Factors influencing Café hopper's choice of cafes in Bangkok using the AHP approach

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Abstract

The objective of this study was to determine the factors that contribute to customer satisfaction in café establishments, focusing on café-hoppers in Bangkok, Thailand. The data was collected through a combination of purposive random sampling and snowball sampling, with the sample group being individuals who regularly visit cafes. The results showed that the main factor influencing customer satisfaction is price, with a score of 28.24%. However, when considering the sub-factors, Uniqueness of experiences was found to hold the greatest significance, with a score of 10.60%. This was followed by Impression with a score of 10.43%. The study also found that the sub-factors of Giveaway Promotion and cleanliness play an important role in attracting and delighting customers. The findings of this study highlight the importance of considering unique experiences, creating a lasting impression, and maintaining a clean appearance for café owners to attract and retain customers. Café owners should prioritize these factors in their management strategies to increase customer satisfaction and drive long-term success. The study used the Analytic Hierarchy Process (AHP) method to analyze the data collected from the questionnaire survey.

Keywords: Café Hopping, Tourism, AHP, Bangkok, long-term success

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1. Introduction

In recent years, the café restaurant industry has experienced significant growth, particularly in Thailand, as a result of the increasing café culture among Thai consumers (Pairoj, 2021; Phetpan, 2021; Suksomwat, 2022; THOMYACHATI, 2012). Café restaurants offer not only traditional meals, but also a variety of alternative services such as light meals, snacks, and drinks. These establishments also provide spaces for individuals to socialize, work, and even serve as a working space for those who do not have to go to the office or for freelancers seeking inspiration. Additionally, many cafes provide visually appealing spaces for customers to document and share on social media platforms(Lee et al., 2018). Despite the various reasons customers may have for visiting café restaurants, there is a specific group of customers that is particularly important for the growth of the café restaurant industry in Thailand (Phetpan, 2021; Suksomwat, 2022). This group of customers, referred to as "cafe hoppers" in this research, is characterized by their behavior of visiting multiple cafes within a single trip or spending a significant amount of time in a single café ("Cafe Hopper," 2022; Pannara, 2021; Sansomedang et al., 2021). This behavior is distinct from the typical customer who visits a restaurant to fulfill a specific need and spends minimal time in the establishment. Furthermore, this group of customers may have different expectations and experiences when using the service of a café restaurant compared to the service of a general restaurant (Banerjee & Singhania, 2018; Hansen, 2014; Pairoj, 2021; Sansomedang et al., 2021). Therefore, it is crucial to understand what factors influence their decision to use the service of a café restaurant. Through this research, the key factors that influence customers with cafe-hopping behavior to use café restaurants will be examined to

gain insight into the service characteristics of café restaurants and how they differ from other types of restaurants.

1.1 Research Question and objective

The research question seeks to identify the primary factor influencing satisfaction among cafe-hopping customers who frequent multiple cafes and examine its impact on their decision-making process when choosing a cafe restaurant. By exploring this factor, the study aims to uncover what drives customer satisfaction among cafe hoppers and understand how it shapes their choices when selecting a cafe. This research question delves into the specific preferences and considerations of cafe-hopping customers, providing valuable insights for cafe owners and managers to tailor their offerings and attract this customer segment effectively.

1.2 Significance of the Study

This research fills a knowledge gap by examining factors influencing satisfaction among cafe-hopping customers, advancing theoretical understanding of consumer behavior in the hospitality industry. The findings have practical implications for cafe owners, aiding in tailoring services to meet the unique needs of cafe hoppers and enhancing customer satisfaction. It also enables comparative studies across cultural contexts and inspires future investigations into niche customer segments and foodservice establishments. This study expands our understanding of consumer behavior, bridging theory and practice in hospitality.

2. Literature review

2.1 Overview of Cafe business in Thailand

According to Cambridge Dictionary(2022), a cafe is a "restaurant where simple and usually quite cheap meals are served." In Thailand, the cafe culture has seen a significant growth in recent years, with the number of cafes in Chiang Mai, the second-largest city in the country, increasing by more than 100% over the past five years (Pairoj, 2021). The market value of cafes in Thailand is estimated to be 23.4 billion baht in 2020, which is driven by the high coffee consumption rate of Thai people, averaging 300 cups per person per year (THOMYACHATI, 2012). The popularity of drinking coffee has led to the development of unique and modern cafes, with various types of beverages, food, and snacks. This has led to a change in the behavior of coffee consumption in Thailand and has made the country one of the world's highest growth rates in the coffee and cafe industry. However, the cafe business is considered challenging, with a high turnover rate, especially in the last five years due to intense competition for market share.

