EXPLORING THE COFFEE SHOP EXPERIENCE: THE IMPACT OF CUSTOMER EXPERIENCE ON REVISIT INTENTIONS IN URBAN SPECIALTY COFFEE SHOPS

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ABSTRACT

Background and Purpose: The specialty coffee industry is rapidly evolving, driven by consumer demand for unique and immersive experiences. This study investigates the influence of experienscape components—sensory, functional, social, natural, and cultural—on customer revisit intentions in urban specialty coffee shops in Malaysia's Klang Valley. It also examines the mediating role of customer experience in these relationships, addressing gaps in understanding revisit behaviors in Malaysia's competitive coffee market

Methodology: A quantitative approach was employed, involving data collection from 153 frequent specialty coffee shop customers. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the relationships between experienscape components, customer experience, and revisit intentions.

Findings: The findings reveal that experienscape components do not directly influence revisit intentions. However, sensory, social, and natural components significantly enhance customer

experience, which mediates their effect on revisit intentions. Functional and cultural components showed weaker effects on customer experience and revisit intentions. These results highlight the importance of creating engaging environments to foster positive customer experiences and drive loyalty.

Contributions: This study contributes to hospitality literature by providing insights into the role of environmental and experiential factors in shaping customer behavior. Practically, it offers actionable strategies for coffee shop owners to design multi-sensory spaces, enhance social interactions, and incorporate natural elements to improve customer satisfaction and retention.

Keywords: Experienscape, customer experience, revisit intentions, specialty coffee, Malaysia.

1.0 INTRODUCTION

Specialty coffee generates substantial revenue globally (Nugroho et al., 2023). As part of the third wave coffee movement, specialty coffee shops are experiencing rapid growth (Ferreira et al., 2021). However, visitor behavior is complex and influenced by various factors that affect their patronage. Therefore, business owners must identify key factors that enhance customer experience and promote revisits for sustainability. Additionally, product quality is crucial for customer satisfaction and return visits, as inconsistent quality often discourages repeat business (Črešnar & Nedelko, 2023).

The growing interest of experiencescapes in the hospitality industry revolves around comprehending an intricate concept. Experienscape which is derived from the servicescape, is a dynamic interplay involving several players like service providers, the service environments, the consumers, and the service as the product itself (Chen et al., 2020). Experiencescapes are comprised of five key components which are sensory, functional, social, natural, and cultural aspects (Pizam & Tasci, 2019). However, Kwame et al. (2023) posited that experiencescapes are subject to change under different conditions and they differ across various sectors between the hospitality and tourism industry such as hotels, cruises, tour operators, and airlines.

Sensory cues such as sight, smell, hearing, taste, and the consistency among these senses significantly impact consumer purchase inclination, experience, and revisit likelihood

(Sagha et al., 2022; Jang & Lee, 2019). The physical environment, including a coffee shop's appearance, lighting, atmosphere, layout, and service quality, also plays a crucial role in customers' return intentions (Muhammad & Lee, 2019). Social interactions with service providers, local residents, and other customers enhance satisfaction and revisit intentions (Choo & Petrick, 2014). Additionally, green practices and a sustainable image foster consumer attachment and loyalty (Le et al., 2021). Finally, cultural factors like authenticity, prior experience, and involvement in coffee culture strongly shape preferences and revisit intentions, with the physical setting remaining pivotal (Islam et al., 2019).

Although substantial research has been conducted on experienscapes, service environments, and customer revisit intentions in coffee outlets, there remains a notable gap in understanding the significance of specific experienscape components in motivating revisit intentions, particularly among specialty coffee consumers in Klang Valley, Malaysia. This study addresses this gap by investigating the relationship between experienscape elements, customer experience as a mediating factor, and customer revisit intentions from the customers' perspective within the Klang Valley region. Furthermore, the research seeks to confirm that the attributes of experienscape components in coffee shops positively influence both customer experience and revisit intentions. Given the highly competitive nature of the Malaysian coffee shop market, where business sustainability hinges on customer retention, findings from this study are expected to provide essential insights for business owners. By identifying the experienscape elements that foster loyalty, this research can contribute valuable strategies to enhance customer experience and support long-term business viability in the local coffee industry.

2.0 LITERATURE REVIEW

2.1 Coffee Shop Industry in Malaysia

Tea was traditionally the favored drink in Malaysia, but recently, coffee has gained popularity (Ramanathan & Ali, 2021). Malaysian coffee culture began in the late 1800s when Hainanese Chinese entrepreneurs set up small coffee stalls known as kopitiams. The term kopitiam combines the Malay word for coffee and the Hokkien word for shop. These early coffee shops, initially small and inexpensive, were the foundation of Malaysia's coffee culture. With globalization, international coffee chains like Starbucks and Coffee Bean & Tea Leaf entered Malaysia in the late 1900s, leading to a modernization of kopitiams into contemporary coffee shops like Old Town White Coffee (Lee et al., 2018). This shift has sparked a rise in specialty coffee popularity, especially among Generation Z and millennials.

2.2 Hypotheses Development

2.2.1 Experienscape Components and Customer Revisit Intention

Jang and Lee (2019) found that sensory elements in coffee shops, including visual, auditory, gustatory, and tactile experiences, have a positive impact on customer intentions to return and contribute to the long-term success of coffee shops. Coffee shop atmospherics and functionalities such as design, layout, space, and signage positively influence customer satisfaction, which in turn leads to positive behaviour intention such as spreading positive word and revisiting intention (Aprilia & Suryani, 2020; Pizam & Tasci, 2019). For the social component, Kwame et al. (2023) contended that social interactions between customers and employees such as baristas' active introduction of beans and coffee making art to customers is crucial to the specialty coffee experiencescape, driving revisit intentions. In addition, customer interactions with other customers and social media also influence their service experience and revisit intention (Shrestha & Shrestha, 2021). For the natural component, biophilic design attributes, such as biomorphic forms and patterns, material connection with nature, and green plant decorations, all of which portray a green image stimulate customers' environmental and product attitudes, which in turn affect their customer citizenship behaviour and intention to revisit (Le et al., 2021; Yun & Kim, 2019). Finally, for the cultural component, speaking the same language, using traditional and cultural decorations, and playing traditional music in a coffee shop increases customer satisfaction and behavioral intention to revisit (Ge et al., 2021; Haifa et al., 2021). Based on the above findings, it leads to the first hypothesis:

Hypothesis 1: Experienscape components positively influence the customer revisit intention.

