

Conference Paper

Factors Influencing Millennials' Satisfaction of Café Restaurants in Kuala Lumpur, Malaysia

Murugan Krisnamoorthy and Kandappan Balasubramanian
Taylor's University, Malaysia

© The Author(s) 2019. This article is published with open access by Taylor's Press.

Abstract: In this globalized competitive environment, organizations must be more proactive in providing customer satisfaction and provide their customers with the “Wow” factor keeping in mind the organization's objective and end goal to achieve a competitive edge. In the present time, ‘Customer Satisfaction’ or ‘Customer Experience’ is viewed as the key differentiator. Millennials make up the majority of customer volume in the food industry due to their eating habits and life style. Millennials are neophile where they are bold in attempting new food and restaurant service, at the same time looking for product and facilities that can satisfy their needs. The purpose of this research paper is to identify factors that influence millennials' satisfaction of the café restaurants. This study will assist café operators to enhance product and service quality by focusing and addressing the factors identified. Organizations can recognize their own qualities and shortcomings as compared to their competitors in the field. It would also assist them in winning back their lost customers and identify new opportunities for service quality improvement. Quantitative method is being applied in this research paper and target respondents are millennials aged between 22 to 37 years old. 200 questionnaires were being circulated randomly among millennials and 200 were collected.

Keywords: Customer satisfaction, service quality, millennials, café

Suggested citation: Krisnamoorthy, M. & Balasubramanian, K. (2019). Factors influencing millennials' satisfaction of café restaurants in Kuala Lumpur, Malaysia. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, Vol. 8 [7th Asia Euro Conference 2018: Tourism, Hospitality & Gastronomy], 1-22.

Background of the Study

Café is a small establishment that gives refreshments and in addition light food or bites. Choosing the proper café to have a meal over, business enquires, discussions, or attempting to relax and chill out with a cup of coffee is most taxing choices to make. Café is an appealing outlet that suits quick service with light and straightforward menu (Andrews, 2009). The first café that is established is known to be Arabian, and

begin to spread crosswise over Europe. In the seventeenth and eighteenth century, café turns out to be increasingly well known, particularly in England. Therefore, the café has turned into a commercial business restaurant after the primary café open in England (Oldenburg, 1989). These days, the interest and demand market for café has been expanding rapidly in different division, from businessperson leading a meeting to families invest their priceless time with their family members and millennium generation specially university students to do assignments and group discussions. (Davis, Lockwood, and Pantelidis, 2012).

In this present period, individuals portray café not just as a place that offers food, refreshments, and hot beverages, yet it is a comfortable for individuals to meet and get together in a group. In the 21st century, with the evolution of existing technology and innovation, the greater part of the café have developed in term of awesome facilities to cater the demand from millennium generation, for example, comfy seats, cooled environment, and high speed Wi-Fi facilities to give web connection for customers' convenient when they are using their gadgets. This is one of the attraction point for the millennials to visit café. Hence, café has turned into a place that customers appreciate the most to invest their time in their laptop or different gadgets. Besides that, the present café is not simply serving hot refreshments and light meals; it furthermore gives some chilly beverages and essential course suppers.

Starbucks is one of the globalized biggest chain cafés and they access Malaysian market with the first opening in Kuala Lumpur in 1998. Right now, they have in excess of 190 shops crosswise over Malaysia. Because of the arrival of Starbucks, it has cultivate young entrepreneur to invest in café business. At present, café is standout restaurant ventures in Malaysia. Café itself has turned into a competitive business and turn into a motivation for café operators to invest in this business. Some of the famous cafés in Malaysia are Old Town White Coffee, Espresso, San Francisco, Podgy, Dew, Jam and Kaya and substantially more. In this manner, each café has built up its own approach and marketing technique to compete with competitors as customers turned out to be more demanding on superior quality food and beverage, quality of service provided, and great ambiance.

Customer satisfaction has turned into most important parts of the field of business, customer satisfaction largely affects the benefits of the business. In food business, customer's satisfaction is a fundamental factor to decide customer's response and customer loyalty. Each customer has their very own needs and needs to satisfy. For instance, a few customer prioritize high quality food or rather than the service quality to fulfill their satisfaction (Sabir et al. 2014).

In current situation, customer volume is depending on millennials generation. Millennial generation is anyone born between in the year of 1981 and 1996 which is ages 22 to 37 in 2018 (Nayyar, 2001; Paul 2001). Millennials also called as Generation Y. In Malaysia, individuals in the age range of 22 and 37 years of age has developed

from 5.6 millions out of 1999 to 9.6 millions out of 2017, it is likewise equal to 46.9% of Malaysia's population (Malaysia Demographics Profile 2018). Which suggests Millennial is a vital business market fragment in Malaysia. In another word, millennials can produce trillions dollar of business around the world (Ang et al., 2009).

As indicated by Kueh and Boo (2009), in foodservice industry, millennials are the key market segment because of the eating habits and life style. Millennials are regularly eating out, having takeout food (Gale, 2007; Hume, 2007). Moreover, millennials turned out to be bolder in attempting new food and restaurant, other than looking for product of facilities that can satisfy the need of millennials, they will have a tendency to be more neophile than other age (Gale, 2007; Hume, 2007).

Café owners must be more mindful of their service quality with the goal that they could acquire a good customer loyalty specially understand the expectation of the millennials expectation who is mainly going to be the café main customers and the generation whom has neophile characteristic.

Problem Statement

The leading sectors in the Malaysian consumer foodservice industry are the café/ bar segment, the full-service restaurant segment and the fast food segment. These three segments of the foodservice market account for over half of sales in both value and volume terms in Malaysia (Euromonitor, 2014). Full-service restaurants are remain the key subsector yet are confronting challenges coming from customer price consciousness, and rising interest for other comfort favoring channels, for example, café/bars and 100% home delivery/takeaway (Euromonitor, 2014).

