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CAFFEINE CONNECTIONS: IDENTIFYING CONSUMER REVISIT INTENTIONS IN PENANG COFFEE HOUSES

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ABSTRACT

With the global coffee trend fostering growth in coffee-related businesses, understanding these elements such as food quality, service quality, and contextual experience are crucial for sustaining customer loyalty and business competitiveness. This study investigates the factors influencing consumers' revisit intentions to coffee houses in Penang, focusing on food quality, service quality, and contextual experience. The research aims to provide insights for coffee house businesses to enhance customer retention and thrive in a competitive market. The research employs a quantitative approach, analyzing responses from 100 online questionnaires distributed between January and March 2022. The study focuses on three main variables: food quality, service quality, and contextual experience. The study employs descriptive and inferential analyses, specifically Pearson correlation and regression analysis, to examine the relationships between food quality, service quality, contextual experience, and revisit intentions. Findings suggest that high food quality, excellent service, and positive contextual experiences significantly enhance consumers' likelihood to revisit. Furthermore, contextual experience emerges as the most critical factor, significantly influencing consumer revisit intention. The findings reveal that food quality does not significantly influence revisit intentions ($p > 0.05$), indicating its

limited role compared to other factors. In contrast, service quality and contextual experience significantly predict revisit intentions, with contextual experience emerging as the strongest predictor. These insights are crucial for coffee house owners to enhance customer satisfaction and loyalty. The results contribute to a deeper understanding of consumer behavior in the context of Penang's thriving coffee culture.

Keywords: Coffee house, revisit intentions, food quality, service quality, contextual experience.

INTRODUCTION

The global coffee trend has spurred significant growth in coffee-related businesses, attracting major chains like Starbucks, The Coffee Bean & Tea Leaf, and San Francisco Coffee in Penang (Islam et al., 2019). This quantitative study aims to identify factors influencing consumers' revisit intentions to coffee houses, focusing on food quality, service quality, and contextual experience (Ryu et al., 2012). Regular coffee consumption is linked to reducing fatigue, particularly after long workdays (Yani et al., 2022). High food quality, especially with a trend towards healthy and organic options, is crucial for ensuring customer return (Ryu et al., 2012). Similarly, exceptional service quality enhances consumer satisfaction and brand performance, while positive contextual experiences foster customer loyalty and increase revisit intentions (Cristo et al., 2017). Understanding these factors is essential for coffee houses to thrive in a competitive market.

Coffee culture is rapidly growing in Malaysia, positioning the country among the top ten coffee-consuming nations in Southeast Asia (Cheng et al., 2014). Penang, renowned for its vibrant food culture, boasts some of the best coffee houses in Malaysia (Anna, 2020). Modern coffee houses, like Starbucks, attract the younger generation with appealing interior designs and visually striking food presentations, often shared on social media (Coffee t&i, 2021). This trend of "coffee hopping" among youth highlights the significance of coffee houses as social venues (Anderson, 2017). As the number of coffee houses increases, so does the competition, necessitating a deep understanding of factors driving customer loyalty (Andaleeb & Conway, 2006). Ferdian et al. (2023) stated that product and service quality, and environmental factors affected customers satisfaction and driving customer loyalty and revisit intention among Malaysian to visit coffee shop. Luo et al. (2023) examine the relationship between service quality at Starbucks and its impact on customer satisfaction and loyalty precisely regarding Starbucks' coffee products. A study focus at coffee shop and café often found on Starbuck international coffee franchise service quality has significant effect on customer loyalty and seldom focus on local Malaysian coffee shop (Pérez-Morón, 2022).

