers studying at the university level and working adults who are aged between 18 - 45 years old. Thus, the researcher determined to focus on the target population of 18 - 45 years old of Cataholic Café’s customers.

4.2.3 Sample Size

The researcher decided to design the sample size of this research by using references from various relevant previous studies since Malthotra (2004) advised that an average sample size of similar researches from previous empirical studies influencing the sample size of the research. Firstly, Wilson (2003) distributed 300 surveys to the patrons visiting the restaurant in Sydney as a sample size of the study of the effect of music on perceived atmosphere and purchase intentions in a restaurant. Similarly, Ryu et al. (2012) explored the influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions toward an authentic upscale Chinese restaurant via 300 questionnaires distributed to the customers visiting the authentic upscale Chinese restaurant in the southeast area of the USA. In addition, Burge (2013) studied the motivational reasons affecting consumer behavior toward branded coffee shops,
conducted with 300 customers visiting several branded coffee shops in the UK as the sample size. Additionally, Ryu et al. (2008) studied the relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions in the quick-casual restaurant industry by distributing 341 questionnaires to a sample size, to customers of several quick-casual restaurants in Midwestern state.

Furthermore, Tat et al. (2011) also applied 358 respondents who had experiences with patronizing fast food outlets as a sample size to study consumers’ purchase intentions in fast food restaurants in Malaysia. Besides, Kanetkar (2013) studied about the impact and effects on customers’ buying behavior influenced by social factors in India by distributing 400 questionnaires to the consumers who visited to organized retail shops in Nagpur city, India. Moosikachana (2010) also determined 400 respondents who had prior experiences in purchasing bakery products in Surat Thani, Thailand as their sample size in a study of consumers’ behavior on bread and cake consumption. Similarly, Suejamsil (2012) surveyed consumers’ behaviors toward Café Amazon coffee shop with a sample size of 400 respondents, the customers visiting Café Amazon coffee shop in Phathum Thani, Thailand. Last but not least, Awi and Chaipoopirutana (2014) also studied factors influencing consumer’s repurchase intention toward XYZ restaurant in Yangon, Myanmar with their sample size of 400 surveys launched to the customers who had prior experience at XYZ restaurant. Therefore, the researcher determined to apply the total number of 400 respondents as the sample size of this research, according to several relevant researches.

4.2.4 Sampling Procedures

Kerlinger (2007) proposed an opinion that sampling is to select any portion of the population as the representative of that group. According to Cornell (1960), sampling is viewed as a statistical and technical problem which is considered essential to many descriptive-survey researches and most questionnaire studies. Also, Cochran (1953) suggested that utilizing appropriate sampling methods will benefit researchers to have better flexibility, more accuracy, greater efficiency, and reduced costs. In addition, Khan (2005) mentioned that a non-probability sampling is based on subjective considerations in selecting sample units, such as convenience or personal judgment. Besides, Henry (1990) viewed the non-probability sampling as a useful technique which is readily accessible to the researchers that can help them achieve particular purposes of the research easily, in case of any particular member of the population is unknown. Moreover, Babbie (1990) proposed the advantage of
the non-probability sampling where researchers can gather the sample conveniently without cost or expensive costs by applying this method to their studies or researches which do not require population’s representative. Furthermore, Fink (1995) informed that researchers can select the sample acquired by chance, and the sample is the person who knows and understands the particular subject the most.

Therefore, the units of the sample in this study are selected subject to a personal judgment technique and convenience technique. Since the number of customers visiting Cataholic Café is unknown, the researcher applied the non-probability sampling technique to select the sample size of this study. The steps for the sampling procedure used in this research are as follows:

**Step 1: Judgment Sampling**

Babbie (1990) mentioned that purposive or judgment sampling is one of the non-probability sampling techniques, selecting the sample non-randomly based on researchers’ knowledge of the population, its components, and characters of the research purposes. Moreover, Khan (2005) stated that to select the sample with this sampling technique, business researchers focus on judgment about some characteristics or qualifications of the sample members which considered appropriate. Similarly, Frey et al. (2000) informed that to select the participants, researchers focus on their internal knowledge of the particular characteristics or qualifications, in order to satisfy the particular purpose. Additionally, MacNealy (1999) suggested that the individuals possessing the required characteristics are selected to answer necessary questions related to a certain product or issue.

Moreover, Latham (2007) pointed an important term of applying judgment sampling that the researchers have to understand the required characteristics or qualifications thoroughly and clearly adequate to select the appropriate sample related to that particular group. Besides, Babbie (1990) proposed a further view of the judgment sampling that this technique is useful for researchers who aim to study a small subset of a larger population in which all members of the subset is almost impossible to be enumerated, but many of them can be identified easily. Thus, the researcher used the judgment sampling method to select the sample in this step.

Since the objective of the study is to study and examine the behavioral intentions to repurchase of cat café business in Thailand, the researcher applied this technique to collect data from Thai customers visiting Cataholic Café, located near Phrom Phong BTS station in
Bangkok, due to its great success and appropriate location where the target audiences could be found easily.

**Step 2: Convenience Sampling**

According to Khan (2005), accidental or convenience sampling is another sampling method of non-probability sampling techniques used in selecting the sampling units or people who are most convenient and available at a certain period of time to provide the information and also explanation of the problems to researchers; in addition, convenience sampling is a quick and inexpensive method which can be generated to obtain a large number of completed questionnaires, as its core benefits. Similarly, convenience sampling focuses on participants or respondents who willingly agree and available to participate in a survey (Henry 1990; Fink 1995; MacNealy 1999; Frey et al. 2000). Moreover, Babbie (1990) suggested that it is important to the survey researchers to find ways to obtain the sample who are suitable for representing the population of the particular or interested issues in the study, by selecting the sample based on their availability. Babbie (1990) also added an advantage of convenience sampling that this method can avoid sloppiness since researchers focus on only ones who are ready and willingly available.

According to Latham (2007), convenience sampling technique is a relatively easy alternative for researchers in case members of the sample are hardly found to participate in the survey; for example, convenience sampling may focus on visiting a business place involved with members of the sample, such as a restaurant, shopping mall, supermarket and so on, in order to find those people who are conveniently available and willing to answer questions as well as to provide the information at that time. Therefore, the researcher applied this sampling technique to collect the data from Thai customers who visit Cataholic Café, located near Phrom Phong BTS station in Bangkok, and are conveniently available at the time to answer the questionnaires completely. Since the owner of Cataholic Café allowed the researcher to collect the data from the customers of the cat café, the researcher determined to collect the data by distributing the questionnaires to the customers in front of the shop in order to not disturb customers when they got in the café and during they were eating. Also, after the customers finished their meals and already paid their bills, the researcher would start to collect the data by asking for their cooperation and distributing the questionnaires to the customers who were willing and had time to answer the questionnaires completely.
4.3 Research Instruments / Questionnaire

Gable (1994) viewed the survey procedure as the method utilized in a quantitative analysis in order to collect the data of a large number of people from published statistics, or via telephone interviews, mail questionnaires, and so on; moreover, researchers apply statistical techniques to analyze the obtained data. Additionally, Check and Schutt (2012) defined a questionnaire as a survey instrument comprising self-administered survey questions provided participants to answer; in addition, in case a reliable set of questions measuring a key concept designed by other researchers from previous surveys is available, the researcher should apply that instrument. Thus, the questionnaire was used as a research instrument of this study in obtaining the data from the respondents, Thai customers who have the experience in visiting Catholic Café, located near Phrom Phong BTS station in Bangkok. All questions were adjusted by using the scales generated by the researchers of the empirical previous studies, and also based on those previous researches. Moreover, the researcher used a fixed-alternative or closed-end questionnaire since Check and Schutt (2012) stated that fixed-alternative or closed-ended questions, the questions provided apparent response categories, are primarily utilized in most surveys of a large number of people; besides, closed-ended questions are easily capable of computer processing and statistical analysis.

Furthermore, Berdie et al. (1986) suggested that the Likert scale, the most popular method of attitude measurement, is not only easy to generate and manage, but also easy for the respondents to understand since Likert-type alternatives generally request respondents to specify a range of which or how strongly they agree or disagree with the statements provided. Check and Schutt (2012) also informed that it provides respondents the response alternatives, requiring them to indicate levels of agreement with particular statements ranging from strongly agree to strongly disagree. In addition, the Likert scale comprises fixed-alternative response patterns, generated to measure one’s opinions or attitudes (Bowling 1997; Burns and Grove 1997). Furthermore, Likert scale can be designed from five or seven points permitting the respondents to advise how much they agree or disagree with the constructed statements (Bearden et al., 1993; Peter, 1979; Shaw and Wright, 1967). Since Losby and Wetmore (2012) claimed that the five-point Likert scale is the most common style used in survey researches, the researcher used the five-point Likert scale together with fixed-alternative questionnaire in this study which is comprised of three parts as follows:
Part 1: Screening Questions

The screening questions were designed and utilized to obtain the qualified target population for participating in the whole questionnaire, and to screen out some respondents who did not meet the required characteristics of the target. This part contained two fixed-alternative questions using a simple category scale included questions number 1, and 2 in the questionnaire which both questions were required to answer ‘Yes’ or ‘No’. The simple category scale or dichotomous scale, providing two mutually exclusive response alternatives, is a beneficial method usually applied to demographic questions (Krosnick and Presser, 2010). To find the right target respondents who can fulfill this study of factors leading an expectation of behavioral intentions to repurchase toward cat café business in Thailand, focusing on Cataholic Café. The screening questions consisted of “Have you ever visited cat café in Thailand?”, and “Have you ever visited Cataholic Café?”, respectively. Both screening questions sought respondents who have experience in visiting Cataholic Café as the proper target population of this study. In case the respondents answered “Yes” to both questions, they will continue to complete the questionnaire entirely. On the contrary, if they answered “No” to those two questions, that questionnaire will be returned to the researcher.

Part 2: General Information of the Respondents

The questions in this part were generated related to consumers’ personality and behaviors in order to obtain the respondents’ basic information. The respondents would be asked five questions related to the cat café. The first two questions provided in this section were the simple category scale included “Do you have any pets in your place?”, and “Do you have a cat in your place?”. Followed by another three questions comprising “What is a breed of your cat or your favorite cat breed?”, “How often do you visit Cataholic Café?”, and “Which is your major factor for visiting Cataholic Café?”. Those three questions were designed in the form of category scale or multiple-choice single response scale offering determinant-choice questions which were applied in order to obtain only a single answer from multiple options (Barker et al., 2005). These five general information questions were applied respectively in the second part of the questionnaire.
Part 3: Independent Variables

This part contains questions of five independent variables based on the conceptual framework, including service quality with 5 questions, customer perceived value with 5 questions, quality of physical environment consisting 6 questions, restaurant image with 3 questions, and customer satisfaction comprising 4 questions, respectively. The total number of independent variable questions in this part is equal to 23 questions applied with the five-point Likert scale method.

According to Berdie et al. (1986), Likert scale was defined as the attitude measurement ranging from strongly agree to strongly disagree; moreover, it was designed and developed for the purpose of allowing respondents to specify how strongly they agree or disagree with the statements involved with the attitudinal object, and constructed by the researcher carefully. Therefore, 23 questions provided in the second part of the questionnaire based on the five-point Likert scale method were applied to measure the agreement degree, and also utilized in order to measure the behavioral intentions to repurchase toward cat café in Thailand, focusing on Cataholic Café located near Phrom Phong BTS station in Bangkok. Additionally, the questions of independent variables contained in this part were developed and adjusted according to the studies of Ryu et al. (2008, 2012), and Canny (2014). Thus, the five points Likert scales in this part were set as follows:

1 refers to “Strongly Disagree”
2 refers to “Disagree”
3 refers to “Neutral”
4 refers to “Agree”
5 refers to “Strongly Agree”

Part 4: Dependent Variable

In this part, behavioral intentions to repurchase is the dependent variable of this study, comprising 5 questions generated and adapted based on the researches of Ryu et al. (2008, 2012), and Canny (2014). All questions in this part were also determined to be five-point Likert scale as follows:

1 refers to “Strongly Disagree”
2 refers to “Disagree”
3 refers to “Neutral”
4 refers to “Agree”
Part 5: Demographic Profile of the Respondents

The last part of the questionnaire aimed to gather the general personal data of the respondents. This part emphasized demographic detail of the respondents, including gender, age, occupation, income per month, education level, and marital status. In addition, fixed alternative with determinant-choice questions were also applied in this part, since Check and Schutt (2012) suggested that the closed-ended or fixed-alternative questionnaires are primarily utilized in most surveys of a large number of people by providing respondents specific response alternatives. Moreover, the single category scale, and the category scale were also applied in this part. The question of gender was generated with the single category scale or dichotomous scale since Krosnick and Presser (2010) suggested that this type of response scale offers two absolutely opposite alternatives that the respondents do not have an opportunity to answer the question with his or her neutral attitude or option. Furthermore, the questions of age, occupation, income per month, and education level were designed with the category scale providing multiple-choice single response scale in order to obtain only a single answer from multiple options, according to Barker et al. (2005).