Table 1. Historic market value and growth of Malaysian foodservice by subsector, US\$ millions

	2008	2009	2010	2011	2012	CAGR % 2008-2012
Consumer Foodservice	8,358.80	8,519.20	8,984.30	9,503.20	9,989.90	4.6
Full-Service Restaurants	3,013.50	3,016.10	3,135.10	3,297.00	3,428.30	3.3
Cafés/Bars	2,427.20	2,472.50	2,593.00	2,719.80	2,869.80	4.3
Street Stalls/Kiosks	1,724.10	1,750.80	1,837.20	1,929.40	2,015.50	4
Fast Food	995.7	1,063.90	1,186.50	1,309.60	1,415.40	9.2
Self-Service Cafeterias	166.5	173.1	180.3	188.8	195.3	4.1
100% Home Delivery/Takeaway	31.8	42.8	52.1	58.7	65.6	19.9
Pizza Consumer Foodservice*	174.4	190.5	207.4	220.6	230.9	7.3

Table 2. Forecast market value and growth of Malaysian foodservice by subsector, US\$ millions

	2013	2014	2015	2016	2017	CAGR % 2013-2017
Consumer Foodservice	10,511.20	11,064.40	11,648.70	12,275.50	12,939.00	5.3
Full-Service Restaurants	3,594.80	3,779.60	3,975.10	4,191.50	4,431.30	5.4
Cafés/Bars	3,027.40	3,186.80	3,353.40	3,527.50	3,707.10	5.2
Street Stalls/Kiosks	2,098.20	2,189.90	2,292.20	2,405.90	2,529.50	4.8
Fast Food	1,513.20	1,614.30	1,718.00	1,823.50	1,929.10	6.3
Self-Service Cafeterias	204.1	211.7	219.4	229.2	237.1	3.8
100% Home Delivery/Takeaway	73.5	82.1	90.6	97.9	105	9.3
Pizza Consumer Foodservice*	243.8	258.1	273.3	288	303.9	5.7

Source for both: Euromonitor, 2014.

CAGR = compound annual growth rate

As appeared in the table above, Malaysia's foodservice division was valued at just under US\$10 billion in 2012. Between 2008 and 2012, the market recorded a compound annual growth rate (CAGR) of 4.6% and is raised with a CAGR of 5.3% until 2017, with total sales of US\$12.9 billion. The top brand in the market include Kentucky Fried Chicken (KFC), McDonald's, Secret Recipe Cakes and Café, and Pizza Hut.

Based on the table above we can conclude that the Café business is keeping up market very well compare with other foodservice section and it is gradually reaching the top foodservice sector in Malaysia. Malaysia would like to maintain and develop the café industry as major contributor to generate more income of the country. The government is willing to spent more money on this development. It can be achieved by producing quality service, reduce customer complaint and fulfill customer satisfaction level. However, it give the impression that the café operators are struggling to cope with this requirement. Moreover, the important concern of the café business now is to sustain and maintain the competitive advantage elements with a specific end goal to accomplish customer satisfaction by satisfying their expectation. Some café did not understand that customer satisfaction is vital towards the success of business. In the real business, café should offer products and services that satisfied the customers what's more, when the customers' expectations fulfilled, they will become loyal customers in years to come. (Thomyachati, 2012).

Establishing customer satisfaction is an essential to the effective service delivery (Erdis and Toit, 2014). Foodservices in Malaysia are not free from consumer satisfaction issues.

In order to meet customer satisfaction, the total dining experience with quality food, great atmosphere and excellent service must be accomplished (Ryu and Han, 2011).

Café owners must be more mindful of their service quality with the goal that they could acquire a good customer loyalty specially understand the expectation of the millennials expectation who are mainly going to be the café major customers and the generation whom has neophile characteristic. Other than that, it is basic for café to focus more on improving service quality and customer satisfaction in the right area. Hill, Roche and Allen disclose that to hold customer satisfaction level, the organization must have the capacity to manage what customers' most worry about (Hill, Roche, and Allen, 2007). Along these lines, it is important to recognize the fundamental factors that draw customer satisfaction especially millennial customer's satisfaction towards café objective to set up a successful café. Despite the fact, considerable number of scholar that has completed research on this topic, the examination has not yet to lead millennials satisfaction towards café operation in Malaysia.

Objective of Research

Objective of the research is to study how service quality effects in millennials satisfaction of café restaurants and to list down the factors influence to the millennials satisfaction in café restaurants hereafter this research will develop a framework for café business to support them retain and draw new customers.

Literature Review

Customer Satisfaction and Service Quality

Customer satisfaction is defined as a general assessment of the customers' purchase and consumption experience of product or service (Namkung and Jang, 2007). In the profoundly focused food and beverage industry, fulfilling customers expectation to be the basic goal of business that desires to construct repeat purchase (Johns and Tyas, 1996). (Namkung and Jang, 2007), Rahman et al. (2012) expressed that customer satisfaction can be clarified in view of feelings, of happiness, acceptance, relief, delight, and pleasure. The researchers included that customers' satisfaction is probably going to occur in the wake of assessing the product and services in the wake of meeting the desire for requirements and needs from the customers. Thus, it is essential for the café to be mindful and concentrating more on customer's desire so they could intensify customers' satisfaction and limit client disappointment.

Gunaratne A., Wilson G. and, Diego S.J. recognize the diverse attributes connected with customer satisfaction in fine dining restaurant. The scholars clarify five attributes, which have a controlled 'zone of tolerance' for the customers. The scholars propose that restaurant operators must focus on those areas where performance of

service attributes is not contained by the zone of tolerance to plan for enhancements in service quality and customer satisfaction. Further, it was disclosed that elements identified with 'staff', 'ambience of restaurants' and 'food quality' significantly affected the satisfaction of customers. All the attributes discussed by Gunaratne suits very well with café operations success, Café operators must focus on those areas, and attributes for enhancement in café service quality and customer satisfactions. Voon H.B. (2010) looks at the variables that control service quality particularly for the youth. Through his paper, he additionally contemplates the significance of service quality, food quality and prices from the viewpoint of youth. The analysis was directed crosswise over fine dining, fast food and food court restaurant. It was discovered that human service and price influenced customer satisfaction and loyalty to a huge degree.

Johns and Tyas (1997) stated that service quality has been pictured as the sum of customers' view of the service experience. Service quality decides an organizations achievement and failure and is attitude or global judgment about popularity of service (Abdullah and Rozario, 2009). Harr L.K.K (2008) studies the service dimensions, which affect consumer loyalty of Singaporeans. Harr utilizes the five service measurements characterized by Berry, Zeithaml and Parasuraman (1988) which are assurance, empathy, reliability, responsiveness and tangible. An appropriate knowledge of these service dimensions would help restaurant operators to enhance their service quality, which thusly would prompt expanded customer satisfaction and customer loyalty. From his investigation, Harr saw that personalised attention and the service staff's capacity of doing the added value job for customers were the performing drives behind their view of high level of service quality.