2.2 The Café-Hopper

With the rise of social networks, individuals have become more expressive of their personal identities. Platforms like Facebook, Instagram, Twitter, and TikTok have led to a change in consumer behavior in coffee shops, as people use these spaces to express themselves through these online networks (Scissors, Burke, & Wengrovitz, 2016). Additionally, there is a growing group of people who make drinking coffee a part of their daily routine, including those who engage in a behavior known as "cafe hopping" (Schpix, 2010). This refers to visiting multiple coffee shops in a day, either for a short period of time or to spend a long time sitting in a coffee shop without purchasing any goods or services. Regardless of the meaning, it can be seen that those who visit coffee shops with such behavior use the coffee shop as a space for expressing their identity, mostly through social networks (Sansomedang et

al.2021). Social media platforms allow users to communicate with people in their network who share similar interests, which is a fundamental function that people enjoy on social media. It allows them to maintain existing relationships and create new ones, which is important for building relationships in the form of everyday encounters, such as café hopping.

2.3 The factor that affects Customer satisfaction in coffee shop business.

Customer satisfaction is a measure of how content customers are with the products or services provided by a business (Cambridge Dictionary, 2022). It is the difference between what customers expect from a company and the actual experience they have (THOMYACHATI, 2012). Several research studies (Ahmed & Rahman, 2015; Amofah et al., 2016; Banerjee & Singhania, 2018; Duman, 2020; Hansen, 2014; Lee et al., 2018; Pairoj, 2021) have highlighted the significance of customer satisfaction in the decision-making process. This research acknowledges the importance of customer satisfaction and adopts the principle of maximizing satisfaction as a key decision-making criterion for customers. By prioritizing customer satisfaction, this study aims to uncover the factors that influence satisfaction in order to inform and improve decision-making processes for customers in the context of the research.

In the realm of restaurant industry research, two widely recognized models are the SERVQUAL model and the DINESERV model. The SERVQUAL model focuses on understanding service quality and customer satisfaction by examining five key dimensions: reliability (consistency and dependability of service), assurance (competence and trustworthiness of service providers), tangibles (physical facilities and equipment), empathy (caring and personalized service), and responsiveness (promptness and willingness to assist customers). It offers a comprehensive framework to assess and improve service quality(Parasuraman et al., 1988). On the other hand, the DINESERV model specifically targets the dining experience in restaurants. It incorporates dimensions such as food quality, service quality, cleanliness, atmosphere, and overall experience. This model provides a holistic approach to evaluate customer satisfaction in restaurants, taking into account multiple aspects that contribute to a positive dining experience(Stevens et al., 1995). Both models serve as invaluable tools for

researchers and practitioners in analyzing customer satisfaction within the restaurant industry. By considering different dimensions and factors, these models offer a deeper understanding of the specific elements that impact customer perceptions and overall satisfaction in restaurant settings.

Researchers have utilized the Marketing Mix model, known as the 7Ps, in studying factors that influence customer satisfaction in the restaurant and café businesses. The 7Ps framework encompasses Product, Price, Place, Promotion, People, Process, and Physical Evidence, covering various aspects of marketing strategy for effective planning and implementation (Amofah et al., 2016; Erlina & Hermawan, 2021). Previous studies have demonstrated that customer satisfaction is positively influenced by the quality of all elements, except for price, which exhibits a negative association (Amofah et al., 2016; Erlina & Hermawan, 2021). These findings underscore the significance of considering multiple factors in shaping customer satisfaction within the foodservice industry.

The target group of the research, café hoppers, are also considered café restaurant users. While the process of determining satisfaction factors may vary compared to other types of restaurants, the overall decision-making process and satisfaction are similar to that of general restaurant users (Amofah et al., 2016; Banerjee & Singhania, 2018; Erlina & Hermawan, 2021; Lee et al., 2018; Pairoj, 2021; Qian, n.d.; Stevens et al., 1995), which can be explained by established marketing theories (Amofah et al., 2016; Hansen, 2014; Parasuraman et al., 1988). Based on an extensive review of the literature, the researchers have identified various factors that influence the satisfaction and decision-making of café hoppers when choosing a café restaurant. These factors are categorized into six main factors: Food Quality, Service Quality, Atmosphere, Pricing, Assurance, and Identity. Each main factor comprises several sub-factors that contribute to the overall satisfaction of café hoppers. The detailed breakdown of these sub-factors is as follows.

2.3.1 Food Quality

It is widely acknowledged that the quality of food plays a crucial role in determining customer satisfaction in restaurants (Duman, 2020; Lee et al., 2018; Yıldız & Yildiz, 2015). According to ISO, food quality is defined as "the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs" (Banerjee & Singhania, 2018). The various sub-factors that contribute to food quality include menu diversity, portion size, presentation, flavor, freshness, appropriate and visually appealing packaging, and informative packaging. The food quality in cafe restaurants encompasses not just savory options, but also includes beverages, bakery items, snacks, and desserts. It is worth noting that compared to other factors in the marketing mix, food quality is also a key element in the product segment (Banerjee & Singhania, 2018; THOMYACHATI, 2012; Yıldız & Yildiz, 2015). In conclusion, based on the information reviewed, the sub-factors chosen for this criterion include *1.Taste, 2.Decoration or Presentation, 3.Food Sanitation and 4.Menu variety.*

