

BAB 5

PENUTUP

Pada bab ini, peneliti akan menarik kesimpulan dari hasil penelitian yang telah dilakukan. Selain, menarik kesimpulan, peneliti juga akan menyampaikan implikasi manajerial yang berkaitan dengan hasil yang diperoleh dari penelitian ini. Kemudian, bagian terakhir pada bab ini, peneliti akan menyampaikan keterbatasan penelitian serta saran yang diperlukan bagi penelitian selanjutnya.

5.1 Kesimpulan

5.1.1 Profil Responden

Berdasarkan pertanyaan saringan mengenai pengetahuan responden tentang determinan yang mempengaruhi niat konsumen untuk berkunjung kembali Café Kopi Kesayangan dan pertanyaan yang berkaitan dengan profil responden (usia, dan gender) maka dapat ditarik kesimpulan yaitu mayoritas responden yang berkontribusi dalam penelitian ini, yang berkunjung ke Café Kopi Kesayangan sebanyak 173 responden perempuan dari 203 responden. Mayoritas usia responden yang terlibat di dalam penelitian adalah 23 hingga 27 tahun dengan jumlah 109 responden atau 53.69% dari total seluruh responden.

5.1.2 Hasil Uji Hipotesis

Berdasarkan hasil uji hipotesis yang dilakukan pada BAB IV, maka kesimpulan dari penelitian ini adalah :

1. Kualitas Layanan Berpengaruh terhadap Sikap Konsumen

Pada hipotesis pertama, yang diuji adalah pengaruh kualitas layanan terhadap sikap konsumen. Terdapat pengaruh signifikan positif antara kualitas layanan dan sikap konsumen. Dari Tabel 4.1 dapat dilihat bahwa kualitas

layanan mempunyai pengaruh yang tinggi yang disertakan dengan mean yang sangat tinggi. Hal tersebut terjadi karena penyedia kualitas layanan memberikan yang terbaik, maka akan menghasilkan sikap yang terbaik terhadap sikap kosumen dan menghasilkan kepuasan kosumen untuk mempunyai niat berkunjung kembali. Dapat dikatakan bahwa kualitas layanan yang diberikan dapat meningkatkan sikap kosumen.

2. Kualitas Produk Berpengaruh terhadap Sikap Kosumen

Hipotesis kedua menguji pengaruh antara kualitas produk dan sikap kosumen. Didapatkan hasil bahwa kualitas produk memiliki pengaruh positif terhadap sikap kosumen. Produk yang diberikan oleh Café Kopi Kesayangan mempunyai nilai yang positif dari segi rasa, kualitas kopi dan kemurnian kopi yang membuat kosumen mempunyai niat untuk dapat mengunjungi kembali. Dapat dikatakan bahwa Cafe Kopi Kesayangan menawarkan produk yang berkualitas.

3. Kewajaran Harga Berpengaruh terhadap Sikap Kosumen

Hipotesis ketiga menguji pengaruh kewajaran harga terhadap sikap kosumen. Didapatkan hasil bahwa kewajaran harga memiliki pengaruh positif terhadap sikap kosumen. Kewajaran harga yang positif dapat meningkatkan sikap kosumen. Harga yang diberikan oleh Café Kopi Kesayangan tergolong murah dengan *range* harga Rp 13.000 sampai Rp 100.000. Harga yang diberikan ramah untuk segala kalangan dan dapat di terima oleh siapa saja. Dapat disimpulkan bahwa, kosumen masih dapat mentolerasi harga yang diberikan oleh Cafe Kopi Kesayangan.

4. Suasana Toko Berpengaruh terhadap Sikap Kosumen

Hipotesis keempat menguji pengaruh suasana toko terhadap sikap kosumen. Didapatkan hasil bahwa suasana toko berpengaruh positif terhadap sikap kosumen. Dengan adanya suasana Cafe Kopi Kesayangan yang menyenangkan, membuat rileks dan dapat membuat pelanggan merasa nyaman maka dapat mengubah sikap kosumen menjadi lebih baik. Dengan

adanya perbedaan ruangan outdoor dan indoor membuat para konsumen untuk memberikan sikap yang positif.

5. Sikap Berpengaruh terhadap Niat Berkunjung Kembali

Hipotesis kelima menguji mengenai sikap yang berpengaruh terhadap niat berkunjung kembali dengan hasil positif. Sikap ini terdiri dari kualitas layanan, kualitas produk, suasana toko, dan kewajaran harga. Konsumen memberikan sikap yang baik dikarenakan keempat variabel tersebut mendukung konsumen untuk dapat mengunjungi kembali Cafe Kopi Kesayangan.

6. Norma Subyektif Berpengaruh terhadap Niat Berkunjung Kembali

Norma subyektif berpengaruh terhadap niat berkunjung kembali dimana konsumen setuju dengan beberapa pertanyaan yang tertera dalam kuesioner yaitu orang-orang yang berada disekitarnya mempunyai efek yang sangat besar. Konsumen merasa percaya bahwa orang yang penting bagi mereka menganggap bahwa mengunjungi kembali Cafe Kopi Kesayangan mempunyai efek atau hasil yang memuaskan.

7. Kontrol Perilaku yang Dirasakan Berpengaruh terhadap Niat Berkunjung Kembali

Hipotesis ketujuh menguji mengenai kontrol perilaku yang dirasakan terhadap niat berkunjung kembali. Didapatkan hasil bahwa kontrol perilaku yang dirasakan tidak berpengaruh positif terhadap niat berkunjung kembali. Mengingat sifat sosial, peran orang lain mengubah dampak dari satu orang kontrol perilaku yang dirasakan. Bisa dikatakan mungkin ada beberapa hambatan yang membuat konsumen untuk tidak mempunyai niat mengunjungi kembali Cafe Kopi Kesayangan.

5.2 Implikasi Manajerial

Berdasarkan penelitian yang telah dilakukan dan hasil yang sudah didapatkan, maka implikasi manajerial yang dapat diberikan adalah sebagai berikut :

1. Café Kopi Kesayangan harus selalu update dengan apa saja yang menjadi trend di kalangan masyarakat. Dengan mengetahui tren yang ada bisa menjadi suatu interaksi dengan konsumen dan memberikan sikap yang positif agar dapat mengunjungi kembali.
2. Produk harus selalu di perbaharui dan selalu di *RnD* agar konsumen yang datang tidak bosan dan cita rasa tidak berubah. Selain itu, dapat menarik minat konsumen untuk membeli produk yang baru dengan varians yang baru
3. Café Kopi Kesayangan harus bisa terus menjaga kepercayaan konsumen agar dapat mempertahankan sikap positif tersebut. Cara untuk mempertahankan kepercayaan konsumen yaitu dengan menjaga kualitas produk, menjaga kualitas layanan, kewajaran harga yang selalu di pantau dan suasana toko yang membuat konsumen betah untuk datang lagi ke Café Kopi Kesayangan.
4. Cafe Kopi Kesayangan bisa memberikan promo atau paket hemat untuk dapat menarik pelanggan.