(Parasuraman, Zeithaml and Berry 1985) recommend that SERQUAL is the most appropriate and important instrument to gauge service quality in the food and beverage industry. (Albacete-Saez, Fuentes-Fuentes and Llorens-Montes 2007; Chow, Lau, Lo, Sha and Yun 2007) included that SERQUAL instrument has been broadly utilized by service quality analyst over specific time. In any case, not all analyst that are examining service quality will utilize this instrument, however SERQUAL is a standout amongst the most significant and effective device since it very well may be relevant and efficient tool because it can be tested and compared between client desire and the genuine consumer loyalty. The theory SERVEQUAL is gathered into five dimensions (R.A.T.E.R) of how service quality will be led which comprise of reliability, assurance, tangible, empathy and responsiveness.

Reliability

Reliability is one of the assessments in SERQUAL theory. As indicated by (Berry and Parasuraman (1991), reliability is the edge of the service provider to deliver the service as promised or perform correct duty.

Assurance

In food and beverage industry, assurance is a basic factor of service quality since it is the limit of the staff to portrait knowledge, self-assurance, and state of mind. As per (Berry and Parasuraman (1991), assurance is the knowledge and courtesy of a staff that is competent to convey self- confidence.

Tangible

Tangible indicate the objects recognizable by appearance. Past investigations recommend that tangible is the minimum important dimension among other service quality dimensions. (Berry and Parasuraman (1991) clarified that tangible is appearance of physical facilities, deco theme, work force, and other materials.

Empathy

Empathy is the capacity to comprehend the emotions experienced by someone else. In the food and service industry, empathy ought to be claimed by each employee. (Berry and Parasuraman (1991) concurs that empathy is the act of caring by individualization attention to customer.

Responsiveness

Responsiveness is the demonstration of staff quality in quickly serving particularly to customers' needs. Other than giving smart service, (Berry and Parasuraman (1991) said that preparation to help to customer and give viable service is a responsiveness.

Service quality can affect customers' decision to buy the product or service provided (Han and Ryu, 2009; Liu and Jang, 2009b). Han and Ryu expressed that customer satisfaction and service quality has turned out to be one of the core qualities to draw in customers since they have a connection with customer loyalty and word of mouth. In the present food and beverage industry, it is assumable that successful business, lies on delivering high quality service that will lead to satisfied customers (Han and Ryu, 2007).

Local Café

Malaysian café culture has been motivated from café outlet that comes into the country, for example, Coffee Bean and Starbucks into the local market in 1997 to 1998 (Rahman, 2010). Malaysia cannot produce good coffee plant from direct result of the geographical area is appropriate for low quality coffee beans. Likewise, Malaysian are more obtainable to tea refreshment as opposed to coffee due to the fact that previously, Malaysia was colonialize by the British where they carry their social culture into the colonialize nation (Rahman, 2010). Kopitiam (local coffee shop) in

Malaysia has begun since in the mid-1900s and it is for the most part utilized for a place to get together to have a discussion other than in houses (Rahman, 2010). Ever since foreign outlet that established in Malaysia in 1998, Malaysian kopitiam has changed into a café into well-established café with an approach, ambiance, and advance technology, for example, Wi-Fi, air-conditioning system, and advanced coffee machines.

Food Quality

Café concentrate on their beverage, which essentially focus on coffee. These days, cafes are make every effort to give range of food in their menu as it begins from light meals and cakes, into big serving of menus. Hence, food quality has the primary effect on customer satisfaction and purchasing intention (Namkung and Jang, 2007). Food quality has been perceive as a fundamental attribute in the accomplishment of any food and beverage service (Liu and Jang, 2009). (Hanaysha, J. (2016) add on that there is a couple of researchers that trust that food quality is one of the key parts in deciding customer loyalty and brand image. As such, probing in food quality can be an advertising tool that satisfy the customer and ensuring positive purchasing experience. Past research additionally demonstrates that food quality has an extraordinary effect in making a positive consumer satisfaction (Canny, 2014; Namkung & Jang, 2007; Nasir et al., 2014). Food quality is judged on in view of taste, freshness, healthy choices, temperature, and how the food is being introduced to the customer (Namkung & Jang, 2007).

Physical environment

Other than food quality and service quality, physical condition could be one of the factor that affect customer dedication in the restaurant business. (Liu and Jang, 2009) illustrated physical condition as the quality that incorporating the space. Compared physical condition and service quality, service is an intangible component that is critical in the core of the service procedure. Physical condition can definitely influence the strong push on dining quality, which will influence customer satisfaction in the restaurant business. Physical condition additionally may create a relaxing feeling, and liveliness. These physical components could influence customer behaviour in a positive consequence of dining experience (Namkung and Jang, 2008). Furthermore Canny (2014), clarified that, physical condition is a key factor for portraying a kind of restaurant by making customer involvement with a satisfying and delightful atmosphere. In this manner, physical condition significantly affects retaining existing customer and pulling in new customers. As indicated by Han and Ryu (2009) there are two types of physical condition that is notable to affect consumer satisfaction, which are ambience condition, stylish facilities, and lighting.

Price

Price is one of the significant elements that decide quality food and quality of service. Cafes make an effort to utilize reasonable pricing in attempt to increase customer demand. As per Kotler and Armstrong (2010) price is the total amount of cash charged for product or service, or the aggregate sum of significant value that client trade for the useful in owning or utilizing the specific product or service. On the other, Stanton, Michael and Bruce (1994) characterized price as the total cash or goods required gaining some combination of another products and its accompanying services. As far as café, customers are offered different ranges of food and beverages, every food and beverages will comprise diverse pricing as per as the quality produced. Price fairness is an essential viewpoint that could build customer satisfaction and loyalty. Past research has demonstrated that when a customer agree to pay a specific price, it become appropriate towards consumer satisfaction and loyalty (Hanif, M., Hafeez, S., and Riaz, A. (2010). In café business, other than the nature of coffee, the food quality, ambience is additionally the components that contribute the choice of a customer whether the price is relatively reasonable or not.

