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ESTIMATED CUSTOMER SATISFACTION LEVEL AND FUTURE PATRONAGE FOR A LOCAL BURGER SPOT

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ABSTRACT

Business success in the highly competitive food market depends on understanding how satisfied customers are and if they plan to make additional purchases at the nearby burger restaurant. However, given the variety of factors affecting consumer behavior in this environment, correctly anticipating these elements remains to be difficult. In an attempt to give business owners insights into how to improve client relations and promote loyalty, this study looks into the variables that influence customer satisfaction and desire to repurchase at a nearby burger store among 100 respondents. A combination of methods was used to gather information from customers of a particular local burger business. Structure surveys were used to collect quantitative data on the following topics, overall satisfaction, food quality, service experience, perceptions of pricing, and likelihood of visiting. In-depth conversations with a selected group of participants provided qualitative insight and allowed for a greater understanding of underlying motivations and choices. Many important predictors of consumer satisfaction and repurchase intentions were found through data analysis. The quality of the food, the efficiency of the service, the fairness of the prices, and the chance that they will come back to the burger restaurant. The study has an important effect on the neighborhood burger market since it offers marketers with information to improve customer satisfaction and

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loyalty and enables businesses to modify their offers to match the evolving needs of customers

1.0 INTRODUCTION

According to studies, there is a positive correlation between a cafe's atmosphere, design, layout, displays, color schemes, lighting, temperature, sound, fragrance, and customer pleasure. The presence of an inviting and cozy setting raises customer satisfaction and encourages them to return to the café. Customer loyalty is also influenced by favorable retail environments, with greater levels of loyalty seen in cafes with a positive vibe. Understanding the link between the café atmosphere and customer pleasure is essential for cafe owners and managers, as the caliber of food provided also has a big impact on how happy customers are.

Considering that customer happiness is directly impacted by food quality, the relationship between cafe atmosphere and customer pleasure is important. Delicious food raises client happiness, makes a good first impression, promotes return business, and builds loyalty. However, the content doesn't go into detail about what needs to be done to raise the caliber of café meals. To better match consumer expectations and bring in and keep customers in a cafe, additional research or analysis is required to pinpoint shortcomings and potential development areas.

The atmosphere of the café has a significant impact on customer loyalty and satisfaction. Research shows that a pleasant and cheerful atmosphere improves the clientele's experience, resulting in increased satisfaction and a wish to return to the café. Customer loyalty is also influenced by favorable store layouts. The general atmosphere is influenced by several elements, including atmosphere, design, layout, displays, color schemes, lighting, temperature, sound, and smell. Reliable customers are more likely to be satisfied ones. Thus, creating a happy environment is essential for cafés to bring in and keep consumers.

2.0 LITERATURE REVIEW

2.1 Drivers for Customer Satisfaction

Over the years, a number of ideas and approaches have been developed to investigate and measure consumer satisfaction more methodically. Two significant contributions to the understanding of customer satisfaction are the SERVQUAL framework developed by Parasuraman, Zeithaml, and Berry (1988) and the expectancy-disconfirmation theory by Oliver (1980). In recent times, there has been a focus on creating theoretical frameworks, such as Oliver's disconfirmation paradigm (1997), that incorporate multiple factors that impact pleasure. In addition to the evolution of standard methods like surveys, interviews, and focus groups, advances in technology have also brought in big data analytics, social media sentiment analysis, and online reviews. Depending on the goals and environment, various methodologies are used; some use cross-sectional surveys, while others use long-term research. The study conducted in 2019 by Budur titled "The Influence of Cafe Atmosphere and Food Quality on Customer Satisfaction" provides a summary of the research design, methodology, and theoretical framework used for customer satisfaction studies. (Levy and Weitz, 2012).

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The concept of "café atmosphere" describes the general mood, setting, and physical attributes of a cafe to make guests feel at ease and enjoy themselves. Customer satisfaction is positively affected by a pleasant café environment, which drives loyalty and return business. Recent research has focused on examining particular aspects of the environment, such as interior design, lighting, and music choice, that affect patron pleasure. Several theories have influenced our knowledge of customer satisfaction, including the SERVQUAL model and the expectancy-disconfirmation theory. Research methods have incorporated big data analytics, social media sentiment analysis, internet reviews, and standard and modern methods including focus groups, interviews, and surveys. This makes it easy for academics to identify the main elements influencing consumer happiness and create plans to improve the cafe experience generally.

3.0 METHODOLOGY

Table 1. show the correlation between café atmosphere with customer satisfaction.

Research Design	The study was carried out over several stages, including collecting and analyzing data, reviewing relevant research, evaluating findings, and making decisions.
Target Population	Required Whole community if Ampang
Sample Size	At least 100 respondents were involved in this survey and required their feedback was collected.
Data Collection	The questionnaire will be blasted through the Google Form and QR code by the burger stall because it is easier to approach the community.
Instrument/Questionnaire	The questionnaire consist by 7 Section: Section A: Demographic with 5 question. : Section B: Service Quality with 4 question. : Section C Food Quality with 4 question.: Section D: Variety of Menu with 4 question.: Section E: Café atmosphere with 4 question.: Section F: Customers Satisfaction with 4 question
Data Analysis	Using the Cronbach Alpha coefficient, a reliability review was carried out to figure out the item's reliability that was utilized for measuring each variable. Information was gathered as part of the data-gathering procedure by delivering questionnaires. Statistical Package for the Social Sciences (SPSS) Version 29 was then employed to process and analyze these questions. This analysis was done to answer the research question and hypothesis. To find a relationship between both dependent and independent variables, an analysis of regression was performed.

4.0 FINDINGS AND DISCUSSION

ITEM	LIST OF ITEM	PERCENTAGE
Gender	Female	53.3%
	Male	46.7%
Age	15 – 24 (early working age)	51.4%
	25 – 54 (prime working age)	41.9%
	55 – 64 (mature working age)	5.7%
	65 - over (elderly)	1.0%
Education	Bachelor and above	69.5%
	Diploma	16.2%
	Pre-university (Form 6/Matriculation)	4.8%
	Primary education	1.9%
	Secondary education	7.6%
Monthly Income	Less than RM3440	76.2%
	RM11820 and above	1.9%
	RM3440 - RM5249	16.2%
	RM5240 - RM7689	4.8%
	RM7690 - RM11819	1.0%
Working Sector	Government	24.8%
	Private	37.1%
	Self Employed	38.1%

5.0 CONCLUSION

The complicated relationship between customers' willingness to repurchase and their expected pleasure with local burgers is finally clarified by the research findings. A thorough evaluation of the cafe's atmosphere and respondents' satisfaction. In addition, the acquired information might help local suppliers by helping them to improve their customer service.

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