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EXPERIENTIAL QUALITY AMONG COFFEE LOVERS: AN EMPIRICAL STUDY IN THE MALAYSIAN COFFEE OUTLETS INDUSTRY

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ABSTRACT

Experiential Quality has become extremely important for coffee outlets industry due to the highly competitive environment. The main objective of this study is to analyze the quality of the coffee outlets to win more customers in Malaysia. This study specifically design to investigate the existing literature on experiential quality comprising Interaction quality, Physical environment quality, Outcome quality and Affective quality. Researcher used a self-administrated questionnaire survey with a sample size of 200 respondents from various coffee outlets in Selangor, Malaysia (One of the state with high population in Malaysia). The Findings shows that Interaction quality, Physical environment quality, and Outcome quality have direct effect on experimental quality among coffee lovers. Affective quality shows an negative effect on experiential quality. Coffee is one of the global product. Coffee sold at branded coffee outlets are niche market product. Coffee outlets industry is a classified destination of consumers with intrinsic value of coffee. Coffee outlets offer typical coffer qualities in attractive environment to withhold coffee lovers. This special product is consumed by middle income and higher income social class consumers. The findings further implied coffee outlets focused at managing coffee lovers' service quality expectation to create and enlarge greater coffee loyalist for sustainable competitive advantage.

Keywords: Affective quality, Experiential quality, Interaction quality, Physical environment quality, Outcome quality

INTRODUCTION

Pine and Gilmore (1999) indicated coffee as one of the factors that affect one's experienced economy. The coffee market continuously gaining momentum and attract new players (Fang, 2012). Malaysia's coffee industry is one of the highly competitive environment. International coffee organization (Leavitt, 2009), reported Asian Coffee market saw tremendous growth in recent years. Malaysia stood at world's top 45th countries among coffee producers and consumers (Leavitt, 2009), where total consumption expected to increase from 1.3kg (Leavitt, 2009) to 3.5kg per person on average use in the year of 2017 (Schwab, 2013). In the attempt of occupying strong position in the Malaysia's coffee outlets, few international chains coffee outlets entered in the expansion of market for example Gloria Jeans, Starbucks, Costa, San Francisco, and McDonald's coffee. Experiencing coffee chains, other hospitality activities are widely seen as the consumption of coffee views. Because of this fact, the customers of high end and quality coffee chains, pays more attention to the experiential quality, and it is something which is more affiliated with their skills, while the procedure of dining happens, rather than paying attention to the service they provide (Hung Che Wu, 2016). However, unlike service qualities, the lighting of the quality of experiences such as the specialty of hospitable coffee (Chen and Chen, 2014) has been reduced. Loyalty experience has become a principal concern in the innumerable industry (Wu

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and Ai, 2016), in the case of enabling the recurrence customers of the coffee chain. Thus, this being a necessity to evaluate the total experiential quality for the development of every coffee outlets in the highly competitive industry. This study aims to fill the gap by investigating the experiential quality to win the loyalty of customer. It is hoped that this study will gives the coffee outlet operators a better understanding about the customers' behavior and enhance business strategies succeed in coffee industry.

REVIEW OF LITERATURE

Defining Experiential quality

A Customer's ultimate experience in anticipating quality has ever since a critical concept in consumer behavior research (Wu and Ai, 2016). A Customer may better view and experince the direct and indirect encounter within an organization and customer experiential quality. Creating a positive, excellence and superiority is like planting green seed in a consumers' mind (Lemke, Clark, & Wilson, 2011). (Lemke et al., 2011) stated that experiential quality has been perceived as the best judgment in most excellent customer experience journals. As such, conceptualization of experiential quality includes the visitor's effective responses upon their desired psychological experiences which being one of the advantage (Chan & Baum, 2013). Meanwhile (Wu, Cheng, & Ai, 2018) says that, opportunity brought by customers and involvement of supplier also included as experiential quality. Nevertheless, (Collow and Al, 2008) also reported that the quality of experience has an inline effect on the experiential values and customer satisfaction. Past researchers (Cleme et al., 2009; Dagger, Sweeney and Johnson, 2007; Wu, Wong and Cheng, 2014b) found that, rather than using a more conventional reflecting method, the multiplication model emphasizes the impact of dimensions inexperienced quality construction. Meanwhile (Wu & Ai, 2016) found that the uthmost analytical measurement for experiential quality is through interaction, physical environment, outcome and affective quality.