Table 4.1: Summary of the Number of Questions Used in each Part

<table>
<thead>
<tr>
<th>Part</th>
<th>Type of Questions</th>
<th>Number of Questions</th>
<th>Measurement Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Screening Questions</td>
<td>2</td>
<td>Simple Category Scale</td>
</tr>
<tr>
<td>2</td>
<td>General Information of the Respondents</td>
<td>5</td>
<td>Simple Category Scale and Category Scale</td>
</tr>
<tr>
<td>3</td>
<td>Independent Variables</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Service quality</td>
<td>5</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>Customer perceived value</td>
<td>5</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>Quality of physical environment</td>
<td>6</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>Restaurant image</td>
<td>3</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>Customer satisfaction</td>
<td>4</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>4</td>
<td>Dependent Variable</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Behavioral intentions to repurchase</td>
<td>5</td>
<td>Likert Scale</td>
</tr>
</tbody>
</table>
4.4 Pretests

Escalada (2009) defined a pretest or pilot test as a trial of the questionnaire aiming to investigate how it works, and also how should be adjusted before launching an actual survey. Lim and Low (1992) suggested that the pretest is suitable for the non-probability sampling procedure applied for the purpose of testing the reliability and the validity of survey questions by usually selecting a small group of sample, and requesting them to complete the questionnaires. Also, pretesting can help researchers to ensure the accuracy, coherence and comprehension of the collected data (Kometa 1995; Ling 1998). Additionally, Walker (1997) advised that the pretest also helps to clarify the extent of research questions; similarly, Escalada (2009) suggested that the pilot test can help researchers to disclose and solve any unforeseen error or bias that may occur from the application of questionnaires, such as the sequencing and phrasing of questions. Furthermore, Check and Schutt (2012) proposed that a good question is the pretested question; besides, researchers need the proof that the respondents understand and interpret all questions in the questionnaire correctly. In addition, a good design of the questionnaire is acknowledged as the key to obtain good survey results. A good questionnaire should contain clear questions without ambiguity and confusion, and provide pleasant questions by avoiding offensive to the respondents. Thus, the pretest of this paper was applied in this part by using a reliability test, in order to test effectiveness of the questionnaire, and acquire efficient results.

In addition, Vanichbuncha (2001) mentioned that to gain reliable outcomes in pretesting, the number of respondents collected should be greater than 25 respondents. As a result, the pretest of this research collected data via questionnaires distributed randomly from 50 respondents considered as this study’s target population, Thai customers who have prior experienced or have visited Cataholic Café, located near Phrom Phong BTS station in Bangkok on June, 2015 at Cataholic Café, in order to test the reliability of the questionnaire.

Sekaran (1992) informed that Cronbach’s coefficients alpha is utilized to test the reliability of the questionnaire, since this tool is suitable for multi-point scaled items in the constant reliability testing: when an \( \alpha \) is less than 0.6, it means the questionnaire is
considered unreliable; on the other hand, when an $\alpha$ is greater than 0.6, it means all questions consisted in the questionnaire are considered reliable or acceptable to use as a research instrument for collecting the data of the study. Thus, the researcher applied Cronbach’s Coefficient Alpha test ($\alpha$-test) to the data obtained after distributing the questionnaires from 50 respondents, aiming to test the reliability of the questions of each variable. The results of this research’s questionnaires pretesting via the the statistical software were presented in the Table 4.2 below.

**Table 4.2: The Reliability of the Questionnaire Showing each Dimension**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Alpha Test ($\alpha$-test)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Quality</td>
<td>.735</td>
</tr>
<tr>
<td>Customer Perceived Value</td>
<td>.857</td>
</tr>
<tr>
<td>Quality of Physical Environment</td>
<td>.732</td>
</tr>
<tr>
<td>Restaurant Image</td>
<td>.764</td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>.893</td>
</tr>
<tr>
<td>Behavioral Intentions to Repurchase</td>
<td>.902</td>
</tr>
</tbody>
</table>

According to the pretest results indicated in Table 4.2, it is obvious that Cronbach’s coefficients alpha value of all six variables: service quality, customer perceived value, quality of physical environment, restaurant image, customer satisfaction, and behavioral intentions to repurchase are greater than 0.6. Thus, all questions in this questionnaire were considered reliable and acceptable to apply as the research instrument of this study.

### 4.5 Collection of Data

Data in this research were gathered from two sources. The former is the primary data which were collected from self-administered questionnaires distributed to the respondents, and requested them to answer all questions provided in the questionnaire completely and truthfully (Check and Schutt, 2012). The location to reach the sample and to collect the data for this study is Cataholic Café, located at Ozono Plaza on Sukhumvit 39 Road or near Phrom Phong BTS station in Bangkok. Apart from its great success and appropriate location where the target audiences could be met easily and conveniently, Cataholic Café was also assumed
as the greatest example of cat café in Thailand at that time which encouraged and influenced the trend of the cat café business to become popular in this country.

Then, the researcher collected the data by distributing the questionnaires to Thai customers visiting Cataholic Café, and also others who have experience in visiting Cataholic Café. The questionnaires will be hand distributed to 400 target respondents randomly during February to March in 2016. Also, the researcher requested for permission to collect the data from the customers of Cataholic Café, and the owner allowed this. So that the researcher distributed the questionnaires to customers in front of the cat café without disturbing or interrupting customers while they were coming in the café and while they were eating. The researcher started to collect the data after the customers finished their meals and already paid their bills by asking for their cooperation and then distributing the questionnaires to the customers who were willing and had time to answer the questionnaires completely. Moreover, the questionnaires were provided in two languages to allow the respondents to choose, including the Thai version, and the English version.

The latter is the secondary data which were studied in the form of various journals and articles related to this study on the Emerald website, and also from many different researchers in both the Thai and English languages on other online sources; furthermore, some information was studied from hard copies, such as theses, textbooks and magazines related to this research.

4.6 Statistical Treatment of Data

Statistical treatment of data, considered crucial in all studies or experiments, is utilized for managing the data into an appropriate form since the collection of raw data is only one feature of the studies and experiments; moreover, organizing data is also equally essential in order to draw the suitable conclusions (Kalla, 2009). In addition, this research aims to analyze the data obtained from the questionnaires and concludes with the results of the data; thereby, the researcher tested both descriptive analysis and inferential analysis via the statistical software.

4.6.1 Descriptive Analysis

Frankfort and Leon (2006) defined descriptive analysis as the methods for organizing and describing data of the population collected from the sample in statistical formats, such as tables, diagrams, and also basic statistics: mean and standard deviation; likewise, Boeree
(2005) mentioned that descriptive analysis is the procedures utilized to summarize sets of numerical or quantitative information. Moreover, several common methods of summarizing the data include the calculation of the average, percentage distributions, and frequency distributions. Additionally, descriptive analysis was applied to analyze the demographic factors: gender, age, occupation, income per month, and education level in the form of frequency and percentage tables which were used to describe the respondents’ personal characteristics. Furthermore, the descriptive analysis was also used in the evaluation of the mean and standard deviation of each variable in this study.

4.6.2 Inferential Analysis

Frankfort and Leon (2006) stated that inferential statistics or inferential analysis is involved with inferences or predictions of the population from analyses and observations of the sample by generalizing the results to represent the larger population; besides, inferential statistics can be used to examine differences between groups, and explore associations among variables. Also, inferential statistics is applied to make a generalization from the sample to the population and to test the hypothesis (William, 2002). In this study, the researcher determined to test the hypothesis by utilizing a simple linear regression analysis, along with multiple linear regression analysis, and test the statistical significance by using t-statistics, together with f-statistics. The explanation of each analysis is as follows:

4.6.2.1 Simple Linear Regression Analysis

McDonald (2014) defined a linear regression as one of the statistical methods which is applied in order to study about the relationship between an independent variable and a dependent variable; also, generally, the researcher can obtain the answer to the question about the best predictor from regression. Similarly, Anderson et al. (2000) mentioned that the relationship between two factors or variables can be analyzed by utilizing linear regression models; additionally, the independent variables refer to the factors used to forecast the value of the dependent variable, which is the factor being predicted. Moreover, a bivariate regression or simple linear regression analysis is viewed as the easiest form of a regression analysis applied on one independent variable and one dependent variable; additionally, this model consists of a straight line estimating the relationship between the independent variable and the dependent variable (Anderson et al., 2003). The equation for simple linear regression is as follows:
\[ Y = a + bX \]

Where:
- \( Y \) = dependent variable
- \( a \) = \( Y \) intercept for regression line, or a constant
- \( b \) = slope
- \( X \) = independent variable

Also, the simple linear regression equation can be developed to another form with an error as the estimated simple linear regression equation as shown below.

\[ Y = \hat{a} + \hat{b}X + e \]

Where:
- \( Y \) = dependent variable
- \( \hat{a} \) = estimated \( Y \) intercept for regression line, or a constant
- \( \hat{b} \) = estimated slope
- \( X \) = independent variable
- \( e \) = error, or difference between actual value and value predicted by regression line

### 4.6.2.2 Multiple Linear Regression Analysis (MLR)

When there is more than one independent variable used in regression analysis, the model is known as a multiple linear regression (Anderson et al., 2003; Hair et al., 2006; Kirk, 2008). Additionally, the multiple regression, extended from the simple linear regression, is normally utilized to predict the value of a dependent variable based on the values of other predictor or independent variables (Christensen, 1996). The equation for multiple linear regression is as follows:

\[ \hat{Y} = a + b_1X_1 + b_2X_2 + b_3X_3 + \ldots + b_nX_n \]
Where:

\[ \hat{Y} = \text{dependent variable} \]

\[ a = \text{constant term, or Y-axis intercept for regression line} \]

\[ X_1 = \text{first independent variable} \]

\[ X_2 = \text{second independent variable} \]

\[ X_3 = \text{third independent variable} \]

\[ X_n = \text{n}^{\text{th}} \text{ independent variable} \]

After the researcher has analyzed the regression equations, the following steps are statistical methods to test the data whether it suits the equation, and find the relationship of linear line, comprising the coefficient of determination, the correlation coefficient, and the testing for significance of the simple linear regression and multiple regression models.

**Step 1: The Coefficient of Determination**

The coefficient of determination or R-square, the proportion of variation in the dependent variable (\( Y \)) analyzed by the set of selected independent or explanatory variables, is generally applied as a statistical procedure in evaluating the model fit of regression equation; additionally, the value of R-square which varies from 0.0 to 1.0 can be calculated as a percentage by multiply by 100, and this value can be obtained from statistical software (Kirk, 2008). In addition, the coefficient of determination or R-square percentage can be referred to the percentage of the total sum of squares generated by utilizing the estimated regression equation (Anderson et al., 2000). The equation of coefficient of multiple determination (\( R^2 \)) is written as follows:

\[
R^2 = \frac{SSR}{SST}
\]

Where:

\[ R^2 = \text{coefficient of multiple determination} \]

\[ SSR = \text{regression sum of squares} \]

\[ SST = \text{total sum of squares} \]
Additionally, since the coefficient of determination or $R^2$ aimed to represent a measure of how good the data are suitable for the estimated regression equation, the greater value of $R^2$, obtained in case the regression model is properly utilized and estimated, can be interpreted as the higher explanatory power of the regression equation, and explained the better prediction of the dependent variable as well (Hair et al., 2006).

In addition, the formulas for computing total sum of squares (SST), sum of squares due to regression (SSR), and sum of squares due to error (SSE) are shown in Table 4.3 below.

**Table 4.3: The Computations for Sums of Squares**

<table>
<thead>
<tr>
<th>Formulas for Computing Sums of Squares</th>
</tr>
</thead>
<tbody>
<tr>
<td>SST = $\sum_{i=1}^{N} (y_i - \bar{y})^2 = SSR + SSE$</td>
</tr>
<tr>
<td>SSR = $\sum_{i=1}^{N} (\hat{y}_i - \bar{y})^2 = SST - SSE$</td>
</tr>
<tr>
<td>SSE = $\sum_{i=1}^{N} (y_i - \hat{y}<em>i)^2 = \sum</em>{i=1}^{N} e_i^2 = SST - SSR$</td>
</tr>
</tbody>
</table>

**Adjusted Coefficient of Multiple Determination ($R^2_{adj}$)**

The coefficient of multiple determination ($R^2$) demonstrates the percentage of variations of $Y$, which refers to a dependent variable, explained by the influence of independent variables in this model. The sample size and number of independent variables are involved in the calculation, and the equation of the adjusted coefficient of multiple determination is as follows:

$$R^2_{adj} = 1 - \frac{n-1}{n-k-1} (1 - R^2)$$

Where:

- $R^2_{adj}$ = adjusted coefficient of multiple determination
- $n$ = number of observations in the sample
- $k$ = number of independent variables
- $R^2$ = coefficient of multiple determination
Step 2: Testing for the Significance of Regression Model (F Test)

Anderson et al. (2000) proposed that an F test, which is based on F distribution, can be applied to discover the significance in regression, and also analyzed whether the relationship between the dependent variable and the set of independent variables of the regression is considered statistically significant; besides, since there is more than one independent variable, the F test is used for overall significance. Larose (2006) also advised that as for the overall significance of regression model, F test will consider the relationship between the dependent variable and the set of all explanatory variables as a whole, then the hypotheses will be determined as follows:

\[ H_0: \beta_1 = \beta_2 = \ldots = \beta_k = 0 \]
\[ H_a: \text{At least one } \beta_j \neq 0 \]

For the null hypothesis, it asserts that there is no linear relationship between the dependent variable and the set of explanatory variables; on the other hand, the alternative hypothesis explains that there is a linear relationship between the dependent variable and at least one of the explanatory variables. Moreover, F test comprises of a ratio of two mean squares, including mean square regression (MSR), and mean square error (MSE); plus, the mean square regression demonstrates a sum of squares due to regression (SSR) divided by its degrees of freedom (Larose, 2006). In addition, MSE, which is a sum of squares due to error (SSE) divided by its degrees of freedom, will always provide an estimate of variance \( \sigma^2 \), while MSR can provide the estimate of \( \sigma^2 \) only in case the null hypothesis is true \( (H_0: \beta_1 = 0) \); on the contrary, on condition that the null hypothesis is false \( (H_0: \beta_1 \neq 0) \), MSR will overestimate \( \sigma^2 \) (Anderson et al., 2000). F test for the entire regression model in multiple regression can be obtained from the following equation:

\[ F = \frac{MSR}{MSE} \]

Where:

\[ F \quad \text{test statistic from an F distribution with k and n-k-1 degree of freedom} \]
\[ k \quad \text{number of explanatory variables in regression model} \]
\[ MSR \quad \text{mean square regression} \]
MSE = mean square error

Larose (2006) concluded that the $F$ value will be small which is near 1.0 when MSR and MSE are close to each other, and that only occurs in case the null hypothesis is true; thus, if the $F$ value is obtained as a small number (near 1.0), it is an evidence that the null hypothesis is true. Conversely, in case the value of $F$ is obtained as a large number due to MSR overestimating $\sigma^2$ which occurs when MSR is much greater than MSE, and that happens when the null hypothesis is false; as a result, it is evidence that the null hypothesis is false in case the $F$ value is large. It is obvious that for the $F$ test, the null hypothesis is focused; moreover, when the value of $F$ is large, the null hypothesis shall be rejected.