Quality Dimensions

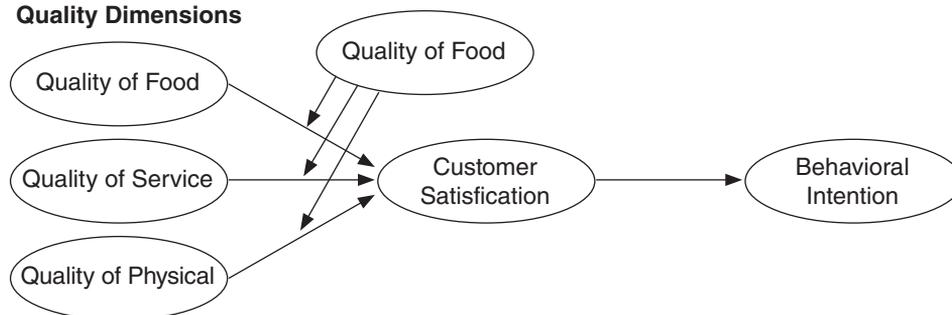


Figure 1. Theoretical framework to measure customer satisfaction through four quality factors. Ryu, K., Lee, H.R., & Kim, W.G. (2012)

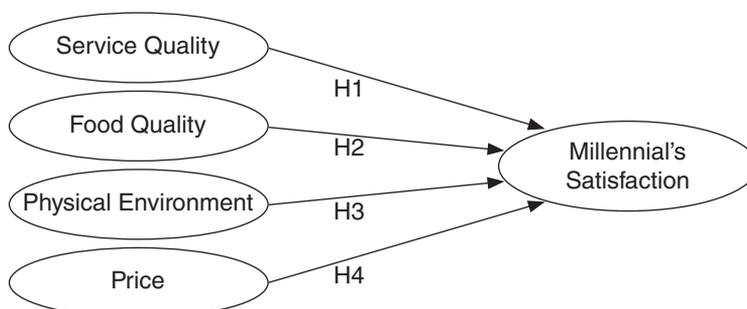


Figure 2. Conceptual framework of research

The following hypothesis will be tested based on the conceptual framework shown in figure 2.

H1: There is significant and positive relationship between service quality and millennials satisfaction in café.

H2: There is significant and positive relationship between food quality and millennials satisfaction in café.

H3: There is significant and positive relationship between physical environment and millennials satisfaction in café.

H4: There is significant and positive relationship between price fairness and millennial satisfaction in café.

Methodology

Focused population for the research will be millennial generation or generation Y living in and around Kuala Lumpur. Kuala Lumpur is the capital and second biggest city in Malaysia. A blend of various communities like Chinese, Malays, Indian and international communities settled in different segments of Kuala Lumpur. The essential economic exercises in the city are education and health services. Kuala Lumpur likewise has focal points originating from the high concentration of education institution situated inside its boundaries, giving an extensive variety of courses, which draw in students or generation Y, or millennials from all over Malaysia and from different nations. The tourism area also has a vital impact in the city's economy, giving income, work and growing business openings. As a rise of this, numerous chain hotels and restaurants have presence in the city. Kuala Lumpur is the sixth most visited city on the world. Hotel, from five-star to budget hotels, have cropped to accommodate the increasing tourist every year. Since it is easy to excess the student's community (millennials), this zone was decided for data collection. Simple random sampling was adopted to choose the respondents for the research. This strategy can maintain a strategic distance from biasness and result can represent the target sample and population. The sample size for this study was 200. Questioner has been designed and was tried on 50 respondents to guarantee the respondents easily understand all the questions. In this research paper, closed questions have been chosen to be utilized as a part of the poll overview. The surveys will be arranged into segment A, B, and C.

Section A generate all the demographic questions such as age, gender, marital status, employment level and monthly income. Moreover, section A designed into multiple-choice questions and the participant just need to pick the answer.

Section B generate the theoretical framework through Likert-scale concept which the scaling of this method question is from 1 (highly unimportant), 2 (unimportant), 3 (neutral), 4 (important), 5 (highly important). In this section, participants are required to choose a point from the Likert scale based on the reference that they

had experience. Apart from that, the questions in section B are based on the factors influencing millennials satisfaction towards which consist of service quality, food quality, physical environment, and price. Each of the following factors has several questions based on the components from each of the fundamental factor.

Section C will be also generating through Likert scale method of concept which the scaling of this method question is from 1 (Highly disagree), 2 (disagree), 3 (neutral), 4 (agree), 5 (highly agree). All of the questions about factors that affecting millennials satisfaction level based on their personal reference of word of mouth. All of the questions are about what is customer actually feeling during and after dining in. Statistical Package for Social Science (SPSS) programming was utilized for data analysis.

Findings & Discussion

Section A Demographic data

Gender

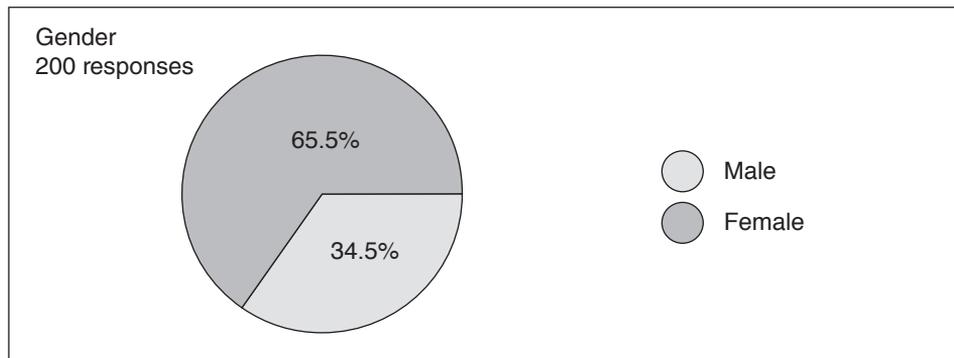


Figure 3. Gender of sampling population n=200

From figure 3 above, it indicates two sorts of information for gender orientation which are male and female. All through 200 respondents of this poll, there is 65.5% are female respondents and 34.5% are male respondents. From this data, there are more female in gender orientation this is because of female will probably go out and dine in café more than male. Likewise, they are more concern about how great is the service quality and the physical condition around the café.