This study focuses on three critical factors influencing revisit intentions: food quality, service quality, and contextual experience. Food quality, encompassing taste, presentation, and freshness, is essential in meeting consumer expectations and fostering loyalty (Bihamta et al., 2017; Hanaysha, 2016). Service quality, including standardized procedures, knowledgeable staff, and effective communication, is crucial for creating a pleasant customer experience (Chen & Hu, 2010; Jakulin, 2019). Lastly, positive past experiences and personalized service significantly impact revisit intentions (Ting & Thurasamy, 2016; Islam et al., 2019). Understanding these factors is vital for coffee houses to

enhance customer retention and sustain their business in a competitive market (Mok, 2021). The objectives of this study are as follows:

1. To identify the relationship between food quality and consumers' revisit intentions.
2. To identify the relationship between service quality and revisit intentions.
3. To identify the relationship between contextual experience and revisit intentions.
4. To determine the overall effectiveness of the multiple linear regression model in predicting consumer intention based on food quality, service quality, and contextual experience.

LITERATURE REVIEW

Coffee Houses in Penang

There are many coffee houses in Penang, including The Coffee Bean & Tea Leaf, Starbucks, San Francisco Coffee, and Zus Coffee. People might often confuse coffee houses with cafes. While similar, there is a distinct difference between them. According to Gangwani et al. (2020), coffee houses primarily focus on coffee itself, whereas cafes are more like restaurants and focus mainly on food (Ceramella, 2024). Manzo (2014) notes that coffee houses are popular social hubs where consumers gather to socialize. Typically, coffee houses offer simple menus featuring coffee and light snacks or pastries. For example, Starbucks is one of the most popular coffee houses globally, including in Malaysia (Starbucks Malaysia, n.d.). The popularity of Starbucks in Malaysia has grown significantly, as evidenced by the increasing number of outlets (Ginting & Sianipar, 2024).

In Penang specifically, the coffee scene has seen a blend of traditional kopitiams and modern artisanal coffee houses, creating a diverse urban foodscape (Beh, 2019). Coffee houses in Penang serve as important community spaces where identity, culture, and social interaction converge, especially in multicultural areas like George Town (Beh, 2022). Beyond their beverages, these coffee houses are perceived as lifestyle venues, especially among younger, urban middle-class consumers. Starbucks Malaysia, in particular, has cultivated strong brand loyalty by integrating service quality and social responsibility into its business model (Chan et al., 2024). The brand's widespread presence in Penang is attributed not only to its product offerings but also to its ability to provide a consistent and socially engaging environment for its patrons (Aryani et al., 2021).

Consumers' Revisit Intentions

Consumers' intentions refer to the commitment, plans, or decisions individuals make to achieve a specific purpose or objective (Sheth & Malhotra, 2010). Numerous factors influence consumers' decisions to revisit a coffee house. The choice of which coffee house to revisit is influenced by various factors (Younus et al., 2015). Ting et al. (2018) conducted research exploring the relationship between perceived quality and the intention to revisit coffee concept shops in Malaysia. Their study revealed that factors such as service quality, overall experience, and product quality play significant roles in influencing consumers' intentions to revisit a coffee shop. Recent studies support this view, showing that customer satisfaction, influenced by product and service quality, is a key driver of revisit intentions

in coffee shops (Ferdian et al., 2023). In addition, the intention to return is reinforced by emotional engagement and habit-based behavior, especially when previous experiences meet or exceed expectations (Lee, 2022). Brand image and consistent quality delivery also play a pivotal role in driving customer retention and loyalty (Kim, 2014). As competition among coffee shops intensifies, creating a distinct and positive customer experience has become a crucial strategy for ensuring long-term patronage (Opoku et al., 2022).

Food Quality

Food quality is one of the most essential factors in a coffee house. According to Cardello (1995), food quality is typically measured by nutritional value, texture, and other attributes. However, the definition of food quality can vary from one consumer's perspective to another, and there is no universally accepted standard for what constitutes food quality or how it should be measured (Cardello, 1995). Several studies have shown that food quality significantly influences consumers' intentions to revisit a coffee house. Rajput and Gahfoor (2020) reported a positive correlation between food quality and consumers' revisit intentions. Haifa et al. (2022) found that food quality had a direct and significant effect on both customer satisfaction and revisit intentions in Jakarta-based coffee shops. Similarly, a study in Indonesia showed that improving food quality can significantly increase revisit intentions, even more than service quality in some contexts (Nitiyasa et al., 2024). Product taste, freshness, and consistency are central aspects that shape customers' overall perceptions of value and experience (Yunus et al., 2021). Young consumers especially associate food quality with emotional satisfaction, which in turn enhances loyalty behaviors (Karabulut, 2023). Based on these findings, the following hypothesis is proposed:

H1: There is a relationship between food quality and revisit intentions to a coffee house.