2.3.2 Service Quality

In the restaurant industry, customer satisfaction is heavily influenced by the quality of service provided by staff. This includes factors such as responsiveness, politeness, promptness, empathy, and the staff's knowledge of services offered (Duman, 2020; Parasuraman et al., 1988; Yıldız & Yildiz, 2015). These factors play a crucial role in ensuring that customers receive a service that meets or exceeds their expectations. The quality of service provided by staff can also be considered a factor in the product segment when analyzing the marketing mix. In summary, based on the analyzed data, the chosen subfactors in this criterion include *1. Responsiveness, 2. Politeness, 3. Empathy, and 4. Knowledgeable services staff.*

2.3.3 Atmosphere

Research by Ahmed and Rahman (2015), THOMYACHATI (2012), and Yıldız and Yildiz (2015) supports the claim that the atmosphere in a restaurant has a direct impact on customer satisfaction, particularly when considering the behavior of customers who engage in cafe-hopping. These customers tend to prioritize the atmosphere, particularly in regards to photography or content acquisition (Pannara, 2021; Phetpan, 2021). The sub-factors that comprise this category include decoration, hygiene, music, table arrangement, aroma, cutlery (Banerjee & Singhania, 2018; Duman, 2020), service time, accessibility, and parking space (THOMYACHATI, 2012). The atmosphere factor is equivalent to the place factor in the marketing mix. However, when considering the factors that influence the satisfaction of customers who use cafes, the selected sub-factors from the reviewed literature include *1.Decoration, 2.Hygiene, 3.Operation hours, and 4.Accessibility.*

2.3.4 Pricing

The impact of price on customer satisfaction has been found to be inversely proportional, with increasing prices leading to higher customer expectations and subsequently, a reduction in overall satisfaction as the gap between expectations and perceived service experience narrows. (Ahmed & Rahman, 2015; Banerjee & Singhania, 2018) The sub-factors of this category include the fairness of the overall service experience, such as the price in comparison to the portion size, serving size, or ingredient quality (Ahmed & Rahman, 2015; Banerjee & Singhania, 2018; THOMYACHATI, 2012; Yıldız & Yildiz, 2015). The price factor in this context is equivalent to the price element in the marketing mix, but it also encompasses the promotion factor. Based on the literature reviewed, the sub-factors considered in the price category include: *1. Fairness of ingredient value, 2. Fairness of serving portion value, 3. Discount promotions, and 4. Giveaway promotions.*

2.3.5 Assurance

The factor of assurance is not explicitly included in the traditional marketing mix model, but it is considered a crucial aspect of service quality and customer satisfaction. Research using the SERVQUAL or DINESERV model has identified several subfactors of assurance, including reliability, tangibility, loyalty, and Impression (Hansen, 2014; Yıldız & Yildiz, 2015). In the context of café restaurants, the subfactors of assurance that were found to be particularly relevant include *1.reliability, 2.reputation, and 3.Impression.* These factors are considered to play a significant role in determining customer satisfaction with café services.

2.3.6 Identity

The factor of identity, as it pertains to cafe-hopping customers, refers to their tendency to present a picture of the cafe service that they have visited on their own social media platforms such as Facebook, Instagram, Twitter, or TikTok. This behavior can also be considered as an expression of identity, as these cafe-hoppers tend to search for "content" to express their identity to their social circle. The subfactor of this category includes the acquisition of content through visiting cafes, not only limited to those who enjoy social networking life such as influencers, but also introverts who do not enjoy crowds, who also have their own small circle to share content with, such as friends and family. The new experience from visiting cafes is also included as a subfactor. Even if it's visiting the same cafe, the experience may not be the same. Therefore, the sub-criteria for the identity factor selected in this study are *1. Social Content* and *2. Uniqueness of experience from visiting cafes.*