Age

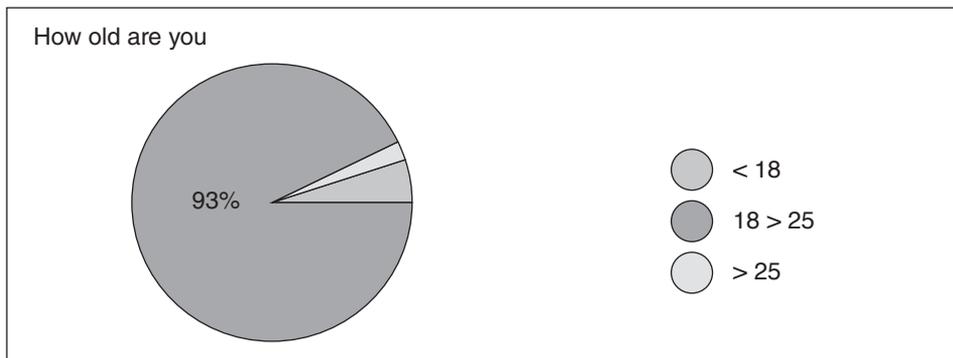


Figure 4. Age of sampling population n=200

Figure 4 demonstrates three sorts of information for age that are below 18 years old, between 18 and 25 years of age, and above 25 years old. Through 200 respondents of this overview, 93% is between 18 and 25 years of age, 5% are below 18 years old, and 2% are above 25 years old. The dominant part of respondents are between 18 and 25 years of age basically generation Y or millennials that spent more time dining in café.

Nationality

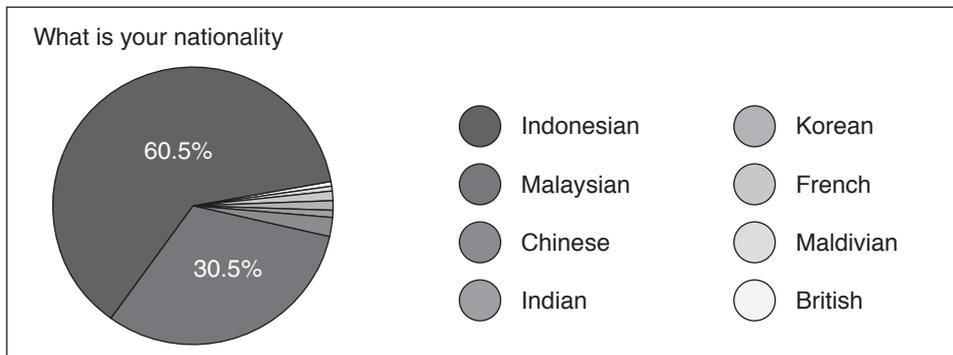


Figure 5. Nationality of sampling population n=200

Figure 5 demonstrates information for millennial customers' nationality, which are Malaysian, Indonesian, Chinese, and Indian. Through 200 respondents 60.5% Indonesian , 30.5% Malaysian , 2% Chinese , 1% Korean , 1% French , 1% Indian, 1% Maldivian , 0.5% British , 0.5% Italian , 0.5% Japanese, 0.5% Nepalese, 0.5% Kazakh, 0.5% Iranian. The data demonstrates that most of the respondents are like to dine-in in café. Most Indonesians (gen Y) visit café more than Malaysian does

since they are living in outside country and mostly are university students, which influences them to explore café around the territory. Then again, most Malaysia millennials remains at home and not very persistent to eat outside like other nationalities due to the millennials prepare to go back and have the meals at home once done with classes at university.

Education background

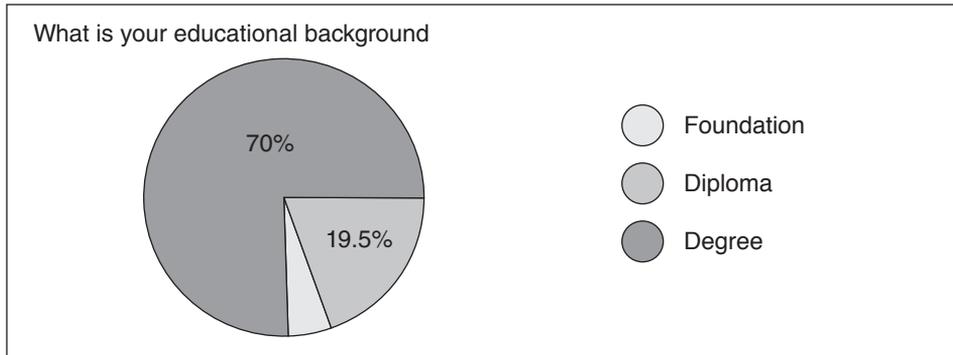


Figure 6. Education background of sampling population n=200

From figure 6 above, it indicates four kinds of information for education background that are foundation program, diploma program, degree program, and Ph.D. program. 76% are degree respondents, 19, 5% are diploma respondents, and 5% are foundation respondents. None from the 200 respondents has select Ph.D. Majority of the respondents and samplings in this overview are degree respondents and this is well justify that the group of respondents are millennials or Gen Y.

Frequency of visit café

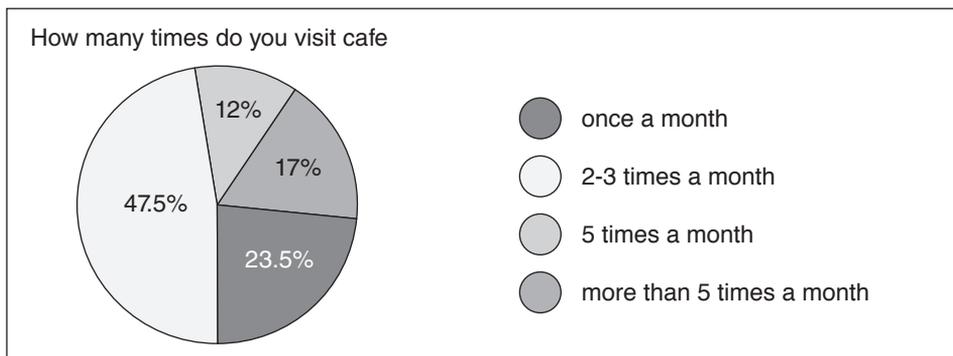


Figure 7. Frequency of visit café of sampling population n=200

Figure 7 indicates four sorts of information for how often do you visit café which is, one a month, 2-3 times each month, 5 times each month, and in excess of 5 times each month. 47,5% visit 2-3 times each month, 23,5% comes once per month, 17% comes in more than 5 times each month, and 12% come 5 times each month. From this data, it demonstrates that dominant part of respondents are probably visit café around 2-3 times each month.

