

The Quality of Kopitiam Physical Environment: Are Patrons Satisfied?

Journal of Tourism, Hospitality & Culinary Arts (JTHCA)
2022, Vol. 14 (3) pp 1-22
© The Author(s) 2022
Reprints and permission:
UiTM Press
Submit date: 29th May 2022
Accept date: 23rd November 2022
Publish date: 30th December 2022

Safwana Nur Widad Safri
Zurinawati Mohi*

Faculty of Hotel and Tourism Management, Universiti Teknologi MARA, Puncak Alam Campus, Selangor
zurin979@gmail.com

Proposed citation:

Safri, S.N.W & Mohi, Z. (2022). The Quality of Kopitiam Physical Environment: Are Patrons Satisfied? *Journal of Tourism, Hospitality & Culinary Arts*, 14(3), 1-22.

Abstract

This study examines the physical environment quality of Kopitiam patron satisfaction. Kopitiam shows a good image and reputation among other coffee shops in Malaysia. Kopitiam's owner should be concerned about the physical environment quality. An extensive literature review identified seven dimensions of Physical Environment Quality, i.e., Facility Aesthetics, Ambience, Interior Design, Layout and Design, Exterior Design, Authentic Design, and Cleanliness. One hundred eighty questionnaires were received. Data were obtained from a questionnaire distributed randomly to 180 respondents who experienced dining in selected Kopitiam. An online survey was also conducted to increase the positive response rate. The Google form link was sent to the patron who commented on the selected Kopitiam on Trivago.com. Data were analyzed using Exploratory Factor Analysis and Multiple Regression Analysis. As a result, the Authentic Design dimensions show a significant relationship towards Kopitiam patrons' satisfaction, followed by Cleanliness and Facility Aesthetic.

Keywords:

Kopitiam Patrons' Satisfaction, Kopitiam Physical Environment Quality

1 Introduction

Kopitiam is one of the earliest coffee shops in Malaysia. The name Kopitiam came from the word *kopi*, which is the translation of coffee in the Malay language; meanwhile, *tiam* is the Hokkien Chinese word for the shop (Dewan Bahasa & Pustaka, 2016). In the past, most traditional Kopitiam are Malaysian Chinese independent operators. Pak Li Kopitiam, Hailam Kopitiam, and Old Town White Coffee are among the popular Kopitiam outlets these days (Mohmad Yazam et al., 2012). Kopitiam is part of Malaysia's rich culture and history (theadmin, June 30, 2020). During the press conference after the Malaysia-Singapore Coffee Shop Proprietors' General Association annual meeting at Sunway Hotel, Seberang Jaya, the former Tourism Minister, Datuk Seri Dr. Ng Yen Yen,

highlighted that existence of Kopitiam is important to the country. The statement was dictated as the following:

"Our old-style Kopitiam (Chinese coffee cafe) is an exclusive heritage that can only be found in Malaysia. An average tourist to Malaysia last year spent about RM300, or 17% of an average expenditure of RM 2,260, on food and drinks. So, we should see how our coffee cafe can use this chance to benefit from the country's expanding tourism industry" (Vinesh, 20 April 2012, p. 28).

Today, Malaysia's coffee culture is shifting and diverse from the 20th century (Foo et al., 2013). The Kopitiam patrons familiar with Kopitiam visualize what Kopitiam looks like, such as its interior and authentic design (Lim, 2012). It also became the in-thing to the younger generations (Amecrown.com.my, 2016; Mohmad Yazam et al., 2012). Therefore, most of Kopitiam's franchises or chains tried to follow the original Kopitiam setting as far as possible with the wooden dining tables and chairs, a marble tabletop, lighting, wooden shelves, flowery design coffee cup, and Wi-Fi services (Abdul Rahman, 2010; Ederis & Mohd Aripin, 2012; Kahar Muzakar & Ahmad Zailani, 2020; Lim, 2012; Razali & Mohd Yunos, 2013; Zainudin & Mukhtar, 2013). Thus, this shows that the physical environment quality is the main thing that differentiates Kopitiam from other restaurant types. Moreover, a pleasant physical environment would result in a high degree of overall Kopitiam patrons' satisfaction and might lead to positive behavioral intentions (Clemes et al., 2018; Han & Ryu, 2009; Kim & Moon, 2009).

Unlike other food and beverage industries, Kopitiam creates a special meaning for its patrons. Patrons view Kopitiams as multipurpose places such for a cup of coffee or a meal, for leisure time with families or friends, or having business-related activities (Ang, 2021; anonymous, n.d.; Azra Syakirah, n.d.; Fisher, 2021; Harrington, 2011; Lim, 2012; Nottingham International Lifestyles Academy, 2013; theadmin, June 30, 2020). Patrons spend a longer time in Kopitiam, making the role of the Kopitiam's physical environment vital (Abdul Rahman, 2010; Ederis & Mohd Aripin, 2012; Kahar Muzakar & Ahmad Zailani, 2020; Lim, 2012; Razali & Mohd Yunos, 2013; Ryu & Han, 2011; Zainudin & Mukhtar, 2013).

1.1 Problem Statement

Kopitiam is an authentic restaurant attracting more local people and tourists to dine in Kopitiam, probably because of its physical environment (Zainol et al., 2015). Thus, it encourages the opening of modern Kopitiams that can be found in shopping malls and commercial centers (Editor, 2012, June 06). Kopitiam outlets are reminiscent of the traditional Kopitiam décor (Editor, 2012, June 06). However, the Kopitiam shopping mall mainly caters to young adults and is usually built in a more modern and hygienic setting than in the traditional shophouse (Safri et al., 2016).

Physical environment quality is vital to the management of the Kopitiam because it is not only an attraction of the Kopitiam, but the uniqueness of Kopitiam will lead to the Kopitiam patrons' recommendation to other people and spread positive word-of-mouth (Zainudin & Mukhtar, 2013). Additionally, physical environment quality is essential to

the Kopitiam since it is the way for Kopitiam patrons to recognize whether it is a Kopitiam or not. Though Kopitiam is one of the coffee shops in Malaysia, the physical environment quality should become a concern in portraying a good image and reputation among other coffee shops.

Additionally, Kopitiam patrons look for good service quality in Kopitiam (Zainudin & Mukhtar, 2013). Therefore, Kopitiam patrons' satisfaction might assist the Kopitiam management and operators in determining what the patron needs and wants and how successful their business is in making their Kopitiam patrons happy. Thus, this study explores Kopitiam patrons' satisfaction with the physical environment quality. For example, a Kopitiam patron is complaining about the restroom's cleanliness; this can be a distraction to the Kopitiam patron's service quality experience. This situation gives a horrible service experience to Kopitiam patrons since the physical environment quality also affects the Kopitiam patron's mood and satisfaction. After the visit to the restroom, the Kopitiam patron had both chosen not to eat and not to return (Barber & Scarcelli, 2009; Mohi, 2012).

Kopitiam's physical environment quality can be recognized by the patron familiar with Kopitiam (Abdul Rahman, 2010; Ederis & Mohd Aripin, 2012; Kahar Muzakar & Ahmad Zailani, 2020; Lim, 2012; Razali & Mohd Yunus, 2013; Safri et al., 2016; Zainudin & Mukhtar, 2013). However, many previous studies' physical environment quality dimensions may not apply in a Kopitiam setting. Moreover, there is a lack of published empirical papers focusing on the physical environment in Kopitiam. Previous researchers such as Safri et al. (2016) focused on menu varieties in Kopitiam, while Zainol et al. (2015) focused on service quality measurement in Kopitiam Seberang Jaya, Pulau Pinang, and Ishak et al. (2013) and Mohamad Yazam et al. (2012) are focusing on the patron intention to re-patronage the Kopitiam. The physical environment quality dimensions in many studies might not be appropriate because many previous studies have a consensus that they are developed to measure consumer experience in a specific service setting (e.g., hotels, restaurants, and movie theatres). Therefore, it inspired the researcher to know whether the dimensions of physical environment quality can influence the Kopitiam patrons' satisfaction. This study proposes that Kopitiam's physical environment quality dimensions are the facility aesthetic, ambiance, interior design, layout and design, authenticity design, exterior design, and cleanliness.