Interaction quality

The term interaction quality represents key component of service quality. The advantage of providing service is to effectively communicate and understand consumers need by clarifying and confirming in making customers feeling pleasant (Grönroos, 1984, Wu & Ai, 2016). Past literature found interaction quality is used to discover the level service delivered. This is often used as a guide to provide staff training and quality improvement (Brady and Cronin, 2001). (Brady & Cronin, 2001) under line has three pertinent characters for interaction quality namely 1) attitude 2) behaviors and 3) expertise as a major contribution towards customer perceptions. (Ekinci & Dawes, 2009) shows that employee personality traits influenced the determinants of interaction quality which is employee attitudes and customer orientation. (Jamal & Naser, 2002) stated that communication quality between employees and customers has a strong influence towards overall experiential quality. This statement agreed by Jap (2001) saying efforts by the employee and their personal interactions increases customer satisfaction prompt greater experience. In this studies, researcher focus on the influence of interaction quality effect towards experiential quality. Hence, this research hypothesizes that interaction quality would positively influence experiential quality.

H 1: Interaction quality has a positive influence on experiential quality among coffee lovers in Malaysia.

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Physical environment quality

Dining is not only the quality of the food but the ambience and environment. Physical setup and atmosphere of the restaurant gives greater impact towards customers overall attitudes (Wall & Berry, 2007). (Kisang Ryu, Hye-Rin Lee, 2012) illustrated that the restaurants image branding falls upon the quality of food and environment, as well its services. Physical environment quality has a shown strong relationship with customer loyalty. Empirical evidence from turkey found that physical environment quality has a strong relations in determining the characteristics of customers. Physical environment experience of a service psychologically influence the desire to consume similar product in other places in future (Chen, Chen, & Lee, 2013). Therefore, this research hypothesizes that interaction quality would positively influence experiential quality.

H 2: Physical environment quality has a positive influence on experiential quality among coffee lovers in Malaysia.

Outcome quality

Outcome quality define as experience and satisfaction that customer takes home at end of the transaction. It is important platform for the business operators to build strong reputation towards service provided. Measure of customer satisfaction derived from a situation where actual satisfaction exceeds customers' perceived satisfaction in consumption of familiar products or services (Powpaka, 1996; Kisang Ryu, Hye-Rin Lee, 2012; Han & Hyun, 2017). The outcome quality forms foundation for service quality in any business. All successful service provider have meet customer's expectation towards outcome quality (Saunila & Ukko, 2015). Hence, this research hypothesizes that outcome quality would strongly influence upon experiential quality.

H 3: Outcome quality has a positive influence on experiential quality among coffee lovers in Malaysia.

Affective quality

Affective quality viewed as a quality to inspire one person to consume a product or a service (Zhang & Li, 2005). The effective quality arises as a result of reactions such as unpleasant, excitement, boring, upset and soothing. Affective quality provides an explicit effect and has some strong impact towards overall quality of service (Zhang, P. & Li, N., 2004). On the other hand, (Monti, Agostini, Lupi, Gobbi, & Pocecco, 2008) argues affective quality is not an independent factor for overall satisfaction, but forms complement consumption or use together with two or many other products. Therefore, this research hypothesizes that affective quality would negatively influence experiential quality.

H 4: Affective quality has a negative influence on experiential quality among coffee lovers in Malaysia.