2.2.2 Experienscape Components and Customer Experience

Experiencescape is a multifaceted concept that comprises five distinct components - social, cultural, sensory, functional, and natural (Pizam & Tasci, 2019). This concept parallels with the servicescape concept by considering how experiences are staged and consumed (Mody et al., 2019). Experiencescape refers to the interaction between customers and their environment, shaping individual experiences and offers a comprehensive view of the consumption environment, covering both the physical space and elements of personal interaction. Pizam and Tasci (2019) demonstrate that experiences encompass everything that consumers perceive and encounter within the service environment. They highlight that every sensory detail, emotional response, and social interaction contributes to the overall experience. The combination of these elements creates a holistic experience that can significantly influence customer behaviour,

loyalty, and overall satisfaction with the service. Based on the above components, this study argues that experiencescape component will shape the customer's experience once they enjoy the coffee in the coffee shop. Therefore, second hypothesis is formulated:

Hypothesis 2: Experienscape components positively influence the customer experience.

2.2.3 Sensory Component and Customer Experience

Sensory elements such as scent, lighting, and music have the potential to impact customers' purchase experiences and purchasing behaviour in both physical and online environments (Biswas, 2019). Jang and Lee (2019) further emphasize the significance of sensory marketing in coffee shops, highlighting how it can create a positive customer experience by engaging all five senses and evoking emotions such as pleasure, arousal, and dominance to the customers during their visit. Riza and Wijayanti (2018) highlighted the important influence of sensory attributes, such as music and lighting, on customer evaluations and purchase intentions. In similar study, Moreira et al. (2017) and Sayed (2023) found that sensory stimulation has a positive effect on brand experience, brand equity, and purchase intention. These studies collectively support the idea that sensory components play a crucial role in shaping customer experience and behaviour. Therefore, this study proposes the hypothesis as below:

Hypothesis 2a: Sensory component of experienscape positively influences the customer experience.

2.2.4 Functional Component and Customer Experience

A well-designed layout can facilitate the fulfilment of both functional and hedonic needs of customers, indicating the potential of interior design to enhance customer experience. Fascinating thematic patterns, and the provision of free WiFi in coffee shops have a significant influence on customer segmentation and enhance the overall customer experience (Dhillon & Widyani, 2018). Equally important, Shin et al. (2012) emphasized that the restfulness provided by tables and chairs, as well as factors such as affordability and value for money are functional elements that contribute to a positive customer experience in such establishments such as coffee shops. In addition, Ishak et al. (2021) discovered that elements such as style, lighting, and layout are positively associated with customer behaviour, including attitude, word-of-mouth intention, and revisit intention. Collectively, these studies provide valuable insights into the influence of functional components on customer experience, offering valuable information on

the importance of interior design, layout, and sensory elements in shaping customer perceptions and behaviour. Hence, this study proposes the hypothesis as below:

Hypothesis 2b: Functional component of experienscape positively influences the customer experience.

2.2.5 Social Component and Customer Experience

Kwame et al. (2023) postulated that while some customers value human-to-human engagement during their visit, but some customers do not prioritize human interaction at specialty coffee shops. This suggests that the social component of customer interaction with employees and other customers may not be universally valued by all patrons. Additionally, Adhi and Yunus (2021) emphasized the role of interactions between baristas and customers in strengthening the characteristics of specialty coffee shops, further examined the importance of social interactions in shaping an exceptional coffee shop experience for the customers. Consequently, the study finds that there is connection influences employee work ethic, customer service, and the culture within these shops. Coffee becomes a medium through which baristas communicate their skills, dedication, and personal pride. This study provides valuable insights into the impact of social components on customer experience, shedding light on the significance of customer engagement, social interactions, and emotional bonding in shaping customer perceptions and behaviour. Hence, based on the above studies, it lead to the following hypothesis:

Hypothesis 2c: Social component of experienscape positively influences the customer experience.

2.2.6 Natural Component and Customer Experience

The incorporation of natural elements in coffee shop environments, such as the use of green plants, biophilic design, and sustainable practices, has been increasingly recognized as a key factor in enhancing customer experience (Yun & Kim, 2019). The presence of greenery and eco-friendly features contributes to a calming and aesthetically pleasing atmosphere, which can positively influence customer emotions and perceptions of the space. A growing body of literature indicates that pro-environmental behaviours and concerns significantly shape customers' perceptions of businesses, particularly in the hospitality and retail sectors. When coffee shops adopt environmentally sustainable practices, customers are more likely to perceive greater value in their experience, driven by their alignment with ethical and

environmental ideals (Bekar et al., 2020). Consequently, these eco-conscious customers are more inclined to return to and advocate for establishments that reflect their environmental values. As previous research has shown, this emotional attachment to green stores not only boosts the immediate customer experience but also supports long-term customer retention and brand loyalty. Hence, this study proposes the following hypothesis:

Hypothesis 2d: Natural component of experienscape positively influences the customer experience.

2.2.7 Cultural Component and Customer Experience

Research has shown that the cultural ambiance and identity of a coffee shop contribute to customer satisfaction and loyalty. For instance, a study by Junaidi et al. (2022) identified the presence of cultural elements, including traditional music and language, has been found to enhance the overall experience and create a sense of place attachment for customers. Aside from that, the cultural significance of coffee shops as spaces for cross-cultural interactions and the dissemination of cultural values has been highlighted, emphasizing the role of coffee shops as hubs for cultural production and exchange (Junaidi et al., 2022; Nisa et al., 2022). Moreover, the transformation of coffee culture and the integration of cultural heritage into the coffee shop environment have been identified as influential factors in shaping customer perceptions and experiences (Nisa et al., 2022; Rahardjo, 2018). Similarly, recent studies, such as those by Ogunnaike et al. (2022), suggest that the presence of cultural elements among both customers and employees has a significant influence on service delivery and management within the hospitality sector. Based on the above findings, this study proposes the hypothesis as below:

Hypothesis 2e: Cultural component of experienscape positively influences the customer experience.

2.2.8 The Mediating Role of Customer Experience

Initially, this study intended to investigate if customer experience mediates the relationship between servicescape and revisit intention. This direction is due to recent study that found positive relationship between customer experience and revisit intention in Thailand (Paisri et al., 2022). The findings highlight that positive customer experiences significantly influence their commitment, which in turn enhances the likelihood of spreading eWOM and revisiting the location. The study highlights the importance of fostering strong customer relationships

and providing memorable experiences to encourage both online recommendations and repeat visits. Therefore, this study suggests that customer experience is likely to mediate the effects of experienscape components on customer revisit intention through these proposed hypotheses: Hypothesis 3: Customer experience mediates the relationship between experienscape components and customer revisit intention.