The research objective in this study is (RO1) to examine the significant influence of physical environment quality dimensions on the Kopitiam patrons' satisfaction.

2 Literature Review

2.1 The History of Kopitiam

Coffee has become a trendy beverage for many centuries. Coffee, or *Qahwa* by Arabic, was first prepared in Eastern Africa (known as Ethiopia) between the 6th and 10th AD by a goat herder named Khaldi. Coffee traveled to Turkey through the Arabian Peninsula (Yemen) and arrived on the European continent following Venetian trade

merchants (Abdul Rahman, 2010). The coffee culture is very famous in Europe. Coffee shops began in America between the 1950s to 1960s, believed to be brought by the Italian-American immigrant community. Malaysian coffee culture started back as early as the 1890s. It started with small local coffee shops and then Kopitiam; it grew with social needs and changing times (Azra Syakirah, n.d.). Kopitiam represents the multicultural society in Malaysia (Ishak et al., 2013; Razali & Mohd Yunos, 2013).

Historically, the Kopitiam is a shophouse with ceiling fans above the heads of marble-topped tables. It is a harmonic scene where all races gather in a Kopitiam, talking to each other and enjoying the same *kopi* (coffee) (Eckhardt, 2009; Ishak et al., 2013). Traditionally, a Kopitiam is a coffee shop or open-air kiosk that offers low-cost blends of locally-produced coffee (Azra Syakirah, n.d.). The history of Kopitiam in Malaysia started from the journey of Chinese people coming to Malaysia in the 15 century. It was developed by Hainanese who migrated to Malaysia (Harrington, 2011). The Han Chinese was the first settlers who came to the Malaccan Empire. The relationship between Malacca and China became stronger when Sultan Mansur Shah, the ruler of Malacca, married the Chinese princess Hang Li Po. The princess brought 500 youths and maids to accompany her, marking the first Chinese community in Malaysia (Anonymous, 2016). Hainanese Chinese were the last to make their way to Tanah Melayu between the late 1800s and early 20th century. By that time, Teochew, Cantonese, Hakka, and Hokkienese clan associations had secured a lock on most employment opportunities. However, they still help the new arrivals to find work and housing. Therefore, many Hainanese took positions as cooks in British military camps and the homes of British emigrants and wealthy Chinese families. From the working experience of working with the British and the Europeans gradually developed a love for coffee. Hainanese Chinese used the experience in their restaurants and coffee shops; thus, Kopitiam was born (Eckhardt, 2012; theadmin, June 30, 2020). This new lifestyle has hit small towns and rural areas, and many new outlets of Kopitiam emerged following the original concept in big cities in Malaysia (Azra Syakirah, n.d.). These old-style Hainanese coffee shops, or Kopitiam, are something the locals take pride in, even today (Anonymous, 2016).

2.1.1 Facility Aesthetics

Facility Aesthetic, defined as the facilities, does not only refer to the physical units of organizations, objects with a supposedly permanent form to be separated from the social system (Zijlstra & Mobach, 2011). Facility aesthetics in creating a unique interior, decoration, and innovative pleasing dining atmosphere differentiate an upscale restaurant from the competition (Ryu & Han, 2010; Wakefield & Blodgett, 1994). Besides, a finding from Cho (2009) indicates that patrons were used to aesthetic preconceptions about different types of restaurants, such as a tatami mat in Japanese restaurants and the color red and gold in Chinese restaurants. Furthermore, Ryu and Han (2011) suggested that the elegance of facility aesthetics in the upscale restaurant can enhance patron satisfaction and loyalty if it surpasses the patrons' expectations.

2.1.2 *Ambiance*

The ambience is an intangible background characteristic that affects the non-visual senses (Ryu & Jang, 2008; Zainudin & Mukhtar, 2013). Ryu and Jang (2007) study shows that ambience among the environmental constructs compared to facility aesthetics and dining equipment was the most significant factor. Ryu and Jang (2007) studied patrons' perceptions of the dining environment influence behavioral intention through emotions in the upscale restaurant. The less expensive way to enhance patron perceptions of physical environment quality in upscale restaurants is by managing the ambience (Ryu & Jang, 2007). Based on the extensive literature review, there are consensus suggestions that restaurants or Kopitiam should use music to create a specific atmosphere that is differentiated the environment from competitors (Bitner, 1990; Raajpoot, 2002; Ryu & Jang, 2007; Wilson, 2003).

Another attribute of ambience is lighting. Brummund and McFee (2002) ranked furniture and lighting as the lowest on the success of the coffee shop. However, Sutherin (2005) study shows that patrons care more about the lighting in the restaurant and the restaurant's design and spaciousness than about the food in the restaurant. Alternatively, odor or smell is crucial in forming the right atmosphere, although it is seldom experienced on its own but generally in conjunction with other stimuli (Edwards & Gustafsson, 2008). Moreover, the study by Omar (2015) on students' satisfaction with the counter service quality at university accommodations shows that suitable room temperature, odor, and other ambience factors, can increase students' satisfaction levels.

2.1.3 *Interior Design*

Interior Design: can be seen through the ceiling height, colors, finish materials, furniture type, type of artificial lighting, availability of outside seating, and ability to move furniture (Waxman, 2006).

Restaurants are visited for eating/drinking and gaining experiences (Josiam et al., 2004). Restaurant customers seek a delicious meal, an enjoyable dining environment, perfect service, and a memorable experience (Heung & Gu, 2012). As unique and memorable experiences, interior design in Kopitiam may increase patrons' satisfaction.

Pecotić et al. (2014) claimed that patrons are willing to pay more for a restaurant designed according to their preferences. For example, suppose patrons find a restaurant's exterior and interior design eye-catching or a visualized brand symbol convincing. In that case, these stimuli may positively affect the perception of experienced intangible service quality, such as an overall perception of the service delivery's different aspects (e.g., food quality and price) (Kim & Moon, 2009). Nevertheless, Zainudin and Mukhtar (2013) show that the Kopitiam patrons' did not remark on the significance of the interior and exterior design.

2.1.4 *Layout and Design*

Design and Layout define how objects such as equipment and furnishing are arranged within the environment (Ryu & Jang, 2007). In Kopitiam, the table is round, as

in Chinese society. Kopitiam patrons always eat and drink coffee with their relatives and or friends. Besides that, it eases the sharing of food and the process of eating it, allowing each person to quickly pick up the food regardless of their seating position (Menkhoff, 2012). In the same way, the creative use of physical design in a restaurant set-up would be essential in enhancing precise marketing objectives such as positive attitudes, positive evaluation of experience, and positive patron perception of quality (Han & Ryu, 2009). Mohi (2012) also supported that the design and layout of a dining room can boost the pleasure and satisfaction of the dining experience.

2.1.5 Exterior Design

Exterior Design is defined as how the architectural features of the coffee shop exterior are distinguished, including the location relative to major roads, access to nearby shops, parking availability, and other notable exterior or site considerations (Waxman, 2006). Dupont (2014) study shows that some restaurants used specific colors for exterior restaurant design to represent their food. For example, Burger King and McDonald's use yellow and red to symbolize two common condiments (mustard and ketchup) used at their outlets. Although Dupont (2014) finding shows that exterior colors affect performance and attract patrons, the study has not shown that exterior colors affect patrons' satisfaction.