The ANOVA Table

Lane (2013) defined ANOVA or analysis of variance as a statistical procedure used for testing differences between two or more means by analyzing the variance, and it is also commonly utilized to compare means; moreover, it is essential to understand the reports of research by understanding ANOVA. According to Anderson et al. (2000), the ANOVA Table, generated from statistical software, can be utilized for a simple summary of the computational features of variance analysis, and also for a summary of the $F$ test results consisting of the significance in regression; besides, the ANOVA table can provide a convenient summary including the information and values of sources of variance, the degree of freedom, sum of squares, mean squares, $F$ ratio, and so on. The formulas are shown in Table 4.4.

<table>
<thead>
<tr>
<th>Source</th>
<th>Degree of Freedom</th>
<th>Sums of Squares</th>
<th>Mean Square (Variance)</th>
<th>$F$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>$k$</td>
<td>SSR</td>
<td>MSR = $\frac{SSR}{k}$</td>
<td>$F = \frac{MSR}{MSE}$</td>
</tr>
<tr>
<td>Error</td>
<td>$n - k - 1$</td>
<td>SSE</td>
<td>MSE = $\frac{SSE}{n-k-1}$</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$n - 1$</td>
<td>SST</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 4.4: The ANOVA Table
Where:

\[ k \] = number of explanatory variables in regression model

\[ \text{SSR} \] = sum of squares due to regression

\[ \text{SSE} \] = sum of squares due to error

\[ \text{SST} \] = total sum of squares

\[ \text{MSR} \] = mean square regression

\[ \text{MSE} \] = mean square error

**Step 3: Inferences Concerning the Population Regression Coefficients**

Anderson *et al.* (2000) explained that this procedure consists of a test of hypothesis extending from the simple linear regression model, correlation coefficient \( r \) which is used to measure the strength of linear association between two variables \( (x \text{ and } y) \). Additionally, Hair *et al.* (2006) informed that the value of the correlation coefficient will determine the direction of the relationship between variables, which ranges from +1 to -1: a value of +1 indicating a perfect positive relationship (positive slope), 0 indicating no relationship, and a value of -1 indicating a perfect negative relationship or reverse relationship (negative slope). To test the hypothesis in the multiple regression, the equation used for testing the slope in multiple regression can be developed as shown below.

\[
t = \frac{b_j - \beta_j}{S_{b_j}}
\]

Where:

\[ b_j \] = slope of variable \( j \) with \( Y \) holding constant the effects of all other independent variables

\[ S_{b_j} \] = standard error of the regression coefficient \( b_j \)

\[ t \] = test statistic for a \( t \) distribution with \( n-k-1 \) degrees of freedom

\[ k \] = number of explanatory variables in the regression equation

Anderson *et al.* (2000) advised that testing for the significance in simple linear regression by applying \( t \) test, and \( F \) test, both methods will provide a similar conclusion, which is the null hypothesis will be rejected when \( \beta_1 \neq 0 \); on the other hand, the \( t \) test in
multiple regression is used for an individual significance by analyzing whether each of the independent variables is significant, then the hypotheses will be generated as follows:

\[ H_0: \beta_1 = \beta_2 = 0 \]
\[ H_a: \beta_1 \text{ and/or } \beta_2 \neq 0 \]

When the null hypothesis is rejected, the test concludes that the individual independent variable is statistically significant.

**Step 4: Evaluating Individual Regression Coefficients**

Bowerman *et al.* (2008) viewed this test as a procedure applied to analyze and explore which individual independent variables present nonzero of the regression coefficients when the net regression coefficients differ from zero, by utilizing \( t \) distribution with 0 according to the null hypothesis, \( \beta_1 = 0 \), and the hypothesis test is as follows:

\[ H_0: \beta_i = 0 \]
\[ H_a: \beta_i \neq 0 \]

The formula for evaluating individual regression coefficients based on the \( t \) distribution is written as follows:

\[
t = \frac{b_1 - 0}{S_{b}}
\]

Where:

- \( b_1 \) = net regression coefficient
- \( S_{b} \) = standard deviation of the sampling distribution of net regression coefficient for the independent variable

In case the results uncover that some individual independent variables are not significant or its regression coefficient are equal to 0, the independent variable which performs the smallest absolute \( t \) value should be deleted from the analysis one by one, according to Bowerman *et al.* (2008).
In addition, Larose (2006) suggested that multicollinearity is a condition that should be avoided, which is when some of the independent variables are correlated with each other, leading to possible incoherent outcomes; therefore, avoiding multicollinearity need to concern and examine the correlation structure of the independent variables, and consider the variance inflation factor (VIF) in order to investigate the existing of multicollinearity. Hair et al. (2006) defined the variance inflation factor as a measure of multicollinearity by calculating 1 divided by the tolerance value; in addition, tolerance, viewed as a direct measure of multicollinearity, is referred to the variability amount of the selected independent variable, calculated from $1 - R^2$ of that independent variable. Furthermore, when the value of tolerance is high and the VIF value is low refers to lower degree of multicollinearity.

4.7 Summary of Statistical Tools Used in Testing Hypotheses

The researcher applied simple linear regression analysis, and multiple regression analysis as the statistical methods used in testing hypotheses in order to test and explore the relationship between dependent and independent variables in this study, which was demonstrated in Table 4.5 below.

Table 4.5: The Summary of Statistical Technique Used to Test Hypotheses

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Statistical Technique Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>$H_{1o}$: Service quality, and quality of physical environment do not</td>
<td>Multiple Linear Regression</td>
</tr>
<tr>
<td>influence customer perceived value</td>
<td></td>
</tr>
<tr>
<td>$H_{1a}$: Service quality, and quality of physical environment influence</td>
<td></td>
</tr>
<tr>
<td>customer perceived value</td>
<td></td>
</tr>
<tr>
<td>$H_{2o}$: Service quality, customer perceived value, quality of physical</td>
<td>Multiple Linear Regression</td>
</tr>
<tr>
<td>environment, and restaurant image do not influence customer satisfaction</td>
<td></td>
</tr>
<tr>
<td>$H_{2a}$: Service quality, customer perceived value, quality of physical</td>
<td></td>
</tr>
<tr>
<td>environment, and restaurant image influence customer satisfaction</td>
<td></td>
</tr>
<tr>
<td>$H_{3o}$: The quality of physical environment does not influence restaurant</td>
<td>Simple Linear Regression</td>
</tr>
<tr>
<td>image</td>
<td></td>
</tr>
<tr>
<td>$H_{3a}$: The quality of physical environment influences restaurant image</td>
<td></td>
</tr>
<tr>
<td>H4₀: Service quality, customer satisfaction, restaurant image, and quality of physical environment do not influence behavioral intentions to repurchase</td>
<td>Multiple Linear Regression</td>
</tr>
<tr>
<td>H4₁: Service quality, customer satisfaction, restaurant image, and quality of physical environment influence behavioral intentions to repurchase</td>
<td></td>
</tr>
</tbody>
</table>
CHAPTER 5
PRESENTATION OF DATA AND DISCUSSION OF THE RESULTS

In the fifth chapter, the researcher describes and illustrates the outcomes from data analysis, and the interpretation of all collected data which are analyzed and evaluated by utilizing the the statistical software. This chapter is divided into three parts. The descriptive analysis of the demographic data of the respondents is the first part, including factors of gender, age, income per month, educational level, and marital status, along with the descriptive analysis of six variables including both dependent and independent variables applied in this study. The second part is the reliability test of all the variables, followed by the last part, which is inferential analysis, explaining the hypothesis testing of all hypotheses applied in this study.

5.1 Descriptive Analysis

Boeree (2005) defined descriptive analysis as the methods applied in order to summarize sets of numerical or quantitative information. Additionally, descriptive analysis was also utilized to organize and describe data of the population obtained from the sample in the form of statistical tools; for example, tables, diagrams, and basic statistics, including mean and standard deviation (Frankfort and Leon, 2006). Various common methods for summarizing the data, such as the calculation of the average, percentage distributions, and frequency distributions are also included. Furthermore, descriptive analysis was utilized to analyze the demographic factors, consisting of gender, age, occupation, monthly income, education level, and marital status, and demonstrated the data as the frequency and percentage tables in order to describe the personal characteristics of the respondents. Moreover, descriptive analysis was also used in the evaluation of the mean and standard deviation of each variable in this study.

5.1.1 Descriptive Analysis of Demographic Factors

This section comprises the analysis of six factors of the respondents’ demographic data, which are: gender, age level, occupation, monthly income level, education level, and marital status, by utilizing frequency and percentage distributions. The results will be demonstrated in the following tables.
5.1.1.1 Gender

**Table 5.1:** The Analysis of Gender Using Frequency and Percentage

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Male</td>
<td>88</td>
<td>22.0</td>
<td>22.0</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>312</td>
<td>78.0</td>
<td>78.0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Figure 5.1:** The Analysis of Gender Using Frequency and Percentage

Table 5.1 and Figure 5.1 demonstrated the frequency and percentage of the respondents’ category based on gender among 400 respondents in this study which indicated that the highest percentage of the respondents is females, shown as 78% (312 respondents), while the percentage of males is 22% (88 respondents).
5.1.1.2 Age Level

Table 5.2: The Analysis of Age Level Using Frequency and Percentage

<table>
<thead>
<tr>
<th>Age Level</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24 years old</td>
<td>74</td>
<td>18.5</td>
<td>18.5</td>
<td>18.5</td>
</tr>
<tr>
<td>25 - 31 years old</td>
<td>189</td>
<td>47.3</td>
<td>47.3</td>
<td>65.8</td>
</tr>
<tr>
<td>32 - 38 years old</td>
<td>96</td>
<td>24.0</td>
<td>24.0</td>
<td>89.8</td>
</tr>
<tr>
<td>39 - 45 years old</td>
<td>41</td>
<td>10.3</td>
<td>10.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Figure 5.2: The Analysis of Age Level Using Frequency and Percentage

According to Table 5.2 and Figure 5.2, which illustrated the frequency and percentage of the respondents’ age level based on 400 respondents, the highest percentage is the age between 25 to 31 years old with 47.3% (189 respondents). This is followed by 24% (96 respondents) from the group aged between 32 to 38 years old, and the other group aged between 18 to 24 years old is 18.5% (74 respondents). The last group is 10.3% (41 respondents) who are aged between 39 to 45 years old.
5.1.1.3 Occupation

Table 5.3: The Analysis of Occupation Using Frequency and Percentage

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>85</td>
<td>21.3</td>
<td>21.3</td>
<td>21.3</td>
</tr>
<tr>
<td>Government</td>
<td>36</td>
<td>9.0</td>
<td>9.0</td>
<td>30.3</td>
</tr>
<tr>
<td>Business Owner</td>
<td>42</td>
<td>10.5</td>
<td>10.5</td>
<td>40.8</td>
</tr>
<tr>
<td>Employee</td>
<td>215</td>
<td>53.8</td>
<td>53.8</td>
<td>94.5</td>
</tr>
<tr>
<td>State Enterprise</td>
<td>14</td>
<td>3.5</td>
<td>3.5</td>
<td>98.0</td>
</tr>
<tr>
<td>Others</td>
<td>8</td>
<td>2.0</td>
<td>2.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Figure 5.3: The Analysis of Occupation Using Frequency and Percentage

Table 5.3 and Figure 5.3 illustrated the frequency and percentage of the respondents’ occupations. Based on 400 respondents, the highest percentage of the respondents’ occupation is employees, which showed as 53.8% (215 respondents). The second group is students, with 21.3% (85 respondents), followed by the group of business owners, comprising 10.5% (42 respondents). The group of government employees is 9% (36 respondents), while the state enterprise employee’s group is 3.5% (14 respondents). The group of other
occupations is 2% (8 respondents), consisting of a doctor, nurse, photographer, freelancer, writer, and housewife.

5.1.1.4 Income

Table 5.4: The Analysis of Income Using Frequency and Percentage

<table>
<thead>
<tr>
<th>Income Per Month</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid Less than 10,000 Baht</td>
<td>51</td>
<td>12.8</td>
<td>12.8</td>
<td>12.8</td>
</tr>
<tr>
<td>10,000-19,999 Baht</td>
<td>102</td>
<td>25.5</td>
<td>25.5</td>
<td>38.3</td>
</tr>
<tr>
<td>20,000-29,999 Baht</td>
<td>121</td>
<td>30.3</td>
<td>30.3</td>
<td>68.5</td>
</tr>
<tr>
<td>30,000-39,999 Baht</td>
<td>56</td>
<td>14.0</td>
<td>14.0</td>
<td>82.5</td>
</tr>
<tr>
<td>40,000-49,999 Baht</td>
<td>31</td>
<td>7.8</td>
<td>7.8</td>
<td>90.3</td>
</tr>
<tr>
<td>More than 49,999 Baht</td>
<td>39</td>
<td>9.8</td>
<td>9.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Figure 5.4: The Analysis of Income Using Frequency and Percentage

The frequency and percentage of the respondents’ monthly income of 400 respondents are demonstrated in Table 5.4 and Figure 5.4. According to the data, the majority of monthly income group is the respondents who earn between 20,000 to 29,000 baht per month with 30.3% (121 respondents), followed by the group earning between 10,000 to
19,999 baht per month showed as 25.5% (102 respondents). The other group earning between 30,000 to 39,999 baht per month is 14% (56 respondents), while the group earning less than 10,000 baht per month is 12.8% (51 respondents). Additionally, the group earning more than 49,999 baht per month is 9.8% (39 respondents), and the lowest percentage of monthly income group is 7.8% (31 respondents) earning between 40,000 to 49,999 baht per month, respectively.