5.3 Keterbatasan Penelitian dan Saran

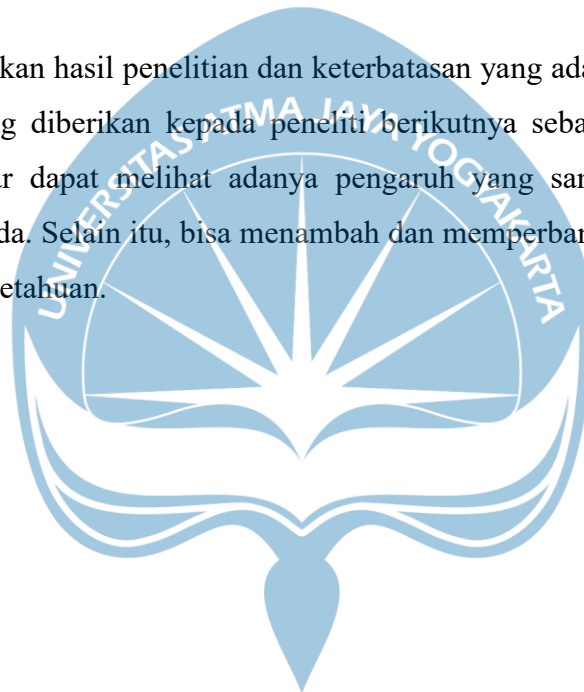
Dari hasil penelitian ini, peneliti menemukan beberapa kelemahan atau keterbatasan yang membatasi penelitian ini. Kemudian, dengan memperhatikan kelemahan atau keterbatasan tersebut, peneliti akan memberikan saran untuk penelitian selanjutnya dengan tujuan agar menjadi yang lebih baik.

5.3.1 Keterbatasan Penelitian

Berdasarkan hasil penelitian yang telah dilakukan, keterbatasan yang ada didalam penelitian ini adalah terlalu sempit dalam mencari responden dikarenakan adanya kriteria yang sudah pernah membeli di Café Kopi Kesayangan maka kuesioner hanya bisa disebarakan kepada konsumen yang datang ke Cafe tersebut.

5.3.2 Saran Penelitian Selanjutnya

Berdasarkan hasil penelitian dan keterbatasan yang ada didalam penelitian ini, maka saran yang diberikan kepada peneliti berikutnya sebaiknya dilakukan dalam bidang lain agar dapat melihat adanya pengaruh yang sama apabila objek yang dilakukan berbeda. Selain itu, bisa menambah dan memperbanyak variabel agar dapat menambah pengetahuan.



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LAMPIRAN

Lampiran 1 Indikator Jurnal Utama

Construct	Items
Attitudes	ATT1: I think that revisiting this bubble tea store is advantageous ATT2: I think that revisiting this bubble tea store is wise ATT3: I think that revisiting this bubble tea store is pleasant ATT4: I think that revisiting this bubble tea store is joyful ATT5: I think that revisiting this bubble tea store is exciting ATT6: I think that revisiting this bubble tea store is attractive ATT7: I think that revisiting this bubble tea store is enjoyable
Perceived behavioural control	PBC1: I have full control over revisiting this bubble tea store in the future PBC2: For me to revisit this bubble tea store is easy PBC3: If I want to, it would be easy for me to revisit this bubble tea store
Price fairness	PF1: This bubble tea store offers the best possible price plan that meets my needs PF2: The bubble tea price charged by this bubble tea store is reasonable PF3: The cost in this bubble tea store seems appropriate for what I

	get
Product quality	<p>PF4: Overall, this bubble tea store provides superior pricing options compared to other service providers</p> <p>PQ1: I recognise that the quality of bubble tea in this bubble tea store is good</p> <p>PQ2: I recognise that the taste of bubble tea in this bubble tea store is good</p> <p>PQ3: I recognise that the purity of bubble tea in this bubble tea store is good</p>
Revisit intention	<p>RV1: I am planning to revisit this bubble tea store</p> <p>RV2: I intend to revisit this bubble tea store 0.954</p> <p>RV3: I will expend effort on revisiting this bubble tea store</p>
Store Atmosphere	<p>SA1: This bubble tea store has a comfortable atmosphere</p> <p>SA2: The atmosphere in this bubble tea store is familiar to me</p> <p>SA3: It is comfortable to spend my time at this bubble tea store</p> <p>SA4: This bubble tea store makes me relax</p>
Subjective norms	<p>SN1: Most people who are important to me think I should revisit this bubble tea store</p> <p>SN2: Most people who are important to me would want me to revisit this bubble tea store</p> <p>SN3: People whose opinions I value would prefer me to revisit this bubble tea store</p>

Service quality	SQ1: I recognise that the service in this bubble tea store is good SQ2: I recognise that this bubble tea store does its best to satisfy me SQ3: I recognise that I am satisfied with the services provided by this bubble tea store
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Lampiran 2 Kuesioner

KUESIONER PENELITIAN DETERMINAN YANG MEMPENGARUHI NIAT UNTUK MENGUNJUNGI KEMBALI CAFÉ KOPI KESAYANGAN

Data Responden :

Nama :

Jenis Kelamin :

Usia :

Petunjuk Pengerjaan Kuesioner:

Berikut merupakan pertanyaan-pertanyaan yang berkaitan dengan determinan yang dapat mempengaruhi konsumen untuk mempunyai niat berkunjung kembali di Café Kopi Kesayangan. Saudara/I, Bapak/Ibu dimohon untuk dapat menjawab setiap pertanyaan dengan keyakinan tinggi serta diharapkan untuk tidak mengosongkan satu jawaban pun. Tiap pertanyaan hanya boleh dijawab dengan satu jawaban dan dengan memberi checklist (√) pada salah satu jawaban yang dianggap paling sesuai dengan kondisi yang sebenarnya. Keterangan :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

SIKAP

No	Pernyataan	STS	TS	N	S	SS	
1.	Menurut saya mengunjungi kembali Café Kopi Kesayangan ini menguntungkan						
2.	Menurut saya mengunjungi kembali Café Kopi Kesayangan ini adalah membuat saya menjadi lebih produktif						
3.	Menurut saya mengunjungi kembali Café Kopi Kesayangan ini menyenangkan						
4.	Menurut saya mengunjungi kembali Café Kopi Kesayangan ini membuat saya gembira						
5.	Menurut saya mengunjungi kembali Café Kopi Kesayangan ini seru						
6.	Menurut saya mengunjungi kembali Café Kopi Kesayangan ini menarik						
7.	Menurut saya mengunjungi kembali Café Kopi Kesayangan ini membuat saya enjoy						

PERILAKU YANG DIRASAKAN

No	Pernyataan	STS	TS	N	S	SS
1.	Saya memiliki kendali penuh untuk mengunjungi kembali Café Kopi Kesayangan di masa depan					
2.	Bagi saya untuk mengunjungi kembali Café Kopi Kesayangan ini mudah					
3.	Jika saya mau, mudah bagi saya untuk mengunjungi kembali Café Kopi Kesayangan ini					

KEADILAN HARGA

No	Pernyataan	STS	TS	N	S	SS
1.	Café Kopi Kesayangan ini menawarkan paket harga yang terbaik yang memungkinkan memenuhi kebutuhan saya					
2.	Harga Café Kopi Kesayangan yang dikenakan adalah wajar					
3.	Biaya di Café Kopi Kesayangan ini sepertinya sesuai dengan apa yang saya dapatkan					

4.	Secara keseluruhan, Café Kopi Kesayangan ini memberikan harga yang unggul dibandingkan dengan yang lainnya.					
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KUALITAS PRODUK

No	Pernyataan	STS	TS	N	S	SS
1.	Saya menyadari kualitas Kopi dalam Café Kopi Kesayangan ini bagus					
2.	Saya mengenali rasa Kopi Kesayangan di Café Kopi Kesayangan ini baik					
3.	Saya menyadari kemurnian Kopi dalam Café Kopi Kesayangan ini					