Service Quality

Service quality is an essential factor that fosters customer loyalty to a coffee house (Bothma & Kühn, 2018). It has also been shown that good service quality contributes to customers' intentions to revisit (Liu & Lee, 2016). Previous research has demonstrated that service quality significantly influences consumers' intentions to revisit a coffee house. There is a clear relationship between service quality and consumers' revisit intentions. When customers evaluate a coffee house, service quality plays a crucial role. Haifa et al. (2022) confirmed that service quality positively affects customer satisfaction and revisit behavior in industrial-style coffee shops. Similarly, Lee et al. (2021) found that service quality impacts emotional engagement and loyalty, especially among younger customers (Lee et al., 2021). Service encounters, such as friendly staff and efficient service, create memorable impressions that encourage return visits (Ferdian et al., 2023). The ability of employees to personalize experiences and respond promptly to needs is increasingly seen as a differentiator in the highly competitive coffee industry (Opoku et al., 2022). Based on these findings, the following hypothesis is proposed:

H2: There is a relationship between service quality and the revisit intentions of customers to a coffee house.

Contextual Experience

Contextual experience refers to a person's prior or past experiences. Such experiences can significantly influence decision-making (Dietrich, 2010). When customers visit a coffee house, their experiences are crucial in leaving a positive and memorable impression. A recent study found that the manager's ability to shape dining experiences through ambiance, food quality, and service delivery directly correlates with customer satisfaction in coffee-focused restaurants, reinforcing the importance of contextual elements in hospitality settings (Nordin et al., 2021).

A pleasant atmosphere can enhance these experiences and leave a lasting impact (Yu & Fang, 2009). Previous research has shown that contextual experience influences consumers' intentions to revisit a coffee house. According to Islam et al. (2019), a good experience can lead to repeat visits. Positive experiences create a bond between consumers and the coffee house, fostering customer loyalty (Kusumawati & Rahayu, 2020). Opoku et al. (2022) emphasized that sensory experiences—especially smell, sound, and ambiance— significantly contribute to revisit intentions through emotional connections. Experiences also vary between customer segments, with regulars valuing familiarity and irregulars influenced by occasion-based context (Ting et al., 2018). Contextual elements like café layout, music, lighting, and barista interaction are powerful in creating a memorable brand image (Yunus et al., 2021). These experiences enhance not only revisit intentions but also word-of-mouth recommendations and long-term loyalty (Sofia et al., 2020). Based on these findings, the following hypothesis is proposed:

H3: There is a relationship between contextual experience and the revisit intentions of consumers to a coffee house.

Figure 1 presents the possible relationship between food quality, service quality, contextual experience, and intentions to revisit a coffee house. This framework is adapted from the research of Chang and Horng (2010) and Yu and Fang (2009) on customers' perspectives in conceptualizing and measuring experience quality.

Figure 1

Research Framework
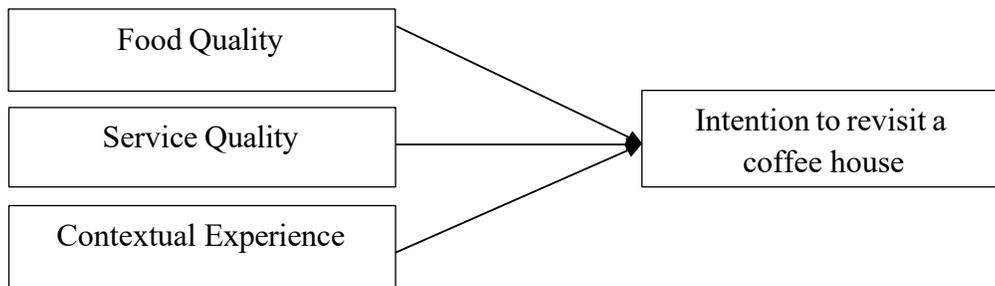
Source. Adapted from Chang & Horng, 2010; Yu & Fang, 2009.