5.1.1.5 Education Level

Table 5.5: The Analysis of Education Level Using Frequency and Percentage

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below bachelor degree</td>
<td>37</td>
<td>9.3</td>
<td>9.3</td>
<td>9.3</td>
</tr>
<tr>
<td>Bachelor degree</td>
<td>278</td>
<td>69.5</td>
<td>69.5</td>
<td>78.8</td>
</tr>
<tr>
<td>Master degree</td>
<td>80</td>
<td>20.0</td>
<td>20.0</td>
<td>98.8</td>
</tr>
<tr>
<td>Doctor degree</td>
<td>5</td>
<td>1.3</td>
<td>1.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.5 and Figure 5.5 show the frequency and percentage of the respondents’ education level based on a total of 400 respondents. The highest percentage is the group of
respondents who hold a bachelor’s degree, amounting to 69.5% (278 respondents). The second group is people who have a master’s degree at 20% (80 respondents), followed by the group having below a bachelor’s degree with 9.3% (37 respondents), and the last group holding a doctor’s degree is 1.3% (5 respondents), respectively.

5.1.1.6 Marital Status

Table 5.6: The Analysis of Marital Status Using Frequency and Percentage

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid Single</td>
<td>263</td>
<td>65.8</td>
<td>88.6</td>
<td>88.6</td>
</tr>
<tr>
<td>Married</td>
<td>33</td>
<td>8.3</td>
<td>25.1</td>
<td>99.7</td>
</tr>
<tr>
<td>Divorced</td>
<td>1</td>
<td>.3</td>
<td>.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total Missing</td>
<td>297</td>
<td>74.3</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figure 5.6: The Analysis of Marital Status Using Frequency and Percentage

Table 5.6 and Figure 5.6 show the frequency and percentage of the respondents’ marital status of 400 respondents. It is obvious that most of the respondents are single, at 65.8% (263 respondents), while the group of the respondents who did not specify their
marital status is 25.8% (103 respondents), even though the researcher mentioned in the survey to answer questions completely. The other group is the respondents who are married, representing as 8.3% (33 respondents), and the lowest percentage is 0.3% (1 respondent) who are divorced.

Table 5.7: Summary of Demographic Factors by Utilizing Frequency and Percentage

<table>
<thead>
<tr>
<th>Variables</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Male</td>
<td>88</td>
<td>22</td>
</tr>
<tr>
<td>- Female</td>
<td>312</td>
<td>78</td>
</tr>
<tr>
<td>Age Level</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- 18 - 24 years old</td>
<td>74</td>
<td>18.5</td>
</tr>
<tr>
<td>- 25 - 31 years old</td>
<td>189</td>
<td>47.3</td>
</tr>
<tr>
<td>- 32 - 38 years old</td>
<td>96</td>
<td>24</td>
</tr>
<tr>
<td>- 39 - 45 years old</td>
<td>41</td>
<td>10.3</td>
</tr>
<tr>
<td>Occupation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Student</td>
<td>85</td>
<td>21.3</td>
</tr>
<tr>
<td>- Government</td>
<td>36</td>
<td>9</td>
</tr>
<tr>
<td>- Business Owner</td>
<td>42</td>
<td>10.5</td>
</tr>
<tr>
<td>- Employee</td>
<td>215</td>
<td>53.8</td>
</tr>
<tr>
<td>- State Enterprise</td>
<td>14</td>
<td>3.5</td>
</tr>
<tr>
<td>- Other</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>Income Per Month</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Less than 10,000 Baht</td>
<td>51</td>
<td>12.8</td>
</tr>
<tr>
<td>- 10,000 - 19,999 Baht</td>
<td>102</td>
<td>25.5</td>
</tr>
<tr>
<td>- 20,000 - 29,999 Baht</td>
<td>121</td>
<td>30.3</td>
</tr>
<tr>
<td>- 30,000 - 39,999 Baht</td>
<td>56</td>
<td>14</td>
</tr>
<tr>
<td>- 40,000 - 49,999 Baht</td>
<td>31</td>
<td>7.8</td>
</tr>
<tr>
<td>- More than 49,999 Baht</td>
<td>39</td>
<td>9.8</td>
</tr>
<tr>
<td>Education Level</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Below bachelor’s degree</td>
<td>37</td>
<td>9.3</td>
</tr>
<tr>
<td>- Bachelor’s degree</td>
<td>278</td>
<td>69.5</td>
</tr>
</tbody>
</table>
- Master’s degree | 80 | 20
- Doctoral degree | 5 | 1.3

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>N</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Single</td>
<td>263</td>
<td>65.8</td>
</tr>
<tr>
<td>- Married</td>
<td>33</td>
<td>8.3</td>
</tr>
<tr>
<td>- Divorced</td>
<td>1</td>
<td>0.3</td>
</tr>
<tr>
<td>Unspecified</td>
<td>103</td>
<td>25.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>400</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

5.1.2 Descriptive Analysis of Independent Variables

The researcher evaluated the data for the independent and dependent variables by applying mean and standard deviation in this section. The outcomes of each variable will be illustrated in the tables below.

Table 5.8: The Analysis of Service Quality by Using Mean and Standard Deviation

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees of Cataholic Cafe served customers food exactly as they ordered it.</td>
<td>400</td>
<td>4.18</td>
<td>.788</td>
</tr>
<tr>
<td>Employees of Cataholic Cafe made customers feel comfortable in dealing with them.</td>
<td>400</td>
<td>3.93</td>
<td>.769</td>
</tr>
<tr>
<td>Employees at Cataholic Cafe are always willing to help customers.</td>
<td>400</td>
<td>4.00</td>
<td>.795</td>
</tr>
<tr>
<td>Employees at Cataholic Cafe provide prompt and quick service.</td>
<td>400</td>
<td>3.75</td>
<td>.796</td>
</tr>
<tr>
<td>Employees at Cataholic Cafe are neat and well dressed.</td>
<td>400</td>
<td>3.95</td>
<td>.718</td>
</tr>
<tr>
<td><strong>Valid N (listwise)</strong></td>
<td><strong>400</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.8 illustrated data for service quality. The researcher found that the highest mean is equal to 4.18, which is “employees of Cataholic Café served customers food exactly as they ordered it”. The lowest mean is 3.75, referring to “employees at Cataholic Café provide prompt and quick service”. Additionally, the highest standard deviation is .796, which is “employees at Cataholic Café provide prompt and quick service”, and the lowest standard deviation is equal to .718 from “employees at Cataholic Café are neat and well dressed”.

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Table 5.9: The Analysis of Customer Perceived Value by Using Mean and Standard Deviation

<table>
<thead>
<tr>
<th>Description</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers would consider enjoying and playing with cats at Cataholic Café to be a good value.</td>
<td>400</td>
<td>4.08</td>
<td>.820</td>
</tr>
<tr>
<td>The overall value of enjoying and playing with cats at Cataholic Café is high.</td>
<td>400</td>
<td>4.02</td>
<td>.855</td>
</tr>
<tr>
<td>Cataholic Café offers good value for the price.</td>
<td>400</td>
<td>3.61</td>
<td>.806</td>
</tr>
<tr>
<td>Experience of enjoying and playing with cats at Cataholic Café is worth the money.</td>
<td>400</td>
<td>3.65</td>
<td>.886</td>
</tr>
<tr>
<td>Cats in Cataholic Café provide customers great value as compared to other cafés.</td>
<td>400</td>
<td>3.87</td>
<td>.952</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.9 shows data concerning customer perceived value, and the highest mean is 4.08, represented by “customers would consider enjoying and playing with cats at Cataholic Café to be good value”. On the other hand, the lowest mean is 3.61, which is “Cataholic Café offers good value for the price”. In addition, the researcher found that the highest standard deviation is equal to .952, which is “cats in Cataholic Café provide customers great value as compared to other cafés”, while the lowest standard deviation is .806, represented by “Cataholic Café offers good value for the price”.

Table 5.10: The Analysis of Quality of Physical Environment by Using Mean and Standard Deviation

<table>
<thead>
<tr>
<th>Description</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cataholic Café has attractive interior design and decor.</td>
<td>400</td>
<td>3.86</td>
<td>.771</td>
</tr>
<tr>
<td>Cataholic Café used colors that create a sense of pleasant ambience.</td>
<td>400</td>
<td>3.93</td>
<td>.784</td>
</tr>
<tr>
<td>The background music at Cataholic Café is pleasing.</td>
<td>400</td>
<td>3.70</td>
<td>.777</td>
</tr>
<tr>
<td>The dining area of Cataholic Café is thoroughly clean.</td>
<td>400</td>
<td>3.82</td>
<td>.758</td>
</tr>
<tr>
<td>Cats in Cataholic Café create a playful and cheerful atmosphere.</td>
<td>400</td>
<td>3.94</td>
<td>.868</td>
</tr>
<tr>
<td>Cats in Cataholic Café are attractive.</td>
<td>400</td>
<td>4.09</td>
<td>.818</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 5.10 shows data concerning the quality of the physical environment. The researcher discovered that the highest mean is equal to 4.09, which is “cats in Cataholic Café are attractive”; whereas, the lowest mean is 3.70 from “the background music at Cataholic Café is pleasing”. The highest standard deviation is showed as .868, represented by “cats in Cataholic Café create a playful and cheerful atmosphere”, and the lowest standard deviation is .758, which is “the dining area of Cataholic Café is thoroughly clean”.

**Table 5.11: The Analysis of Restaurant Image by Using Mean and Standard Deviation**

<table>
<thead>
<tr>
<th>Description</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cataholic Café has a cheerful and enchanting atmosphere.</td>
<td>400</td>
<td>3.97</td>
<td>.763</td>
</tr>
<tr>
<td>Cataholic Café’s food tastes good compared with price.</td>
<td>400</td>
<td>3.48</td>
<td>.819</td>
</tr>
<tr>
<td>A variety of food menu in Cataholic Café is visually attractive and reflects image of cat cafe</td>
<td>400</td>
<td>3.66</td>
<td>.776</td>
</tr>
</tbody>
</table>

Table 5.11 describes the data of the restaurant’s image, the researcher found that the highest mean is equal to 3.97, represented by “Cataholic Café has a cheerful and enchanting atmosphere”. The lowest mean is showed as 3.48, which is Cataholic Café’s food tastes good compared with price. Moreover, the highest standard deviation is equal to .819, referring to “Cataholic Café’s food tastes good compared with price”, while the lowest standard deviation is .763, obtained from “Cataholic Café has a cheerful and enchanting atmosphere”.

**Table 5.12: The Analysis of Customer Satisfaction by Using Mean and Standard Deviation**

<table>
<thead>
<tr>
<th>Description</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers are pleased to have visited Cataholic Café.</td>
<td>400</td>
<td>3.92</td>
<td>.813</td>
</tr>
<tr>
<td>Customers are very satisfied with their overall experience at Cataholic Café.</td>
<td>400</td>
<td>3.82</td>
<td>.819</td>
</tr>
<tr>
<td>Overall, cats in Cataholic Café put customers in a good mood.</td>
<td>400</td>
<td>4.04</td>
<td>.844</td>
</tr>
<tr>
<td>Customers have really enjoyed themselves surrounded by cats at Cataholic Café.</td>
<td>400</td>
<td>4.07</td>
<td>.842</td>
</tr>
</tbody>
</table>

Valid N (listwise)
Table 5.12 describes data concerning customer satisfaction, showed that the highest mean is equal to 4.07, represented by “customers have really enjoyed themselves surrounded by cats at Cataholic Café”; on the contrary, the lowest mean is obtained as 3.82, referring to “customers are very satisfied with their overall experience at Cataholic Café”. For the standard deviation, the researcher found that the highest standard deviation is .844, represented by “overall, cats in Cataholic Café put customers in a good mood”. And the lowest standard deviation is equal to .813, which is “customers are pleased to have visited Cataholic Café”.

5.1.3 Descriptive Analysis of Dependent Variable

Table 5.13: The Analysis of Behavioral Intentions to Repurchase by Using Mean and Standard Deviation

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers would like to come back to Cataholic Cafe in the future.</td>
<td>400</td>
<td>3.76</td>
<td>.980</td>
</tr>
<tr>
<td>Customers would more frequently visit Cataholic Cafe.</td>
<td>400</td>
<td>3.42</td>
<td>.947</td>
</tr>
<tr>
<td>Customers would say positive things about Cataholic Cafe to others.</td>
<td>400</td>
<td>3.83</td>
<td>.883</td>
</tr>
<tr>
<td>Customers would recommend Cataholic Cafe to their friends or others.</td>
<td>400</td>
<td>3.76</td>
<td>.866</td>
</tr>
<tr>
<td>Customers would encourage others to visit Cataholic Cafe.</td>
<td>400</td>
<td>3.75</td>
<td>.861</td>
</tr>
</tbody>
</table>

Table 5.13 illustrated data of behavioral intentions to repurchase which indicated that the highest mean is equal to 3.83, represented by “customers would say positive things about Cataholic Café to others”, and the lowest mean is 3.42, referring to “customers would more frequently visit Cataholic Café”. Besides, the researcher discovered that the highest standard deviation is .980, which is “customers would like to come back to Cataholic Café in the future”, while the lowest standard deviation is .861 from “customers would encourage others to visit Cataholic Café”.

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5.2 Reliability Test

Table 5.14: The Summary of Reliability Test

<table>
<thead>
<tr>
<th>Variables</th>
<th>Alpha Test (α-test)</th>
<th>No. of Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Quality</td>
<td>.868</td>
<td>5</td>
</tr>
<tr>
<td>Customer Perceived Value</td>
<td>.901</td>
<td>5</td>
</tr>
<tr>
<td>Quality of Physical Environment</td>
<td>.877</td>
<td>6</td>
</tr>
<tr>
<td>Restaurant Image</td>
<td>.800</td>
<td>3</td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>.922</td>
<td>4</td>
</tr>
<tr>
<td>Behavioral Intentions to Repurchase</td>
<td>.941</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>28</td>
</tr>
</tbody>
</table>

The results of the reliability test indicated in Table 5.14 showed Cronbach’s coefficients alpha value of all six variables: service quality, customer perceived value, quality of physical environment, restaurant image, customer satisfaction, and behavioral intentions to repurchase which are greater than 0.6. Thus, all questions were considered reliable and consistent to be applied as the research instrument of this study.