PROPOSED FRAMEWORK

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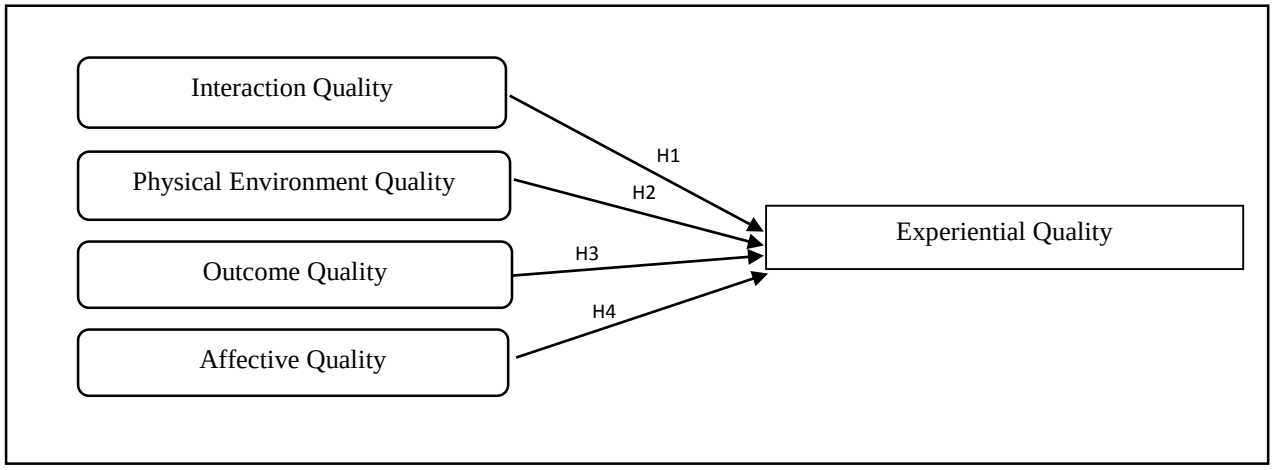
Relationship between the four factors and Experiential Quality are shown below:

Figure 1. Research hypothesis



RESEARCH METHODOLOGY

Measurement and Collection of Data

This study used to systematically examine to what extent experiential quality among coffee lovers influence by a few selected variables. The collected data have been analytically measured using the structural equation modeling through the Partial Least Squares (Smart PLS 3.0) approach.

Population and Sampling

Regular visitors to Coffee outlets were acknowledged in this as the target population. Total 200 coffee lovers from Selangor, state of Malaysia were randomly chosen for this research.

Measurement and Construct

This research used a total of 21 measurement items for 5 measurement components, which were adopted from past literature. A quantitative research approach shows that the target customers in this research follow the positivist assumption with a realist ontology and objectivist epistemology. Data collection is the procedure of the collection and measurement of variables of interest, using a verified systematic pattern, published responses for the particular questions, experiment hypotheses, and perform the evaluation. (Plugin, 2002) found Data Collection Toolkit is typical to all fields of study, and it includes physical and social sciences, humanities, business, etc. Even though technique differs by regulations; the significance of making sure the reliable and genuine collection stays exactly as it is. A probabilistic

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sampling approach is being used to collect the data, particularly in a stratified random sampling technique.

The main area of measurement covered in this chapter includes Reliability Test, Descriptive analysis, together with Normality test and Linearity test, Homoscedasticity, multiple regression and Correlation analysis. The questionnaire used for this study has two section consists of demography and variables which used 5-point Likert Scale as an essential factor of the research instrument. This study prior acknowledged by distribution customer that, this is to test reliability and validity. Hence, the Cronbach Alphas of the 20 items scale 0.943, and above which 0.7 is a benchmarked threshold (Hair et al, 2003).