2.1.6 Authentic Design

Authentic designs are not genuine or real because they are constructed based on perspectives, beliefs, viewpoints, or powers (Jang et al., 2011). See the example of authentic design illustration in Figure 1.



Figure 1: The Old Town Kopitiam, Example of Authentic Design of the Kopitiam

Sources: Abdul Rahman (2010)

Jang et al. (2011) show that an authentic atmosphere strongly influences restaurant patrons' positive emotions. Tsai and Lu (2012) stated that if restaurant owners of authentic or ethnic theme restaurants want to upsurge their patron return rates, it is important to improve authenticity and food quality to meet patron expectations. Liu and Jang (2009), Jang et al. (2011), and Tsai and Lu (2012) studies focus on patron

perception and its effect on the authentic atmosphere and authentic dining experience; however, they do not show any patron satisfaction toward authenticity.

2.1.7 Cleanliness

Cleanliness defines as same as hygiene. A restaurant focuses on the kitchen, dining area, restroom, and equipment condition (Aksoydan, 2006). Kopitiam's cleanliness is an important dimension of physical environment quality. Dirty conditions in leisurely settings may cause patrons to negatively affect the facilities (Wakefield & Blodgett, 1999). Yoo (2012) study indicates that restroom appearance and odor are important factors in evaluating restaurant cleanliness for restaurant cleanliness. In addition, the restaurant's interior appearance is also the main factor influencing the patrons' satisfaction (Yoo, 2012). Findings of several studies (Barber et al., 2011; Barber & Scarcelli, 2010; Clemes et al., 2018; Ryu & Jang, 2008) suggested that restaurant cleanliness, whether it is in the dining room, washroom, entrance, building exterior, or table setting, may influence the restaurant patrons' perceptions of service quality; thus, it is crucial to maintain clean and hygienic conditions.

2.2 Development of Research Framework and Research Hypotheses

The discussion in this section was focused on the research framework development of Kopitiam Physical Environment Quality Dimensions that influence the patron's satisfaction at Kopitiam. The relationship between the physical environment quality dimensions and Kopitiam patron satisfaction is illustrated in Figure 2.

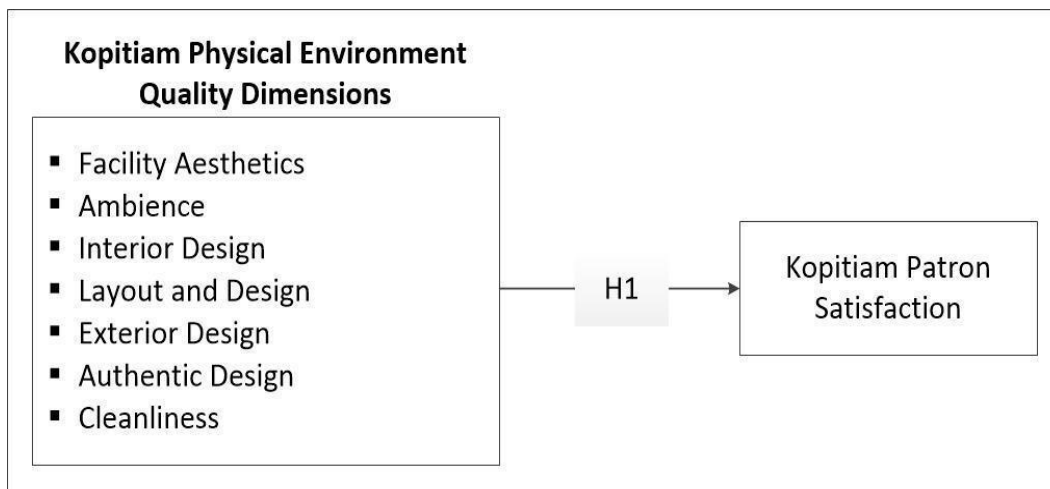


Figure 2: Research Framework

2.2.1 Development of Research Hypotheses

Additionally, one of the important factors in attaining profits in an organization is physical environment quality is patron satisfaction. Ederis and Mohd Aripin (2012) show that the physical environment quality is the most regular dimension influencing restaurant patrons' satisfaction. Additionally, Marinkovic et al. (2014) have outlined the significant impact of two quality dimensions: physical quality on patron satisfaction and

an important foundation of the restaurant business. Marinkovic et al. (2014) also stated that patrons would be satisfied with the overall experience if the restaurant provided a pleasant atmosphere with approachable and alert staff.

Service industries, such as the restaurant industries, need to focus on the physical environment quality as it is a role that can influence patron behaviors. The Kopitiam patrons judge the restaurant from the minute entering the outlet (Booms & Bitner, 1982; Seidman, 2001). Still, a dirty parking lot, messy bathrooms, and stained tables and chairs will negatively affect the patrons' perception of the service (Seidman, 2001). Subsequently, Yildirim et al. (2007) stated that different demographic characteristics show different reactions toward the physical environment quality and different levels of satisfaction. A similar study by Markovic et al. (2010) shows that clean and nice-looking restaurant facilities influence the patrons' level of satisfaction based on the physical environment.

Based on the studies on the physical environment quality, it is essential to determine the patron psychology (e.g., satisfaction and disconfirmation) and the behavior (e.g., re-patronage and word-of-mouth) when patrons spend moderate to a long time occupied in a unique atmosphere (Clemes et al., 2018; Ryu & Han, 2011; Ryu & Jang, 2007; Wakefield & Blodgett, 1994). the way restaurant owners express the restaurant's physical environment quality can help create an expectation of the dining experience even before the patron is served (Sulek & Hensley, 2004). Thus, the following hypothesis is formulated:

H1: Patrons' satisfaction toward Kopitiam is influenced by physical environment quality dimensions

The facility aesthetic is essential for the themed or authentic restaurant (Han & Ryu, 2009; Ryu & Han, 2011). The element of the facility's aesthetic such as table setting, wall decorations, floor covering, and the quality of the dining table and chairs, may influence the Kopitiam patrons. Thus, the following hypothesis is formulated:

H_{1a}: Patrons' satisfaction toward Kopitiam is influenced by the facility's aesthetic

The restaurant ambiance has significantly supported the literature in foodservice literature. For example, the ambiance represents intangible components such as lighting, noise, scent, temperature, and scent (Clemes et al., 2018; Nguyen & Leblanc, 2002; Zainudin & Mukhtar, 2013). Thus, the following hypothesis is formulated:

H_{1b}: Patrons' satisfaction toward Kopitiam is influenced by the ambiance

The dining experience's preference and satisfaction can be enhanced by the design and layout of the dining area (Mohi, 2012). Design and layout are about the objects and arrangements to attract and create satisfaction for the Kopitiam patrons when they spend time in the Kopitiam (Mohi, 2012). Thus, the following hypothesis is formulated:

H_{1c}: Patrons' satisfaction toward Kopitiam is influenced by design and layout

Barber and Scarcelli (2010) findings show that the restaurant's cleanliness influences the patron's decision to select, stay, or return to the restaurant. Besides, the cleanliness perception differs from demographic characteristics (Barber & Scarcelli, 2010). Furthermore, cleanliness is also necessary for the hotel industry, where cleanliness influences guest selection and satisfaction (Jalal, 2014). Therefore, the following hypothesis is formulated:

H_{1d}: Patrons' satisfaction toward Kopitiam is influenced by restaurant cleanliness

Additionally, the authentic dimension is important to investigate Kopitiam patrons' satisfaction because authenticity is not about originality. However, it is about the Kopitiam constructed based on viewpoints, perspectives, or powers (Jang et al., 2011). For example, the authentic element of Kopitiam is the wooden chairs, round table, and ceiling fan. Thus, the following hypothesis is formulated:

H_{1e}: Patrons' satisfaction toward Kopitiam is influenced by the authenticity of the Kopitiam