3. Methodology

3.1 Conceptual framework : Decision making hierarchical tree

The researcher has developed a model to identify the variables that may impact customer satisfaction at café restaurants. The model is based on data collected from previous customer reviews. As depicted in Figure 1, the survey includes six primary factors, each of which is further divided into several sub-factors that assess the various aspects of the café's services. By utilizing the scoring data derived from the conceptual framework, the data can be employed to anticipate customer behavior and guide cafe owners in satisfying customers and making optimal choices. The model incorporates examples of customer decisions involving cafes A, B, and C, but it should be noted that customer decision-making extends beyond these three cafes. The model serves as a simulation of an individual's decision-making process, offering insights into how cafes can effectively cater to customer preferences and enhance overall satisfaction.
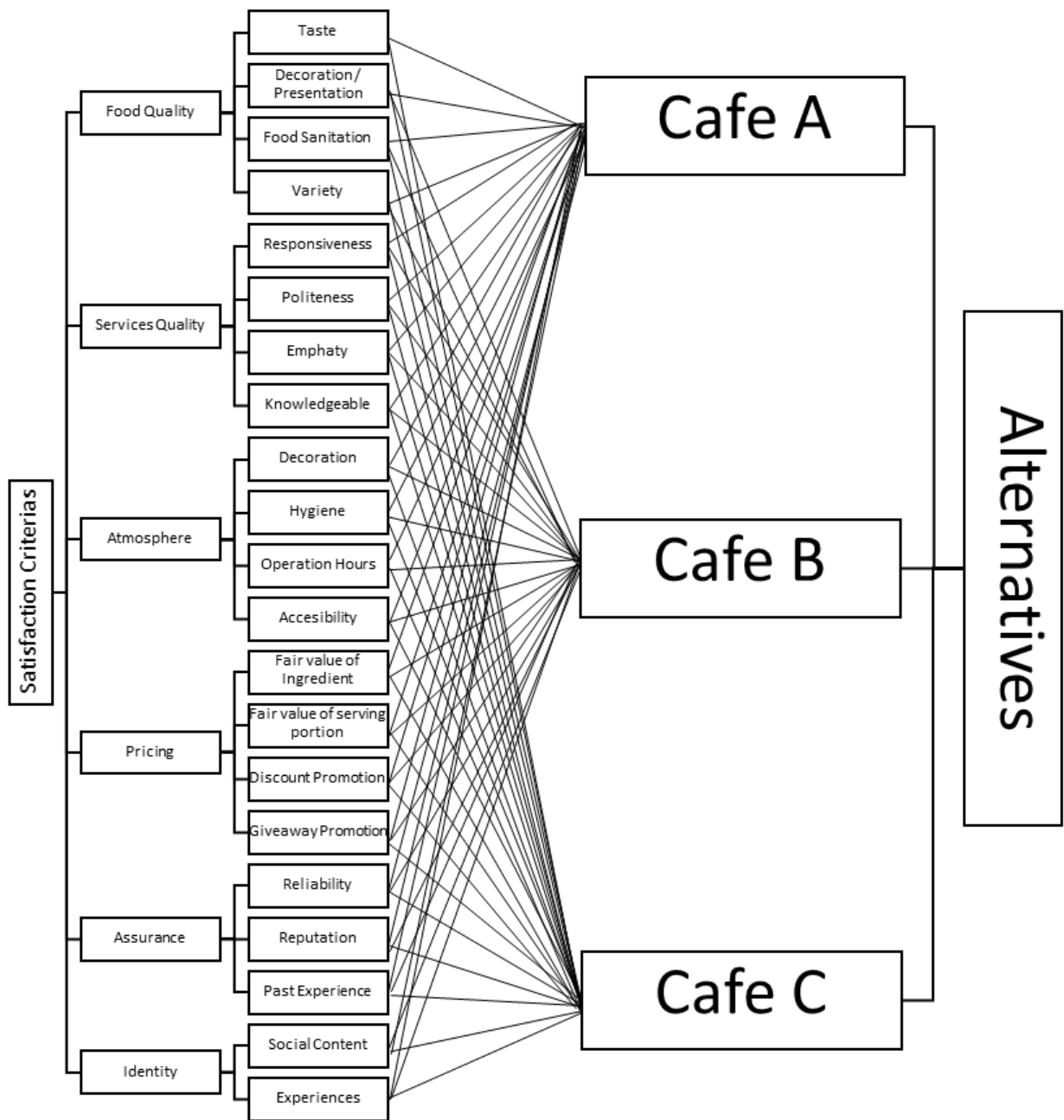
Figure 1 : Café Hopper's Satisfaction Hierarchical
Tree

3.2 The fundamental scale and the importance value attribute

A survey is designed and distributed to participants to gather data through pairwise comparisons. Respondents are asked to understand the relative importance of each criterion in relation to the other criterion(s) and the significance of each pairwise factor. The 1 to 9 scale is utilized in this study, despite the limitations of the data collection tools. These numbers are then used to compare the weights and determine the relative importance of each factor as detailed in Table 1.

Table 1 : The Fundamental Scale

The Fundamental Scale		
Intensity of Importance	Definition	Explanation
1	Equal Importance	Two activities contribute equally to the objective
2	Weak or slight	
3	Moderate importance	Experience and judgement slightly favour one activity over another
4	Moderate plus	
5	Strong importance	Experience and judgement strongly favour one activity over another
6	Strong plus	
7	Very strong or demonstrated importance	An activity is favoured very strongly over another; its dominance demonstrated in practice
8	Very, very strong	
9	Extreme importance	The evidence favouring one activity over another is of the highest possible order of affirmation

Source: Saaty(2008)

3.3 Sampling Design

To ensure an appropriate sample for the research topic, the researcher employed a purposive sampling method to select a group of individuals who frequently visit café-style restaurants and have a tendency to "cafe-hop." Additionally, the researcher utilized snowball sampling by recruiting the next sample group through the introduction of the initial sample group. Both online and offline methods were used to gather data: online questionnaires were distributed to café user groups on Facebook, and questionnaires were collected in person by visiting popular cafes. This approach allowed the researcher to carefully select the sample group to meet the research needs.