Table 1: Adapted Scales from Previous Studies

Variable	Source
1) Interaction quality	(Hung-Che Wu, 2017)
2) Physical environment quality	(Hung-Che Wu, 2017)
3) Outcome quality	(Hung-Che Wu, 2017)
4) Affective quality	(Hung-Che Wu, 2017)

Demography of Respondents

Table 2: Gender, Age, Nationality, Race and Education Level

Types	Categories	Frequency	Percent
Gender	Male	107	53.5
	Female	93	46.5
Age	Below 20	30	15.0
	21 to 25 years old	109	54.5
	25 to 30 years old	41	20.5
	Above 31	20	10.0
Nationality	Malaysian	98	49.0
	Non-Malaysian	102	51.0
Race	Malay	42	21.0
	Indian	38	19.0
	Chinese	45	22.5
	Other	75	37.5

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Education Level	SPM-STPM-A-Level	8	4.0
	Diploma	36	18.0
	Undergraduate	125	62.5
	Postgraduate	31	15.5

Measurement Model Estimation

Before a test done on the hypothetical models, the measurement models of the constructs were examined for its reliability, validity of convergence and discrimination validity. Table 3, the scores obtained from the measurement model shows that all loads are higher than 0.70 as per proposed threshold. (Hair, Hult, Ringle & Sarstedt 2013). The average variance extracted (AVE) of the overall contracts exceeds 0.5 (Bagozzi & Yi, 1988) while the composite reliability score (CR) shows higher than 0.7 (Hair et al., 2013). Thus, achieving the Convergent conclusions.

The VIF examined to test for possible issues in multicollinearity (Table 3). A range of below 3.3 of the VIF values confirms a slack in multicollinearity through a sufficiently constructed validity tests showing values falling apparently below the minimum threshold of 9 (Yong & Pearce, 2013).

Table 4 shows results of the validity test on discrimination. As proposed by Fornell, Larcker, and Cha (1994) and Fornell and Larcker (1981), AVE for each development should be correlated at its high between them and any other constructive models. As per Table 5, those constructions meeting such criterions indicate the validity of discrimination Hair et al. (2013) showing the measurement of variable load items that should be at upper level than cross-load by all at least 0.1 indicating the legality of discrimination are sufficient. As in Table 5, it also contains all constructions meeting upon the criterion. Therefore, we can conclude that the validity of discrimination has been achieved. Discriminant Validity tested by Monte Carlo simulation study illustrated by Henseler , Ringle, and Sarstedt, (2015), as per results are shown in Table 6. Discriminant Validity tested as a criterion and as a statistical test using HTMT method. The problem discriminant validity arise if the value greater than HTMT.85 value of 0.85 (Kline 2015), or HTMT.90 value of 0.90 (Gold & Arvind Malhotra, 2001). To assess the model fitness, guide by Henseler Hubona, and Ray (2016) been used. Table 6 shows dG and the dULS are 0.523 and 0.479 respectively reflecting on an indication of a well-fitting measurement model (Dijkstra & Henseler, 2015). Additionally, the SRMR is 0.048. This is below the cut-off of 0.08 (Hu & Bentler, 1999) implying that the measurement model fits this study.

Table 3: Convergent validity

Items	Loadings	Cronbach's Alpha	rho_A	CR	AVE	VIF
AQ1	0.842	0.885	0.885	0.921	0.744	2.208
AQ2	0.875					2.665
AQ3	0.886					2.853
AQ4	0.846					2.242
EQ1	0.802	0.904	0.906	0.929	0.724	2.314
EQ2	0.888					3.36

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EQ3	0.865					2.822
EQ4	0.846					2.563
EQ5	0.851					2.711
IQ2	0.867	0.917	0.918	0.942	0.802	2.623
IQ3	0.918					3.726
IQ4	0.912					3.773
IQ5	0.883					3.131
OQ1	0.833	0.886	0.889	0.921	0.745	2.118
OQ2	0.886					2.72
OQ3	0.877					2.53
OQ4	0.857					2.137
PEQ2	0.833	0.895	0.897	0.927	0.761	2.207
PEQ3	0.911					3.18
PEQ4	0.89					2.87
PEQ5	0.854					2.49