The exterior design can differentiate Kopitiam's service and product from competitors (Zainudin & Mukhtar, 2013). It also can attract and increase the Kopitiam patron's satisfaction. The following hypothesis is proposed:

H_{1f}: Patrons' satisfaction toward Kopitiam is influenced by the exterior design

Baker et al. (1988) found that when patrons enter the dining space of an upscale restaurant, they often spend hours observing the interior of the dining area, which is likely to affect their attitudes toward the restaurant. It is also supported by the study from Jernsand et al. (2015), where interior design attracts and gives satisfaction to the restaurant patron if it is created well. Consequently, the following hypothesis is proposed:

H_{1g}: Patrons' satisfaction toward Kopitiam is influenced by interior design

3 Methodology

The population sample for this study is among the Kopitiam patrons in Malacca. Malacca has been selected as the study area because Malacca is the first group of Chinese people to come to Malaysia (Anonymous, 2016). Besides, Malacca was selected as one of the top five tourism-generating areas in the UNESCO Heritage Site in 2008 (Centre, 2015). This study chose Kopitiam at Taman Melaka Raya because it is nearer the heritage site. The questionnaire was distributed among the Kopitiam patrons who dine in the selected Kopitiam, adopting convenience sampling. The selected Kopitiam are Bess Kopitiam, Restoran Nyonya Streetz Kopitiam, Old Town Kopitiam, and Hailam Kopitiam. Furthermore, the selected Kopitiam is well known in Malacca based on the ranking shown on Trivago.com. This study was completed before the Movement Control Order (MCO) was declared on March 18th, 2020.

Before any questionnaires could be distributed to the Kopitiam patrons, a permission letter was obtained from the management of the selected Kopitiams. Then, the questionnaires were distributed to the patrons dining in Kopitiam. However, due to a lower response rate, the researcher created an online survey, i.e., Google Forms. The questionnaire link was sent to the patron that commented on the selected Kopitiam found on Trivago.com. An online survey can be a practical and feasible way to collect samples in this study to increase the return rate. Consequently, the data collection via an online survey can be done quickly and cost-effectively to complete a large number of questionnaires in a short time.

The questionnaire is adapted from the existing studies and the development of statements tailored to the setting (see Table 2). The questionnaires are designed in bilingual, Bahasa Malaysia, and English since English is not Malaysian's mother tongue. Therefore, the tendency to misunderstand the sentence and its meaning could still occur. All items were measured on a seven-point Likert Scale ranging from 1 (strongly disagree) to 7 (strongly agree). Measuring items were organized into three sections, i.e., Sections A (Kopitiam Physical Environment Quality dimensions), B (Kopitiam Patron Satisfaction), and C (the demographic profile).

The draft questionnaire was done through validity and reliability procedures. Draft questionnaires were distributed to 10 academicians specializing in hospitality to gain valuable information from experts' perspectives. Draft questionnaires were returned within one week, and their comments and suggestions were recorded and analyzed. A pilot study was conducted on 30 Kopitiam patrons; Cronbach alpha values range from 0.781 to 0.903, showing internal consistency. Each dimension's values are significant as the Cronbach alpha's value is greater than 0.70 (Cronbach, 1951; Hair et al., 2010).

The researcher used Exploratory Factor Analysis (EFA) to determine the sample size. It is recommended that a minimum sample size of 100 or extra for conducting EFA with at least five times as numerous observations as the number of measured items to be analyzed and more satisfactory ratios of 10:1 (Hair et al., 2010; Pallant, 2007). Therefore, following the suggestion, approximately 145 respondents (29 items X 5 respondents) are needed. However, to ensure 100% completion of the questionnaire of the minimal sample size, 180 questionnaires were distributed for the data collection.

4 Findings

One hundred eighty questionnaires were returned; 161 met the preliminary screening requirements, representing a response rate of 94%. The usable responses were more extensive than the required minimum sample size of 145 respondents. The summary of demographic profiles is summarized in Table 1.

The study's respondents significantly differed in the numbers between genders; 62.1% were female, and 37.9% were male. Respondents aged 18–24 accounted for 60.9% of the sample. Meanwhile, 25% of the samples are respondents aged 25–34. The

lowest respondent groups of respondents are over 64, with 0.6%. Ethnically, the majority were Malay (96%), followed by other religions (2.5%) and Chinese (1.4%).

Table 1: Demographic Profile of the Respondents (N = 161)

Demographic Characteristic		Frequency	Percentage (%)
Gender:	Male	61	37.9
	Female	100	62.1
Age:	18-24	98	60.9
	25-34	41	25.5
	35-44	4	2.5
	45-54	14	8.7
	55-64	3	1.9
	Over 64	1	.6
Ethnic:	Malay	265	96.0
	Chinese	4	1.4
	Others	7	2.5
Reason for Dining:	Family outing	74	46.0
	Outing with friends	81	50.3
	Business purposes	4	2.5
	Special occasion	2	1.2
Spending Per Person:	Less than RM10	54	33.5
	Between RM11 – RM30	91	56.5
	Between RM31 - RM50	13	8.1
	More than RM51	3	1.9
Frequency Dining Out:	First-time visit	28	17.4
	Once a week	18	11.2
	2 to 3 times each month	44	27.3
	Once a month	30	18.6
	Once or twice every 6 months	27	16.8
	Once or twice every 12 months	14	8.7
Preference Kopitiam:	Independent Kopitiam	50	31.1
	Branches Kopitiam	111	68.9

Table 1 also summarizes the trends and lifestyles of the respondents. The primary purpose of dining in Kopitiam was an outing with friends (50.3%), followed by a family outing (46%). However, dining for special occasions gets the lowest percentage with 1.2%. The amount of spending per person, 56.5% spent between RM11 to RM30 per person on each occasion. It also shows that 33.5% spent less than RM10 per person. However, there is only 1.9% that spending more than RM51 per person. Of the respondents, 27.3% dined out at least two to three times each month, and 17.4% were first-time visits to Kopitiam. Of 161 respondents, 8.7% of respondents dine out once or twice every 12 months. Moreover, 68.9% of respondents choose to dine in branches of Kopitiam, and 31.1% choose independent Kopitiam.

Table 2 summarizes the means and standard deviation distribution of all items. Table 2 also itemized the source of the measuring items adapted in the questionnaire.

Table 2: Descriptive Statistics (N = 161)

Item Codes	Statements	Authors	Mean	Std. Deviation
Facility Aesthetic				
A1	Comfortable dining table.		5.19	1.102
A2	Comfortable seat and easy to move around.	(Aksoydan, 2006; Chow et al., 2013; Clemes et al., 2018; Heung & Gu, 2012; Jang et al., 2011; Omar, 2015; Raajpoot, 2002)	5.19	1.246
A3	Attractive tabletop dining table.		5.02	1.183
A4	Unique style of furnishing (e.g., round table and wooden chairs).		5.22	1.162
A5	Seating arrangement that provides Kopitiam patrons with adequate space.		5.25	1.157
Ambiance				
A6	Comfortable dining room temperature.	(Aksoydan, 2006; Chow et al., 2013; Clemes et al., 2018; Heung & Gu, 2012; Jang et al., 2011; Omar, 2015; Raajpoot, 2002)	5.29	1.105
A7	Pleasant dining room aromas.		5.25	1.118
A8	Suitable background music.		4.91	1.380
A9	Lighting creates a comfortable atmosphere.		5.20	1.179
Interior Design				
B1	Interior décor (e.g., pictures and decorations) provides pleasant surroundings.	(Chow et al., 2013; Clemes et al., 2018; Jang et al., 2011; Omar, 2015)	5.30	1.157
B2	Interior décor (e.g., pictures and decorations) is attractive.	(Ramlan, 2015; Sürücü & Bekar, 2017)	5.22	1.094
B3	Signage that is obvious and easy to follow.		5.21	1.191
Layout and Design				
C1	Color scheme (e.g., wall painting) that is fashionable.		5.17	1.127
C2	Functional layout	(Chow et al., 2013; Jang et al., 2011; Mohi, 2012; Omar, 2015; Ramlan, 2015)	5.25	1.090
C3	Table arrangement/floor layout is easy to move around.		5.30	1.139
C4	Both smoking and non-smoking sections are available.		5.20	1.269
Exterior Design				
D1	Attractive exterior design.	(Chow et al., 2013; Jang et al., 2011; Mohi, 2012; Omar, 2015; Ramlan, 2015)	5.19	1.114
D2	Ample parking spaces.		5.05	1.259
D3	Contain exterior Kopitiam theme characteristics.		5.25	1.086
D4	A convenient location.		5.42	1.004
Authentic Design				
E1	Unique style of table setting.		5.12	1.133
E2	Unique table accessories (e.g., salt and pepper shakers and table numbers) reflect Kopitiam's overall theme.	(Chow et al., 2013; Jang et al., 2011; Mohi, 2012; Omar, 2015; Ramlan, 2015)	5.20	1.128
E3	Clean tableware (e.g., cups, saucers, and chopsticks) reflects Kopitiam's overall theme.		5.34	1.118