NIAT MENGUNJUNGI KEMBALI

No	Pernyataan	STS	TS	N	S	SS
1.	Saya berencana mengunjungi kembali Café Kopi Kesayangan					
2.	Saya bermaksud mengunjungi kembali Café Kopi Kesayangan					
3.	Saya akan berusaha untuk mengunjungi kembali Café Kopi Kesayangan					

SUASANA TOKO

No	Pernyataan	STS	TS	N	S	SS
1.	Café Kopi Kesayangan memiliki suasana yang nyaman					
2.	Suasana di Café Kopi Kesayangan ini tidak asing bagi saya					
3.	Nyaman menghabiskan waktu saya di Café Kopi Kesayangan					
4.	Café Kopi Kesayangan ini membuat saya rileks					

NORMA SUBYEKTIF

No	Pernyataan	STS	TS	N	S	SS
1.	Menurut orang yang penting (Sahabat, keluarga) bagi saya berfikir bahwa saya harus mengunjungi kembali Café Kopi Kesayangan					
2.	Menurut orang yang penting (Sahabat, keluarga) bagi saya menginginkan saya untuk kunjungi kembali Café Kopi Kesayangan					
3.	Orang-orang yang pendapatnya saya hargai lebih suka saya meninjau kembali Café Kopi Kesayangan					

KUALITAS LAYANAN

No	Pernyataan	STS	TS	N	S	SS
1.	Saya menyadari bahwa layanan di Café Kopi Kesayangan ini bagus					
2.	Saya menyadari bahwa Café Kopi Kesayangan ini melakukan yang terbaik untuk memuaskan saya					
3.	Saya menyadari bahwa saya puas dengan layanan yang diberikan oleh Café Kopi Kesayangan					



Lampiran 3 Hasil Jawaban Responden

No	A T T 1	A T T 2	A T T 3	A T T 4	A T T 5	A T T 6	A T T 7	P B C 1	P B C 2	P B C 3	P F 1	P F 2	P F 3	P F 4	P Q 1	P Q 2	P Q 3	R V 1	R V 2	R V 3	S A 1	S A 2	S A 3	S A 4	S N 1	S N 2	S N 3	S Q 1	S Q 2	S Q 3	Umur		
1	4	4	4	4	5	5	4	4	3	4	4	4	4	4	4	5	4	3	4	3	4	3	4	4	4	3	4	4	4	4	22	p	
2	3	2	2	3	2	3	3	4	5	5	4	3	3	3	2	3	4	3	3	2	2	3	3	3	2	1	2	3	2	2	30	p	
3	4	5	4	4	3	4	4	3	4	3	4	4	4	5	3	4	3	4	4	4	4	4	3	4	4	4	4	3	4	5	4	23	p
4	4	4	5	4	4	3	4	4	3	4	3	4	4	4	3	4	3	4	4	4	4	4	3	4	4	4	4	3	4	5	4	23	p
5	4	5	4	4	3	4	4	3	4	3	4	4	4	5	3	4	3	4	4	4	4	4	3	4	4	4	4	3	4	5	4	17	p
6	3	4	5	4	3	4	5	5	4	3	4	5	5	4	5	5	4	3	4	4	3	5	4	3	3	3	3	3	3	3	3	23	p
7	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	23	p
8	4	5	4	5	4	5	4	4	5	5	4	4	5	4	5	4	4	5	5	4	4	4	5	4	4	4	4	4	4	5	21	p	
9	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	24	p	
10	4	4	4	3	3	3	4	5	5	5	5	5	5	5	4	4	3	4	4	3	4	4	4	3	3	5	4	4	4	4	24	L	
11	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	24	L	
12	4	4	5	5	5	5	5	4	4	4	3	3	5	4	5	5	4	4	4	4	4	3	3	3	3	4	4	3	3	4	4	23	L
13	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	4	4	5	5	5	5	4	5	5	27	P	

31	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	5	5	4	4	4	4	4	5	5	4	4	4	4	30	P	
32	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	20	P	
33	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	20	P	
34	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	23	P	
35	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	5	4	4	4	4	4	4	4	4	4	4	4	21	P	
36	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	21	P	
37	4	4	4	4	4	4	4	4	5	4	4	5	5	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	5	21	P
38	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	5	5	4	4	5	5	4	4	5	5	4	4	4	4	5	5	21	P
39	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	24	L	
40	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	29	P	
41	5	4	5	4	4	4	4	4	4	4	4	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	5	23	P
42	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	21	P	
43	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	22	P	
44	4	4	4	4	4	4	4	5	4	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	5	5	21	P
45	4	4	4	5	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	30	P	
46	4	4	4	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	22	P	
47	4	5	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	5	4	4	5	4	4	4	4	4	5	5	21	P	

99	5	5	5	4	5	4	5	5	4	4	5	5	5	4	4	5	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	22	P		
100	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	29	L		
101	4	4	4	5	4	4	4	4	4	5	4	4	4	5	5	5	4	4	4	5	5	5	4	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	23	L		
102	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	25	L		
103	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	25	L	
104	4	5	4	4	4	4	5	4	5	5	4	5	5	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	30	L		
105	4	4	4	4	5	5	4	4	3	4	4	4	4	4	4	4	5	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	22	P
106	3	2	2	3	2	3	3	4	5	5	4	3	3	3	2	3	4	3	3	2	2	3	3	3	2	1	2	3	2	2	3	2	2	3	2	2	3	2	2	3	2	2	30	P		
107	4	5	4	4	3	4	4	3	4	3	4	4	4	5	3	4	3	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	3	4	5	4	4	4	4	4	4	23	P		
108	4	4	5	4	4	3	4	4	3	4	3	4	4	4	3	4	3	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	3	4	5	4	4	4	4	4	4	23	P		
109	4	5	4	4	3	4	4	3	4	3	4	4	4	5	3	4	3	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	3	4	5	4	4	4	4	4	4	17	P		
110	3	4	5	4	3	4	5	5	4	3	4	5	5	4	5	5	4	3	4	4	3	5	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	23	P		
111	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	23	P		
112	4	5	4	5	4	5	4	4	5	5	4	4	5	4	5	4	4	5	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	21	P	
113	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	24	P	
114	4	4	4	3	3	3	4	5	5	5	5	5	5	5	4	4	3	4	4	3	4	4	3	4	4	4	3	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	24	P		
115	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	24	P	

116	4	4	5	5	5	5	5	4	4	4	3	3	5	4	5	5	4	4	4	4	3	3	3	4	4	4	3	3	4	4	23	P				
117	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	4	5	5	5	5	4	5	5	5	27	P					
118	5	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	30	P					
119	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	4	5	5	5	5	5	4	4	5	5	25	P				
120	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	4	5	4	5	5	5	5	5	3	3	3	5	5	5	25	P					
121	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	23	P					
122	4	3	4	3	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	3	4	4	5	4	17	P
123	4	4	4	4	4	4	3	4	4	4	4	4	3	4	4	3	4	4	3	4	4	4	3	4	4	4	3	4	3	3	3	4	3	4	27	P
124	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	23	P
125	4	3	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	4	4	4	25	P
126	4	3	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	4	4	4	25	P
127	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	23	P
128	5	5	5	5	5	5	5	3	3	3	4	4	4	4	3	3	3	3	3	3	3	5	5	5	5	4	4	4	5	5	5	21	P			
129	3	4	5	4	3	4	5	2	4	5	3	4	3	4	4	4	5	5	5	5	5	4	4	3	4	5	5	5	4	5	22	P				
130	4	3	4	4	4	4	5	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	25	P	
131	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	27	P
132	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	25	P