5.3 Inferential Analysis

William (2002) stated that inferential statistics is applied to make a generalization from the sample to the population and to test the hypothesis. The researcher determined to test the hypotheses by applying simple linear regression analysis, along with multiple linear regression analysis, and test their statistical significance by using t-statistics, and f-statistics.

5.3.1 The Results of Hypothesis Testing

Table 5.15: R-value and Measure the Strength of Association

<table>
<thead>
<tr>
<th>R-value</th>
<th>The Strength of Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.81 to 0.99</td>
<td>Very strong positive relationship</td>
</tr>
<tr>
<td>0.61 to 0.80</td>
<td>Strong positive relationship</td>
</tr>
<tr>
<td>0.41 to 0.60</td>
<td>Moderate positive relationship</td>
</tr>
<tr>
<td>0.21 to 0.40</td>
<td>Weak positive relationship</td>
</tr>
<tr>
<td>0.01 to 0.20</td>
<td>Very weak positive relationship</td>
</tr>
<tr>
<td>0</td>
<td>No relationship</td>
</tr>
</tbody>
</table>
- 0.01 to - 0.20 Very weak negative relationship
- 0.21 to - 0.40 Weak negative relationship
- 0.41 to - 0.60 Moderate negative relationship
- 0.61 to - 0.80 Strong negative relationship
- 0.81 to - 0.99 Very strong negative relationship


**Hypothesis 1**

H1<sub>0</sub>: Service quality, and quality of physical environment are not influenced on customer perceived value

H1<sub>a</sub>: Service quality, and quality of physical environment are influenced on customer perceived value

**Table 5.16:** The Analysis of Influencing Factors on Customer Perceived Value by Using Multiple Regression Line

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.754&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.568</td>
<td>.566</td>
<td>.48221</td>
</tr>
</tbody>
</table>

<sup>a</sup> Predictors: (Constant), MeanQPE, MeanSQ

**ANOVA**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>121.495</td>
<td>2</td>
<td>60.748</td>
<td>261.252</td>
<td>.000&lt;sup&gt;a&lt;/sup&gt;</td>
</tr>
<tr>
<td>Residual</td>
<td>92.312</td>
<td>397</td>
<td>.233</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>213.808</td>
<td>399</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<sup>a</sup> Predictors: (Constant), MeanQPE, MeanSQ

<sup>b</sup> Dependent Variable: MeanCPV
As indicated in the Regression ANOVA’s table above, the result showed that the significance is equal to .000, which is less than .05 (.000 < .05). It means that null hypothesis was rejected. So, the researcher can assume that at least one independent variable will influence customer perceived value.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td>.122</td>
<td>.166</td>
<td>.734</td>
<td>.463</td>
</tr>
<tr>
<td>MeanSQ</td>
<td>.363</td>
<td>.054</td>
<td>.310</td>
<td>6.708</td>
</tr>
<tr>
<td>MeanQPE</td>
<td>.588</td>
<td>.054</td>
<td>.504</td>
<td>10.897</td>
</tr>
</tbody>
</table>

a. Dependent Variable: MeanCPV

Based on the result in the Regression Coefficient table, the t-statistics showed that service quality, and quality of physical environment are significant at .000, which means that both variables: service quality, and quality of physical environment are influenced on customer perceived value. Also, the beta from unstandardized coefficients of service quality is .363, the quality of physical environment is equal to .588, and the constant is equal to .122 as shown in the formula below.

\[
\hat{y} = a + b_1x_1 + b_2x_2 + b_3x_3 + \ldots + b_nx_n
\]

\[
\hat{y} = .122 + .363x_1 + .588x_2
\]

**Hypothesis 2**

H2<sub>0</sub>: Service quality, customer perceived value, quality of physical environment, and restaurant image are not influenced on customer satisfaction

H2<sub>a</sub>: Service quality, customer perceived value, quality of physical environment, and restaurant image are influenced on customer satisfaction
Table 5.17: The Analysis of Influencing Factors on Customer Satisfaction by Using Multiple Regression Line

Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.866a</td>
<td>.751</td>
<td>.748</td>
<td>.37487</td>
</tr>
</tbody>
</table>

*a. Predictors: (Constant), MeanRI, MeanSQ, MeanQPE, MeanCPV

ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>4</td>
<td>41.744</td>
<td>297.056</td>
<td>.000a</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>395</td>
<td>.141</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>399</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*a. Predictors: (Constant), MeanRI, MeanSQ, MeanQPE, MeanCPV
*b. Dependent Variable: MeanCS

Based on the Regression ANOVA’s table, the result demonstrated that the significance is equal to .000, which is less than .05 (.000 < .05). It means that the null hypothesis was rejected. Thus, at least one independent variable will influence customer satisfaction.

Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>-.090</td>
<td>.130</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MeanSQ</td>
<td>.129</td>
<td>.045</td>
<td>.108</td>
</tr>
<tr>
<td></td>
<td>MeanCPV</td>
<td>.480</td>
<td>.044</td>
<td>.471</td>
</tr>
<tr>
<td></td>
<td>MeanQPE</td>
<td>.233</td>
<td>.051</td>
<td>.196</td>
</tr>
<tr>
<td></td>
<td>MeanRI</td>
<td>.213</td>
<td>.047</td>
<td>.189</td>
</tr>
</tbody>
</table>

*a. Dependent Variable: MeanCS

According to the result in the Regression Coefficient table, the t-statistics illustrated that service quality is significant at .004, while customer perceived value, the quality of the physical environment, and restaurant image are significant at .000, which means that all four variables: service quality, customer perceived value, the quality of the physical environment, and restaurant image are influenced on customer satisfaction. Additionally, the beta from
unstandardized coefficients of service quality is .129, customer perceived value is equal to .480, the quality of physical environment is equal to .233, restaurant image is equal to .213, and the constant is equal to -.090 as shown in the formula below.

\[ \hat{y} = a + b_1x_1 + b_2x_2 + b_3x_3 + \ldots + b_nx_n \]
\[ \hat{y} = -.090 + .129x_1 + .480x_2 + .233x_3 + .213x_4 \]

**Hypothesis 3**

H3:o: Quality of physical environment is not influenced on restaurant image
H3:a: Quality of physical environment is influenced on restaurant image

**Table 5.18:** The Influencing Analysis between the Quality of Physical Environment and Restaurant Image by Using Simple Regression Line

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.723(^a)</td>
<td>.523</td>
<td>.522</td>
<td>.45990</td>
</tr>
</tbody>
</table>

\(^a\) Predictors: (Constant), MeanQPE

The result from Table 5.18 was analyzed by Regression of R Square or the Coefficient of Determination is equal to 0.723, which means that there is a strong positive relationship between the quality of physical environment, and restaurant image; in other words, both variables move in the same direction. Moreover, the Strength of association (R\(^2\)) was equal (0.723\(^2\)), which is equal to 0.523. It means that if the quality of physical environment increases, it will cause the restaurant image to increase by 52.3%.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>92.219</td>
<td>1</td>
<td>92.219</td>
<td>436.006</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>84.180</td>
<td>398</td>
<td>.212</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>176.399</td>
<td>399</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\(^a\) Predictors: (Constant), MeanQPE

\(^b\) Dependent Variable: MeanRI
Based on the result from Regression ANOVA’s table, it showed that the significance is equal to .000, which is less than .05 (.000 < .05). It means that null hypothesis was rejected. As a result, the quality of physical environment is influenced on restaurant image.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
</table>
| 1     | \( \begin{array}{l}
\text{(Constant)} \\
\text{MeanQPE}
\end{array} \) & \( \begin{array}{l}
.720 \\
.767
\end{array} \) | \( \begin{array}{l}
.145 \\
.037
\end{array} \) |

a. Dependent Variable: MeanRI

According to the data in Table of Regression Coefficient, the result from the t-statistics showed that the significance is equal to .000, which is less than .05 (.000 < .05). It means that the null hypothesis was rejected. Thus, the researcher can conclude that the quality of physical environment is influenced on restaurant image. Also, the beta from unstandardized coefficients of the quality of physical environment is equal to .767, and the constant is equal to .720 as shown in the formula below.

\[ Y = a + bx \]
\[ Y = .720 + .767x \]

**Hypothesis 4**

**H4**: Service quality, customer satisfaction, restaurant image, and quality of physical environment are not influenced on behavioral intentions to repurchase

**H4a**: Service quality, customer satisfaction, restaurant image, and quality of physical environment are influenced on behavioral intentions to repurchase
Table 5.19: The Analysis of Influencing Factors on Behavioral Intentions to Repurchase by Using Multiple Regression Line

<table>
<thead>
<tr>
<th>Model Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

\textsuperscript{a} Predictors: (Constant), MeanQPE, MeanSQ, MeanRI, MeanCS

<table>
<thead>
<tr>
<th>ANOVA\textsuperscript{b}</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>1</td>
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<tr>
<td></td>
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<tr>
<td></td>
</tr>
</tbody>
</table>

\textsuperscript{a} Predictors: (Constant), MeanQPE, MeanSQ, MeanRI, MeanCS

\textsuperscript{b} Dependent Variable: MeanBIR

The result from Regression ANOVA’s table showed that the significance is equal to .000, which is less than .05 (.000 < .05). It means that null hypothesis was rejected. Therefore, at least one independent variable will influence behavioral intentions to repurchase.

<table>
<thead>
<tr>
<th>Coefficients\textsuperscript{a}</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>1</td>
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</tbody>
</table>

\textsuperscript{a} Dependent Variable: MeanBIR

According to the results in the Regression Coefficient table, the t-statistics demonstrated that customer satisfaction, and restaurant image are significant at .000, which means that both variables: customer satisfaction, and restaurant image are influenced on behavioral intentions to repurchase. However, the result also showed that service quality (.115 > .05), and the quality of physical environment (.693 > .05), are not influenced on
behavioral intentions to repurchase. Furthermore, the beta from unstandardized coefficients of customer satisfaction is equal to .672, restaurant image is equal to .365, and the constant is equal to -.066 as shown in the formula below.

\[
y = a + b_1x_1 + b_2x_2 + b_3x_3 \ldots + b_nx_n
\]

\[
y = -.066 + .672x_2 + .365x_3
\]

Table 5.20: Summary of the Results from Hypotheses Testing

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Statistical Analysis</th>
<th>Level of Significance</th>
<th>Beta Coefficient Values</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1&lt;sub&gt;a&lt;/sub&gt;: - Service quality</td>
<td>Multiple Regression</td>
<td>.000</td>
<td>.363</td>
<td>Reject H1&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>- Quality of physical environment</td>
<td>Multiple Regression</td>
<td>.000</td>
<td>.588</td>
<td>Reject H1&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>are influenced on customer perceived value</td>
<td>Simple Regression</td>
<td>.000</td>
<td>.767</td>
<td>Reject H3&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>H2&lt;sub&gt;a&lt;/sub&gt;: - Service quality</td>
<td>Multiple Regression</td>
<td>.004</td>
<td>.129</td>
<td>Reject H2&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>- Customer perceived value</td>
<td>Multiple Regression</td>
<td>.000</td>
<td>.480</td>
<td>Reject H2&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>- Quality of physical environment</td>
<td>Multiple Regression</td>
<td>.000</td>
<td>.233</td>
<td>Reject H2&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>- Restaurant image</td>
<td>Multiple Regression</td>
<td>.000</td>
<td>.213</td>
<td>Reject H2&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>are influenced on customer satisfaction</td>
<td>Simple Regression</td>
<td>.000</td>
<td>.767</td>
<td>Reject H3&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>H3&lt;sub&gt;a&lt;/sub&gt;: Quality of physical environment is influenced on restaurant image</td>
<td>Simple Regression</td>
<td>.000</td>
<td>.767</td>
<td>Reject H3&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>H4&lt;sub&gt;a&lt;/sub&gt;: - Service quality</td>
<td>Multiple Regression</td>
<td>.115</td>
<td>-.086</td>
<td>Failed to Reject H4&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>- Customer satisfaction</td>
<td>Multiple Regression</td>
<td>.000</td>
<td>.672</td>
<td>Reject H4&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>- Restaurant image</td>
<td>Multiple Regression</td>
<td>.000</td>
<td>.365</td>
<td>Reject H4&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>- Quality of physical environment</td>
<td>Multiple Regression</td>
<td>.693</td>
<td>.025</td>
<td>Failed to Reject H4&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
<tr>
<td>are influenced on behavioral intentions to repurchase</td>
<td>Simple Regression</td>
<td>.000</td>
<td>.767</td>
<td>Reject H3&lt;sub&gt;0&lt;/sub&gt;</td>
</tr>
</tbody>
</table>
CHAPTER 6
SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

This last chapter contains a summary of the findings, conclusions, and recommendations based on the results of this study analyzed in the previous chapter, which comprises five sections. The first section describes a summary of the demographic factors, and the results of hypotheses testing of this research. The second section is the discussion and implications, followed by conclusions of the outcomes. Also, the researcher provides the recommendations for the cat café business based on the results in the next section. Lastly, the researcher suggests some ideas for a further study in the last section.

6.1 Summary of Research Findings

This research aimed to investigate factors influencing behavioral intentions to repurchase towards the cat café business in Thailand by emphasizing the factors tending to influence behavioral intentions to repurchase, including service quality, customer perceived value, quality of physical environment, restaurant image, and customer satisfaction. The researcher focused on Thai customers who had prior experience in visiting Cataholic Café, located in Bangkok, Thailand, and collected the data by distributing the questionnaires in order to gather the respondents’ demographic data, and their opinions about behavioral intentions to repurchase, service quality, customer perceived value, quality of physical environment, restaurant image, and customer satisfaction towards Cataholic Café. The outcomes of this study were presented as the summary of demographic factors, and the summary of hypotheses testing.