Item Codes	Statements	Authors	Mean	Std. Deviation
E4	A virtually authentic dining area that reflects Kopitiam's overall theme.		5.17	1.040
Cleanliness				
F1	Employees hygienically handle tableware (e.g., cups, saucers, and chopsticks).		5.29	1.170
F2	Restroom/toilet that is thoroughly clean.	(Chow et al., 2013; Jang et al., 2011; Mohi, 2012; Omar, 2015; Ramlan, 2015)	5.17	1.233
F3	Clean dining area.		5.37	1.117
F4	Clean exterior appearance.		5.40	1.056
F5	Restroom/toilet that is well maintained.		5.25	1.250
Kopitiam Patron Satisfaction				
G1	In general, this Kopitiam has a good physical environment that matches its authenticity.		5.34	.993
G2	The physical environment offered by this Kopitiam exceeds my expectations.	(Mohi, 2012; Ramlan, 2015)	5.14	1.058
G3	The physical environment offered by this Kopitiam exceeds my expectations.		5.31	1.008

4.1 Data Analysis Pertaining to Address Research Objective 1

The KMO value is 0.950, close to 1; values 0.8 and higher are considered great. Referring to the results obtained for Section A, the significant value is $p=.001$. Hence, it is indicated that a correlation existed between these measured variables, and this test satisfied the statistical assumption. The four factors were suitable for the analysis, with a total variation is 73.39%. Additionally, 60% of the total variance is considered acceptable for social science research. The factors that show an eigenvalue greater than 1.0 can be examined further in EFA (Hair et al., 2010; Pallant, 2007).

All factors are summarized in Table 3. Section A initially proposed 29 items measuring seven dimensions (factors) for EFA. The result shows that the 29 items remained after EFA, but the seven proposed dimensions collapsed into four. Based on the results in Table 4, the 29 items loaded on four separate factors, but some did not load precisely on the seven dimensions as initially planned, except for Factor 4. All the factor loadings retained are above 0.50; values range from 0.528 to 0.801 and are highly loaded on a single factor, indicating an adequate unidimensionality among the items. The three proposed factors remain as follows Authentic Design (Factor 1) represents H_{1a} , Cleanliness (Factor 2) represents H_{1b} , and Facility Aesthetic (Factor 4) represents H_{1d} . Only Factor 3 is renamed Attractive Interior Design (representing H_{1c}) according to the leading themes describing the entire items, as Hair et al. (2010) suggested.

Four dimensions were identified, i.e., Authentic Design, Cleanliness, Attractive Interior Design, and Facility Aesthetic; thus, Research Objective 1 was addressed and satisfied. Next, a reliability test is tested on all retained items to measure the reliability of the variables. Cronbach's alpha ranges from a minimum of 0.875 to a maximum of

0.946, which shows that the values are higher than the general criterion of 0.60, indicating the internal consistency of the variables in the exploratory study (Cronbach, 1951).

Table 3: EFA Results

Item Code	Component			
	Authentic Design (Factor 1)	Cleanliness (Factor 2)	Attractive Interior Design (Factor 3)	Facility Aesthetic (Factor 4)
E2	.765			
D1	.765			
C4	.645			
C1	.638			
E4	.616			
E1	.593			
D4	.583			
C2	.560			
D3	.550			
C3	.528			
F2		.801		
F3		.798		
F5		.777		
F1		.704		
F4		.696		
E3		.668		
D2		.651		
B2			.746	
B1			.726	
A8			.723	
A9			.700	
A7			.693	
A6			.632	
B3			.623	
A4			.581	
A5			.580	
A1				.743
A2				.719
A3				.568
Number of items	10	7	9	3
Cronbach Alpha	.947	.945	.946	.858

4.2 Hypotheses Testing

Regression Model 1 is used to test H1, which tests the relationship between Authentic Design, Cleanliness, Attractive Interior Design, and Facility Aesthetic with the Kopitiam Patron Satisfaction. The breakdown of beta loading (β) and p-value are summarized in Table 4.

Overall, a conclusion can be made that Authentic Design has the most significant influence on Kopitiam patrons' satisfaction ($\beta = .289, p < .05$), followed by Cleanliness

($\beta = .264, p < .001$) and Facility aesthetic ($\beta = .242, p < .001$). This result addresses RO1. Only Attractive Interior Design is found insignificant ($\beta = .104, p > .10$) to Kopitiam Patron Satisfaction. In conclusion, the results partially satisfy H1 and RO1.

Table 4: Regressions Results

Model 1	Standardized	t	Sig.	Assessments
	Coefficients			
Beta				
Kopitiam Patron Satisfaction (Constant)		3.438	.001	
Attractive Interior Design	.104	1.062	.290	Supported
Cleanliness	.264***	3.369	.001	Supported
Authentic Design	.289**	2.809	.006	Not Supported
Facility Aesthetic	.242***	3.256	.001	Supported

Note: ***Significant at 1% level; **Significant at 5% level; *Significant at 10% level

5 Conclusion

This study has literature reviews from different fast-food restaurants, ethnic restaurants, and upscale restaurants. Besides, there is a literature survey from several fields of study, including social science, environmental psychology, and hospitality, to better understand the research topic. Consequently, to get an appropriate model suitable to the current setting, the existing model was modified by considering current empirical knowledge and practices. Based on the finding and the previous studies, this study concludes that when focusing on physical environment quality when measuring Kopitiam patrons' satisfaction by detecting the dimensions when measuring the physical environment quality. Most studies have developed a model for measuring patrons' satisfaction with physical environment quality (e.g., Barber et al., 2011; Barber & Scarcelli, 2010; Mohi, 2012; Omar, 2015; Omar et al., 2015; Ramlan, 2015). Thus, this study has adapted seven dimensions of physical environment quality for Kopitiam, i.e., facility aesthetic, ambiance, interior design, layout and design, exterior design, authentic design, and cleanliness, to develop an appropriate measure of satisfaction from Kopitiam patrons' perspective.

This study was conducted to measure patrons' satisfaction in Kopitiam. Hopefully, this study will contribute to the hospitality literature, especially for Kopitiam and other authentic restaurants from both an academic perspective and practitioner, by satisfying the three research objectives. From an academic perspective, limited published empirical studies currently focus on Kopitiam patrons' satisfaction with the physical environment quality. Previous studies focused on the physical environment quality dimensions in hospitality disciplines primarily used setting such as upscale restaurants, moderate upscale restaurants, quick-service restaurants, four- and five-star hotels, boutique hotels, theme hotels, and theme parks. Therefore, with some amendments from the view of hospitality disciplines, the dimensions can be expanded to a more significant body of knowledge in literature. The findings in this study may increase the

existing patrons' satisfaction scale. Moreover, this study hopes to be added to the knowledge of service quality disciplines, especially for authentic restaurants. Moreover, future studies focusing on authentic restaurant settings may adapt the questionnaire or dimensions identified in this study.