Table 4 : Fornell & Lackers

	Affective Quality	Experiential Quality	Interaction Quality	Outcome Quality	Physical Environment Quality
Affective Quality	**0.862**				
Experiential Quality	0.717	**0.851**			
Interaction Quality	0.533	0.647	**0.895**		
Outcome Quality	0.662	0.618	0.573	**0.863**	
Physical Environment Quality	0.601	0.599	0.744	0.636	**0.873**

Table 5 : Cross Loadings

	Affective Quality	Experiential Quality	Interaction Quality	Outcome Quality	Physical Environment Quality
AQ1	**0.842**	0.601	0.469	0.608	0.509
AQ2	**0.875**	0.624	0.461	0.584	0.495
AQ3	**0.886**	0.611	0.442	0.532	0.522
AQ4	**0.846**	0.637	0.467	0.561	0.544
EQ1	0.603	**0.802**	0.488	0.542	0.46
EQ2	0.663	**0.888**	0.609	0.555	0.514

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EQ3	0.612	**0.865**	0.522	0.512	0.494
EQ4	0.6	**0.846**	0.566	0.527	0.526
EQ5	0.568	**0.851**	0.559	0.491	0.553
IQ2	0.467	0.601	**0.867**	0.497	0.662
IQ3	0.459	0.575	**0.918**	0.528	0.662
IQ4	0.47	0.575	**0.912**	0.498	0.66
IQ5	0.514	0.564	**0.883**	0.53	0.68
OQ1	0.567	0.494	0.495	**0.833**	0.569
OQ2	0.566	0.521	0.465	**0.886**	0.54
OQ3	0.548	0.529	0.514	**0.877**	0.551
OQ4	0.603	0.582	0.506	**0.857**	0.539
PEQ2	0.514	0.513	0.69	0.543	**0.833**
PEQ3	0.549	0.558	0.66	0.554	**0.911**
PEQ4	0.514	0.5	0.646	0.561	**0.89**
PEQ5	0.517	0.515	0.6	0.563	**0.854**

Table 6: HTMT

	Affective Quality	Experiential Quality	Interaction Quality	Outcome Quality	Physical Environment Quality		Saturated Model
Affective Quality						SRMR	0.048
Experiential Quality	0.801					d_ULS	0.523
Interaction Quality	0.592	0.708				d_G1	0.479
Outcome Quality	0.747	0.688	0.636				
Physical Environment Quality	0.674	0.665	0.821	0.716			

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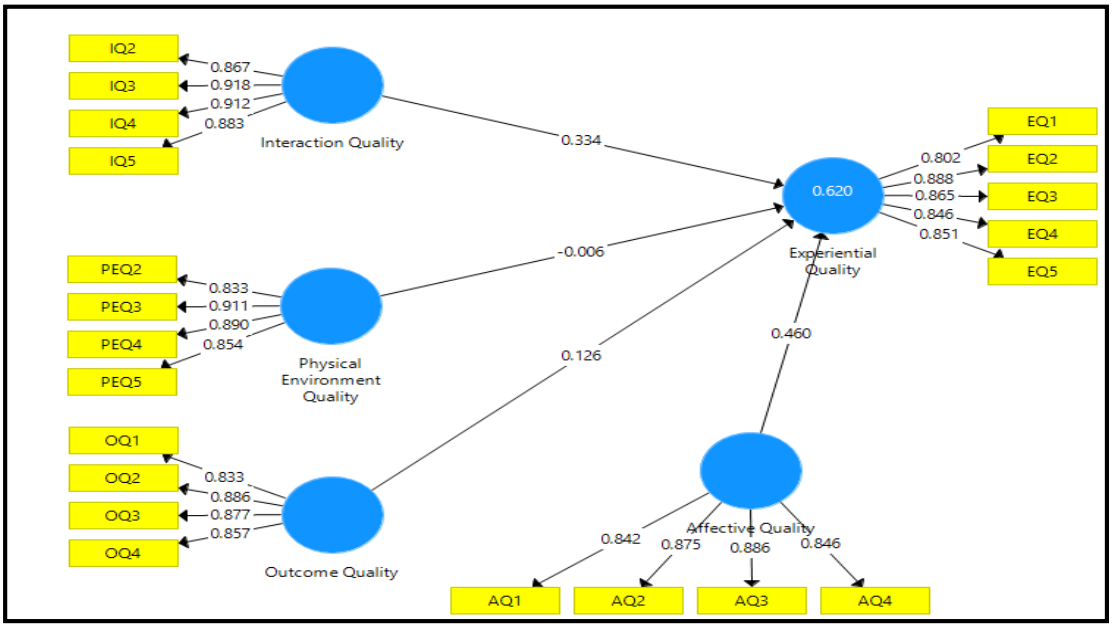