133	4	4	5	4	5	4	5	4	5	4	4	4	5	4	5	4	4	5	4	4	4	3	4	3	4	3	3	27	P		
134	5	4	4	5	5	4	3	4	5	4	4	5	4	5	4	5	5	4	5	4	4	5	5	4	5	4	5	5	20	P	
135	5	4	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	21	P	
136	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	5	5	4	4	4	4	4	5	5	4	4	4	30	P
137	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	20	P
138	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	20	P	
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141	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	21	P	
142	4	4	4	4	4	4	4	4	5	4	4	5	5	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	21	P	
143	4	4	4	4	4	4	4	4	4	4	4	5	4	5	5	5	4	4	5	5	4	4	4	4	4	5	5	5	21	P	
144	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	24	L	
145	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	29	P	
146	5	4	5	4	4	4	4	4	4	4	4	5	5	4	4	5	5	5	5	5	5	5	5	5	4	4	4	4	5	23	P
147	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	21	P	
148	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	22	P	
149	4	4	4	4	4	4	5	4	5	4	4	4	4	5	5	5	5	5	5	5	5	5	4	4	4	4	4	5	5	21	P

150	4	4	4	5	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	30	P	
151	4	4	4	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	22	P	
152	4	5	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	5	4	4	5	4	4	4	4	4	5	5	21	P	
153	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	22	P	
154	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	22	P	
155	5	5	5	4	5	4	5	5	4	4	5	5	5	4	4	5	5	5	4	5	4	5	4	5	4	5	4	5	4	5	22	P
156	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	29	L
157	4	4	4	5	4	4	4	4	4	5	4	4	4	5	5	5	4	4	4	5	5	5	4	4	4	5	4	5	4	5	23	L
158	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	25	L	
159	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	25	L	
160	4	5	4	4	4	4	5	4	5	5	4	5	5	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	30	L	
161	4	4	4	4	5	5	4	4	3	4	4	4	4	4	4	5	4	3	4	3	4	3	4	4	3	4	4	4	4	22	P	
162	3	2	2	3	2	3	3	4	5	5	4	3	3	3	2	3	4	3	3	2	2	3	3	3	2	1	2	3	2	2	30	P
163	4	5	4	4	3	4	4	3	4	3	4	4	4	5	3	4	3	4	4	4	4	3	4	4	4	4	3	4	5	4	23	P
164	4	4	5	4	4	3	4	4	3	4	3	4	4	4	3	4	3	4	4	4	4	3	4	4	4	4	3	4	5	4	23	P
165	4	5	4	4	3	4	4	3	4	3	4	4	4	5	3	4	3	4	4	4	4	3	4	4	4	4	3	4	5	4	17	P
166	3	4	5	4	3	4	5	5	4	3	4	5	5	4	5	5	4	3	4	4	3	5	4	3	3	3	3	3	3	23	P	

184	3	2	2	3	2	3	3	4	5	5	4	3	3	3	2	3	4	3	3	2	2	3	3	3	2	1	2	3	2	2	30	p
185	4	5	4	4	3	4	4	3	4	3	4	4	4	5	3	4	3	4	4	4	4	3	4	4	4	4	3	4	5	4	23	p
186	4	4	5	4	4	3	4	4	3	4	3	4	4	4	3	4	3	4	4	4	4	3	4	4	4	4	3	4	5	4	23	p
187	4	5	4	4	3	4	4	3	4	3	4	4	4	5	3	4	3	4	4	4	4	3	4	4	4	4	3	4	5	4	17	p
188	3	4	5	4	3	4	5	5	4	3	4	5	5	4	5	4	3	4	4	3	5	4	3	3	3	3	3	3	3	3	23	p
189	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	23	p
190	4	5	4	5	4	5	4	4	5	5	4	4	5	4	5	4	4	5	5	4	4	4	4	4	4	4	4	4	4	5	21	p
191	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	24	p
192	4	4	4	3	3	3	4	5	5	5	5	5	5	5	4	4	3	4	4	3	4	4	4	4	3	5	4	4	4	4	24	L
193	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	24	L
194	4	4	5	5	5	5	5	4	4	4	3	3	5	4	5	5	4	4	4	4	3	3	3	4	4	4	3	3	4	4	23	L
195	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	4	5	5	5	5	4	5	5	5	27	P
196	5	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	30	P
197	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	22	P
198	5	5	5	4	5	4	5	5	4	4	5	5	5	4	4	5	5	5	4	5	4	5	4	5	4	5	4	5	4	5	22	P
199	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	29	L
200	4	4	4	5	4	4	4	4	4	5	4	4	4	5	5	5	4	4	4	5	5	5	4	4	4	5	4	5	4	5	23	L

Lampiran 4 Hasil Olah Data

Analisis deskriptif

	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
ATT1	4.235	4.000	2.000	5.000	0.671	0.090	-0.518
ATT2	4.320	4.000	2.000	5.000	0.705	0.362	-0.805
ATT3	4.385	4.000	2.000	5.000	0.690	0.746	-0.957
ATT4	4.255	4.000	2.000	5.000	0.686	-0.439	-0.473
ATT5	4.245	4.000	2.000	5.000	0.778	-0.213	-0.716
ATT6	4.240	4.000	2.000	5.000	0.702	-0.557	-0.462
ATT7	4.340	4.000	3.000	5.000	0.636	-0.674	-0.438
PBC1	4.220	4.000	2.000	5.000	0.715	-0.324	-0.518
PBC2	4.260	4.000	2.000	5.000	0.723	-0.654	-0.520
PBC3	4.375	5.000	3.000	5.000	0.703	-0.743	-0.678
PF1	4.175	4.000	3.000	5.000	0.710	-0.998	-0.268
PF2	4.360	4.000	3.000	5.000	0.693	-0.755	-0.622
PF3	4.380	4.000	3.000	5.000	0.682	-0.688	-0.652
PF4	4.345	4.000	3.000	5.000	0.660	-0.711	-0.516
PQ1	4.285	4.000	2.000	5.000	0.724	0.086	-0.734
PQ2	4.410	5.000	2.000	5.000	0.694	-0.142	-0.848
PQ3	4.165	4.000	2.000	5.000	0.740	-0.867	-0.350
RV1	4.250	4.000	2.000	5.000	0.719	-0.650	-0.497
RV2	4.305	4.000	2.000	5.000	0.701	-0.461	-0.594
RV3	4.230	4.000	2.000	5.000	0.766	-0.149	-0.688
SA1	4.200	4.000	2.000	5.000	0.735	0.085	-0.640
SA2	4.120	4.000	2.000	5.000	0.828	-0.864	-0.441
SA3	4.205	4.000	2.000	5.000	0.716	-0.684	-0.409
SA4	4.230	4.000	3.000	5.000	0.638	-0.657	-0.245

SN1	4.145	4.000	2.000	5.000	0.764	-0.323	-0.524
SN2	4.310	4.000	2.000	5.000	0.710	-0.105	-0.700
SN3	4.080	4.000	2.000	5.000	0.783	-0.604	-0.394
SQ1	4.285	4.000	3.000	5.000	0.643	-0.701	-0.348
SQ2	4.305	4.000	2.000	5.000	0.722	0.517	-0.858
SQ3	4.310	4.000	2.000	5.000	0.717	0.221	-0.787

Outer Loading

	Attitude	PBC	Product quality	Revisit intention	Service quality	Subjective norms	price fairness	store atmosphere
ATT1	0.785							
ATT2	0.767							
ATT3	0.810							
ATT4	0.877							
ATT5	0.862							
ATT6	0.875							
ATT7	0.746							
PBC1		0.848						
PBC2		0.733						
PBC3		0.865						
PF1							0.804	
PF2							0.891	
PF3							0.866	
PF4							0.853	
PQ1			0.889					
PQ2			0.901					