This study is expected to contribute significant information relevant to Kopitiam, especially to Kopitiam's owners and managers. Understanding the physical environment that gives patrons high satisfaction helps the owner and manager of Kopitiam make adjustments and add the Kopitiam to increase the patrons' satisfaction. Besides that, the result of the study helps Kopitiam's owners to increase their business profit. This study also can be a guideline for the independent Kopitiam owner to increase their physical environment quality to the solid competitor for chain Kopitiam that follow the independent Kopitiam setting but is more modern (Abdul Rahman, 2010).

5.1 Limitations and Recommendations for Future Study

Several key limitations and recommendations for future studies have appeared in this study. The first limitation identified is the limited empirical published study regarding Kopitiam. Therefore, future studies may adapt this research framework and add other constructs, for example, image, perceived value, and behavioral intentions and examine these relationships in the Kopitiam setting. Therefore, the comprehensive research models could enhance understanding of the patrons' satisfaction when measuring the Kopitiam setting in the future.

Secondly, this study identified seven relevant physical environment quality dimensions (i.e., facility aesthetic, ambiance, interior design, layout and design, exterior design, authentic design, and cleanliness) to understand the Kopitiam patrons' satisfaction. However, they could be more relevant dimensions that researchers could include in the future when measuring physical environment quality dimensions and the Kopitiam patrons' satisfaction. The physical environment quality dimensions are one of the primary dimensions proposed by Brady and Cronin (2001) when measuring service quality. The dimensions are multi-dimensions; they vary depending on the service setting (Brady & Cronin, 2001; Carman, 1990; Clemes et al., 2018; Dabholkar et al., 1996). There are many other potential dimensions to improvise and adapt to, such as menu design, dining equipment, and table setting. Thus, the researcher could add these dimensions when measuring the Kopitiam physical environment quality dimensions.

Thirdly, besides the physical environment quality, the interaction quality and the outcome quality are also parts of the service quality when measuring patron's satisfaction or patrons' experiences (Brady & Cronin, 2001; Clemes et al., 2020; Mohi, 2012). Interaction quality dimensions, such as employee skills and attitude, and the outcome quality dimensions, for example, food quality, food variety, and waiting, are not examined in this study. Thus, in future studies, the researcher could add these dimensions when replicating the research framework when measuring the Kopitiam patrons' satisfaction.

Fourthly, the study limitation is related to the data collection method. Besides the face-to-face data collection method and convenience sampling approach, this study also used online data collection to increase response rates. The questionnaire link was sent to the patron who commented on the selected Kopitiam on Trivago.com. Respondents heavily relied on their memories of previous dining experiences and may have some biases. Therefore, future studies may improve data collection methods to ensure the slightest bias in the response.

Finally, the data for this study were collected for Kopitiam only in Malacca, where the sample may not adequately represent the whole population of Malaysian Kopitiam patrons. Hence this research is geographically limited, and the respondent for this study is not widely represented. Future research may examine the proposed model using different populations in different states in Malaysia to ensure external validity, and the finding might generalize the Malaysian. The findings may not generalize to other types of restaurants, especially independent coffee shops. The potential respondents may have different socio-demographic characteristics compared to this study, which can generalize the finding.

6 About the author

Safwana Nurwidad Safri is an alumna from the Department of Hotel Management of FHTM, UiTM Puncak Alam Campus, Selangor. Her primary research interests include the Hospitality Industry and Service Management.

Zurinawati Mohi, as the corresponding author, is a former Assoc. Prof Dr at FHTM, UiTM, Puncak Alam Campus. She has been in service with UiTM from March 1998 till Dec 2021. Her research interests include Hospitality Industry, Service Management, Consumer Behavior, Food Service Industry, and Service Marketing.

7 References

- Abdul Rahman, S. N. (2010). *Malaysian coffee culture: A research of social aspect, branding and design* [Unpublished Masters Thesis, Universiti Teknologi Mara].
- Aksoydan, E. (2006). Hygiene factors influencing customers' choice of dining-out units: Findings from a study of university academic staff. *Journal of Food Safety*, 27(3), 300-316. <https://doi.org/10.1111/j.1745-4565.2007.00081.x>
- Amecrown.com.my. (2016). *History of coffee*. Amecrown Sdn Bhd. Retrieved 16 April 2016 from http://amecrown.com.my/index.php?option=com_content&view=article&id=32&Itemid=41&lang=en
- Ang, M. V. (2021). Did you know: Kopitiam culture in Malaysia is over 150 years old. SAYS. <https://says.com/my/lifestyle/the-history-of-how-kopitiams-came-about-in-malaysia>
- Anonymous. (2016). *The origin and history of Chinese Malaysia culture*. Retrieved 16 April 2016 from <https://asianinspirations.com.au/asian-culture/the-origin-and-history-of-chinese-malaysian-culture-2/>
- Anonymous. (n.d.). Malaysian coffee. *Nyonyalicious*. <https://nyonyalicious.com.au/malaysian-coffee/>

- Azra Syakirah. (n.d.). The unique kopi's (coffee) of Malaysia. *BarTalks*. <https://bartalks.net/the-unique-kopis-coffee-of-malaysia/>
- Baker, J. A., Berry, L. L., & Parasuraman, A. (1988). The marketing impact of branch facility design. *Journal of Retail Banking*, 10(2), 33-42. <https://www.proquest.com/docview/214534406/>
- Barber, N., Goodman, R. J., & Goh, B. K. (2011). Restaurant consumers repeat patronage: A service quality concern. *International Journal of Hospitality Management*, 30(2), 329-336. <https://doi.org/10.1016/j.ijhm.2010.08.008>
- Barber, N., & Scarcelli, J. M. (2009). Clean restrooms: How important are they to restaurant consumers? *Journal of Foodservice*, 20(6), 309-320. <https://doi.org/10.1111/j.1748-0159.2009.00155.x>
- Barber, N., & Scarcelli, J. M. (2010). Enhancing the assessment of tangible service quality through the creation of a cleanliness measurement scale. *Managing Service Quality*, 20(1), 70-88. <https://doi.org/10.1108/09604521011011630>
- Bitner, M. J. (1990). Evaluating service encounters: The effects of physical surroundings and employee responses. *Journal of Marketing*, 54(2), 69-82. <https://doi.org/10.1177%2F002224299005400206>
- Booms, B. H., & Bitner, M. J. (1982). Marketing services by managing the environment. *Cornell Hotel & Restaurant Administration Quarterly*, 23(1), 35-40. <https://doi.org/10.1177%2F001088048202300107>
- Brady, M. K., & Cronin, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing*, 65(3), 34-49. <https://doi.org/10.1509/jmkg.65.3.34.18334>
- Brummund, R., & McFee, J. (2002). *Preferences in Coffee Shops: Social and Environmental Factors* [UNL College of Architecture]. http://architecture.unl.edu/projects/bsfed/projects/downtown_lincoln_coffee_shops.pdf
- Carman, J. M. (1990). Consumer perceptions of service quality: An assessment of the SERVQUAL dimensions. *Journal Of Retailing*, 66(1), 33.
- Centre, U. (2015). *Melaka and George Town, historic cities of the Straits of Malacca - UNESCO World Heritage Centre*. UNESCO. Retrieved 31 May 2016 from <http://whc.unesco.org/en/list/1223>
- Cho, S. (2009). *Restaurant intypes: Contemporary interior design and theory study* [Master Thesis, Cornell University]. <https://hdl.handle.net/1813/13607>
- Chow, K. Y., Ong, C. S. D., Tham, W. L., & Wong, Y. K. (2013). *Factors influencing dining experience on customer satisfaction and revisit intention among undergraduates towards fast food restaurants* [Unpublished Undergraduate Research Project Dissertation, Universiti Tunku Abdul Rahman]. Malaysia.
- Clemes, M. D., Dean, D. L., & Thitiya, T. (2020). Modelling the behavioural intentions of day spa customers. *Asia Pacific Journal of Marketing and Logistics*, 32(8), 1699-1716. <https://doi.org/10.1108/APJML-04-2019-0258>
- Clemes, M. D., Mohi, Z., Li, X., & Hu, B. (2018). Synthesizing moderate upscale restaurant patrons' dining experiences. *Asia Pacific Journal of Marketing and Logistics*, 30(3), 627-651. <https://doi.org/10.1108/APJML-06-2017-0115>
- Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*, 16(3), 297-334. <https://doi.org/10.1007/BF02310555>