Section B Key Factors of Café Data

Service quality

Table 1. Service Quality descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Reliability: café able to produced promised service dependably and accurate	200	3.00	5.00	4.1900	.69737
Tangibles: the display of facilities, equipment, staff appearance	200	2.00	5.00	4.1950	.69959
Responsiveness: the eagerness of the staff to provide help to customer and deliver prompt service	200	2.00	5.00	4.2550	.72290
Assurance: the staff's provide knowledge and attentiveness and their ability to deliver trust and confidence	200	2.00	5.00	4.1900	.79186
Empathy: staff shows the intention of caring through personal attention to customers and understands customer wants & needs	200	1.00	5.00	4.1250	.78258
Valid N (listwise)	200				

Table 1.0 above shows the result of the Likert scale question about service quality and there are 5 dimensions have been assessed, which are reliability, tangibles, responsiveness, assurance, and empathy. Since the concentrated on respondents are millennials who have dining experience in café previously, hence the data is the opinion from the experience of the respondents about service quality. The data has

revealed the judgement of the respondents about service quality in a perspective of their inclusion in dining in café. The respondents selected that these 5 service dimensions have a positive relationship with customer satisfaction in view of service quality. Respondents accepted to the reliability of the café staff can create promised service constantly and precisely will influencing service quality, with proof mean of (4.1900). Tangibles or presentation of facilities, equipment, and staff appearance agreed to be the second most vital factor influencing the service quality with the mean of (4.1950). Better responsive better customer satisfaction, it will develop the quality service of the café, as it is the most essential factor according to the data collected with the most elevated mean of (4.2550). In view of the mean data, assurance or staff's knowledge and their mindfulness will influence service quality as assurance has a similar mean (4.1900) as reliability. The last part of the study is empathy picked as the most insignificant that impacting service quality with the mean of (4.1250). The data has showed up from all the mean components are more than 4 (important) and each element of the service quality dimensions positively affect service quality.

Food quality

Table 2. Food quality descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The presentation of food & beverage is attractive	200	2.00	5.00	4.1800	.80050
The café offers healthy range of options	200	1.00	5.00	3.6100	.96569
The café offer appetizing food & beverages	200	1.00	5.00	4.2550	.77003
The café offer fresh food & beverages	200	2.00	5.00	4.2250	.83538
Valid N (listwise)	200				

Table 2.0 demonstrates the data of the Likert scale question about food quality and there are 4 factors have been analyzed, which are the presentation of food and beverage, healthy range of options, taste, and freshness of the item. The data has shown the sentiment of the respondents about food quality in based on their experience dine in café. The respondents agree that the 4 segments have a positive relationship with customer satisfaction in perspective of food quality. Respondents have agreed that presentation of food and beverage as an essential factor of good quality that affects millennials satisfaction with the mean of (4.1800). The table demonstrates a healthy

range of food choice has been voted to be the most minimal value that influencing food quality with the mean of (3.6100). The possible course of this could be the priority of the millennials choice don't see the healthy factor as an important criteria. Café offer tempting food or taste of food has been chosen, as it is the most crucial factor as indicated by the study with the highest mean of (4.2550). The freshness of food and beverage has been picked as the second most astounding with the mean of (4.2250). Briefly, the data has showed up most of the mean segments are more than 4 as such, every one of the components positively affect food quality.

Physical environment

Table 3. Physical environment descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Ambience condition: intangible conditions that refers to music, temperature of café, and scent	200	2.00	5.00	4.2150	.67159
Aesthetic facilities: decoration of café, color, and facilities provided	200	2.00	5.00	4.1450	.71872
Lightning: the effect of lighting gives comfort while dining	200	1.00	5.00	4.1800	.74860
Valid N (listwise)	200				

Table 3.0 above, demonstrates the result of the Likert scale question about the physical condition and there are 3 factors have been examined, which are ambience, aesthetic facilities, and lighting. The information above demonstrates the base, most extreme, mean, and standard deviation of every component. Respondents have agreed that intangible conditions that indicate to music, temperature, and fragrance of café positively affect the ambience condition, as it is the most crucial factor in the review with the mean of (4.2150). Respondents additionally agreed that decoration of the café, colour, and facilities or aesthetic facilities are an essential viewpoint, which has a positive relationship with the physical condition and has been chosen as the least with the mean of (4.1450). In conclusion, respondents have agreed that lighting holds the second highest after ambience condition that could affect physical environment with the mean of (4.1800). Overall, the respondents have voted that these 3 fundamental have association with physical quality and it has been supported by all the mean of the segments that higher than 4. (Important).

Price

Table 4. Price descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The food & beverage has a good value for money	200	1.00	5.00	4.2500	.84918
The price charge for food & beverages is acceptable	200	2.00	5.00	4.2100	.84229
The food & beverages show up as a bargain	200	1.00	5.00	3.7800	.89195
The price customer pay for food & beverage is reasonable	200	2.00	5.00	4.2400	.75182
Valid N (listwise)	200				

Table 4.0, demonstrates the result of the Likert scale question about service quality and there are 4 questions have been analyzed, which are food and beverage has a good value for money, price charge is acceptable, food and beverage appears as a deal, and the price is reasonable. The information has demonstrated the opinion of the respondents about price fairness in view of their involvement dining in café. As indicated by the data, respondents agreed that food has a good value for money in which case make them feels more satisfied as it is supported with the highest mean of (4.2500) and hold the highest mean that makes it positively affects customer satisfaction. Respondents additionally agreed the price charge for food is acceptable with the mean of (4.2100). Respondents have voted the food and beverage appears as a deal as the lowest mean of (3.7800). Reasonable food comes with a sensible cost, as it is the second highest mean after the food has a good value for money with the mean of (4.2400). Additionally, all the price fairness above have been agreed by majority of the respondents in light of the fact that the greater part of the mean information are higher than 4 (important).