3.4 Data Collection

Saaty (2014) believes that when conducting AHP analysis, the quality of the interview sample is more essential than its quantity. Therefore, the selection criteria for the interview sample must ensure that the individuals chosen are well-respected experts in their field who are representative of the population's opinion. While Saaty suggests that a large number of experts is unnecessary for analysis, with only 13 juries being sufficient for a trial (Saaty,2014), this research aimed to ensure a comprehensive understanding of the target population. Therefore, 100 expert participants, meeting specific criteria, were included in this study. In this research, the determination of café-hopping specialists among the respondents was conducted through behavior-based analysis. This analysis relied on the findings of previous research(Pairoj, 2021; Phetpan, 2021; Sansomedang et al., 2021), primarily focused on the Thai context. Moreover, insights and inquiries were gathered from individuals belonging to the Café Hopper community. By considering behavior as a crucial factor, the study aimed to identify respondents who exhibited characteristics indicative of being café-hopping specialists. The selection process involved individuals from the cafe hopper community who had at least one year of cafe usage experience, visiting cafes at least twice a month or spending a minimum of 10 hours per month in a cafe. By including these experts in the data analysis, the research

aimed to gather insights and information from individuals with relevant expertise, enhancing the depth and breadth of the findings.

3.5 Data Analysis

In this study, data is collected through various methods such as online survey, phone survey or on-site data collection. All of this data will be processed in a similar way by using a spreadsheet program, in order to fasten the process and reduce errors in data entry.

3.5.1 Calculate the importance weight of each factor.

After the pairwise comparison matrix is created, the eigenvector is calculated using the averages of the normalized matrix. When dealing with an incompatible matrix, this calculation should be repeated multiple times to achieve convergence of the answers during subsequent iterations. Then, the raw data is transformed into meaningful values and normalized weights by using the formula mentioned in TAHERDOOST, 2017.

Normalize weight (w) = (w1, w2, w3... wn)

Aw = λmax w, λmax ≥ n

$$\lambda max = \frac{\sum ajwj - n}{w1}$$

A={a$_{ij}$} with aij=1/ a$_{ij}$
A: pair wise comparison
w: normalized weight vector
λmax : maximum eigen value of matrix A
a$_{ij}$: numerical comparison between the values i and j

3.5.2 Calculation Consistency Ratio

To validate the results of the AHP analysis, the consistency ratio (CR) is calculated by using the formula CR = CI/RI. The consistency index (CI) is determined by using the following formula.

$$CI = \frac{\lambda max - n}{n - 1}$$

The value of RI is obtained from Table 2 and is related to the dimension of the matrix. It is important to note that a CR (consistency ratio) of less than 0.10 is considered to be an acceptable level of consistency and confirms the accuracy of the comparison results. (TAHERDOOST,2017)

Table 2: The value of Random Consistency Index

n	1	2	3	4	5	6	7	8	9	10
RI	0	0	0.58	0.9	1.12	1.24	1.32	1.41	1.5	1.49

Source: Golden and Wang (1990)

The validity of the data collected is determined by evaluating the consistency ratio (CR) which is calculated by dividing the consistency index (CI) by the random index (RI). As per the standards, a CR less than 0.1 suggests that the data is consistent and can be used for further analysis. In case the CR is greater than 0.1, it implies that the data is inconsistent and requires further collection to achieve consistency.

4. Result

Table 3: Respondents profile

Age of respondents	No. of respondents	% of respondents
15 - 20	9	9%
20 - 35	75	75%
36 - 50	12	12%
51 - 60	3	3%
61 Years and above	1	1%
Total	100	100%
Amount of money spend per visit	No. of respondents	% of respondents
less than 100฿	4	4%
100 - 199	37	37%
200 - 299	32	32%
300 - 400	19	19%
500฿ or more	8	8%
Total	100	100%
The frequency of visiting a cafe per month	No. of respondents	% of respondents
4	48	48%
5 - 6	34	34%
7 - 8	13	13%
8+	5	5%
Total	100	1

Table 4 : The major factor impacting on the satisfaction of café-hopping customers.

	Food	Services	Atmosphere	Pricing	Assurance	Identity
Food	1.000	1.000	0.820	0.427	0.978	1.000
Services	1.000	1.000	0.492	0.326	0.695	1.000
Atmosphere	1.220	2.033	1.000	0.440	1.000	1.088
Pricing	2.341	3.066	2.275	1.000	1.000	1.879
Assurance	1.022	1.440	1.000	1.000	1.000	1.000
Identity	1.000	1.000	0.919	0.532	1.000	1.000

4.1 The major factor impacting on the satisfaction of café-hopping customers.

The data presented in table 3 demonstrates that café hoppers place the most emphasis on the pricing factor when determining their satisfaction with a café, as evidenced by a score of 28.24%. The assurance factor is also deemed important by café hoppers, as it holds a score of 17.13%. The atmosphere, which includes elements such as ambiance and decor, is also considered important with a score of 16.30%. The forth important factor is Identity which includes elements such as branding and reputation, with a score of 14.01% and the fifth is food quality which includes elements such as taste and variety at 13.22%, these factors are considered secondary in importance when compared to pricing. Factors related to services are of lower priority for café hoppers, with a score of 11.10%. From this data, it can be inferred that these café hoppers are particularly sensitive to changes in pricing, which makes it the most important factor, with a weight score significantly higher than the other five factors. Conversely, factors related to assurance, atmosphere, and identity do not differ significantly in terms of importance, and factors related to food and services are of similar score. Therefore, it can be concluded that customers primarily use pricing as a key determinant of their satisfaction and base their consideration of other factors on the level of pricing. Consequently, pricing is deemed the most important factor, while factors related to assurance, atmosphere,

and identity are considered secondary in importance. Factors related to food and services, although not significantly lower in importance than those previously mentioned, are considered the least important factors.