Figure 1 : Measurement Model

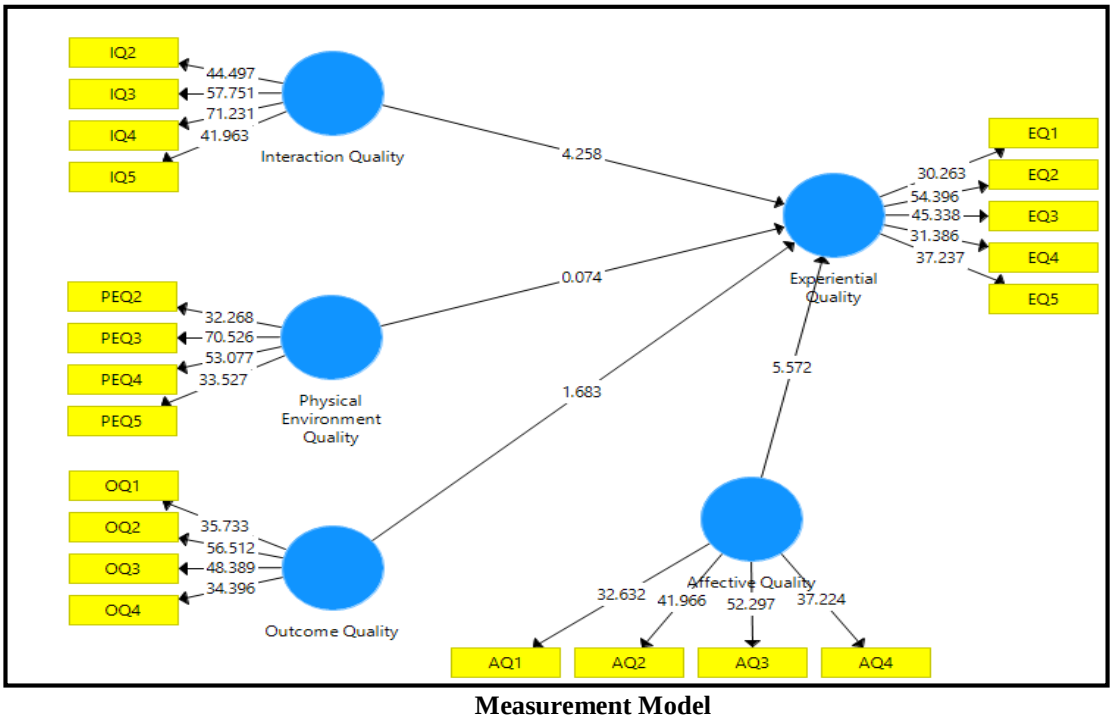

Figure 2 : Measurement Model

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Table 7: Hypothesis results

Hypothesis	Beta	Std Error	T Values	P Values	LL	UL	Q^2 (=1-SSE/SSO)	R2	F2	Decision
H1	0.46	0.082	5.572	0	0.319	0.593	0.414	0.62	0.280	**Supported**
H2	0.334	0.078	4.258	0	0.208	0.463			0.125	**Supported**
H3	0.126	0.075	1.683	0.046	0	0.246			0.019	**Supported**
H4	-0.006	0.077	0.074	0.47	-0.13	0.125			0.000	Not Supported

RESEARCH FINDINGS

There were 200 respondents in total surveyed through the questionnaire. The respondents Age range from 21 to 25 years old, Nationality Status is the Non-Malaysian, Race was under Others and Education Level parked under Undergraduate. The initial pilot study shows the reliability level as 0.943, showing that the questionnaires prepared are ideal and very reliable.