METHODOLOGY

This research employs a quantitative approach, using online questionnaires to gather data on the factors influencing revisit intentions. Pilot test conducted, involving 30 respondents before the main data collection. Pilot test is to ensure reliable, clarity and questions appropriate before the main data collection. The respondents from pilot test aged eighteen and above that visited coffee houses in Penang. From the pilot test, the Cronbach's Alpha value for all four items > 0.7 which indicates the acceptable level of internal consistency as shown in Table 1. The study targets 100 respondents aged 18 and above who have visited coffee houses in Penang, due to time limitation. Hair et al. (2018) stated a minimum of 50 to 100 samples are acceptable to ensure reliable (Hairet al., 2018). A large number of sample size due to possibility of false positive information, this study support by Kock and Hadaya (2018). As stated Soper's 2021 method will be more reliable and effective compare with rule of thumb, result confirmations that a minimum sample size for this model structure of 100 (Jhantasana, 2023). Golzar et al. (2022). Non-probability sampling especially convenience sampling is used to select participants, when the participants are broad not readily identifiable.

The survey comprises five sections, covering personal details, food quality (Cheah et al., 2018; Lee et al., 2018; Yu & Fang, 2009), service quality (Cheah et al., 2018; Chen & Hu, 2010; Yu & Fang, 2009), contextual experience (Chang & Horng, 2010; Islam et al., 2019; Zhang et al., 2018), and revisit intentions (Islam et al., 2019; Mannan et al., 2019; Yu & Fang, 2009). These sections are adapted and modified from previous studies adapted from Chang and Horng (2010) and Yu and Fang (2009) are focused on exploratory understanding of the relationship between food quality, service quality contextual experience and revisit intention to a coffee house. Responses are measured using a five-point Likert scale. The online questionnaire was distributed from January to March 2022 through social media and online platforms such as WhatsApp, Messenger, Instagram, and Facebook. Descriptive and inferential analyses, specifically Pearson correlation, were used in this study.

Table 1

Cronbach's Alpha Value for Four Variables

Variables	Cronbach's Alpha	N of Items
Food quality	0.712	5
Service quality	0.875	5
Contextual experience	0.807	5
Consumers' revisit intention	0.752	5

RESULTS & DISCUSSION

The demographic profiles of the respondents show the percentage where there were 34 percent of male respondents and 66 percent of female respondents among the 100 respondents of the survey. Besides that, majority of the respondents are Chinese with 89 percent, followed by Indians with 5 percent, Malays with 5 percent, and others with 1 percent. On top of that, the largest percentage of monthly

income of the respondents would be less than RM1000 with 52 percent, RM1001 – RM3000 with 29 percent, RM 3001 – RM5000 with 8 percent, and income RM5001 and above would be 11 percent. Following by the age group of the respondents, respondents aged from 18 to 25 have the highest percentage, which is 76 percent, followed by respondents aged 26 to 35 with 5 percent, 46 to 55 years old has 13 percent, respondents aged 36 to 45 with 6 percent. In terms of relationship status, majority of respondents are single, which occupy 77 percent, married 18 percent, and others for 5 percent.

Multiple Linear Regression Analysis

The multiple linear regression analysis for food quality, service quality, and contextual experience as predictors of consumer intention reveals several key insights from the model summary, ANOVA table, and coefficients table. In the model summary, the correlation coefficient (R) is 0.861, indicating a very strong positive correlation between the predictors (food quality, service quality, and contextual experience) and the dependent variable (consumer intention). The R^2 (coefficient of determination) is 0.741, suggesting that approximately 74.1% of the variance in consumer intention can be explained by the three predictors in the model. The adjusted R Square is 0.733, slightly lower than the R Square, adjusting for the number of predictors in the model and still indicating a very strong model fit. The standard error of the estimate is 0.353, reflecting the average distance that the observed values fall from the regression line.