Hypothesis 3a: Customer experience mediates the relationship between sensory component and customer revisit intention.

Hypothesis 3b: Customer experience mediates the relationship between functional component and customer revisit intention.

Hypothesis 3c: Customer experience mediates the relationship between social component and customer revisit intention.

Hypothesis 3d: Customer experience mediates the relationship between natural component and customer revisit intention.

Hypothesis 3e: Customer experience mediates the relationship between cultural component and customer revisit intention.

2.3 Underpinning Concept

This study adopts the experienscape concept as its underpinning framework, building on the foundational work of Pizam and Tasci (2019) and further contextualized by Kwame et al. (2023). The concept of experienscape extends the traditional servicescape model by incorporating a multi-stakeholder and multi-disciplinary perspective, emphasizing the dynamic interplay between service providers, service environments, consumers, and the service product itself. Unlike servicescape, which primarily focuses on physical and functional aspects of the environment (Bitner, 1992), experienscape encompasses a broader range of elements that shape customer experiences in hospitality and tourism settings.

Pizam and Tasci (2019) identified five key components of experienscape: sensory, functional, social, natural, and cultural dimensions. These components collectively influence customer perceptions, emotions, and behaviors within a service environment. For example, sensory cues such as lighting, aroma, and music can evoke emotional responses that enhance customer satisfaction (Jang & Lee, 2019). Functional aspects like layout and design address practical needs, while social interactions between customers and staff foster emotional connections (Choo & Petrick, 2014). Natural elements such as biophilic design contribute to a

calming atmosphere (Yun & Kim, 2019), and cultural components like authenticity and local traditions create a sense of place attachment (Ge et al., 2021).

Kwame et al. (2023) applied the experienscape framework to specialty urban coffee shops, demonstrating how these dimensions influence customer experiences and revisit intentions. Their study highlighted that sensory stimulation (e.g., aroma or visual aesthetics), social interactions (e.g., engagement with baristas), and cultural authenticity are particularly critical in shaping customer loyalty in specialty coffee shop settings. They also emphasized that the relative importance of these dimensions may vary across different hospitality sectors.

In this study, the experienscape framework is used to examine how its five components influence customer experience as a mediating factor for revisit intentions in specialty coffee shops. By integrating insights from Pizam and Tasci (2019) and Kwame et al. (2023), this research seeks to provide a nuanced understanding of how environmental cues interact with customer perceptions to drive loyalty behaviors. This approach aligns with prior studies that underscore the importance of designing immersive and multi-sensory environments to enhance customer satisfaction and retention (Sagha et al., 2022; Jang & Lee, 2019).

The adoption of the experienscape concept is particularly relevant for urban specialty coffee shops in Malaysia's Klang Valley region. These establishments operate in a highly competitive market where creating memorable experiences is essential for fostering customer loyalty. By focusing on sensory richness, functional efficiency, social interaction quality, natural aesthetics, and cultural authenticity, this study contributes to both theoretical advancements in hospitality research and practical strategies for business owners seeking to enhance customer retention. Based on the above hypotheses, Figure 1 represents the study framework and the proposed hypotheses.
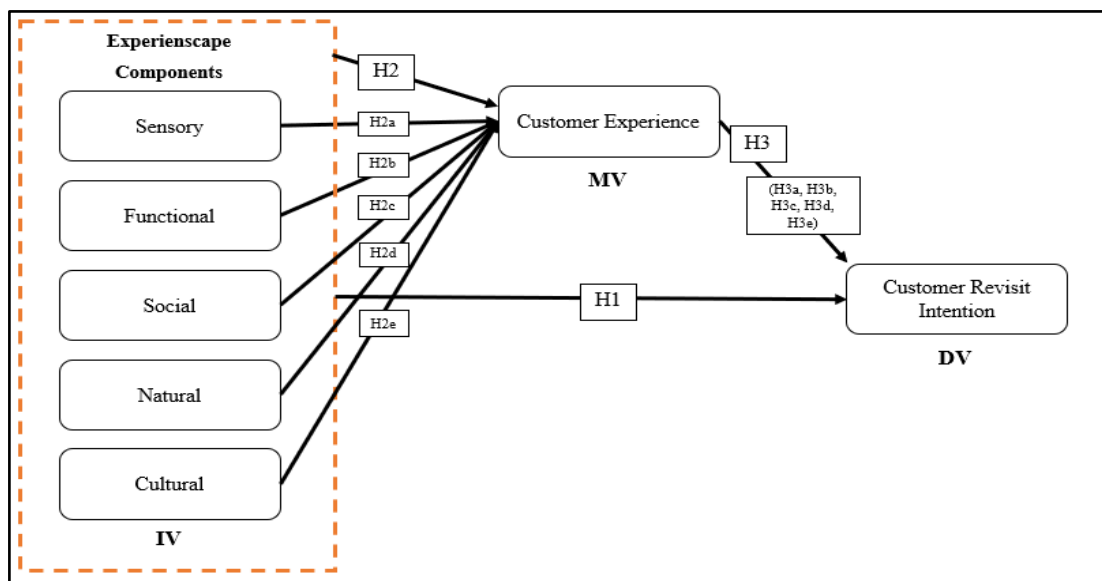
Figure 1: Study framework adapted from Pizam and Tasci (2019) and Kwame et al. (2023)

This study combined Pizam and Tasci's (2019) experienscape model for independent variables with Kwame et al.'s (2023) model for mediating and dependent variables. It integrated these models into a single framework to examine the relationships between experienscape components, the mediating effect of customer experience, and customer revisit intention specifically in Malaysia's specialty coffee shops. This framework provides new insights and contributes to the field, offering a foundation for future research in similar contexts.

3.0 RESEARCH DESIGN

3.1 Pre-Test

Before distribution, the questionnaires were pre-tested to ensure internal consistency, refine questions, and clarify any ambiguities. The study focused on three main constructs: experienscape, customer experience, and customer revisit intention. To measure these constructs, items were adapted from previous studies by Pizam and Tasci (2019), Islam et al. (2019), Amoako et al. (2023), Im and Seo (2023), Radic et al. (2021), Jeloudarlou et al. (2022), Apaolaza et al. (2020), and Agnihotri et al. (2023). Academics from the Faculty of Hotel and Tourism at Universiti Teknologi Mara, Malaysia, reviewed the questionnaires. A five-point scale was used for the survey, where 1 indicated 'strongly disagree' and 5 'strongly agree.' A pilot study was conducted to enhance the reliability and validity of the questionnaire.