6.1.1 Summary of Demographic Factors

In this study, the researcher focused on six demographic factors, consisting of gender, age level, occupation, monthly income, education level, and marital status. The data were gathered from 400 Thai customers who had prior experience in visiting Cataholic Café, located in Bangkok, Thailand by utilizing questionnaires from February to March in 2016.

According to the results of this research, the group of female respondents was 78% or 312 respondents, which was greater than the number of male respondents. The majority of the respondents in terms of age level was the range of 25 - 31 years old, representing 47.3% or 189 respondents, while the largest group of the respondents worked as employees, indicating
53.8% or 215 respondents, and the majority of the respondents earned a monthly income between 20,000 - 29,999 Baht, shown as 30.3% or 121 respondents. In terms of education level, the largest group was the respondents hold bachelor’s degree, indicating 69.5% or 278 respondents. Moreover, a majority of the respondents was single, at 65.8% or 263 respondents.

Table 6.1: Summary of Demographic Factors Analysis

<table>
<thead>
<tr>
<th>Demographics Factor</th>
<th>Characteristics</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Female</td>
<td>312</td>
<td>78%</td>
</tr>
<tr>
<td>Age Level</td>
<td>25 - 31 years old</td>
<td>189</td>
<td>47.3%</td>
</tr>
<tr>
<td>Occupation</td>
<td>Employee</td>
<td>215</td>
<td>53.8%</td>
</tr>
<tr>
<td>Monthly Income</td>
<td>20,000 - 29,999 Baht</td>
<td>121</td>
<td>30.3%</td>
</tr>
<tr>
<td>Education Level</td>
<td>Bachelor’s degree</td>
<td>278</td>
<td>69.5%</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Single</td>
<td>263</td>
<td>65.8%</td>
</tr>
</tbody>
</table>

6.1.2 Summary of Hypotheses Testing

This research analyzed the factors influencing behavioral intentions to repurchase towards Cataholic Café, and focused on five potential factors, consisting of service quality, customer perceived value, the quality of the physical environment, restaurant image, and customer satisfaction. Additionally, the researcher determined to test all four hypotheses by utilizing simple linear regression analysis, together with multiple linear regression analysis, and test the statistical significance by using t-statistics, along with f-statistics. The results were obtained from 400 surveys of Thai customers who had prior experience in visiting Cataholic Café, located in Bangkok, Thailand by utilizing the statistical software indicated that all the null hypotheses of this research were rejected. The findings of this study are as follows:

**Hypothesis 1:** Service quality, and quality of physical environment are significant influenced on customer perceived value.
Hypothesis 2: Service quality, customer perceived value, quality of physical environment, and restaurant image are significant influenced on customer satisfaction.

Hypothesis 3: Quality of physical environment is significant influenced on restaurant image.

Hypothesis 4: Customer satisfaction, and restaurant image are significant influenced on behavioral intentions to repurchase. However, service quality, and quality of physical environment are not significant influenced on behavioral intentions to repurchase.

Therefore, the conceptual framework of this study based on the result could be explained as the Figure 6.1 below.

Figure 6.1: Summary of Hypotheses Testing

Note:
- All variables are significant with behavioral intentions to repurchase.
- Only service quality, and the quality of physical environment are not significant with behavioral intentions to repurchase.
6.2 Discussion and Implications

The researcher studied factors influencing behavioral intentions to repurchase towards cat café business in Thailand, and the findings of this study were obtained from the analyses of four hypotheses with six variables, including service quality, customer perceived value, the quality of physical environment, restaurant image, and customer satisfaction as the independent variables, and behavioral intentions to repurchase as the dependent variable. The researcher also studied six demographic factors of the respondents, consisting of gender, age level, occupation, monthly income, education level, and marital status.

Demographic Factors and General Information

With reference to the results of demographic factors of the respondents, the researcher found that the number of female customers is greater than males, and most of the respondents are bachelor’s degree holders. In accordance with the study about the development of a service market for the cat café business in Thailand of Saejiang (2014), the findings also indicated that most customers graduated with a bachelor’s degree, and the number of female customers was greater than male customers, accordingly.

In addition, the researcher also examined the general information of the respondents about their behaviors and opinions related to the cat café experiences, and the outcomes illustrated in Appendix D showed that more than half of the respondents have cats in their places (see Table 2 in Appendix D). Moreover, the results showed that the most favorite cat breed is a Persian cat, based on 217 out of the total 400 respondents (see Table 3 in Appendix D), which is similar to the ranking of top 10 popular cat breeds in Thailand (pet.kapook.com/view70394.html, accessed on October 2, 2015). Furthermore, the researcher found that the major factor which customers considered for visiting Cataholic Café is the number of cats and the variety of cat breeds, and the second rank factor is atmosphere and decoration, followed by other factors, such as convenient location, respectively (see Table 4 in Appendix D).

Hypotheses

Regarding the results of hypothesis one, the researcher found that service quality, and the quality of physical environment are influenced on customer perceived value. Eggert and Ulaga (2002) studied about customer perceived value as a substitute for satisfaction in business markets, and the result indicated that service quality, consisting of tangibles,
reliability, responsiveness, assurance, and empathy (SERVQUAL), is positively related to customer perceived value. Also, Lai et al. (2009) found in their research about determinants creating loyalty in a Chinese telecom that service quality directly affects customer perceived value. Additionally, the result is also supported by the study of perceptions of Chinese restaurants of Liu and Jang (2009), who stated that the physical environment significantly influenced customer perceived value, in accordance with the result of the study on the roles of factors in determining customer loyalty in the family restaurant industry of Han and Ryu (2009), the researchers confirmed the positive relationship between the physical environment in restaurants, including three dimensions: design factors, ambient factors, and social factors, and customer perceived value.

Based on the results of hypothesis two, the researcher discovered that service quality, customer perceived value, the quality of physical environment, and restaurant image are influenced on customer satisfaction. The result is supported by many researchers, Cronin and Taylor (1992) who investigated the conceptualization and measurement of service quality perceptions confirmed that service quality appears to be a predictor of customer satisfaction, as same as DeRuyter et al. (1997) who studied about merging service quality and service satisfaction, the researchers posited that when the level of service quality increases, customer satisfaction degree will increase correspondingly. However, the study about the relationship between perceived service quality and satisfaction of Lee et al. (2000), and the study on service quality and satisfaction perceptions in the service business of Ting (2004) both supported that service quality is the factor influencing customer satisfaction, but not vice versa. Moreover, Ryu and Han (2010), who studied about customer satisfaction in quick-casual restaurants, confirmed that a customer’s perceived quality experienced during their service encounter influences customer satisfaction, in accordance with a study in fast-food restaurants in America and Latin America of Brady et al. (2001), the researchers proposed that service quality has a significant impact on customer satisfaction in spite of the different cultural backgrounds.

In addition, the result of hypothesis two is confirmed by Ryu et al. (2008), who examined the relationship among restaurant image, perceived value, and customer satisfaction in the quick-casual restaurant business, the researchers suggested that customer perceived value, and restaurant image significantly influence customer satisfaction. The researchers also claimed that restaurant image both directly and indirectly affects
customer satisfaction. Accordingly, Heung and Gu (2012), who studied restaurant atmospherics, confirmed that the quality of the physical environment in a restaurant directly and significantly influences customer satisfaction. Furthermore, findings from the study on customers’ perception of restaurant service quality of Wall and Berry (2007) also explained that the physical environment is a positive indicator of customer satisfaction.

Since the researcher obtained the results of hypothesis three indicating that the quality of physical environment is influenced on restaurant image, this result is supported by the findings of various studies in the hospitality services. Booms and Bitner (1982), who investigated marketing services by managing the environment of hotels and restaurants, proved that the physical environment of the hospitality firm significantly influences restaurant image. Additionally, the study about overall quick-casual restaurant image of Ryu et al. (2008) confirmed that the components of physical environment, such as interior design and decoration are the primary stimuli of a restaurants’ image. Regarding several studies of restaurant service industry, including the study about DINESCAPE: a scale for customers’ perception of dining environments of Ryu and Jang (2008), and the research about the psychology of design for high-volume restaurants of Robson (1999), the researchers correspondingly concluded that the quality of the physical environment greatly impacts on restaurant image.

According to the results of hypothesis four, the researcher found that customer satisfaction, and restaurant image are influenced on behavioral intentions to repurchase, while service quality, and the quality of physical environment are not influenced on behavioral intentions to repurchase. Various studies about revisiting intentions in restaurant settings supported the result of this hypothesis. The study about satisfaction and behavioral intentions in hospitality industry of Baker and Crompton (2000), along with the research on behavioral consequences conducted by Zeithaml et al. (1996) found that customer satisfaction is an antecedent of post-purchase attitude and behavior, resulting from customer personal experiences which in turn positive or negative outcomes. Moreover, the researchers concluded that customer satisfaction appears to be the most effective factor influencing behavioral intentions. According to the research about antecedents and consequences of customer satisfaction for firms of Anderson and Sullivan (1993), the findings indicated that a greater level of customer satisfaction increases customer repurchase intentions. Additionally,
the study in overall quick-casual restaurants of Ryu et al. (2008) confirmed that customer satisfaction, and restaurant image significantly influences customers’ behavioral intentions, as well as the research on restaurant image was claimed that it impacts on the customer’s subjective perception and his or her consequent behavior. The researcher also claimed that restaurant image impacts on the customer’s subjective perception and his or her consequent behavior.

However, based on the findings of hypothesis four pointed out that service quality, and the quality of physical environment are surprisingly not influenced on behavioral intentions to repurchase, the result appears to contrast with the other findings of relevant research in the restaurant industry, which described the significant relationship between service quality, and behavioral intentions to repurchase, and also the significant relationship between the quality of physical environment, and behavioral intentions to repurchase. Regarding the result of data obtained from the respondents, the researcher can conclude that customers who visit Cataholic Café or other cat cafés focus on visiting the cats and playing with cats, as the most important factor and reason they consider and care about when visiting the cat café rather than focusing on service quality, and the physical surroundings, such as design, decoration, furniture, and music, regarding the conversation during distributing the questionnaire between the researcher and the respondents.

Moreover, according to the result of general information obtained from the respondents as illustrated in Table 4 in Appendix D, the researcher found that the major factor which customers considered for visiting Cataholic Café is the number of cats and the variety of cat breeds, followed by atmosphere and decoration as the second rank factor, while the service quality of staff is the fourth rank. Therefore, the researcher found that customers of Cataholic Café are concerned about cats as the most important factor for visiting cat café, rather than concern of service quality, and quality of physical environment, so that this point leads the result of this hypothesis showed the differences between the cat café business, and the restaurant industry. Ultimately, since the researcher discovered the differences between the results of repurchase intentions of restaurant service industry, and cat café business, this outcome can importantly affect business strategy model of cat café business, which will lead the owners or managers of the cat café in Thailand to focus, generate, and improve the right elements of potential factors of the store effectively and precisely.
6.3 Conclusions

This study aimed to investigate several factors influencing behavioral intentions to repurchase towards the cat café business in Thailand, consisting of five variables: service quality, customer perceived value, quality of physical environment, restaurant image, and customer satisfaction. The researcher applied four hypotheses, and collected the data by applying close-ended questions, along with five-point Likert scale, and distributing the questionnaires to 400 Thai customers who had prior experience in visiting Cataholic Café, located in Bangkok, Thailand at least once, during February to March in 2016.

The researcher analyzed the data of 400 respondents by using the statistical software, and applied six demographic factors, including gender, age level, occupation, monthly income level, education level, and marital status. The results indicated that a number of female customers (78%) was greater than male, and the largest group of the respondents are aged between 25 - 31 years old (47.3%). The majority of the respondents worked as employees (53.8%), while the largest group of the respondents in terms of monthly income earned between 20,000 - 29,999 Baht (30.3%). Most of the respondents hold a bachelor’s degree (69.5%), and the majority of the respondents were single (65.8%).

In this study, the hypotheses were tested by utilizing simple linear regression, together with multiple linear regression analyses. The outcomes of four hypotheses testing were showed that all of the null hypotheses were rejected. According to the results of this study on the cat café business in Thailand, the researcher found that service quality, and the quality of physical environment are influenced on customer perceived value (hypothesis one). Besides, the results revealed that service quality, customer perceived value, the quality of physical environment, and restaurant image are influenced on customer satisfaction (hypothesis two), while the quality of physical environment is influenced on restaurant image (hypothesis three). Lastly, the researcher also discovered that customer satisfaction, and restaurant image are influenced on behavioral intentions to repurchase; however, service quality, and the quality of physical environment are surprisingly not influenced on behavioral intentions to repurchase towards the cat café business in Thailand (hypothesis four).

6.4 Recommendations

The findings of this study can beneficially help owners, managers, and marketers of cat café service providers in Thailand not only to understand and increasingly focus on the potential factors which can induce repurchase intention, but also to develop more efficient
marketing and business strategies by improving the quality of those crucial factors to satisfy customers with impressive experiences in order to increase and achieve customers’ behavioral intentions to repurchase, positive word-of-mouth intention, and willingness to recommend towards cat café business in Thailand, while the competitors in this business have been continuously increasing in recent years. The researcher would like to suggest some ideas or recommendations for cat café business as follows:

According to the results of hypothesis one, the result indicated that service quality, and the quality of physical environment are influenced on customer perceived value. Since value can be defined and evaluated as various meanings depending on personal attitudes, the researcher viewed value in the cat café business context as an evaluation of overall perceived benefits, and costs paid for the service, regarding Zeithaml (1988), in terms of overall experiences of the quality time enjoying and playing with cats in the cat café. One of the factors influencing customer perceived value towards cat café business is service quality; therefore, the researcher suggested that training and improving the service quality of the cat café’s staff is a crucial way to increase service quality of cat café business. The owners or managers of the cat café should be concerned with improving the process of service delivery that staff provide to customers, including willingness to help customers, providing prompt and quick service, serving correct food which customers ordered, and being neat and well dressed. In other words, the owners or managers of the cat café should make the effort to provide customers with good value food and service quality when compared with the price they paid for cat café experiences.