Summary of Finding

This segment could complete the findings; the overview has determined all the overall population of reactions of millennials to dine in café around Kuala Lumpur territory regarding their sincere belief and experience of dining in cafe. The findings has shown the highest value of each category of café customers key factors. In service quality area,

responsiveness is the most significant factor to gain the level of millennial customers' satisfaction. At that point, in food quality, the taste of the specific item has been picked as the most imperative aspect. For the physical environment, ambience condition has been voted by respondent as the most important viewpoint. These four key elements are significantly positively associated with millennials satisfaction of café restaurant (service quality $r > 0.810$ and $p = 0.000$., food quality $r > 0.709$ and $p = 0.000$, physical environment $r > 0.749$ and $p = 0.000$, price $r > 0.813$ and $p = 0.000$).

Conclusion

Café restaurant has been characterized as that having extraordinary ambience, service and food quality. In this research diverse factors contributing towards the millennials satisfaction. A study was taken for 200 respondents, which featured the major contributing variables. Respondents were asked to justify on their expectations and recognition about the café restaurant. Research demonstrated that the most important factors for customer satisfaction in café restaurant are physical environment, service quality and food quality. Food quality incorporates factors like taste of food, temperature, quantity of food and so forth while the service quality incorporates SERVEQUAL factor. Therefore, if the restaurants improve and concentrate on these factors they have higher change to success in café business and achieve higher millennial customer satisfaction.

The objectives of this research were to discover the impact of service quality on millennial customer satisfaction. From our examination, it was discovered that when millennials dine-in in café, their most fundamental desire is to get quality and quick service and responsive staff, majority millennial respondent indicated that they would need a staff well trained and courteous and very much prepared to deal with customers issues. On the off chance that café neglects to provide a good service then the customer winds up being disappointed and may not visit the café again. We found that the primary explanations behind customers' disappointment due to a Service Delivery Gap i.e. gap between service specifications and delivery of service. This happens for the most because of lacking or improper training of staffs, poor coordination among staffs or incompetence/unwillingness to meet the desired service standards. Through the research, we planned to list down the factors that contribute to millennial customers' satisfaction. Food and beverage quality, service quality and physical environment quality are the three keys factors of café that affecting millennial customers' satisfaction in Kuala Lumpur area. We also aimed to develop a framework for café, which can be incorporated by them to keep their customers happy. Physical Environment is the most significance factors of café that affecting millennial customers' satisfaction in Kuala Lumpur. As per recommendations from this research, we discovered that word of mouth plays the important job in attract millennial customers to café restaurant.

Any customer would be satisfied if he/she gets fast service, great quality food and a pleasant ambience. Anyway to guarantee that millennial customers are satisfied, café must go extra mile to give a superior dining experience, detail oriented and create the feel that millennial customers are 'valued' will make more millennial customers talk about their café and refer it to their friends and family members and ensure that millennial customers come back. Understanding millennial customers' requirement, their preferences and dislikes and creating targeted campaigns and promotions would additionally help in drawing in new customers and holding old ones.

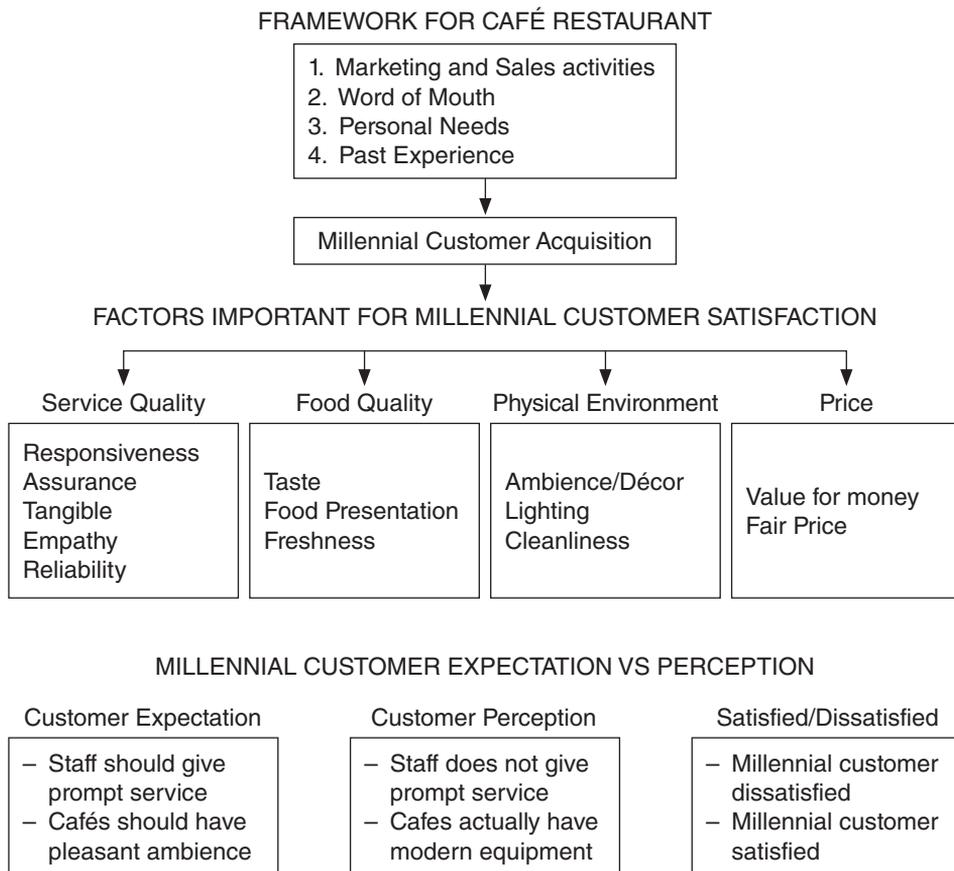


Figure 8

Open Access: This article is distributed under the terms of the Creative Commons Attribution License (CC-BY 4.0) which permits any use, distribution and reproduction in any medium, provided the original author(s) and the source are credited.