Result of the Smart PLS 3.2.7 Bootstrapping results

Minimum threshold of 1.65 t-statisctics values at $p \leq 0.1$ was used Hair, Ringle, and Sarstedt (2011). Lowry and Gaskin (2014) both tests that effected sizes of 0.35, 0.15, and 0.02 indicates a large, moderate, and least effect. Sarstedt, Ringle, Smith, Reams, and Hair (2014) clarified that R 2 values of 0.75, 0.50, and 0.25 shows substantial, quite moderate, and weak values respectively. R Square used identifying the coefficient for determination in the dependent constructs. According to Chin (1998), stating that a strong R square needs 0.67, while for moderate needs 0.33 and a weak R square needs 0.19. Besides, according to Hair et al. (2016), the R square of 0.75 is strong, 0.5 moderate, and 0.25 is weak. Next, Falk and Miller (1992) suggests R square to be similar to or bigger than 0.10 as the variance fully explained adequately from a constructive endogenous.

In attaining the relativity levels, a constant PLS bootstrapping option was used upon 5000 subsamples (Hair et al., 2014). Hence, based on these study, the R square for the researcher's study was good enough (0.62) as per table 7.

This then makes any new researchers whom in need of assurance at the next level which contains F Square to know more about the power and the exposure of knowledge of the model. The main purpose of having the Effect Size (f square) was to help researchers to determine a good model. By referring to the table 7, it has a nearly large effect in sizes. In conclusion, researchers had known that researchers' model which had met the requirement of the Inner Model by referred to the measurement requirement for the Inner Model as well.

Table 7 shows the entire hypothesis stated down from H1 to H4. It also contains the T-statistics value for each hypothesis. When the hypothesis is significant, the t-value is more than 1.645 ($p<0.05$), t-value more than 2:33 ($p <0.01$) for 1-tail test, t-value more than 1.96 ($p<0.05$) or t-value more than 2:58 ($p <0.01$). Table 7 indicates that there are three hypothesis, which are H1, H2, and H3 and they are significant because the lower limit the upper limit for the hypothesis is in a positive value, so the

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hypothesis had become significant which is zero. At the same time, the remaining hypothesis 4 is not supported.

CONCLUSION

This paper aims to measure Experiential Quality by justifying the factors of quality on Interaction quality, Physical environment quality, Outcome quality and Affective quality. The data collected from 200 coffee lovers at coffee outlets in Malaysia. The results were obtained by analysis of data using SEM-PLS such as correlation test, and multiple regression analysis, Normality test, Linearity Test and reliability analysis tests showed a remarkable outcome on all the variables. Three hypotheses were supported and one hypotheses rejected. The hypotheses of Interaction quality, Physical environment quality, Outcome quality are positively related to experiential quality. These factors will enhance customers' satisfaction and create loyalty towards coffee outlets. Coffee outlet operators must set priority towards these factors as key success factors for coffee outlets. The findings suggests coffee lovers demand for factors within the control of business operators. Affective quality is negatively related to experiential quality. This factor is out of coffee outlet operators' control. As conclusion, businesses must conform customer quality requirement for factors under their control beyond thresh level for organizational success.

IMPLICATION OF THE STUDY

This study explores on the Drivers of Experiential Quality among Coffee lovers. There are four variables namely Interaction quality, Physical environment quality, Outcome quality and Affective quality. The first factor are internal factors, which are control by the business owners. The affective quality is an external factor to business operators. The findings expresses a rational outcome. The rationale of the findings is that, customers demand the service quality beyond customers' thresh hold level for factors within business owners' control. Therefore, service providers for niche market services extremely sensitive towards customers' service quality to enjoy sustainable competitive advantage.

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