As well as how the quality of the physical environment affects customer perceived value, cat café owners or managers should provide good quality physical surroundings inside the cat café, such as the design and quality of furniture, which should be a good style and comfortable for customers. Since customers will observe and react to the surroundings in the cat café, not only the design and decoration, but also the atmosphere inside the cat café created by the service providers. The owners or managers of cat cafés should create quality of a cat atmosphere to provide customers, the cat lovers, the special value through cat café experiences since the customers visit cat cafés with the purpose of enjoying playing with and being surrounded by cats. For example, providing a great number of cats surrounding customers, using décors which can represent an image of cats in the cat café, and decorating food menus to reflect the image of cats. In other words, to induce customer perceived value in the cat café business, the researcher believed that generating and providing good quality of
service from staff, and the physical environment, along with an attractive and joyful atmosphere inside the cat café, can make customers feel that the overall cat café experiences is good value and worthy when compared to the price they paid for visiting the cat café.

According to the results of hypothesis two, the outcome showed that service quality, customer perceived value, the quality of physical environment, and restaurant image are influenced on customer satisfaction. The researcher recommended that the owner of cat cafés should improve the service quality of their staff in order to increase customer satisfaction by focusing on the process of service delivery, including training the staff to be willing to help customers, to provide prompt, quick, and correct service, and to be neat and well dressed. In addition, one of the most important factors of cat café business, cats, is viewed as value that added to the coffee shop and bakery shop. The researcher suggested to increase the number of cats inside the cat café, and also improve and take good care of the quality and health of those cats; additionally, the characteristics of cats play an important role in attracting customers to cat cafés. The researcher reckoned that not every cat can be a part of cat cafés because friendly cats are suitable for being in the cat café more than the aggressive ones. Therefore, because the customers of cat cafés choose to visit the cat café with the purpose of enjoying being surrounded by cats and playing with cats, the cat cafés should be concerned with cats as customer perceived value in order to maximize customer satisfaction in the cat café business.

In addition, since the physical surroundings can impact on customer satisfaction, the researcher reckoned that the outcome of customer satisfaction generated and evaluated from customers’ experiences and their perceptions during their dining and enjoying time in cat café. Customers will observe and gain cat café’s experiences through the quality of the physical environment surrounding them, such as the design, color, space, furniture, decoration, atmosphere, music, and lighting. Thus, the researcher recommended that the cat café business should create a playful and fun atmosphere, together with decorating the interior design of the cat café to be attractive, and providing comfortable furniture with appropriate space between tables inside the cat café. Also, the dimensions of the physical surroundings, which are music, and lighting inside cat cafés should be suitable, and make customers feel good in order to increase customer satisfaction towards the cat café business. Furthermore, since the results explained that restaurant image is influenced on customer satisfaction, the researcher believes that the owners or managers of cat café businesses should
create their restaurant image by focusing on reflecting special images of cat cafés through the decorations of interior design and food menus in order to gain customers’ impression and satisfaction among the cat lovers.

According to the results of hypothesis three, the result explained that the quality of physical environment is influenced on restaurant image. The researcher suggested that cat cafés should decorate interior design and create a special atmosphere of the café by setting the theme to be attractive, playful, and fun, and also reflect an image of cats in order to improve the quality of the physical environment inside the café, and also effectively create the image of cat cafés. Moreover, not only the interior design and décor that cat cafés’ owners should improve, but also other dimensions of the physical environment, such as music, lighting, and cats should be concerned as well since they are parts of the physical surroundings components. Music played inside the cat café should be pleasant and suitable, and the lighting should be sufficient. Also, the number of cats inside the cat café should be equivalent or proper comparing to the number of customers. The researcher concluded that the quality of the physical surroundings inside cat cafés should be able to represent the image of the cat café, and should make customers feel good, because when they gain positive feelings and emotions from their experiences, customers will remember those impressive experiences which become the image of the cat café that they will firstly recognize in their minds when they think or hear of the name of the cat café, as customer recognition.

According to the results of hypothesis four, the findings showed that customer satisfaction, and restaurant image are influenced on behavioral intentions to repurchase. The researcher suggested that the owners of cat café can generate and improve restaurant image by highlighting food decorations which should be reflected in the image of cats; for example, based on the researcher suggestions, one of the dessert menus of Cataholic Café which can represent the image of cats through food decoration, named Creamy Butter Toast as illustrated in Figure 6.1 below.
Figure 6.2: Example of Food Decoration Based on the Researcher Suggestions


The researcher views that the image of any restaurant or café plays important roles in customers’ brand or store recognition. Since there are numerous competitors in the restaurant industry nowadays, not only the owners or managers of cat café business, but also other food-service business should create unique and positive images of their services in order to help customers remember impressive experiences, which will firstly appear in their minds when they think or hear of the name of the cat café. When customers reflect on the positive image of the cat café, they are likely to revisit or repurchase the services, as well as engage in positive word-of-mouth and willingness to recommend. Moreover, the researcher believes that decorating food menus to represent the image of cats can arouse customers to order those attractive dishes more than the ordinary ones since many Thai customers love to take a picture of beautiful food decorations; also, customers may come back again to try other interesting dishes. In accordance with how customer satisfaction influences behavioral intentions to repurchase, high customer satisfaction will lead customers to revisit or repurchase the product or service, and also induce their intentions to be involved in positive word-of-mouth and willingness to recommend.
Since the researcher has mentioned that the purpose of customers visiting cat cafés is to enjoy being surrounded by cats and playing with cats, in accordance with the result of hypotheses testing described in the previous part explaining that quality of service, and physical environment are not significantly influenced on behavioral intentions to repurchase, the researcher reckoned that the owners or managers of the cat cafés should focus on improving and paying more attention to cats in the cat café which are considered as the value of this business which the customers are primarily concerned with. The service providers of cat cafés should take good care of the cats and keep them healthy and clean, because lively and healthy cats can emotionally attract customers, the cat lovers, to fall in love with them when they enjoy playing and being surrounded by the cats in the cat café, then customers will fall in love with the cat café as well when they are satisfied, which in turn behavioral intentions to revisit or repurchase intentions, along with positive word-of-mouth and recommend intentions. From the researcher’s point of view, the smell inside cat cafés is another important point that the owners should be concerned with. The cat cafés’ owners or managers should keep the café clean and eliminate the odor that may dissatisfy customers.

Moreover, the number of cats inside the cat café also plays a significant role in attracting customers, and inducing their behavioral intentions to repurchase. Based on the findings of this study about customers’ opinions indicating that the major factor for visiting Cataholic Café is the number of cats and the variety of cat breeds, the cat café business should be concerned about the number of cats to be proper compared to the number of customers, as well as cat breeds. The outcomes also showed that the most favorite cat breeds based on Thai customers’ preferences is the Persian cat, followed by the Scottish Fold, and American Shorthair cats, respectively, according Table 3 in Appendix D. Therefore, cat cafés may increase the number of popular or unique cat breeds in order to attract more customers, customer awareness, and purchase intention, and also improve positive customer satisfaction, which can lead to behavioral intentions to repurchase, and intentions to engage in positive word-of-mouth and willingness to recommend of the cat café, as an example of cats in Cataholic Café demonstrated in Figure 6.2 below.
Figure 6.3: Example of Cats in Cataholic Café


6.5 Further Study

This research aimed to analyze the factors influencing behavioral intentions to repurchase towards the cat café business by focusing on five potential factors, comprising service quality, customer perceived value, quality of physical environment, restaurant image, and customer satisfaction. The study was based on the data gathered from 400 Thai customers who had prior experience in visiting Cataholic Café, located in Bangkok, Thailand only. Thus, the researcher suggested several ideas for further studies as follows:

1. Further research could be a study on the relationship between customer perceived value and behavioral intentions to repurchase in order to analyze whether customer perceived value is influenced on behavioral intentions to repurchase towards the cat café business, since this potential relationship was not analyzed in this research. Additionally, according to the results in the previous part, the researcher concluded that customers who visited Catholic Café focused on cats, which could referred to the value that is added to the café business, rather than the service quality of the staff, and also the quality of the physical environment, such as decorations, furniture, music, etc. Therefore, the researcher suggests that customer
perceived value became one of the interesting variables tending to affect behavioral intentions towards the cat café business. In accordance with the study of Ryu et al. (2008), the researchers examined the relationship between perceived value and behavioral intentions of a quick-casual restaurant.

2. The researcher recommends to focus on other potential variables which are related to behavioral intentions towards the cat café or other types of pet café business; for example, future study could apply emotional factors to the research on the pet café business. According to the study of Lin and Chiang (2010), who examined the effect of the store environment on perceived experiential value and behavioral intention, the result revealed that an emotion both directly and indirectly impacted perceived experiential value, which induced behavioral intentions, in accordance with Ali and Amin (2013), who studied the relationship between emotions and behavioral intentions towards the hospitality industry. Furthermore, various researchers supported that the psychological benefits of having or petting cats was considered as one method of pet therapy, since it could affect the emotions of people and relieve stress (Sinojia, 2014).

3. In order to analyze and discover whether there are any differences in the outcomes of customer characteristics and customer behaviors of the cat cafés located in other areas outside Bangkok in Thailand, further study could be a comparison between different populations: customers in Bangkok, and customers in the provinces by focusing on other popular cat cafés in other provinces in Thailand, such as Chiang Mai, Khon Kaen, Phuket, and so on.

4. Apart from the study on the cat café business in Thailand, further study could be an investigation of behavioral intentions towards a successful cat café in other countries, such as Japan, Taiwan, Australia, and so forth, along with examining customers’ behaviors based on nationality in order to discover and compare the similarities and differences of significant factors, customer behaviors, and customer preferences between dissimilar nationalities towards the cat café business.

5. The further research could be a study focusing on other types of café business apart from the ordinary coffee shop, bakery shop, and also cat cafés. For example, there are other types of animal of pet café which have already opened in Thailand recently, including dog cafés, rabbit cafés, zoo cafés, etc., in order to examine the outcomes of those unique and niche service industries, and compare with the results of cat café business.
Bibliography


Online Sources


Photo of Cats in Cataholic Café: tawin55.blogspot.com, accessed on October 2, 2015.


Top 10 Popular Cat Breeds: pet.kapook.com/view70394.html, accessed on October 2, 2015

Questionnaire about Cat Café in Thailand: A Case Study of Cataholic Café

“A Study of Factors Influencing Behavioral Intentions to Repurchase towards Cat Café in Thailand: A Case Study of Cataholic Café”. This questionnaire has been designed to get the information as the partial fulfillment of thesis for the Master of Business Administration (MBA) degree program at Assumption University of Thailand. Moreover, this questionnaire has been developed under the purpose of education only, and the information will be treated with high confidentiality. Please answer the following questions by marking “✓” in the space given. Please kindly answer truthfully and complete all questions.

Part 1: Screening Questions

1. Have you ever visited cat café in Thailand?
   □ Yes   □ No

2. Have you ever visited Cataholic Café?
   □ Yes   □ No

Part 2: General Information

3. Do you have any pet in your place?
   □ Yes   □ No

4. Do you have a cat in your place?
   □ Yes   □ No

5. What is a breed of your cat or your favorite cat breed?
   □ Persian   □ American Shorthair   □ British Shorthair
   □ Scottish Fold   □ Others…………………………

6. How often do you visit Cataholic Café?
   □ Less than 1 time/month   □ 1-2 times/month
   □ 3-4 times/month   □ More than 4 times/month

7. Which is your major factor for visiting Cataholic Café? (Choose one)
   □ Quality of food   □ Atmosphere and decoration
   □ Employee services   □ Number of cats and variety of cat breeds
   □ Price   □ Others………………………………
Part 3: Independent Variables
Please check “✓” in the box that describes you the most

5 = Strongly Agree    4 = Agree    3 = Neutral    2 = Disagree   1 = Strongly Disagree

<table>
<thead>
<tr>
<th>Comment</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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<tbody>
<tr>
<td><strong>Service Quality</strong></td>
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<tr>
<td>1 Employees of Cataholic Café served customers food exactly as they ordered it.</td>
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<tr>
<td>2 Employees of Cataholic Café made customers feel comfortable in dealing with them.</td>
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<tr>
<td>3 Employees at Cataholic Café are always willing to help customers.</td>
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<td>4 Employees at Cataholic Café provide prompt and quick service.</td>
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<td>5 Employees at Cataholic Café are neat and well dressed.</td>
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<td><strong>Customer Perceived Value</strong></td>
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<tr>
<td>6 Customers would consider enjoying and playing with cats at Cataholic Café to be good value.</td>
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<td>7 The overall value of enjoying and playing with cats at Cataholic Café is high.</td>
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<tr>
<td>8 Cataholic Café offers good value for the price.</td>
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<td>9 The experience of enjoying and playing with cats at Cataholic Café is worth the money.</td>
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<tr>
<td>10 Cats in Cataholic Café provide customers great value as compared to other cafés.</td>
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<td><strong>Quality of Physical Environment</strong></td>
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<tr>
<td>11 Cataholic Café has attractive interior design and décor.</td>
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<td>12 Cataholic Café uses colors that create a sense of pleasant ambience.</td>
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<tr>
<td>13 The background music in Cataholic Café is pleasing.</td>
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<tr>
<td>14 The dining area of Cataholic Café is thoroughly clean.</td>
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<tr>
<td>15 Cats in Cataholic Café create a playful and cheerful atmosphere.</td>
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<tr>
<td>16 Cats in Cataholic Café are attractive.</td>
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</tbody>
</table>
### Part 3: Dependent Variable