The ANOVA table shows a regression sum of squares of 34.312, a residual sum of squares of 12.014, and a total sum of squares of 46.326. The F-statistic is 91.393, $p<0.000$. The high F-value and significant p-value indicate that the overall model is statistically significant and that the predictors, as a group, significantly predict consumer intention. In the coefficients table, the constant term is 0.156 with a p-value of 0.576, indicating that when all predictors are zero, the consumer intention is not significantly different from zero. Food quality has an unstandardized coefficient (B) of 0.066, a standard error of 0.107, a standardized coefficient (Beta) of 0.052, a t-statistic of 0.621, and a p-value of 0.536. This shows that food quality is not a significant predictor of consumer intention ($p > 0.05$) and has a weak contribution to the model. Therefore, while food quality might play a role in the overall consumer experience, it is not a significant predictor of whether consumers will return to the coffee house.

Therefore, H1 is not supported. Suggesting that there is a no relationship between between food quality and revisit intentions of consumers to a coffee house. According to previous studies, food quality does not significantly influence consumers' intentions to revisit a coffee house. Other factors, such as price and branding, play a more crucial role. However, this finding contrasts with studies like one conducted at UUM's Lake Restaurant, where food quality was reported as a key factor in customer satisfaction and revisit intention (Ideris et al., 2021). This suggests that the role of food quality may vary depending on the restaurant type or customer expectations in different settings. Ponte (2002) discovered that consumers often prioritize lower prices over high-quality food when choosing a coffee house. Additionally, popular brands like Starbucks attract customers due to their strong branding (Ponte, 2002). Similarly, Kim et al. (2020) found that price and branding are more influential factors in consumers' decisions to revisit a coffee house. Their study highlighted that brand credibility significantly impacts consumers' intentions to purchase products and services, particularly in the hospitality industry (Kim et al., 2020). Furthermore, Agriqisthi and Nasrah (2020) noted that brand

preference is a key measure of brand loyalty. This means that customers consistently return to a specific coffee house to purchase coffee, driven by brand awareness and brand image (Agriqisthi & Nasrah, 2020).

Service quality has an unstandardized coefficient (B) of 0.286, a standard error of 0.083, a standardized coefficient (Beta) of 0.264, a t-statistic of 3.435, and a p-value of 0.001. Service quality is a significant predictor of consumer intention ($p < 0.05$) with a moderate positive contribution. Therefore, H2 is supported. There is a significant relationship between service quality and revisit intentions of consumers to a coffee house. It is evident that consumers are likely to return to a coffee house based on the quality of service they receive. Warokka et al. (2017) also found that service quality is a critical factor in attracting consumers to a coffee house. Similarly, Nguyen and Nguyen (2021) stated that service quality is essential for achieving consumer satisfaction and meeting consumer expectations, as the quality of service provided by employees significantly impacts consumers' feelings and evaluations (Nguyen & Nguyen, 2021). Moreover, Cristo et al. (2017) noted that consumer satisfaction is influenced when service quality exceeds expectations. Zhang et al. (2018) demonstrated a positive relationship between satisfaction and revisit intentions, showing that good service quality positively influences consumers' likelihood to return to a coffee house. Additionally, Choi et al. (2017) identified service quality as a significant factor impacting consumers' revisit intentions to a coffee house.

Contextual experience has an unstandardized coefficient (B) of 0.632, a standard error of 0.068, a standardized coefficient (Beta) of 0.644, a t-statistic of 9.266, and a p-value of 0.000. Contextual experience is the most significant predictor of consumer intention ($p < 0.05$) with a strong positive contribution. This suggests that improvements in service quality can significantly enhance the likelihood of consumers returning to the coffee house. Effective and friendly service appears to be an important factor for consumers when deciding whether to revisit. Therefore, H3 is supported. There is a significant relationship between contextual experience and revisit intentions of consumers to a coffee house.