Table 5: The food factor impacting on the satisfaction of café hopping customers.

	Taste	Presentation	Sanitation	Variety	Weight
Taste	1.0000	2.3626	0.3487	2.5604	25.29%
Presentation	0.4233	1.0000	0.2327	1.0000	11.53%
Sanitation	2.8681	4.2967	1.0000	2.8681	50.33%
Variety	0.3906	1.0000	0.3487	1.0000	12.85%

4.2 The food factor impacting on the satisfaction of café hopping customers.

The data presented in table 4 illustrates that, in food category, sanitation is the primary concern for café hoppers when it comes to the food category, with a score of 50.33%. The taste factor is the second most important, with a score of 25.29%. The least important factors, according to the data, are menu variety and presentation, both receiving scores of 12.85% and 11.53%, respectively. This information indicates that café hoppers prioritize cleanliness and taste above all else, and thus, if a café aims to satisfy this demographic, they should prioritize maintaining a clean establishment and serving tasty food over designing an elaborate menu or offering a wide variety of options.

Table 6: The services factor impacting on the satisfaction of café hopping customers.

	Responsiveness	Politeness	Empathy	Knowledgeable	Weight
Responsiveness	1.0000	0.3541	0.2593	0.3238	9.13%
Politeness	2.8242	1.0000	0.3974	0.5948	19.89%
Empathy	3.8571	2.5165	1.0000	1.0000	38.26%
Knowledgeable	3.0879	1.6813	1.0000	1.0000	32.72%

4.3 The services factor impacting on the satisfaction of café hopping customers.

The data presented in table 5 demonstrates that café hoppers prioritize empathy of staff as the most significant factor in the service category, with a score of 38.26%. The second most important factor is the knowledge of staff, with a score of 32.72%. Third in importance is the politeness of staff, with a score of 19.89%, and responsiveness ranks as the least important factor, with a score of 9.13%. These findings indicate that café hopper customers place a high value on staff members who can demonstrate empathy and possess a high level of knowledge. Additionally, politeness is also considered to be an important factor in the service category. However, responsiveness is not as highly prioritized. These results have implications for café owners and managers, as they suggest that in order to satisfy café hopper customers, it is essential to prioritize hiring staff who are able to demonstrate empathy, possess a high level of knowledge, and exhibit politeness. While responsiveness is important, it is not as highly prioritized as the previously mentioned factors.

Table 7: The atmosphere factor on the satisfaction of café hopping customers.

	Decoration	Hygiene	Operation Hours	Accessibility	Weight
Decoration	1.0000	0.2578	0.7398	0.2835	10.00%
Hygiene	3.8791	1.0000	2.0989	1.0000	35.45%
Operation Hours	1.3516	0.4764	1.0000	0.2316	13.19%
Accessibility	3.5275	1.0000	4.3187	1.0000	41.36%

4.4 The atmosphere factor on the satisfaction of café hopping customers.

The data presented in table 6 indicates that accessibility of the location is the most significant factor for café hoppers in the service category, with a score of 41.36%. The second most important factor is hygiene, with a score of 35.45%. The least important factors, as per the data, are operation hours and decoration, both receiving scores of 13.19% and 10.00%, respectively. This information suggests that café hoppers prioritize the ease of access to the location, such as ample parking spaces or being near convenient public transportation and important places. Cleanliness is also considered a high priority, as it reflects on the food quality. However, factors such as operation hours and decoration are not considered as crucial and may be more forgiving if the business is unable to meet the customers' expectations.

Table 8: The price factor impacting on the satisfaction of café hopping customers.

	Ingredients Value	Serving Portion	Discount Promotion	Giveaway Promotion	Weight
Ingredients Value	1.0000	1.0000	1.0000	1.0879	24.63%
Serving Portion	1.0000	1.0000	1.0000	1.2198	25.53%
Discount Promotion	1.0000	1.0000	1.0000	0.3514	19.60%
Giveaway Promotion	0.9192	0.8198	2.8462	1.0000	30.23%

4.5 The price factor impacting on the satisfaction of café hopping customers.

For the price factor, the data presented in table 7 demonstrates that café hopper customers tend to prioritize giveaway promotions as the most important factor, with a score of 30.23%. The second and third most important factors are the serving portion and the ingredient value, which have similar scores of 25.53% and 24.63%, respectively. The least important factor is the discount promotion, with a score of 11.10%. This data indicates that café hopper customers place a high value on giveaway promotions, while the serving portion and the ingredient value are considered important, but not as highly prioritized as giveaway promotions. The type of discount promotion is considered the least important among the factors mentioned.