3.2 Population and Sample

The study's target population consisted of adults residing in Klang Valley, Malaysia. Due to the lack of precise data on frequent specialty coffee shop visitors in the area, therefore, the researcher focused on respondents from three main cities in Klang Valley which consists of Kuala Lumpur, Shah Alam, and Klang. The unit of analysis for this study specifically sought adults who had visited the same coffee shop at least twice in the past six months, with more frequent visitors preferred for their comprehensive customer experience. Using G*Power analysis, the minimum estimated sample size was 98 respondents. Eligible participants were adults aged 18 and above, who had visited specialty coffee shops like Starbucks, CBTL, ZUS Coffee, Gigi Coffee in the three main cities and at least twice in the last six months. The selected coffee shops had to possess key experienscape components, particularly natural and cultural elements, to minimize response bias and ensure reliable results. In accordance with the Age of Majority Act (1971), only adults were considered, aligning with the study's focus on customer experience as a key variable. The researcher approached potential respondents at specialty coffee shops in the three named cities above soon after they had their coffee time and asked if they would like to participate in the study. Once they agreed, the researcher mentioned on the purposed of the study and the respondents must passed the screening filter questions to continue participating in the survey. The survey was distributed online via Google Forms, and QR codes were provided for ease of access. Data collection took place from early May to late June 2024 and despite of 98 minimum respondents, this study managed to collect 153 usable questionnaires for further analysis.

3.3 Data Analysis Technique

This study primarily used two statistical tools to analyze the collected data. Initially, this study used SPSS to analyze the descriptive statistics of the respondents. For the final analysis, this study used Smart PLS4 software to conduct Partial Least Square-Structural Equation Modelling (PLS-SEM). PLS-SEM was chosen for this study as it is suitable for analyzing complex relationships, especially in models involving mediating variables (Khaleel et al., 2017; Sheko & Braimllari, 2018). Apart from that, PLS-SEM is also capable to test the mediating effect of the customer experience variable which is present in this study. Hence, PLS-SEM is deemed to be the best choice for analyzing the relationship between the constructs of this study.

4.0 ANALYSIS AND DISCUSSION

4.1 Demographic Profile

Table 1 presents the demographics of 153 respondents. No outliers were found, so all responses were usable for analysis. Of the respondents, 73.9% were female (n = 113) and 26.1% were male (n = 40). Most were aged 22-30 years (68.0%, n = 104), followed by 18-21 years (15.0%, n = 23), 31-40 years (13.7%, n = 21), and 41-59 years (3.3%, n = 5). In terms of education, 72.5% held a bachelor's degree (n = 111), 15.0% had a master's degree (n = 23), 10.5% had a diploma (n = 16), and 2.0% had secondary school education (n = 3). Most respondents visited specialty coffee shops several times a month (38.6%, n = 59), followed by weekly visits (21.6%, n = 33) and several times a week (21.6%, n = 33). Monthly visitors accounted for 17.6% (n = 27), and daily visitors were 0.7% (n = 1). For spending, 71.9% spent between RM10 and RM20 (n = 110), 19.0% spent RM21 to RM30 (n = 29), 5.2% spent less than RM10 (n = 8), and 3.9% spent more than RM30 (n = 6).

Table 1: Respondent profiles

Category	Frequency	Percent (%)
Gender		
Male	40	26.1
Female	113	73.9
Total	153	100.0
Age		
18 – 21	23	15.0
22 – 30	104	68.0
31 – 40	21	13.7
41 – 59	5	3.3
Total	153	100.0
Level of Education		
Master's degree	23	15.0
Bachelor's degree	111	72.5
Diploma	16	10.5
Secondary school	3	2.0
Total	153	100.0
Frequency of Specialty Coffee Shop Visit		
Daily	1	0.7
Once a week	33	21.6
Several times a week	33	21.6
Once a month	27	17.6
Several times a month	59	38.6
Total	153	100.0
Spending Per Visit		
< RM10	8	5.2
RM10 – RM20	110	71.9
RM21 – RM30	29	19.0
> RM30	6	3.9
Total	153	100.0

Source: Authors' calculations

4.2 Preliminary Analysis

Based on Table 2, the Kolmogorov-Smirnov and Shapiro-Wilk tests show that the data significantly deviated from normal distribution, with p-values below 0.05 for all variables. However, with a large sample size (n = 153), the Central Limit Theorem (CLT) indicates that the sampling distribution of the mean will approximate normality. Despite this, PLS-SEM

remains effective for non-normally distributed data. Its flexibility allows for valid analysis even with skewed data. Moreover, PLS-SEM is ideal for formative measurement models, where indicators cause the construct, as applied in this study. This approach is particularly beneficial for analyzing complex, multifaceted constructs and understanding variable relationships (Fauzi et al., 2019; Hair et al., 2014). Therefore, the ability to handle formative indicators reinforces the use of PLS-SEM in this study.

Table 2: Tests of normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
CRI	.211	153	.000	.902	153	.000
SensC	.128	153	.000	.961	153	.000
FuncC	.138	153	.000	.933	153	.000
SocC	.103	153	.000	.975	153	.007
NatC	.085	153	.008	.976	153	.008
CulC	.100	153	.001	.960	153	.000
CusEXP	.120	153	.000	.962	153	.000

a. Lilliefors Significance Correction

Source: Authors' calculations

Note: CRI: Customer Revisit Intention, CusEXP: Customer Experience, SensC: Sensory Component, FuncC: Functional Component, SocC: Social Component, NatC: Natural Component, CulC: Cultural Component

4.3 Initial Data Assessment

To assess Common Method Bias (CMB) in this study, Harman's single-factor test was conducted, utilizing the principal axis extraction method. Based on Table 3, the results showed that the first factor accounted for 39.45% of the total variance, which is below the 50% threshold recommended by Tinsley and Tinsley (1987), indicating no significant CMB. This finding was corroborated by the correlation matrix of the constructs, as presented in Table 3. The model assessment process began by probing the individual indicators loading as shown in Table 4.

Table 3: Total variance explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	16.962	39.448	39.448	16.375	38.081	38.081
2	3.034	7.056	46.504			
3	2.414	5.615	52.119			
4	1.855	4.315	56.433			
5	1.706	3.969	60.402			
6	1.287	2.992	63.394			
7	1.233	2.868	66.263			
8	1.109	2.580	68.842			
9	1.066	2.479	71.321			
10	1.035	2.407	73.728			

Extraction Method: Principal Axis Factoring.