Table 2

Multiple Linear Regression Model for Brand Image, Perceived Value and Trust

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.861	.741	.733	.353

ANOVA						
	Model	**R**	**R Square**	**Adjusted R Square**	**F**	**Sig.**
1	Regression	34.312	3	11.437	91.393	<0.001
	Residual	12.014	96	0125		
	Total	46.326	99			

a. Dependent Variable: Consumer Intention
b. Predictors: (Constant), Contextual Experience, Service Quality, Food Quality

	Coefficients[a]					
	Model	**Unstandardized Coefficients**		**Standardized Coefficients**		
		B	**Std. Error**	**Beta**	**t**	**Sig.**
1	(Constant)	0.156	0.278		0.562	0.576
	Food Quality	0.066	0.107	0.052	0.621	0.536
	Service Quality	0.286	0.083	0.264	3.435	0.001
	Contextual Experience	0.632	0.068	0.644	9.266	0.000

a. Dependent Variables: Consumer Intention

From the findings, it is clear that consumers are likely to return to a coffee house based on their contextual experiences. Ting and Thurasamy (2016) found that contextual experience is crucial and positively influences consumers' revisit intentions. Their study also highlighted the importance of valuing returning customers, as they constitute a significant portion of a business's clientele (Ting & Thurasamy, 2016). Additionally, Yoo et al. (2020) found that contextual experience is key to consumers' revisit intentions, as positive experiences are memorable and personal to consumers. Alnawas and Hemsley-Brown (2019) further emphasized the importance of positive contextual experiences in the hospitality industry, showing that such experiences positively influence customer satisfaction. They noted that good experiences evoke emotions and sensations that motivate consumers to return to the business (Alnawas & Hemsley-Brown, 2019).

The regression analysis indicates that the model is highly effective in predicting consumer intention based on the three predictors: food quality, service quality, and contextual experience. With an R Square of 0.741, the model explains a significant portion of the variance in consumer intention as shown in Table 2. Contextual experience emerges as the most critical factor, significantly influencing consumer intention with a high beta value of 0.644. This suggests that consumers place substantial importance on the contextual experience when forming their intentions. Service quality is also a significant predictor, albeit to a lesser extent than contextual experience, with a beta value of 0.264. This indicates that while the quality-of-service matters, it is not as influential as the overall contextual experience.

However, food quality does not significantly predict revisit intention, as indicated by its low beta value and high p-value. These finding challenges conventional assumptions and warrants further discussion. While one might expect food quality to be a primary driver of customer retention, its insignificance here suggests that consumers may consider it a baseline expectation rather than a differentiating factor. In many coffee house contexts, particularly in urban or competitive markets, food quality may be standardized to a level where it no longer stands out as a compelling reason to return. This aligns with previous findings from coffee restaurant contexts, where managerial efforts to enhance the dining

experience—such as layout, environment, and staff engagement were strongly associated with higher levels of customer satisfaction (Nordin et al., 2021).

Moreover, contextual experience and service offer more emotional and sensory engagement, creating lasting impressions that contribute to revisiting intentions. Alnawas and Hemsley-Brown (2019) and Yoo et al. (2020) both found that the affective and experiential qualities of a visit rather than the utilitarian aspects are what inspire customer loyalty. Conversely, earlier studies like Ha and Jang (2010) reported a stronger relationship between food quality and revisit intentions, but such results may be context dependent. Unlike full-service restaurants, coffee houses may function more as social or workspace, where ambiance and comfort take priority over culinary distinctiveness.

This insight contributes to the evolving literature by highlighting a shift in consumer expectations: revisiting intentions are increasingly driven by experience and emotional resonance, not just product quality. Therefore, while food quality should not be neglected, it may not be the key strategic lever for improving customer retention in this setting. The model is statistically significant overall confirming that the three predictors collectively have a strong impact on consumer intention. Therefore, to enhance consumer revisit intention, coffee houses should prioritize enhancing contextual experience and service quality. While maintaining acceptable food quality remains important, the findings suggest that investments in ambiance, environment, and staff training are likely to yield the most effective results in encouraging customer loyalty.