- Dabholkar, P. A., Thorpe, D. I., & Rentz, J. O. (1996). A measure of service quality for retail stores: Scale development and validation. *Journal of the Academy of Marketing Science*, 24(3). <https://doi.org/10.1007/BF02893933>
- Dewan Bahasa & Pustaka. (2016). Kamus Dewan Bahasa & Pustaka. In *Pusat Rujukan Persuratan Melayu* (4th ed.). <http://prpm.dbp.gov.my/Search.aspx?k=kopitiam>
- Dupont, A. M. (2014). *An examination of chain restaurants exterior colors and logo colors* [Honors Thesis, University of New Hampshire]. https://scholars.unh.edu/honors/?utm_source=scholars.unh.edu%2Fhonors%2F169&utm_medium=PDF&utm_campaign=PDFCoverPages
- Eckhardt, R. (2009). Asia's Best Coffee - Malaysia. Retrieved 19 April 2016, from <http://www.wsj.com/articles/SB125739812826230321>
- Eckhardt, R. (2012). *On Hainanese cuisine, or how chicken chops became comfort food in Malaysia*. EatingAsia. Retrieved 16 April 2016 from <http://eatingasia.typepad.com/eatingasia/kopitiam/>
- Ederis, N. E., & Mohd Aripin, N. A. N. (2012). *Dimensions of customer satisfaction frequently used in restaurant disciplines* [Unpublished Undergraduate Final Year Project Dissertation, Universiti Teknologi MARA].
- Editor, T. (2012, June 06). New age kopitiam (Scenes from a Coffee Shop, Part 2). *The Edge Markets*. <https://www.theedgemarkets.com/article/new-age-kopitiam-scenes-coffee-shop-part-2>
- Edwards, J. S. A., & Gustafsson, I. B. (2008). The room and atmosphere as aspects of the meal: A review. *Journal of Foodservice*, 19(1), 22-34.
- Fisher, R. (2021). What is Kopitiam? From the Malay food series. *walkaboutmonkey.com*. <https://walkaboutmonkey.com/what-is-kopitiam/>
- Foo, W. C., Hafiz Bajuri, N., & Wong, K. Y. (2013). Overview on SMEs family-run local coffee shop in Malaysia: Challenges and determinants of survival. *Jurnal Teknologi*, 64(2), 104-107. <https://doi.org/10.11113/jt.v64.2245>
- Hair, J. F. J., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Pearson Education.
- Han, H., & 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 & Tourism Research*, 33(4), 487-510. <https://doi.org/10.1177/1096348009344212>
- Harrington, D. (2011). Best coffee beans in the world. *Espresso & Coffee Guide*. <http://www.espressocoffeeguide.com/>
- Heung, V. C. S., & Gu, T. (2012). Influence of restaurant atmospherics on patron satisfaction and behavioral intentions. *International Journal of Hospitality Management*, 31(4), 1167-1177. <https://doi.org/10.1016/j.ijhm.2012.02.004>
- Ishak, M. S., Ahmad, M., Rahman, M. N. A., & Rofie, M. K. (2013). *Predicting intentions to visits Kopitiam as halal food outlet: An extension of the theory of planned behavior*. 4th International Conference on Business and Economic Research. <http://www.internationalconference.com.my>
- Jalal, P. S. (2014). *Hotel selection attributes: A case study of Furama Bukit Bintang Hotel* [Unpublished Master Thesis Universiti Teknologi MARA].
- Jang, S., Liu, Y., & Namkung, Y. (2011). Effects of authentic atmospherics in ethnic restaurants: Investigating Chinese restaurants. *International Journal of Contemporary Hospitality Management* 23(5), 662-680. <https://doi.org/10.1108/09596111111143395>

- Jernsand, E. M., Kraff, H., & Mossberg, L. (2015). Tourism Experience Innovation Through Design. *Scandinavian Journal of Hospitality and Tourism*, 15(sup1), 98-119.
- Josiam, B. M., Mattson, M., & Sullivan, P. (2004). The Historaunt: Heritage tourism at Mickey's Dining Car. *Tourism Management*, 25(4), 453-461. [https://doi.org/10.1016/S0261-5177\(03\)00126-2](https://doi.org/10.1016/S0261-5177(03)00126-2)
- Kahar Muzakar, M. A., & Ahmad Zailani, M. A. (2020). *Quality of the physical environment and its element that effect the preference of Kopitiam patrons* [Unpublished Undergraduate Final Year Project Dissertation, Universiti Teknologi MARA].
- Kim, W. G., & Moon, Y. J. (2009). Customers' cognitive, emotional, and actionable response to the servicescape: A test of the moderating effect of the restaurant type. *International Journal of Hospitality Management*, 28(1), 144-156. <https://doi.org/10.1016/j.ijhm.2008.06.010>
- Lim, J. (2012). When Kopitiam is more than Food. *JAPHETH LIM.COM*. <http://blog.japhethlim.com/index.php/2012/08/26/when-kopitiam-means-more-than-food/>
- Liu, Y., & Jang, S. C. S. (2009). Perceptions of Chinese restaurants in the U.S.: What affects customer satisfaction and behavioral intentions? *International Journal of Hospitality Management*, 28(3), 338-348. <https://doi.org/10.1016/j.ijhm.2008.10.008>
- Marinkovic, V., Senic, V., Ivkov, D., Dimitrovski, D., & Bjelic, M. (2014). The antecedents of satisfaction and revisit intentions for full-service restaurants. *Marketing Intelligence & Planning*, 32(3), 311-327. <https://doi.org/10.1108/MIP-01-2013-0017>
- Markovic, S., Raspor, S., & Šegaric, K. (2010). Does restaurant performance meet customers' expectations? An assessment of restaurant service quality using a modified DINESERV approach. *Tourism & Hospitality Management*, 16(2), 181-195. <https://doi.org/10.20867/thm.16.2.4>
- Menkhoff, T. (2012, 9 October 2012). Why are kopitiam tables round? Coffee shop-or cafe-culture can promote interaction and learning, boosting innovation. *The Straits Times*. http://www.smu.edu.sg/sites/default/files/smu/news_room/smu_in_the_news/2012/sources/ST_20121009_2.pdf
- Mohi, Z. (2012). *An analysis of restaurant patrons' experiences in Malaysia: A comprehensive hierarchical modelling approach*. [Doctoral thesis, Lincoln University, New Zealand]. <https://researcharchive.lincoln.ac.nz/handle/10182/4996>
- Mohmad Yazam, S. S. N., Ishak, M. S., & Abdul Hamid, N. (2012). *The relationship between advertising and Muslim students' intention to visit Kopitiams* International Conference on Media and Communication (MENTION 2011), 11-12 October 2011. Equatorial Putrajaya Malaysia. <https://ssrn.com/abstract=2111092>
- Nguyen, N., & Leblanc, G. (2002). Contact personnel, physical environment and the perceived corporate image of intangible services by new clients. *International Journal of Services Industry Management* 13(3), 242-262. <https://doi.org/10.1108/09564230210431965>
- Nottingham International Lifestyles Academy. (2013). New College Nottingham International Lifestyles Academy: Hospitality Jobs Umbrella. *Nila-gurgaon.blogspot.my*. http://nila-gurgaon.blogspot.my/2013/07/hospitality-jobs-umbrella_30.html
- Omar, K. H. (2015). *Students' satisfaction towards counter service quality at university accommodation*. [Unpublished Master Thesis, Universiti Teknologi MARA].
- Omar, M. S., Ariffin, H. F., & Ahmad, R. (2015). The relationship between restaurant ambience and customers' satisfaction in Shah Alam Arabic Restaurants, Selangor. *International Journal of Administration and Governance*, 1(4), 1-8. <http://www.iwnest.com/AACE/>