Table 4: Collinearity statistics (VIF)

	VIF
CRI1	2.844
CRI2	2.832
CRI3	3.039
CRI4	2.343
CulC1	2.173
CulC2	2.123
CulC3	2.085
CulC4	2.173
CulC5	2.099
CulC6	2.434
CusEXP1	2.077
CusEXP2	2.163
CusEXP3	3.334
CusEXP4	2.926
CusEXP5	2.768
CusEXP6	2.191
FuncC1	2.095
FuncC2	2.342
FuncC3	2.624
FuncC4	2.134
FuncC5	1.991
FuncC6	1.787

FuncC7	2.089
NatC1	3.036
NatC2	3.183
NatC3	3.049
NatC4	2.401
NatC5	3.114
NatC6	2.932
SensC1	1.617
SensC2	1.878
SensC3	1.630
SensC4	2.171
SensC5	1.974
SensC6	1.806
SensC7	1.727
SocC1	1.182
SocC2	5.062
SocC3	5.070
SocC4	2.470
SocC5	2.895
SocC6	2.451
SocC7	1.706

Source: Authors' calculations

Indicator collinearity was evaluated using Variance Inflation Factor (VIF) values as shown in Table 4. Most indicators showed VIF values below the threshold of 5, with many under 3, indicating acceptable collinearity levels. Specifically, indicators for Customer Revisit Intention (CRI), Cultural Component (CulC), Customer Experience (CusEXP), Functional Component (FuncC), Sensory Component (SensC), and most of the Natural Component (NatC) fell within the recommended range of 1.617 to 3.334.

4.4 Measurement Model

For this study, a formative measurement model was selected to align with the research objectives. Figure 2 shows the path model created with PLS-SEM in Smart PLS4, illustrating the hypothesized relationships among constructs such as sensory components (SensC), functional components (FuncC), social components (SocC), natural components (NatC), cultural components (CulC), customer experience (CusEXP), and customer revisit intention (CRI). Each circle represents a latent variable, and the arrows depict the hypothesized

relationships. Path coefficients (e.g., 0.147, 0.240) indicate the strength and direction of these relationships, while numbers on the lines show direct effects. R-squared values inside the circles (e.g., 0.541 for CRI, 0.375 for CusEXP) represent the proportion of variance explained by the model.
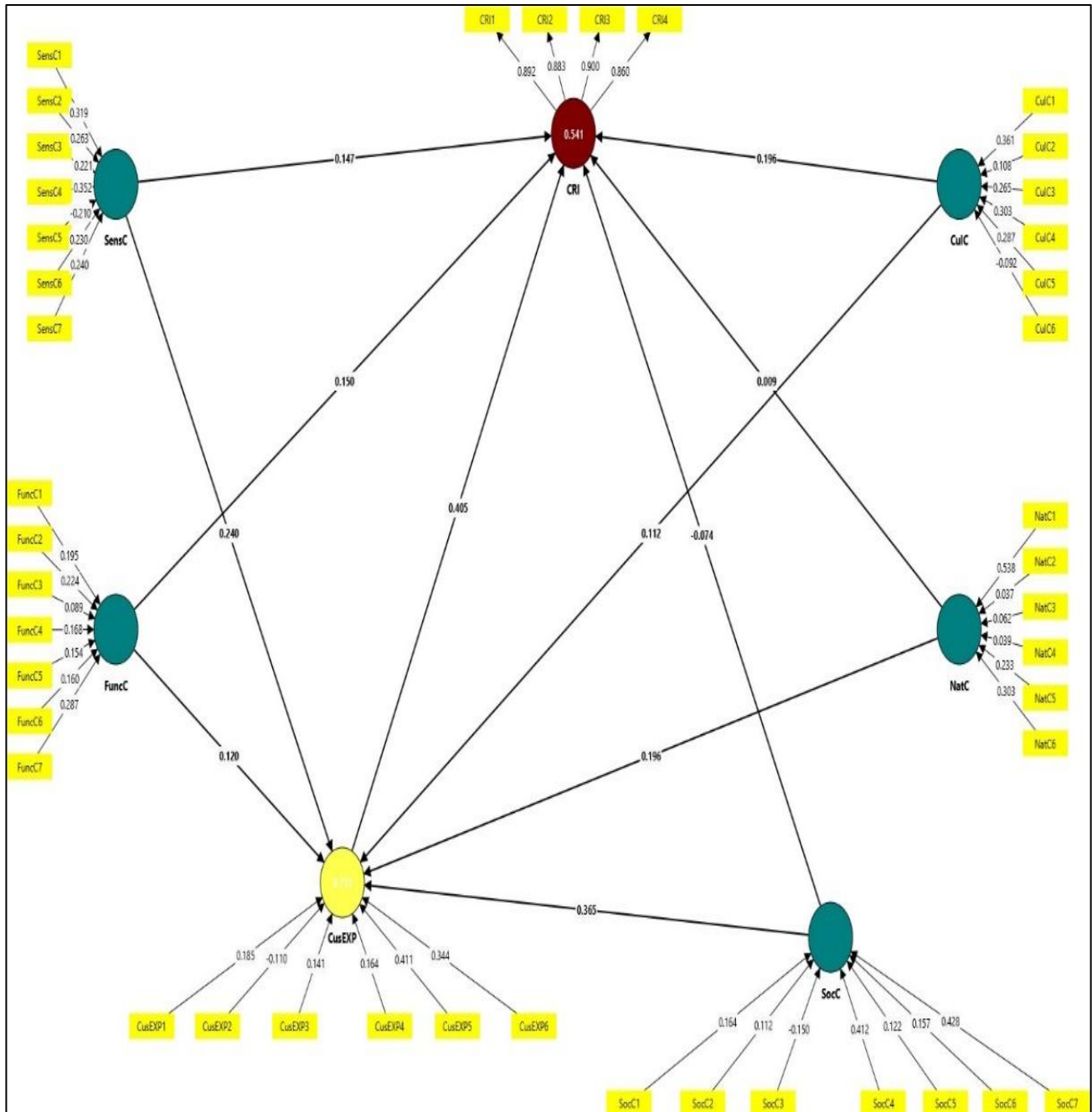

Figure 2: PLS-SEM path model

The model also highlights CusEXP as a mediator between the experienscape components and CRI, showing indirect effects on revisit intentions. Cultural Component (CulC) indicators varied from -0.092 to 0.361, with CulC6 showing a negative weight. In Customer Experience

(CusEXP), CusEXP2 had a negative weight (-0.110), while CusEXP5 was the most significant (0.411). Functional Component (FuncC) indicators were positive, with FuncC2 and FuncC7 having the highest weights (0.224 and 0.287). The Natural Component (NatC) was most influenced by NatC1 (0.538), and Sensory Component (SensC) had SensC4 (0.352) as the most significant, though SensC5 had a negative weight (-0.210). For the Social Component (SocC), SocC7 (0.428) was most influential, with SocC3 (-0.150) showing a negative weight. Overall, while most indicators had positive weights, negative weights suggest areas for further analysis to improve construct reliability and validity.