CONCLUSION

In conclusion, the hypotheses testing results indicate that service quality and contextual experience are significant predictors of revisit intentions, with contextual experience being the most influential factor. Food quality, however, does not have a significant impact on revisit intentions in the context of this study. These findings suggest that coffee house managers should prioritize enhancing service quality and the overall contextual experience to encourage repeat visits from consumers. Coffee culture is becoming increasingly popular in Malaysia. The country's coffee consumption has surged as a result of the ongoing coffee craze, and Malaysia has climbed to become one of the top ten coffee-consuming countries in Southeast Asia (Cheng et al., 2014).

The findings reveal that service quality and contextual experience significantly influence revisit intentions to a coffee house. However, food quality does not have a significant impact on revisit intentions. These findings are important for coffee house owners, the local community, and future researchers. For coffee house owners, understanding consumer opinions can help improve services and the overall quality of their establishments. For the local community, this survey provides an opportunity to express their views and ideas about the coffee houses they visit, particularly those in their neighborhoods. For future researchers, the collected data offers a valuable resource for comparing and analyzing trends in consumer behavior over time.

Beyond its practical relevance, this study offers several important theoretical contributions to the body of literature on consumer behavior within the hospitality and service industries. One key contribution is the refinement of revisit intention models. The finding that food quality does not significantly influence revisit intention challenges previous assumptions that food quality is a universal driver of customer loyalty. This suggests that in specific service contexts like coffee houses—where the ambiance and environment often take precedence over culinary offerings—experiential and emotional elements may outweigh utilitarian considerations in shaping consumer decisions. This shift calls for a reevaluation of traditional models that place food quality at the center of revisit behavior.

Another significant contribution is the emphasis on contextual experience as a dominant theoretical construct. The study supports existing research (e.g., Ting & Thurasamy, 2016; Yoo et al., 2020) by reinforcing the idea that contextual experience is critical to consumer satisfaction and loyalty. However, this study goes further by demonstrating that contextual experience not only complements service attributes like food and customer service, but in fact, may be the core determinant of revisit intentions in certain hospitality contexts. This insight encourages future theoretical frameworks to prioritize contextual experience as a central variable rather than a supporting factor.

The research also provides valuable contextual relevance for developing markets, particularly within Southeast Asia. By focusing on Malaysian consumers in Penang, the study addresses a gap in the literature, which has been predominantly shaped by Western-centric perspectives. The results highlight how cultural and regional factors influence consumer behavior, offering localized insights that enhance and diversify existing theoretical models. This contribution is especially relevant as coffee culture continues to evolve globally, with unique regional characteristics shaping consumer expectations and preferences.

Finally, the study contributes to the field by offering methodological direction for future research. The distinct identification of significant (contextual experience and service quality) versus non-significant (food quality) predictors of revisit intention provides a focused framework for hypothesis development. Future studies can build on this model by exploring potential mediating or moderating variables—such as brand familiarity, customer engagement, or emotional attachment—that may explain how these predictors operate in different service environments. This can help advance a more nuanced understanding of the mechanisms that drive consumer loyalty in the hospitality sector.

One limitation of this study is that it focuses solely on specific duration and only coffee houses in Penang. Future research should expand to other F&B outlets in Malaysia, not just coffee houses, to gain a broader understanding of the factors influencing consumers' revisit intentions across different types of establishments (Jang et al., 2015). Additionally, the current study's questionnaire was distributed only online, which limits the diversity of respondents. Future surveys should be distributed both online and physically. Distributing surveys physically can capture a wider range of respondents and provide a more personal, consistent interaction (Alnawas& Hemsley-Brown, 2019).

Moreover, this research focuses only on three factors influencing consumers' revisit intentions: food quality, service quality, and contextual experience. Future studies should consider incorporating additional variables that may influence revisit intentions. Including more independent variables can

provide a more comprehensive understanding of the factors driving consumer behavior and help to calculate and compare the impacts of various factors on revisit intentions (Lim et al., 2019).

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