PQ3			0.818				
RV1				0.940			
RV2				0.917			
RV3				0.916			
SA1							0.884
SA2							0.845
SA3							0.895
SA4							0.835
SN1					0.940		
SN2					0.870		
SN3					0.926		
SQ1				0.873			
SQ2				0.798			
SQ3				0.817			

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitude	0.839	0.876	0.903	0.757
PBC	0.849	0.787	0.899	0.692
Product quality	0.774	0.848	0.869	0.689
Revisit intention	0.899	0.916	0.937	0.832
Service quality	0.775	0.782	0.857	0.668
Subjective norms	0.915	0.908	0.946	0.855
price fairness	0.862	0.888	0.890	0.538

store atmosphere	0.877	0.863	0.915	0.729
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Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Kewajaran Harga -> Sikap	0.338	0.329	0.077	4.225	0.000
Kontrol perilaku yang dirasakan -> Niat berkunjung kembali	0.119	0.125	0.068	1.709	0.080
Kualitas layanan -> Sikap	0.194	0.199	0.075	2.645	0.006
Kualitas produk -> Sikap	0.211	0.220	0.067	3.154	0.002
Norma Subjektif -> Niat berkunjung kembali	0.681	0.678	0.063	11.029	0.000
Sikap -> Niat berkunjung kembali	0.182	0.179	0.063	2.843	0.004
Suasana Toko -> Sikap	0.183	0.183	0.093	1.968	0.046

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Understanding consumers' intention to revisit bubble tea stores: an application of the theory of planned behaviour

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Abstract

Purpose – Although the bubble tea market has been growing rapidly in recent years, not many studies have been conducted to understand why consumers revisit bubble tea stores. This study aims to understand consumers' intention to revisit bubble tea stores drawing on the theory of planned behaviour (TPB).

Design/methodology/approach – Using the online survey method, data are collected from 166 bubble tea drinkers in Malaysia. Partial least squares structural equation modelling (PLS-SEM) is used to verify the hypotheses.

Findings – The findings indicate that attitudes, subjective norms and perceived behavioural control have a significant positive influence on revisit intention. In addition, product quality, price fairness and store atmosphere have a significant positive influence on attitudes. Support is not found for the positive influence of service quality on attitudes.

Originality/value – This study provides fresh insights into the factors that influence consumers' intention to revisit bubble tea stores with empirical data from Malaysia. Furthermore, this study also offers useful practical recommendations to bubble tea store owners or franchisers on how to retain consumers.

Keywords Bubble tea, Boba tea, Theory of planned behaviour, PLS-SEM

Paper type Research paper

1. Introduction

Bubble tea, also known as boba tea, was originated in Taichung, Taiwan, in the 1980s. It is “a highly caffeinated and sugary drink made from tea, milk, syrup, and its instantly noticeable large black tapioca pearls” (Reinfrank and Chan, 2019, para. 4). Bubble tea stores are places not only for drinking bubble tea but also for working, relaxing, and socialising. Drinking bubble tea has become a form of lifestyle. The global bubble tea market size reached a value of nearly \$2.02 billion in 2019 and is projected to hit \$3.39 billion by 2027 (Fortune Business Insights, 2020). Although bubble tea already started to gain popularity in Asia in the 1990s, few people buy it due to lack of variety. In Malaysia, the bubble tea phenomenon only began to gain momentum when the franchise of Chatime was brought over back in 2010 (Lee, 2021). After that, many new bubble tea franchises have jumped on the bandwagon to grab market share from the lucrative industry. Some examples of bubble tea franchises include Tealive, the Alley, Tiger Sugar, Chatto, Xing Fu Tang, and Black Whale. Nonetheless, the sharp rise of bubble tea stores in Malaysia has unavoidably increased the competition, resulting in some bubble tea businesses' demise.



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Given the stiff competition in the bubble tea market, bubble tea store owners have to find better solutions to retain existing customers. Therefore, this study aims to understand factors influencing consumers' intention to revisit bubble tea stores. Past studies on quality management and consumer behaviour in food and beverage research have been abundant. However, not many studies have been conducted in bubble tea businesses. This study develops and empirically tests a model to predict and understand consumers' intention to revisit bubble tea stores based on the theory of planned behaviour (TPB). The TPB is chosen because previous studies have shown that the TPB is useful in explaining consumers' intention to visit stores and restaurants (e.g. Jang *et al.*, 2015; Moon, 2021; Teng *et al.*, 2013). The findings provide useful, practical recommendations to bubble tea store owners on how to retain consumers in Malaysia.

2. Literature review

2.1 Theory of planned behaviour

The TPB has been used extensively to understand and predict human behaviours due to its explanatory power (Armitage and Conner, 2001). In essence, the TPB posits that a person's intention to carry out certain behaviour can be predominantly predicted by three factors, namely attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991). A person's attitudes towards a behaviour reflect his or her evaluation of the desired behaviour as favourable or unfavourable (Ajzen and Fishbein, 1980). Positive attitudes towards the desired behaviour will be formed when the person believes that carrying out the desired behaviour can lead to various positive outcomes (Ajzen, 2020; Rabbance *et al.*, 2021). Subjective norms refer to a person's perceived pressure derived from his or her significant ones whether the desired behaviour should be performed (Ajzen and Fishbein, 1980). Significant ones (e.g. parents, spouses, friends, colleagues, etc.) are people we prioritise, and their opinions have a high value. Lastly, perceived behaviour control reflects a person's ability to easily perform the desired behaviour (Ajzen and Fishbein, 1980). The tendency of a person to carry out the desired behaviour successfully is higher when he or she has the necessary resources and opportunities. All in all, when a person exhibits high levels of attitudes towards behaviour, subject norms, and perceived behavioural control, he or she is very likely to form high levels of intention to carry out the desired behaviour (Ajzen, 2020).

2.2 Hypothesis development

2.2.1 TPB variables. According to the TPB, attitudes, subjective norms, and perceived behavioural control are the pillars of the TPB to predict a person's intention (Ajzen, 1991). For instance, Liao and Fang (2019) showed that all three TPB variables could predict consumers' intention to revisit landscape restaurants. In addition, another study by Jang *et al.* (2015) found that attitudes, subjective norms, and perceived behavioural control play a substantial role in affecting consumers' decisions to visit eco-friendly restaurants. Also, Moon (2021) examined factors influencing consumers' green restaurant patronage intention and found that attitudes, subjective norms, and perceived behavioural control are significant factors. Similarly, Teng *et al.* (2013) reported that consumers' intention to visit green hotels can be significantly explained by attitudes, subjective norms, and perceived behavioural control. Hence, it is argued that when consumers develop positive attitudes towards a bubble tea store, perceive that visiting a bubble tea store is socially acceptable, and have control over their behaviour to visit a bubble tea store, they are more likely to form high levels of revisit intention. Based on the previous evidence, the following hypotheses are formulated:

H1. Attitudes have a significant positive influence on revisit intention.

H2. Subjective norms have a significant positive influence on revisit intention.

H3. Perceived behavioural control has a significant positive influence on revisit intention.