- Pallant, J. (2007). *SPSS survival manual: A step-by-step guide to data analysis using SPSS for Windows (Version 15)* (3rd ed.). McGraw Hill/Open University Press.
- Pecotić, M., Bazdan, V., & Samardžija, J. (2014). Interior design in restaurants as a factor influencing customer satisfaction. *RIThink*, 4, 10-14. http://rithink.hr/brochure/pdf/vol4_2014/10-14.pdf
- Raajpoot, N. A. (2002). TANGSERV: A multiple item scale for measuring tangible quality in foodservice industry. *Journal of Foodservice Business Research*, 5(2), 109-127. https://doi.org/10.1300/J369v05n02_08
- Ramlan, N. S. (2015). *The effect of physical environment on behavioral intention through customer satisfaction: A case of five-star beach resorts in Langkawi, Malaysia* [Unpublished Master Thesis, Universiti Teknologi MARA].
- Razali, A., & Mohd Yunos, S. S. (2013). *Study of identifying similarities of furniture, dining equipment and menu varieties in Kopitiam* [Unpublished Undergraduate Final Year Project Dissertation, Universiti Teknologi MARA].
- Ryu, K., & Han, H. (2010). Influence of the quality of food, service, and physical environment on customer satisfaction and behavioral intention in quick-casual restaurants: Moderating role of perceived price. *Journal of Hospitality & Tourism Research*, 34(3), 310-329. <https://doi.org/10.1177%2F1096348009350624>
- 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. <https://doi.org/10.1016/j.ijhm.2010.11.004>
- Ryu, K., & Jang, S. C. S. (2007). The effect of environmental perceptions on behavioral intentions through emotions: The case of upscale restaurants. *Journal of Hospitality & Tourism Research*, 31(1), 56-72. <https://doi.org/10.1177%2F1096348006295506>
- Ryu, K., & Jang, S. C. S. (2008). DINESCAPE: A scale for customers' perception of dining environments. *Journal of Foodservice Business Research*, 11(1), 2-22. <https://doi.org/10.1080/15378020801926551>
- Safri, S. N., Razali, A., Mohd Yunos, S. S., Mohi, Z., & Tengku Asmara, T. N. A. (2016). Similarities study of Kopitiam menu varieties in Klang Valley. Social Sciences Postgraduate International Seminar (SSPIS), USM, Penang Malaysia, 15th December 2016.
- Seidman, A. M. (2001). *An examination of the relationship between employee behaviour and customer satisfaction in quick service restaurant* [Doctorate Thesis, Nova Southeastern University]. <https://www.proquest.com/openview/cf1f36128727dc7fc8a2221cf715d813/1?pq-origsite=gscholar&cbl=18750&diss=y>
- Sulek, J. M., & Hensley, R. L. (2004). The relative importance of food, atmosphere, and fairness of wait: The case of a full-service restaurant. *Cornell Hotel & Restaurant Administration Quarterly*, 45(3), 235-247. <https://doi.org/10.1177%2F0010880404265345>
- Sürücü, Ç., & Bekar, A. (2017). The effects of aesthetic value in food and beverage businesses on the aesthetic experiences and revisit intentions of customers. *The Journal of Academic Social Science Studies*, 54(Spring 1), 373-388. <https://doi.org/10.9761/JASSS6915>
- Sutherin, H. (2005). *University students' perceptions of lighting and preferences for the setting and social arrangements in contrasting dining facilities*. http://etd.fcla.edu/UF/UFE0011461/sutherin_h.pdf
- theadmin. (June 30, 2020). Malaysia's Kopitiam culture. theartoflivingfully.com. <https://theartoflivingfully.com/2020/06/30/malaysias-kopitiam-culture/>

- Tsai, C. T. S., & Lu, P. H. (2012). Authentic dining experiences in ethnic theme restaurants. *International Journal of Hospitality Management*, 31(1), 304–330.
<https://doi.org/10.1016/j.ijhm.2011.04.010>
- Vinesh, D. (20 April 2012). Promoting 100 best Kopitiam in Malaysia to the world. *The Star Online*. <http://www.thestar.com.my/news/nation/2012/04/20/promoting-100-best-kopitiam-in-malaysia-to-the-world/>
- Wakefield, K. L., & Blodgett, J. G. (1994). The importance of servicescapes in leisure service settings. *Journal of Services Marketing*, 8(3), 45-62.
<https://doi.org/10.1108/08876049410065624>
- Wakefield, K. L., & Blodgett, J. G. (1999). Customer response to intangible and tangible service factors. *Psychology & Marketing*, 16(1), 51-68. [https://doi.org/10.1002/\(SICI\)1520-6793\(199901\)16:1%3C51::AID-MAR4%3E3.0.CO;2-0](https://doi.org/10.1002/(SICI)1520-6793(199901)16:1%3C51::AID-MAR4%3E3.0.CO;2-0)
- Waxman, L. (2006). The coffee shop: Social and physical factors influencing place attachment. *Journal of Interior Design*, 31(3), 35-53. <https://doi.org/10.1111/j.1939-1668.2006.tb00530.x>
- Wilson, S. (2003). The effect of music on perceived atmosphere and purchase intentions in a restaurant. *Psychology of Music*, 31(1), 93-112.
- Yildirim, K., Akalin-Baskaya, A., & Hidayetoglu, M. L. (2007). Effects of indoor color on mood and cognitive performance. *Building & Environment*, 42(9), 3233-3240.
<https://doi.org/10.1016/j.buildenv.2006.07.037>
- Yoo, S. A. (2012). *Customer perceptions of restaurant cleanliness: A cross cultural study*. [Master Thesis, Virginia Polytechnic Institute and State University].
- Zainol, N., Ahmad Rozali, A. R., Razali, M. A., Tazijan, F. N., & Ngelambong, A. A. (2015). Service quality measurement in Kopitiam Seberang Jaya, Pulau Pinang. *Journal of Applied Environmental and Biological Sciences* 5(6S), 100-105.
[http://www.textroad.com/pdf/JAEBS/J.%20Appl.%20Environ.%20Biol.%20Sci.,%205\(6S\)100-105,%202015.pdf](http://www.textroad.com/pdf/JAEBS/J.%20Appl.%20Environ.%20Biol.%20Sci.,%205(6S)100-105,%202015.pdf)
- Zainudin, M. A., & Mukhtar, M. A. A. (2013). *Physical environment quality and its dimension influence Kopitiam patrons' preference*. [Unpublished Undergraduate Final Year Project Dissertation, Universiti Teknologi MARA].
- Zijlstra, E., & Mobach, M. P. (2011). The influence of facility layout on operations explored. *Journal of Facilities Management*, 9(2), 127-144.
<https://doi.org/10.1108/14725961111128470>