4.5 Convergent Validity

Table 5 displayed the construct reliability and validity metrics, including Cronbach's alpha, composite reliability (rho_a and rho_c), and average variance extracted (AVE). Most constructs exhibited strong convergent validity, with AVE values exceeding 0.50, indicating robust representation by their indicators with only Sensory Component (SensC) fell short with an AVE of 0.461, suggesting a need for further refinement. The high composite reliability values across constructs affirmed the internal consistency and reliability of the measurement model.

Table 5: Construct reliability and validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CRI	0.907	0.907	0.935	0.781
CulC	0.880	0.882	0.909	0.624
CusEXP	0.911	0.918	0.931	0.694
FuncC	0.897	0.898	0.919	0.618
NatC	0.881	0.884	0.910	0.627
SensC	0.806	0.809	0.856	0.461
SocC	0.851	0.883	0.885	0.532

Source: Authors' calculations

4.6 Structural Model Assessment

Following the validation of the measurement model, the next step in evaluating PLS-SEM involves analyzing the structural model to test hypotheses regarding the influence of exogenous variables on endogenous variables. This assessment focuses on four key criteria: (i) path coefficients (β) to measure the strength of relationships, (ii) the coefficient of determination

(R^2) to evaluate model fit, (iii) effect size (f^2) to determine the impact of predictors, and (iv) predictive relevance (Q^2) to assess the model's predictive accuracy.

4.7 Hypothesis Testing

Three hypotheses were developed and tested to support the objectives of this study. The results found that one hypothesis was not supported while the other two hypotheses were supported. The analysis of path coefficients (β) from the structural model was used to evaluate the influence of experienscape components on customer revisit intention (CRI) and customer experience (CusEXP). The results for both Hypothesis 1 and Hypothesis 2 were presented in Table 6 below.

Table 6: Path coefficients analysis summary

	(β)	T - values	P - values	Significance
CulC → CRI	0.196	1.690	0.091	Not significant
CulC → CusEXP	0.112	1.247	0.212	Not significant
CusEXP → CRI	0.405	3.052	0.002	Significant
FuncC → CRI	0.150	1.432	0.152	Not significant
FuncC → CusEXP	0.120	1.615	0.106	Not significant
NatC → CRI	0.009	0.082	0.935	Not significant
NatC → CusEXP	0.196	2.802	0.005	Significant
SensC → CRI	0.147	1.376	0.169	Not significant
SensC → CusEXP	0.240	3.481	0.001	Significant
SocC → CRI	-0.074	0.777	0.437	Not significant
SocC → CusEXP	0.365	4.617	0.000	Significant

Source: Authors' calculations

Table 6 shows that Hypothesis 1 was not supported, as none of the experienscape components significantly affected customer revisit intention. The path coefficients for cultural component (CulC to CRI: $\beta = 0.196$, $t = 1.69$, $p = 0.091$), functional component (FuncC to CRI: $\beta = 0.15$, $t = 1.432$, $p = 0.152$), natural component (NatC to CRI: $\beta = 0.009$, $t = 0.082$, $p = 0.935$), sensory component (SensC to CRI: $\beta = 0.147$, $t = 1.376$, $p = 0.169$), and social component (SocC to CRI: $\beta = -0.074$, $t = 0.777$, $p = 0.437$) were not statistically significant ($t > 1.96$, $p < 0.05$). Despite some positive relationships, the t-values and p-values showed these effects were not significant.

Table 5 shows that Hypothesis 2 was supported, with most experienscape components having a significant positive impact on customer experience. The natural component (NatC to CusEXP: $\beta = 0.196$, $t = 2.802$, $p = 0.005$), sensory component (SensC to CusEXP: $\beta = 0.24$, $t = 3.481$, $p = 0.001$), and social component (SocC to CusEXP: $\beta = 0.365$, $t = 4.617$, $p = 0.000$) all significantly enhanced customer experience. In contrast, the cultural component (CulC to CusEXP: $\beta = 0.112$, $t = 1.247$, $p = 0.212$) and functional component (FuncC to CusEXP: $\beta = 0.12$, $t = 1.615$, $p = 0.106$) did not have significant effects.

The analysis of Hypothesis 2's sub-hypotheses showed that the sensory component (Hypothesis 2a: $\beta = 0.069$, $p < 0.05$), social component (Hypothesis 2c: $\beta = 0.079$, $p < 0.05$), and natural component (Hypothesis 2d: $\beta = 0.070$, $p < 0.05$) all positively influenced customer experience. In contrast, the functional component (Hypothesis 2b: $\beta = 0.075$, $p > 0.05$) and cultural component (Hypothesis 2e: $\beta = 0.089$, $p > 0.05$) did not significantly impact customer experience.

Overall, the path coefficients showed that while the experienscape components did not directly impact customer revisit intention, the natural, sensory, and social elements were crucial for enhancing customer experience. This shows that the importance of these components in creating a positive experience in urban specialty coffee shops.

Moreover, Customer Experience (CusEXP) acts as the mediator in this study. For Hypothesis 3, the study assessed how CusEXP mediates the relationship between the exogenous (Experienscape Components: SensC, FuncC, SocC, NatC, and CulC) and endogenous (Customer Revisit Intention or CRI) variables, employing bootstrapping as outlined by Preacher and Hayes (2004). To evaluate the significance of connections between latent endogenous and exogenous variables, a bootstrapping procedure is used, complemented by a t-test (Ringle et al., 2009).

Mediation analysis results were complied in Table 7, which examine how customer experience (CusEXP) mediates the relationship between experienscape components and customer revisit intention (CRI). The table includes the total, direct, and indirect effects of each component, along with coefficients, T-values, p-values, standard errors, and 95% confidence intervals. This analysis helps determine the significance of customer experience as a mediator and tests the hypotheses about its role in linking experienscape components to revisit intention.