References

- Abdullah, D. N. M. A., & Rozario, F. (2009). Influence of Service and Product Quality towards Customer Satisfaction: A Case Study at the Staff Cafeteria in the Hotel Industry. *Intenational Journsl of Social, Education & Economics and Management Engineering*, Vol 3 (5), 35-40.
- Albacete-Saez, Carlos A., Fuentes-Fuentes, Mar M. and Llorens-Montes, Javier F. 2007. Service quality Measurement in rural accommodation. *Annals of Tourism Research*, 34 (1): 45-65.
- Andrews, S. (2009). Food and Beverage. New Delhi: Tata McGraw Hill Education Service (2nd ed., p. 32- 33).
- Ang, Elaine, Leong Hung Yee, Lee Kian Seong (2009) Gen Y – technically Savvy, Available from: <http://biz.thestar.com.my/news/story.asp?file=/2009/10/24/business/4771567&sec=business> (accessed 10 August 2011)
- Canny, I. U. (2014). Measuring the mediating role of dining experience attributes on customer satisfaction and its impact on behavioral intentions of casual dining restaurant in Jakarta. *International Journal of Innovation, Management and Technology*, 5(1), 25-29.
- Chow, I.H., Lau, V.P., Lo, T.Y., Sha, Z. and Yun, H. (2007), “Service quality in restaurant operations in China: decision- and experiential-oriented perspectives”, *International Journal of Hospitality Management*, Vol. 26 No. 3, pp. 698-710.
- Davis, B., Lockwood, A., & Pantelidis, I. (2012). Food and beverage management. New York [USA]: Routledge (5th ed., p. 63).
- Euromonitor (2014). Market Access Secretariat, Global Analysis Report Foodservice Profile Malaysia.
- Erdis, C., & Toit, M. d. (2014). Household Life Cycle: The Case of Customers Satisfaction in Restaurants. *International Business & Economic Research Journal*, 13(2), 335-344.
- Gale, D. (2007), “Higher frequency”, *Restaurants and Institutions*, Vol. 117, No. 7, p. 83.
- Gunaratne A., Wilson G. & Diego S.J. Attributes Associated with Customer satisfaction in Fine Dining Restaurants and their ‘Zones of Tolerance’. UNITEC Research Bank
- Han, H. and Ryu, K. (2007), “Moderating role of personal characteristics in forming restaurant customers’ behavioral intentions – an upscale restaurant setting”, *Journal of Hospitality & Leisure Marketing*, Vol. 15 No. 4, pp. 25-54.
- Han, H. and Ryu, K. (2009), “The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry”, *Journal of Hospitality and Tourism Research*, Vol. 33 No. 4, pp. 487-510.

- Hanif, M., Hafeez, S., & Riaz, A. (2010). Factors affecting customer satisfaction. *International Research Journal of Finance and Economics*, 60(1), 44-52.
- Harr L.K.K (2008). Service Dimensions of Service Quality Impacting Customer satisfaction of Fine Dining Restaurants in Singapore. UNLV Theses, Dissertations, Professional Papers and Capstones. Paper 686.
- Hill, N., Roche, G., & Allen, R. (2007). Customer satisfaction (1st ed.). London: Cogent.
- Hume, S. (2007), "Youth will be served", *Restaurant and Institutions*, Vol. 117 No.4, pp.26-7.
- Johns, N., & Tyas, P. (1996). Use of service quality gap theory to differentiate between foodservice outlets. *Industries Journal*, 16 (3), 321-346.
- Johns, N., & Tyas, P. (1997). Customer perceptions of service operations: Gestalt, incident or mythology? *Service Industries Journal*, 17 (3), 474-488.
- Kotler, P. & Armstrong, G. (2010), "Principles of Marketing", 13th ed. New Jersey: Prentice Hall.
- Kueh, K, Boo.H.V (2007), "Culture and Service Quality Expectation: Evidence from Generation Y consumers in Malaysia", *Managing Service Quality*, Vol. 17 No.6
- Liu, Y., & Jang, S. (2009). Perceptions of Chinese restaurants in the US: What affects customer satisfaction and behavioral intentions? *International Journal of Hospitality Management*, 28(3), 338-348.
- Malaysia Demographics Profile (2018). https://www.indexmundi.com/malaysia/demographics_profile.html
- Namkung, Y., & Jang, S (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality & Tourism Research*, 31, 387-410.
- Namkung, Y. and Jang, S. (2008), "Are highly satisfied restaurant customers really different? A quality perception perspective", *International Journal of Contemporary Hospitality Management*, Vol. 20 No. 2, pp. 142-55.
- Nasir, A., Ahmed, M. A., Nazir, I., Zafar, H., & Zahid, Z. (2014). Impact of different determinants on customer's satisfaction level (A case of fast food restaurant). *International Journal of Business and Management Invention*, 3(9), 32-40.
- Nayyar, S. (2001), "Inside the mind of Gen Y", *American Demographics*, Vol. 23 No.9, pp.6.
- Oldenburg, R. (1989). The great good place: Cafes, coffee shops, community centers, beauty parlors, general stores, bars, hangouts, and how they get you through the day. New York: Paragon House.
- Paul, P. (2001), "Getting inside Gen Y", *American Demographics*, Vol. 23 No.9, pp.42-9.

- Rahman, S. N. (2010). Malaysian Coffee Culture: A Research Of Social Aspect, Branding, And Design.
- Rahman, M. A., Kalam, A., Rahman, M. M., & Abdullah, M. (2012). The influence of service quality and price on customer satisfaction: An empirical study on restaurant services in Khulna Division. *Industrial Engineering Letters*, 2(2), 25-33.
- Ryu, K., & Han, H. (2011). New or repeat customers: How does physical environment influence their restaurant experience? *International Journal of Hospitality Management*, 30(3), 599-611.
- Sabir, R. I., Ghafoor, O., Hafeez, I., Akhtar, N., & Rehman, A. U. (2014). Factors affecting customer's satisfaction in restaurants industry in Pakistan. *International Review of Management and Business Research*, 3(2), 869-876.
- Stanton, W. J., Michael J. E, and Bruce J. W. (1994) *Fundamentals in Marketing*. 10th ed. McGraw-Hill.
- Thomyachati, K. (2012). Satisfaction of Customers at Coffee Shops in Gas Station in Bangkok (Master of Arts Degree in Business English for International Communication). Srinakharinwirot University.
- Voon H.B. (2012). Role of Service Environment for Restaurants: The Youth Customers' Perspective. *Procedia-Socia and Behavioural Sciences*. Volume 38]