2.2.2 Service quality. Service quality refers to the degree to which the service delivery meets the consumer's expectations (Yu and Fang, 2009). It has been well-documented that service quality is a significant predictor of various positive consumer outcomes such as customer satisfaction (Koay *et al.*, 2019), trust (Kalia *et al.*, 2021), loyalty (Shahid Iqbal *et al.*, 2018), and customer engagement (Abror *et al.*, 2020). When consumers are provided with good service quality, the tendency to generate positive attitudes towards the service provider will be high, resulting in high levels of perceived value and customer satisfaction (Yu and Wang, 2009). Nguyen *et al.* (2018) found that all five dimensions of service quality including tangibility, reliability, responsiveness, assurance, and empathy, are significant predictors of customer satisfaction in the UK quick-service restaurant industry. Diallo and Seck (2018) also showed that service quality could influence the formation of attitudes towards store brands. Hence, it is argued that bubble tea stores that provide good service quality will positively affect consumers' attitudes towards revisiting bubble tea stores. The following hypothesis is formulated:

H4. Service quality has a significant positive influence on attitudes.

2.2.3 Product quality. In this research, product quality is defined as the extent to which the products provided by the bubble tea store fit the consumer's expectations. Consumers are more likely to develop positive attitudes towards a product that can fit their needs. For instance, Yu and Wang (2009) found that consumers who think that Starbucks provides good product quality tend to develop a positive value towards Starbucks. Ting *et al.* (2018) also revealed that perceived product quality is positively related to consumers' intention to revisit coffee concept shops. Furthermore, Zhong and Moon (2020) reported that product quality positively affects satisfaction in a fast-food context. In the same vein, Rajput and Gahfoor (2020) also found that consumers' intention to revisit fast-food restaurants is determined by their levels of satisfaction and that product quality is a precursor of satisfaction. In other words, product quality is an important antecedent of consumers' behavioural intentions. Based on the evidence of previous studies, it is proposed that consumers' attitudes towards revisiting bubble tea stores should be significantly affected by product quality. As a result, this study posits the following hypothesis:

H5. Product quality has a significant positive influence on attitudes.

2.2.4 Price fairness. Price fairness refers to "a consumer's perceived fairness of the price, which consists of the costs and a reasonable amount of a company's profit above the costs" (Severt *et al.*, 2020, p. 7). Price plays an important role in influencing consumers' decision-making process (Bolton *et al.*, 2003). For instance, when consumers think that the product is charged unfairly, they will seek alternatives (Kahneman *et al.*, 1986). In addition, unfair prices may lead to consumers generating negative emotions like anger (Abdullah *et al.*, 2018). Dhisasmito and Kumar (2020) found that when consumers perceive the products are charged at reasonable prices, they are more likely to be satisfied and happy. As a result, they will be loyal customers. Another study by Sayuti and Amin (2020) showed that consumers tend to have positive attitudes towards a financial product that is offered at a reasonable rate. Therefore, this study postulates that consumers' attitudes towards revisiting bubble tea stores will be high when bubble tea stores offer products at affordable and reasonable prices. Henceforth, the following hypothesis is proposed:

H6. Price fairness has a significant positive influence on attitudes.

2.2.5 *Store atmosphere*. Store atmosphere refers to the quality of the peripheral space (Kotler, 1973). The physical characteristics of a retail store determine consumers' moods (Spies *et al.*, 1997) and the store's impression in consumers' minds (Miswanto and Angelia, 2017). When consumers feel pleasant and happy staying in the store, they are more likely to be satisfied. For instance, Cho and Lee (2017) found that perceived store luxury will affect consumers' emotions, which subsequently influence store preferences. In addition, Pratiwi and Yasa (2019) found that a coffee shop's store atmosphere has a substantial influence on consumers' purchase decisions. Similarly, Zhong and Moon (2020) found that the physical environment has a significant positive impact on customer satisfaction. Another study by Wu *et al.* (2018) reported that consumers' experiential quality in premises is affected by the physical environment quality. Therefore, it is proposed that consumers are more likely to form positive attitudes towards revisiting bubble tea stores when the store atmosphere is good. Based on preceding studies, the following hypothesis is posited:

H7. Store atmosphere has a significant positive influence on attitudes.

The research model is shown in Figure 1.

3. Methodology

3.1 Procedure and sampling

Because this research is to understand factors influencing consumers' intention to revisit bubble tea stores, we used a purposive sampling method to collect data from respondents who had experience visiting bubble tea stores in the past six months. Hence, two filter questions were included at the beginning of the questionnaire to screen out respondents who were not eligible. We retained data that fulfilled the two requirements. First, respondents had visited bubble tea stores in the past six months. Second, respondents provided the name of the visited bubble tea store in the past six months. Subsequently, the given name would later be used as an anchor reference to answer the following questions contained within the questionnaire. Respondents who did not meet the two requirements will not be able to provide us with the necessary information needed to answer the questions asked in the questionnaire.

We distributed the online survey link on various social media platforms and forums to gather sufficient data. The survey questionnaire was conducted in English. A total of 166

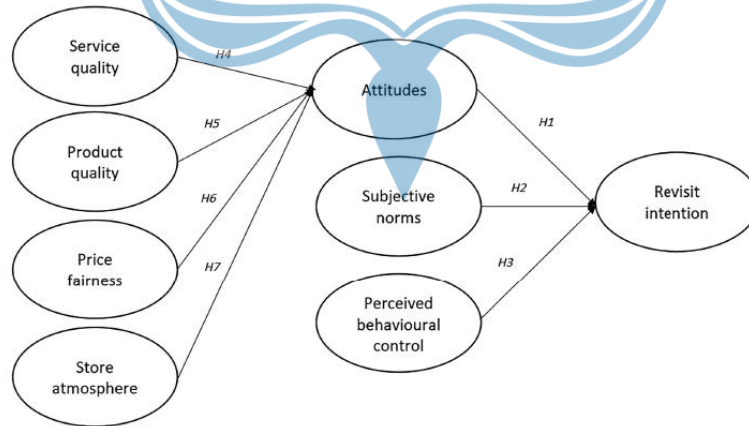


Figure 1.
Research model

useable data were retrieved for further analysis. The data did not have missing values because respondents were required to complete all the questions before they can submit their responses. The average mean age of the respondents was 21.33. In addition, 46.4% were females, and 53.5% were males. In terms of race, the majority of the respondents were Chinese (79.5%), followed by others (7.8%), Indians (7.8%), and Malays (4.8%). 81.3% of the respondents were in the income group of RM 0 to RM 2000.

3.2 Measures

Revisit intention was measured using a three-item scale adapted from Han and Ryu (2012), and a sample item was “I intend to revisit this bubble tea store”. The scales to measure attitudes (seven items), subjective norms (three items), and perceived behavioural control (three items) were adapted from Han and Ryu (2012). Sample items to measure attitudes, subjective norms, and perceived behavioural control included “I think that revisiting this bubble tea store is enjoyable”, “Most people who are important to me would want me to revisit this bubble tea store”, and “If I want to, it would be easy for me to revisit this bubble tea store”, respectively. Both service quality and product quality were each assessed using three items adapted from Yu and Wang (2009). A four-item scale was used to measure price fairness (Dhisasmito and Kumar 2020), and a sample item was “The cost in this bubble tea store seems appropriate for what I get”. Lastly, adapted from Dhisasmito and Kumar (2020), the scale to measure store atmosphere consisted of four items. A sample item was “It is comfortable to spend my time at this bubble tea store”.

4. Data analysis

Following Cain *et al.* (2017) recommendation, we examined the multivariate skewness ($\beta = 15.049, p < 0.01$) and kurtosis ($\beta = 106.445, p < 0.01$) of the data, and the results showed the data were not multivariate normal. Hence, partial least squares structural equation modelling (PLS-SEM) was chosen to validate the research model (Hair *et al.*, 2019). This is because PLS-SEM can perform well with non-normal data (Hair *et al.*, 2019). Specifically, we used the Smart PLS (v.3.3.3) software to perform PLS-SEM.