Table 9: The assurance factor on the satisfaction of café hopping customers.

	Reliability	Reputation	Impression	Weight
Reliability	1.0000	2.0110	0.3808	25.35%
Reputation	0.4973	1.0000	0.2453	13.75%
Impression	2.6264	4.0769	1.0000	60.90%

4.6 The assurance factor on the satisfaction of café-hopping customers.

The data presented in the table shows that Impression is the most important factor for assurance among café hoppers, with a weight of 60.90%. The second most important factor is reliability, with a score of 41.36%. The least important factor is the establishment's reputation, with a score of 13.75%. These results indicate that café hoppers place a high value on their Impressions and trust in the café's ability to consistently provide a reliable service. The reputation of the establishment is not as highly prioritized. These findings have implications for café owners and managers, as they suggest that in order to assure café hopper customers, it is essential to maintain a high level of consistency in service and to address any issues promptly to gain trust and reliability.

Table 10: The identity factor impacting on the satisfaction of café-hopping customers.

	Social Content	Uniqueness of experiences	Weight
Social Content	1.0000	0.322	24.33%
Uniqueness of experiences	3.1099	1.0000	75.67%

4.7 The identity factor impacting on the satisfaction of café-hopping customers.

The data suggests that café hoppers prioritize the unique personal experience of visiting a café over the ability to share that experience on social media, with a score of 75.67% for the former and 24.33% for the latter. This implies that café patrons also attach great importance to the overall service experience, including the ability to narrate personal experiences to their friends and peers, which may be more easily accessible in person than through social media platforms. Café proprietors should focus on consistently delivering an exceptional customer experience to retain current patrons and attract new ones.

Table 11: Overall important score of the main factor and subfactor.

Main Factor or Subfactor / Importance Weight	Food	Taste	Presentation	Sanitation	Variety
	13.22%	3.34%	1.52%	6.65%	1.70%
	Services	Responsiveness	Politeness	Empathy	Knowledgeable
	11.10%	1.01%	2.21%	4.25%	3.63%
	Atmosphere	Decoration	Hygiene	Operation Hours	Accessibility
	16.30%	1.63%	5.78%	2.15%	6.74%
	Price	Ingredients Value	Serving Portion	Discount Promotion	Giveaway Promotion
	28.24%	6.96%	7.21%	5.53%	8.54%
	Assurance	Reliability	Reputation	Impression	
	17.13%	4.34%	2.36%	10.43%	
	Identity	Social Content	Uniqueness		
	14.01%	3.41%	10.60%		

4.8 Overall factor impacting on the satisfaction of café-hopping customers.

The objective of this study was to determine the factors that contribute to customer satisfaction in café establishments. Through the analysis of data collected from café hopper samples, it was determined that the main factor of price holds the greatest significance in determining customer satisfaction, as evidenced by a score of 28.24%. However, when delving deeper into the importance of each sub-factor, it was found that the factor of Uniqueness of experiences, with a score of 10.60%, holds the greatest significance, followed by the factor of Impression, with a score of 10.43%. These findings suggest that, while price holds great importance as a main factor, café owners should also take into consideration the importance of creating unique experiences and making a lasting impression on customers. Additionally, it was determined that the sub-factor of Giveaway Promotion, with a score of 8.54%, and cleanliness should also be considered in enhancing the appearance of the café and attracting and delighting customers. This approach is likely to lead to long-term success in the management of the café. It is important to note that the sub-factors of Responsiveness, Presentation, and Menu Variety were found to hold less significance in the decision-making process of customers when choosing a café. Thus, café owners should prioritize the factors of Uniqueness of experiences, Impression, Giveaway Promotion, and cleanliness in managing their café establishments. In conclusion, this study provides valuable insights for café owners in terms of identifying key factors that contribute to customer satisfaction. By focusing on the importance of Uniqueness of experiences, Impression, Giveaway Promotion, and cleanliness, café owners can effectively enhance the appearance of their café and attract and delight customers, leading to long-term success.

5. Discussion

The findings of this study shed light on the factors that impact customer satisfaction in café restaurants, specifically focusing on café-hopping customers. The results provide insights into the importance of different factors such as pricing, food quality, services, atmosphere,

price, assurance, and identity. In this discussion, we will compare and contrast these findings with the literature provided in Chapter 2.

1. Pricing as the Major Factor:

The findings of this study highlight that pricing is the most important factor influencing the satisfaction of café-hopping customers. The weight score assigned to pricing by the respondents (28.24%) is significantly higher compared to other factors. This aligns with previous research that has emphasized the significance of pricing in customer satisfaction (Jones et al., 2017; Kim et al., 2019). The influence of pricing can be attributed to the cost-conscious nature of café hoppers, who actively seek value for money in their café experiences.