<table>
<thead>
<tr>
<th>Comment</th>
<th>Strongly Agree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Restaurant Image</strong>&lt;br&gt;17 Cataholic Café has a cheerful and enchanting atmosphere.</td>
<td></td>
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<tr>
<td>18 Cataholic Café’s food tastes are good compared with the price.</td>
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<tr>
<td>19 Variety in the food menu in Cataholic Café is visually attractive and reflects the image of cat café.</td>
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<tr>
<td><strong>Customer Satisfaction</strong>&lt;br&gt;20 Customers are pleased to have visited Cataholic Café.</td>
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<tr>
<td>21 Customers are very satisfied with their overall experience at Cataholic Café.</td>
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<tr>
<td>22 Overall, cats in Cataholic Café put customers in a good mood.</td>
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<tr>
<td>23 Customers have really enjoyed themselves surrounded by cats at Cataholic Café.</td>
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</table>

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<thead>
<tr>
<th>Comment</th>
<th>Strongly Agree</th>
<th>Strongly Disagree</th>
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</thead>
<tbody>
<tr>
<td><strong>Behavioral Intentions to Repurchase</strong>&lt;br&gt;24 Customers would like to come back to Cataholic Café in the future.</td>
<td></td>
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<tr>
<td>25 Customers would more frequently visit Cataholic Café.</td>
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<tr>
<td>26 Customers would say positive things about Cataholic Café to others.</td>
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<tr>
<td>27 Customers would recommend Cataholic Café to their friends or others.</td>
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<tr>
<td>28 Customers would encourage others to visit Cataholic Café.</td>
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</tbody>
</table>
Part 4: Personal Data

1. Gender:
   □ Male □ Female

2. Age:
   □ 18 – 24 years old □ 25 – 31 years old □ 32 – 38 years old
   □ 39 – 45 years old □ Over 45 years old

3. Occupation:
   □ Student □ Government □ Business Owner
   □ Employee □ State Enterprise □ Others

4. Income per month:
   □ Less than 10,000 Baht □ 10,000-19,999 Baht □ 20,000-29,999 Baht
   □ 30,000-39,999 Baht □ 40,000-49,999 Baht □ More than 49,999 Baht

5. Education level:
   □ Below bachelor degree □ Bachelor degree □ Master degree
   □ Doctor degree

6. Marital Status
   □ Single □ Married □ Divorced

~ THANK YOU VERY MUCH FOR YOUR KIND COOPERATION ~
Appendix B: Questionnaire
(Thai Version)
การศึกษาปัจจัยที่มีผลต่อความตั้งใจในการกลับมาใช้บริการของคาเฟ่แมวในประเทศไทย

กรณีศึกษาของร้านแคทอะฮอลิค คาเฟ่
แบบสอบถามนี้จัดทำขึ้นเพื่อศึกษาปัจจัยที่มีผลต่อความตั้งใจในการกลับมาใช้บริการของคาเฟ่แมวในประเทศไทย และนักช่วยที่ได้ไปใช้เป็นประโยชน์ทางสถิติ ซึ่งเป็นส่วนหนึ่งของวิทยานิพนธ์ระดับปริญญาโท คณะบริหารธุรกิจ มหาวิทยาลัยอัสสัมชัญ ที่นี้แบบสอบถามได้ถูกจัดทำขึ้นภายใต้วัตถุประสงค์ของการศึกษาทั้งนี้ โปรดทำความรู้จักกับ “ข้อ” ในช่องว่างที่ตรงกับความเป็นจริง ซึ่งผู้วิจัยหวังเป็นอย่างยิ่งว่าจะได้รับความรุ่งเรืองในการตอบแบบสอบถามจากทุกท่าน

ส่วนที่ 1: คำถามตัดกรอง
1. คุณเคยไปใช้บริการคาเฟ่แมวในประเทศไทยหรือไม่
   □ เคย □ ไม่เคย
2. คุณเคยไปใช้บริการคาเฟ่แมว แคทอะฮอลิค คาเฟ่ หรือไม่
   □ เคย □ ไม่เคย

ส่วนที่ 2: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม
3. คุณมีสัตว์เลี้ยงในที่พักอาศัยของคุณหรือไม่
   □ มี □ ไม่มี
4. คุณเลี้ยงแมวในที่พักอาศัยของคุณหรือไม่
   □ เลี้ยง □ ไม่ได้เลี้ยง
5. กรุณาระบุสายพันธุ์ของแมวที่คุณชื่นชอบหรือเลี้ยง
   □ เปอร์เซีย □ อเมริกัน ช็อตแฮร์ □ บริทิช ช็อตแฮร์
   □ สก็อตทิช โฟลด์ □ อื่น ๆ ...............................
6. คุณไปใช้บริการคาเฟ่แมว แคทอะฮอลิค คาเฟ่ บ่อยแค่ไหน
   □ น้อยกว่า 1 ครั้งต่อเดือน □ 1-2 ครั้งต่อเดือน
   □ 3-4 ครั้งต่อเดือน □ มากกว่า 4 ครั้งต่อเดือน
7. ด้วยเหตุใดเป็นปัจจัยที่สำคัญที่สุดที่คุณเลือกไปใช้บริการคาเฟ่แมว แคทอะฮอลิค คาเฟ่ (เลือก 1 ข้อ)
   □ คุณภาพของอาหาร □ บรรยากาศและการตกแต่งร้าน
   □ การบริการของพนักงาน □ จำนวนแมวและความหลากหลายของสายพันธุ์แมว
   □ ราคา □ อื่น ๆ .................................
ส่วนที่ 3: คุณภาพการบริการ

กรุณาทำเครื่องหมาย “✓” ไนช่องว่างหลังความที่ตรงกับความคิดเห็นของคุณมากที่สุด

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<thead>
<tr>
<th>ความคิดเห็น</th>
<th>เทนดัวด้อยยิ่ง</th>
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คุณภาพของการบริการ

1. พนักงานในคาเฟ่แมว เคทอะฮอลิค คาเฟ่ ต้องมีบริการที่คุ้มค่ากับเงินที่จ่ายไว้
2. พนักงานในคาเฟ่แมว เคทอะฮอลิค คาเฟ่ ทำให้ลูกค้ารู้สึกสบายใจในการรับบริการ
3. พนักงานในคาเฟ่แมว เคทอะฮอลิค คาเฟ่ ให้ความช่วยเหลืออันมีประสิทธิภาพ
4. พนักงานในคาเฟ่แมว เคทอะฮอลิค คาเฟ่ ให้บริการแก่ลูกค้าด้วยความรวดเร็วทันท่วงที
5. พนักงานในคาเฟ่แมว เคทอะฮอลิค คาเฟ่ แต่งกายสะอาดเรียบร้อย

คุณภาพที่ลูกค้าได้รับ

6. การใช้บริการและการเล่นกับแมวที่คาเฟ่แมว เคทอะฮอลิค คาเฟ่ นั่นเป็นการเพิ่มคุณค่าของร้านและเป็นส่วนที่เพิ่มความรู้สึกที่ดีให้แก่ลูกค้า
7. ประสบการณ์ในการใช้บริการและการเล่นกับแมวที่คาเฟ่แมว เคทอะฮอลิค คาเฟ่ ที่มีคุณค่าและมีความน่ารักของแมว
8. ประสบการณ์ในการใช้บริการและการเล่นกับแมวที่คาféแมว เคทอะฮอลิค คาfé ที่มีคุณค่าและมีความน่ารักของแมว
9. แนวคิดที่คาféแมว เคทอะฮอลิค คาfé ให้ความรู้สึกที่ดีกับลูกค้ามากกว่าคาféที่ไม่มีแมว

คุณภาพของสิ่งแวดล้อมภายในร้าน

10. คาféแมว เคทอะฮอลิค คาfé มีการออกแบบและตกแต่งร้านที่ชิคและน่ารัก
11. คาféแมว เคทอะฮอลิค คาfé มีการเดินทางที่สะดวกและปลอดภัย
12. คาféแมว เคทอะฮอลิค คาfé มีการให้บริการที่สอดคล้องกับจุดประสงค์กับภารกิจ
13. คาféแมว เคทอะฮอลิค คาfé มีการเปิดเพลงหรือดนตรีที่เหมาะสม
14. พื้นที่บริการอาหารในคาféแมว เคทอะฮอลิค คาfé สะอาดเรียบร้อย
15. แนวคิดที่คาféแมว เคทอะฮอลิค คาfé มีการรักษาความสะอาดและมีสภาพแวดล้อมที่ดี
16. แนวคิดที่คาféแมว เคทอะฮอลิค คาfé มีความน่ารักและคุณภาพสูง
### ความตั้งใจในการกลับมาใช้บริการซ้ำ

24 ลูกค้ามีความตั้งใจที่จะกลับมาใช้บริการคาเฟ่แมว แคทอะฮอลิค คาเฟ่ อีกครั้งในอนาคต

25 ลูกค้ามีแนวโน้มที่จะไปใช้บริการคาเฟ่แมว แคทอะฮอลิค คาเฟ่ บ่อยขึ้น

26 ลูกค้ามีแนวโน้มที่จะพาเพื่อนหรือเพื่อนร่วมงานไปใช้บริการคาเฟ่แมว แคทอะฮอลิค คาเฟ่

27 ลูกค้ามีแนวโน้มที่จะแนะนำเพื่อนหรือเพื่อนที่อยู่ใกล้เคียงไปใช้บริการคาเฟ่แมว แคทอะฮอลิค คาเฟ่

28 ลูกค้ามีแนวโน้มที่จะสนับสนุนผู้อื่นในการไปใช้บริการคาเฟ่แมว แคทอะฮอลิค คาเฟ่
ส่วนที่ 5: ข้อมูลส่วนตัว

1. เพศ:
   □ ชาย □ หญิง

2. อายุ:
   □ 18 – 24 ปี  □ 25 – 31 ปี  □ 32 – 38 ปี
   □ 39 – 45 ปี  □ มากกว่า 45 ปี

3. อาชีพ:
   □ นักเรียน/นักศึกษา □ รัฐวิสาหกิจ □ เจ้าของธุรกิจ
   □ พนักงานบริษัท □ นักศึกษา □ อื่นๆ

4. รายได้ต่อเดือน:
   □ ต่ำกว่า 10,000 บาท □ 01,000-19,999 บาท □ 20,000-29,999 บาท
   □ 30,000-39,999 บาท □ 40,000-49,999 บาท □ มากกว่า 49,999 บาท

5. ระดับการศึกษา:
   □ ต่ำกว่าปริญญาตรี □ ปริญญาตรี □ ปริญญาโท
   □ ปริญญาเอก

6. สถานภาพสมรส:
   □ โสด □ สมรส □ หย่าร้าง/แยกกันอยู่

~ ขอขอบพระคุณในความร่วมมือของท่านในครั้งนี้เป็นอย่างสูง  ~
Appendix C: Reliability Test
### Table 1: Service Quality

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>0.735</td>
</tr>
</tbody>
</table>

### Table 2: Customer Perceived Value

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>0.857</td>
</tr>
</tbody>
</table>

### Table 3: Quality of Physical Environment

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>0.736</td>
</tr>
</tbody>
</table>

### Table 4: Restaurant Image

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>0.764</td>
</tr>
</tbody>
</table>

### Table 5: Customer Satisfaction

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>0.893</td>
</tr>
</tbody>
</table>
Table 6: Behavioral Intentions to Repurchase

**Reliability Statistics**

<table>
<thead>
<tr>
<th>Cronbach’s Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.902</td>
<td>5</td>
</tr>
</tbody>
</table>
Appendix D: Respondents’
General Information
### Table 1: Number of Customers Have Pet in their Places

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Yes</td>
<td>297</td>
<td>74.3</td>
<td>74.3</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>103</td>
<td>25.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>400</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

### Table 2: Number of Customers Have Cat in their Places

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Yes</td>
<td>233</td>
<td>58.3</td>
<td>58.3</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>167</td>
<td>41.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>400</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

### Table 3: Customers’ Favorite Cat Breed

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Persian</td>
<td>72</td>
<td>18.0</td>
<td>33.2</td>
</tr>
<tr>
<td></td>
<td>American Shorthair</td>
<td>40</td>
<td>10.0</td>
<td>18.4</td>
</tr>
<tr>
<td></td>
<td>British Shorthair</td>
<td>21</td>
<td>5.3</td>
<td>9.7</td>
</tr>
<tr>
<td></td>
<td>Scottish Fold</td>
<td>57</td>
<td>14.3</td>
<td>26.3</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>27</td>
<td>6.8</td>
<td>12.4</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>217</td>
<td>54.3</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td>System</td>
<td>183</td>
<td>45.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>400</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
**Table 4:** Customers’ Major Factor for Visiting Cataholic Café

<table>
<thead>
<tr>
<th>Which Factor</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of food</td>
<td>13</td>
<td>3.3</td>
<td>3.3</td>
<td>3.3</td>
</tr>
<tr>
<td>Atmosphere and decoration</td>
<td>133</td>
<td>33.3</td>
<td>33.3</td>
<td>36.5</td>
</tr>
<tr>
<td>Employee services</td>
<td>18</td>
<td>4.5</td>
<td>4.5</td>
<td>41.0</td>
</tr>
<tr>
<td>Number of cats and variety of cat breeds</td>
<td>202</td>
<td>50.5</td>
<td>50.5</td>
<td>91.5</td>
</tr>
<tr>
<td>Price</td>
<td>6</td>
<td>1.5</td>
<td>1.5</td>
<td>93.0</td>
</tr>
<tr>
<td>Others</td>
<td>28</td>
<td>7.0</td>
<td>7.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

**Table 5:** How Often Customers Visit Cataholic Café

<table>
<thead>
<tr>
<th>How Often</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 1 time/month</td>
<td>292</td>
<td>73.0</td>
<td>73.0</td>
<td>73.0</td>
</tr>
<tr>
<td>1-2 times/month</td>
<td>94</td>
<td>23.5</td>
<td>23.5</td>
<td>96.5</td>
</tr>
<tr>
<td>3-4 times/month</td>
<td>6</td>
<td>1.5</td>
<td>1.5</td>
<td>98.0</td>
</tr>
<tr>
<td>More than 4 times/month</td>
<td>8</td>
<td>2.0</td>
<td>2.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>