4.1 Common method bias

Three statistical tests were conducted to examine whether common method bias (CMB) possess a serious threat to the validity of the research findings. First, Harman’s single factor test was conducted, and the results showed that the first factor accounted for less than 50% of the variance (Podsakoff and Organ, 1986). Second, the full-collinearity test was conducted by regressing a dummy variable on all the variables under study (Koay *et al.*, 2022; Kock, 2015). The dummy variable was generated by random numbers. The results showed that all the

Table 1.
The full-collinearity test

Construct	VIF
Attitudes	1.474
Subjective norms	2.416
Perceived behavioural control	1.075
Service quality	2.214
Product quality	1.899
Price fairness	1.526
Store atmosphere	1.873
Revisit intention	2.533

variance inflation factor (VIF) values were less than 3.3 (Table 1), indicating no evidence of CMB. Third, the measured latent marker variable (MLMV) approach was also used to examine the changes in path coefficients and coefficient of determination (r^2) between the research model and the model with the MLMV (Chin *et al.*, 2013). The marker variable, represented by the general community interest construct, was assessed by three items (Amundsen and Martinsen, 2014). Table 2 shows that the changes were less than 5%, which was minimal (Podsakoff *et al.*, 2003). Based on all the evidence of three statistical tests, it can be safely concluded that CMB was not a major problem.

4.2 Measurement model

First, reliability was assessed by examining the Cronbach's alpha and composite reliability values. Table 3 shows that all the values were greater than the recommended value of 0.7 (Hair *et al.*, 2019), suggesting that each construct achieved an acceptable level of reliability. Next, convergent validity, defined as the degree to which the construct converges to explain the variance of its items, was found not an issue of concern as the factor loadings and average variance extracted (AVE) values were greater than 0.7 and 0.5, respectively. Lastly, discriminant validity, defined as the degree to which the construct is different from other constructs by empirical standards, was examined using the Fornell-Larcker criterion (Fornell and Larcker, 1981) and the heterotrait-monotrait ratio of correlations (HTMT) criterion (HTMT value < 0.85) (Henseler *et al.*, 2015). As shown in Tables 4 and 5, this study showed no issues with discriminant validity.

4.3 Structural model

To examine the significance of path coefficients, a non-parametric bootstrapping procedure was conducted (see Table 6 and Figure 2). It was found that all three TPB variables including attitudes ($\beta = 0.446, f^2 = 0.265$) subjective norms ($\beta = 0.314, f^2 = 0.165$), and perceived behavioural control ($\beta = 0.172, f^2 = 0.052$) have a significant positive influence on revisit intention, supporting H1, H2, and H3. In addition, except for service quality ($\beta = 0.118, f^2 = 0.016$), product quality ($\beta = 0.330, f^2 = 0.149$), price fairness ($\beta = 0.328, f^2 = 0.210$), and store atmosphere ($\beta = 0.206, f^2 = 0.059$) were found to have a significant positive influence on attitudes. Hence, H5, H6, and H7 are supported, but H4 is not. According to Cohen (1988), values greater than 0.02, 0.15 and 0.35 indicate small, medium and large f^2 effect sizes, respectively.

5. Discussion

5.1 Theoretical implications

The findings of this study are consistent with the TPB and previous studies as all three TPB variables, including attitudes, subjective norms, and perceived behavioural control, are

Relationship	Beta	
	Without marker	With marker
Attitudes → Revisit intention	0.446	0.453
Subjective norms → Revisit intention	0.314	0.337
Perceived behavioural control → Revisit intention	0.172	0.186
Service quality → Attitudes	0.118	0.110
Product quality → Attitudes	0.330	0.325
Price fairness → Attitudes	0.328	0.319
Store atmosphere → Attitudes	0.206	0.178
R^2	0.661	0.642

Table 2.
The measured latent
marker variable
(MLMV) approach

Table 3.
Measurement model

Construct	Item	Leading	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Attitudes	ATT1: I think that revisiting this bubble tea store is advantageous	0.863	0.965	0.971	0.828
	ATT2: I think that revisiting this bubble tea store is wise	0.919			
	ATT3: I think that revisiting this bubble tea store is pleasant	0.926			
	ATT4: I think that revisiting this bubble tea store is joyful	0.907			
	ATT5: I think that revisiting this bubble tea store is exciting	0.900			
	ATT6: I think that revisiting this bubble tea store is attractive	0.898			
	ATT7: I think that revisiting this bubble tea store is enjoyable	0.926			
Perceived behavioural control	PBC1: I have full control over revisiting this bubble tea store in the future	0.699	0.788	0.871	0.695
	PBC2: For me to revisit this bubble tea store is easy	0.902			
	PBC3: If I want to, it would be easy for me to revisit this bubble tea store	0.883			
Price fairness	PF1: This bubble tea store offers the best possible price plan that meets my needs	0.932	0.954	0.966	0.878
	PF2: The bubble tea price charged by this bubble tea store is reasonable	0.953			
	PF3: The cost in this bubble tea store seems appropriate for what I get	0.952			
	PF4: Overall, this bubble tea store provides superior pricing options compared to other service providers	0.972			
Product quality	PQ1: I recognise that the quality of bubble tea in this bubble tea store is good	0.948	0.920	0.949	0.862
	PQ2: I recognise that the taste of bubble tea in this bubble tea store is good	0.945			
	PQ3: I recognise that the purity of bubble tea in this bubble tea store is good	0.892			

(continued)

Construct	Item	Loading	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Revisit intention	RV1: I am planning to revisit this bubble tea store	0.960	0.934	0.958	0.884
	RV2: I intend to revisit this bubble tea store	0.954			
	RV3: I will expend effort on revisiting this bubble tea store	0.905			
Store atmosphere	SA1: This bubble tea store has a comfortable atmosphere	0.892	0.898	0.929	0.767
	SA2: The atmosphere in this bubble tea store is familiar to me	0.819			
	SA3: It is comfortable to spend my time at this bubble-tea store	0.839			
	SA4: This bubble tea store makes me relax	0.890			
Subjective norms	SN1: Most people who are important to me think I should revisit this bubble tea store	0.950	0.957	0.972	0.921
	SN2: Most people who are important to me would want me to revisit this bubble tea store	0.971			
	SN3: People whose opinions I value would prefer me to revisit this bubble tea store	0.958			
	SN4: I recognise that the service in this bubble tea store is good	0.910			
Service quality	SQ1: I recognise that this bubble tea store does its best to satisfy me	0.929	0.915	0.946	0.854
	SQ2: I recognise that this bubble tea store does its best to satisfy me	0.929			
	SQ3: I recognise that I am satisfied with the services provided by this bubble tea store	0.934			

Intention to
revisit bubble
tea stores

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Table 3.