Table 7: Mediation analysis results

| Total effects (ExpComp → CRI) | | | Direct effects (ExpComp → CRI) | | | Indirect Effects of ExpComp on CRI | | | | | | |
Coefficient	T value	*p*-value	Coefficient	T value	*p*-value	Hypothesis	Coefficient	SE	T value	*p*-value	Percentile bootstrap 95% confidence interval	
											Lower	Upper
0.244	2.376	0.018	0.147	1.376	0.169	H3a: SensC→ CusEXP→ CRI	0.097	0.003	2.239	0.025	0.023	0.187
0.199	1.980	0.048	0.150	1.432	0.152	H3b: FuncC→ CusEXP→ CRI	0.049	0.003	1.308	0.191	-0.005	0.141
0.074	0.817	0.414	-0.074	0.777	0.437	H3c: SocC→ CusEXP→ CRI	0.148	0.004	3.068	0.002	0.049	0.235
0.089	0.768	0.442	0.009	0.082	0.935	H3d: NatC→ CusEXP→ CRI	0.079	0.003	2.045	0.041	0.013	0.165
0.241	2.073	0.038	0.196	1.690	0.091	H3e: CulC→ CusEXP→ CRI	0.045	0.004	1.031	0.303	-0.020	0.149

Source: Authors' calculations

Note: SE: Standard Error, ExpComp: Experienscape Component, CRI: Customer Revisit Intention, CusEXP: Customer Experience, SensC: Sensory Component, FuncC: Functional Component, SocC: Social Component, NatC: Natural Component, CulC: Cultural Component

Table 7 shows that for Hypothesis 3a, the total effect of the sensory component (SensC) on customer revisit intention (CRI) was significant (β = 0.244, t = 2.376, p = 0.018). While the direct effect of SensC on CRI was not significant (β = 0.147, t = 1.376, p = 0.169), the indirect effect through customer experience (CusEXP) was significant (β = 0.097, t = 2.239, p = 0.025) with a 95% confidence interval of [0.023, 0.187]. This supports Hypothesis 3a, indicating that CusEXP significantly mediates the relationship between SensC and CRI.

For Hypothesis 3b, the total effect of the functional component (FuncC) on customer revisit intention (CRI) was significant (β = 0.199, t = 1.98, p = 0.048). However, neither the direct effect of FuncC on CRI (β = 0.15, t = 1.432, p = 0.152) nor the indirect effect through customer experience (CusEXP) (β = 0.049, t = 1.308, p = 0.191) was significant. The 95% confidence interval for the indirect effect included zero [-0.005, 0.141]. Therefore, Hypothesis 3b was not supported, as CusEXP did not mediate the relationship between FuncC and CRI.

Hypothesis 3c's analysis revealed that the total effect of the social component (SocC) on CRI was not significant (β = 0.074, t = 0.817, p = 0.414). Similarly, the direct effect of SocC on CRI was not significant (β = -0.074, t = 0.777, p = 0.437). However, the indirect effect of SocC on CRI via CusEXP was significant (β = 0.148, t = 3.068, p = 0.002), with a 95% confidence interval of 0.049, 0.235, which excluded zero. These results supported Hypothesis 3c, confirming that CusEXP significantly mediated the relationship between SocC and CRI.

In Hypothesis 3d, the total effect of the natural component (NatC) on CRI was not significant (β = 0.089, t = 0.768, p = 0.442), and the direct effect of NatC on CRI was also not significant (β = 0.009, t = 0.082, p = 0.935). However, the indirect effect via CusEXP was significant (β = 0.079, t = 2.045, p = 0.045), with a 95% confidence interval of 0.002, 0.156, which did not include zero. Therefore, Hypothesis 3d was supported, indicating that CusEXP mediated the relationship between NatC and CRI.

The mediation analysis for Hypothesis 3e showed that the total effect of the cultural component (CulC) on CRI was significant (β = 0.241, t = 2.073, p = 0.038). However, the direct effect of CulC on CRI was not significant (β = 0.196, t = 1.69, p = 0.091), and the indirect effect via CusEXP was also not significant (β = 0.045, t = 1.931, p = 0.054), with a 95% confidence interval of -0.002, 0.102, which included zero. Thus, Hypothesis 3e was not supported, indicating that CusEXP did not mediate the relationship between CulC and CRI.

Overall, the mediation analysis results confirmed that Hypothesis 3 was supported, demonstrating that CusEXP mediates the relationship between experienscape components and CRI. Specifically, SensC, SocC, and NatC showed significant mediation effects, while FuncC and CulC did not show significant mediation effects.

Table 8: Hypothesis testing results summary

Hypothesis	Result
H1: Experienscape components positively influence the customer revisit intention.	Not Supported
H2: Experienscape components positively influence the customer experience.	Supported
H2a: Sensory component of experienscape positively influences the customer experience.	Supported
H2b: Functional component of experienscape positively influences the customer experience.	Not Supported
H2c: Social component of experienscape positively influences the customer experience.	Supported
H2d: Natural component of experienscape positively influences the customer experience.	Supported
H2e: Cultural component of experienscape positively influences the customer experience.	Not Supported
H3: Customer experience mediates the relationship between experienscape components and customer revisit intention.	Supported
H3a: Customer experience mediates the relationship between sensory component and customer revisit intention.	Supported
H3b: Customer experience mediates the relationship between functional component and customer revisit intention.	Not Supported
H3c: Customer experience mediates the relationship between social component and customer revisit intention.	Supported
H3d: Customer experience mediates the relationship between natural component and customer revisit intention.	Supported
H3e: Customer experience mediates the relationship between cultural component and customer revisit intention.	Not Supported

4.8 Discussion

This study established three primary research objectives: to examine the influence of experienscape components on customer revisit intention, to assess the impact of experienscape components on customer experience, and to investigate the mediating role of customer experience in the relationship between experienscape components and customer revisit intention.

For research objective one, the study offered a different perspective on the relationship between experienscape components and revisit intention. While sensory and social elements enhanced customer experience, they did not directly lead to increased revisit intention. However, Rattanaprichavej (2019) found that emotional value has a stronger influence on revisit intention than functional or social values. Sensory elements, such as aroma and presentation, significantly impacted customer experience, but their direct effect on revisit intention remained unclear in Klang Valley's specialty coffee shops. The findings partially supported study Richardson et al. (2019), which emphasized ambiance and memorable experiences as key to revisit intention. However, unlike Meng and Choi (2018), who found a direct link between physical environment and revisit intention in theme restaurants, this study suggested such direct influences may be context-specific and less evident in Malaysia's specialty coffee shops. Moreover, while Islam et al. (2019) highlighted customer interactions as crucial for revisit intention, this study found that interactions with other customers had less impact. Instead, employee demeanor and service quality were more significant social factors, indicating that a combined focus on experienscape and strategic management of customer interactions is key to encouraging revisit intentions.