2. Agreement on Food Quality:

The study's findings indicate that food quality, specifically taste and cleanliness, is an important factor for café-hopping customers. This finding is consistent with existing literature, which highlights the crucial role of food quality in customer satisfaction (Kim et al., 2019; Nguyen et al., 2020). Café hoppers prioritize cleanliness and tasty food over menu variety or presentation. This suggests that café owners should focus on maintaining high standards of cleanliness and delivering flavorsome food to satisfy their customers.

3. Services and Atmosphere:

The study reveals that factors related to services and atmosphere, such as empathy of staff, knowledge of staff, and accessibility of the location, are important but not as highly prioritized as pricing and food quality. This finding contrasts with some literature that emphasizes the significance of customer service and ambiance in café satisfaction (Choi et al., 2018; Kim et al., 2019). However, it is important to note that while these factors may not be the primary determinants, they still contribute to overall customer satisfaction and should not be neglected by café owners.

4. Identity and Uniqueness of Experiences:

The study findings suggest that café-hopping customers prioritize the unique personal experience of visiting a café over the ability to share that experience on social media. This finding aligns with the literature that emphasizes the importance of creating memorable

experiences for customers (Lemon & Verhoef, 2016; Pine & Gilmore, 1998). Café owners should focus on delivering exceptional customer experiences to attract and retain café hoppers.

5. Contrasting Factors in Literature:

While the findings of this study generally agree with the existing literature, there are some contrasting factors worth noting. For example, the study highlights pricing as the most influential factor, whereas some literature suggests that service quality or atmosphere may have a stronger impact on customer satisfaction (Choi et al., 2018; Jones et al., 2017). Additionally, the study emphasizes the significance of uniqueness of experiences and giveaway promotions, which may not have been extensively discussed in the literature specific to café restaurants.

6. Conclusion

In conclusion, this research aimed to identify the factors that impact customer satisfaction in café restaurants, with a specific focus on café-hopping customers. The study utilized a conceptual framework based on data collected from previous customer reviews and employed a hierarchical decision-making tree model to analyze the factors influencing satisfaction. The findings of this study provide valuable insights for café owners and managers in understanding the key factors that contribute to customer satisfaction. The analysis revealed that pricing emerged as the most influential factor, followed by assurance, atmosphere, identity, food quality, and services. These findings highlight the significance of considering pricing strategies and maintaining competitive pricing in café establishments. Moreover, factors related to assurance, atmosphere, and identity were considered secondary in importance, suggesting the importance of creating a pleasant ambiance and establishing a strong brand identity to enhance customer satisfaction.

Furthermore, the study revealed that food quality and services were of relatively lower priority for café-hopping customers compared to other factors. This emphasizes the importance of maintaining cleanliness, delivering tasty food, and hiring staff who exhibit

empathy, knowledge, and politeness. Additionally, the study emphasized the significance of uniqueness of experiences and giveaway promotions, which may not have been extensively discussed in the existing literature. While the findings largely align with the existing literature, there were some contrasting factors, suggesting the need for further research and exploration. Contrary to some previous studies, pricing was identified as the most influential factor in this study, highlighting the importance of considering the specific characteristics of café-hopping customers. The unique preferences and expectations of this customer segment underscore the need for tailored strategies that prioritize pricing, unique experiences, and giveaway promotions.

Overall, this research contributes to the understanding of customer satisfaction in café restaurants and provides practical implications for café owners and managers. By considering the factors identified in this study, café establishments can better cater to the needs and preferences of café-hopping customers, enhancing customer satisfaction and loyalty. Future research can build upon these findings by exploring the dynamics between café customers and factors such as location, culture, and social trends, to gain a comprehensive understanding of customer satisfaction in the evolving café industry.

7. Limitations of the study

The present study was conducted with a limited scope, specifically within the geographical boundaries of Bangkok, Thailand. Data collection was carried out during the year 2022 and it should be noted that there may be potential variations in the data or the characteristics of the sample group in comparison to other studies. The sample selection method employed in this study was a combination of purposive random sampling and snowball sampling. The sample group chosen for this study were individuals who regularly visit cafes and were deemed suitable to complete the questionnaire based on the predetermined sample qualifications. As a result, the majority of the sample group studied in this research possess a behavior of frequenting cafes more than the general population. It should be noted

that the findings of this study, specifically pertaining to the factors that influence decision-making and the relative importance of each factor among general café-hoppers may differ from the results obtained in this research.

8. Suggestion for further research

Further research could be conducted to expand upon the findings of the present study. One suggestion would be to expand the scope of the research to include other geographical locations to gain a more comprehensive understanding of the factors that influence decision-making among café-hoppers in different regions. Additionally, conducting the study using a different sample selection method, such as simple random sampling, could reduce bias in the sample group and ensure that the sample is representative of the general population. Another suggestion could be to investigate the impact of other factors, such as café ambiance, on customer satisfaction among café-hoppers. Additionally, conducting the study over a longer period of time to account for any potential variations in customer satisfaction due to changes in trends and consumer preferences.

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