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Table 4.
The Fornell-Larcker
criterion

Construct	ATT	PBC	PF	PQ	RI	SQ	SA	SN
ATT	<i>0.910</i>							
PBC	0.627	<i>0.833</i>						
PF	0.636	0.491	<i>0.937</i>					
PQ	0.688	0.586	0.470	<i>0.929</i>				
RI	0.758	0.606	0.603	0.568	<i>0.940</i>			
SQ	0.654	0.596	0.525	0.679	0.532	<i>0.924</i>		
SA	0.629	0.517	0.438	0.602	0.452	0.679	<i>0.876</i>	
SN	0.649	0.490	0.533	0.582	0.688	0.518	0.534	<i>0.960</i>

Note(s): Values on the diagonal (italicised) represent the square root of the average variance extracted while the off-diagonals are correlations. The square root of AVE (shown on the diagonal) for each construct should be greater than the related inter-construct correlations

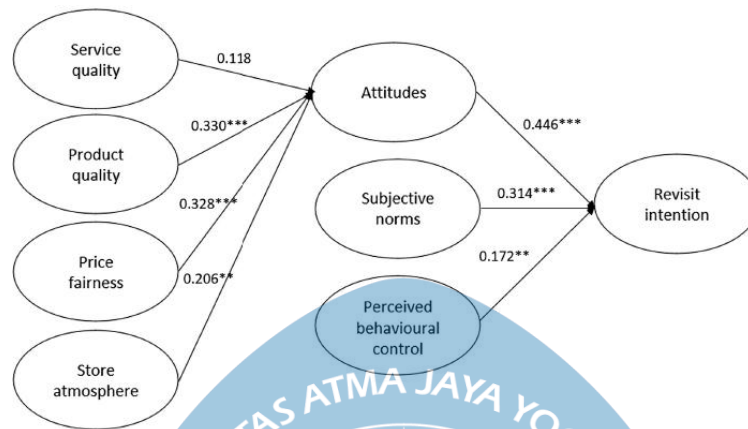
Table 5.
The HTMT criterion

Construct	ATT	PBC	PF	PQ	RI	SQ	SA	SN
ATT								
PBC	0.708							
PF	0.662	0.538						
PQ	0.729	0.674	0.502					
RI	0.799	0.659	0.640	0.612				
SQ	0.694	0.693	0.561	0.743	0.572			
SA	0.672	0.602	0.472	0.663	0.489	0.746		
SN	0.673	0.526	0.557	0.619	0.727	0.552	0.572	

Table 6.
Structural model
results

Relationship	Beta	STD error	T value	p value	5.0%	95.0%	f ²	Supported
H1: Attitudes → Revisit intention	0.446	0.102	4.360	0.000	0.270	0.605	0.265	Yes
H2: Subjective norms → Revisit intention	0.314	0.084	3.747	0.000	0.182	0.456	0.165	Yes
H3: Perceived behavioural control → Revisit intention	0.172	0.074	2.332	0.010	0.052	0.293	0.052	Yes
H4: Service quality → Attitudes	0.118	0.097	1.222	0.111	-0.032	0.283	0.016	No
H5: Product quality → Attitudes	0.330	0.089	3.721	0.000	0.187	0.477	0.149	Yes
H6: Price fairness → Attitudes	0.328	0.067	4.916	0.000	0.215	0.433	0.210	Yes
H7: Store atmosphere → Attitudes	0.206	0.086	2.405	0.008	0.065	0.344	0.059	Yes

significant predictors of consumers' revisit intention (e.g. Jang *et al.*, 2015; Moon, 2021; Teng *et al.*, 2013). The findings suggest that consumers are more likely to revisit bubble tea stores in the future only if they have high levels of attitudes, subjective norms, and perceived behavioural control. Consistent with Moon (2021), it was found that attitudes, subjective norms, and perceived behavioural control are strong predictors of consumers' intention to visit green restaurants.



Note(s): *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$

Figure 2.
Structural model

Surprisingly, this study shows that service quality does not have a significant positive influence on attitudes. A possible explanation is that consumers may have very minimal contact with service employees when consuming bubble tea. Consumers only need to purchase and take their bubble tea from the counter. Furthermore, it was found that product quality, price fairness, and store atmosphere are significant predictors of attitudes towards revisiting bubble tea stores. Several studies have shown that these three factors are important to predict consumers' intention to visit stores or restaurants (e.g. Burlison and Oe, 2018; Ting *et al.*, 2018). Consumers will only develop positive attitudes towards revisiting bubble tea stores if bubble tea stores provide products that are of good quality and sold at reasonable prices. Consistent with Halimi *et al.* (2021), the study found that the tendency of Muslim consumers to develop positive attitudes towards visiting non-halal certified restaurants is higher when they perceive high levels of price fairness and food quality. Furthermore, the store atmosphere is also very important for consumers to develop positive attitudes towards revisiting the same bubble tea store. Consumers must feel comfortable and relaxed when consuming bubble tea in the store.

This study has two significant theoretical contributions to the food and beverage literature. First, to the best of the researchers' knowledge, this study is the first to empirically test the extended TPB framework to predict consumers' intention to revisit bubble tea stores. Particularly, attitudes, subjective norms, and perceived behavioural control were found to have a significant positive influence on revisit intention. Second, this study extends the original TPB by testing the influence of service quality, product quality, price fairness, and store atmosphere on consumers' attitudes towards revisiting bubble tea stores.

5.2 Managerial implications

For consumers to revisit bubble tea stores in the future, bubble tea store owners or franchisers have to ensure that consumers have positive attitudes towards revisiting bubble tea stores. Furthermore, consumers' decision to visit or not to visit bubble tea stores is

contingent upon how their significant ones think about bubble tea consumption. Bubble tea store owners or franchisers may consider hiring social media influencers to actively promote bubble tea consumption by posting pictures, stories, or reels. This may create an impression to society that it is a trendy and acceptable behaviour. For instance, Teoh *et al.* (2021) found that social media can influence and alter a person's attitudes towards food waste behaviour. Lastly, perceived behavioural control also dictates consumers' revisit intention. Hence, it is important to ensure that the location of bubble tea stores is convenient for consumers to visit. In addition, youngsters are usually the main customers of bubble tea stores, so the prices of bubble tea should not be too expensive, or they might not be able to afford it.

Furthermore, to increase consumers' attitudes towards revisiting bubble tea stores, bubble tea store owners or franchisers must ensure that the products meet the standard quality expectations, the prices are reasonable, and the store atmosphere is pleasant and comfortable. For instance, bubble tea store owners or franchisers should constantly monitor the quality of their products to ensure the taste is up to standard. Perhaps offering new varieties of bubble tea could attract consumers to frequently revisit bubble tea stores. In addition, the physical characteristics of a bubble tea store determine consumers' perception of the store atmosphere. Bubble tea store owners or franchisers must make sure that the bubble tea stores are clean and well decorated so that consumers feel comfortable and relaxed. The bubble tea market is getting more competitive, given that more bubble tea concept stores have been opening up in Malaysia (Mei, 2019). Bubble tea stores that cannot meet consumers' expectations are at risk of losing existing consumers to competitors.

6. Conclusion

Despite the merits of this study, the limitations should not be completely ignored. One of the potential limitations is the use of cross-sectional data to confirm the proposed causal relationships. Longitudinal data should be used in future studies because it can make better causal inferences and minimise the risk of CMB. Another limitation is that this study only used a single theory to develop the research model to understand consumers' revisit intention. Despite the comprehensiveness of the TPB, future scholars may consider other theories such as personality theory, expectation confirmation theory, the stimulus-organism-response theory, and the consumption value theory (Cheung *et al.*, 2021). Furthermore, although we collected data only from bubble tea drinkers, they were conveniently recruited from social media platforms and forums. Hence, our findings may not be generalisable to the Malaysian population. Next, this study measured service quality and product quality as uni-dimensional constructs. Future scholars should consider investigating the influence of different dimensions of service quality and product quality on consumers' attitudes towards revisiting bubble tea stores. In addition, we highly recommend that future studies employ qualitative research methods such as interviews, focus groups, or ethnography to gather deeper insights into consumers' motivations to revisit bubble tea stores.

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