For objective two, the findings of this study aligned with existing research, demonstrating that experienscape components significantly influence customer experience, particularly in specialty coffee shops in Klang Valley. Sensory and functional elements were highly valued by customers, emphasizing their importance in creating a positive environment, consistent with Shah et al. (2019) and Amin and Tarun (2019), who stressed that sensory experiences and emotional responses are critical for enhancing customer satisfaction. Social interactions, particularly with employees, also played a key role in customer experience, that drive repeat visits through memorable experiences.

Additionally, natural components and environmentally-friendly practices were found to enhance customer experience, echoing Ajina et al. (2019), who highlighted the positive impact of corporate social responsibility (CSR) on customer perceptions and loyalty. These findings suggest that coffee shops can improve customer satisfaction by focusing on sensory

and functional aspects, ensuring high service quality, and incorporating natural and cultural elements into their offerings. The positive experiences reflected in high satisfaction scores indicated that a welcoming atmosphere contributes to revisit intentions.

Finally, the findings of this study supported existing literature on the mediating role of customer experience in the relationship between experiencescape components and revisit intention. The PLS-SEM analysis reported that sensory, social, and natural components significantly enhanced customer experience, which in turn positively influenced revisit intention for urban specialty coffee shops in Klang Valley. This mediation result aligned with Islam et al. (2019), who identified that positive experiences foster nostalgic feelings, encouraging revisits. Moreover, this mediation effect found the importance of designing experienscapes that not only meet the functional needs of customers but also engage their sensory and emotional dimensions. As seen in Islam et al.'s (2019) study, sensory-rich environments combined with positive social interactions significantly enhance the perceived value of the experience. In turn, these enriched experiences generate a sense of satisfaction and attachment, making customers more likely to return. This finding offers valuable insights for managers in coffee shop industry, especially in Klang Valley area that by creating experiences that are immersive, multi-sensory, and emotionally resonant, businesses can strengthen customer loyalty and encourage repeat visits. In conclusion, these evidences indicated that customer experience mediated the relationship between experiencescape components and revisit intention, especially in settings where positive experiences were prioritized.

4.9 Theoretical Contributions

This study contributes to the extant literature on customer experience and revisit intentions by examining the integration of experienscape components and their substantial impact on consumer behavior. It advances theoretical understanding by delineating the multidimensional nature of the experienscape, which comprises sensory, functional, social, natural, and cultural elements. These dimensions are shown to collectively shape positive customer experiences and foster revisit intentions.

The findings lend support to the servicescape framework proposed by Bitner (1992), offering empirical insights into the factors influencing customer satisfaction and behavioral outcomes within the context of Malaysian specialty coffee shops. Notably, the study highlights the mediating role of customer experience in the relationship between environmental cues and revisit intentions. This mediating effect shows the role of experiential elements in driving

customer loyalty, extending prior research that emphasizes the importance of satisfaction in repeat visitation.

Additionally, this research emphasizes the critical role of an engaging experienscape in influencing customer behavior. By demonstrating that memorable and thoughtfully designed experiences exert a significant influence on revisit intentions, the study aligns with existing scholarship on loyalty and repeat patronage. It posits that experiential enhancements, extending beyond traditional service quality dimensions, serve as a strategic mechanism for sustaining customer engagement.

From a practical perspective, the study offers valuable implications for managers and marketers in the specialty coffee industry. By prioritizing improvements to sensory, functional, and cultural aspects of the coffee shop environment, businesses can cultivate experiences that exceed customer expectations, thereby increasing the likelihood of revisit intentions and fostering enduring loyalty. These findings provide a robust framework for enhancing the coffee shop experience, particularly within the competitive landscape of urban specialty coffee markets.

4.10 Practical Contributions

The findings of this study offer several practical contributions for enhancing customer experiences and boosting revisit intentions in urban specialty coffee shops. Practitioners can leverage these insights to create more engaging and conducive environments. Specifically, investments in sensory elements such as the aroma and presentation of products are crucial. High ratings given by the respondents for sensory aspects, such as the smell of the coffee shop underscore their importance in improving customer experiences and encouraging repeat visits (Barahona et al., 2020). Similarly, functional aspects like interior design and furnishings play a significant role in shaping customer perceptions and satisfaction during their visit. On the other hand, enhancing social interactions through targeted employee training is essential. Training employees to be polite and attentive can significantly improve the social component of the customer experience, leading to increased satisfaction and revisit intentions (Rabbanee & Vyravene, 2021). Eco-friendly practices and cultural representation are increasingly valued by consumers and contribute to higher satisfaction and loyalty. By focusing on these areas, coffee shop owners can create a more appealing and welcoming environment, catering to both sensory and emotional needs of customers. This inclusive approach not only enhances the overall customer experience but also fosters stronger customer loyalty and repeat business with the specialty coffee shops.

4.11 Limitations and Future Research

This study, while providing valuable insights, has several limitations that warrant consideration. The sample was confined to urban specialty coffee shops, which may limit the generalizability of the findings to other types of coffee establishments or geographical locations. Future research should aim to include larger and more diverse samples to enhance the applicability of the results across different contexts. Future studies should address these limitations by exploring demographic variables, such as occupation and income, to better understand motivations behind revisit intentions. Incorporating observational or experimental methodologies could also provide a more comprehensive perspective and mitigate common method biases. Future research should explore additional dimensions such as technological innovations to advance the understanding of experienscape components and their impact on customer behaviour (Bryman & Bell, 2015). Incorporating moderating variables, such as customer demographics, could offer deeper insights into how different factors affect the customer experience. Given the limitations of self-reported data, employing mixed-method approaches could also enhance the robustness and validity of findings (Creswell, 2013). Lastly, examining the long-term effects of experienscape components on customer loyalty and investigating the role of digital and online experiences could provide valuable insights for both academic research and practical applications.

5.0 CONCLUSION

This study offers valuable insights into the relationship between experienscape components and customer revisit intention in urban specialty coffee shops, showing that customer experience mediates this relationship. It underscores the importance of sensory, functional, social, natural, and cultural elements in shaping positive customer experiences, contributing to a deeper understanding of customer behavior and loyalty. The findings emphasize the need for a well-rounded customer experience to encourage repeat visits. Sensory experiences, functional environment aspects, social interactions, and natural and cultural elements collectively boost customer satisfaction and loyalty. This highlights the importance of designing and managing coffee shop environments for sustained engagement and business success. In conclusion, the study demonstrates the mediating role of customer experience in enhancing satisfaction and fostering loyalty through experienscape components. Focusing on these elements can help coffee shops improve performance and achieve long-term success in a competitive market.

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