南華大學管理學院企業管理學系管理科學碩士班

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探討柬埔寨咖啡店的服務品質、產品品質、顧客滿意對購買意願之影響－以網路口碑為干擾變數

The Study of the Influence among Service Quality, Product Quality, and Customer Satisfaction on Purchase Intention in Cambodia Coffee Shops--Moderating Effects of E-WOM

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MBA RECOMMENDATION LETTER

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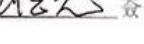
1、在修業課程方面：____白那芸___君已修滿__36__學分，其中必修科目：：研究方法、_____管理科学_____等科目，成績及格(請查閱碩士班歷年成績)。

2、在論文研究方面：____白那芸____君在學期間已完成下列論文：

(1)碩士論文：探討柬埔寨咖啡店的服務品質、產品品質、顧客滿意對購買意願之影響--以網路口碑為干擾變數

(2)學術期刊：2022 International Conference on Economic Development and Business Management (ICEDBM)

本人認為____白那芸____君已完成南華大學企業管理學系管理科學碩士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資格，特向碩士資格審查小組推薦其初稿，名稱：探討柬埔寨咖啡店的服務品質、產品品質、顧客滿意對購買意願之影響--以網路口碑為干擾變數，以參加碩士論文口試。

指導教授：  簽章

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南華大學管理學院企業管理學系管理科學碩士班

110 學年度第 2 學期碩士論文摘要

論文題目：探討柬埔寨咖啡店的服務品質、產品品質、顧客滿意對購買意願之影響－以網路口碑為干擾變數

研究生：白那芸　　指導教授：紀信光 博士

論文摘要內容：

本研究的目的是檢驗服務質量之間的關係(SERVQUAL model)、柬埔寨咖啡店的產品質量、顧客滿意度和購買意向。此外，旨在研究電子口碑（e-WOM）傳播在服務質量、產品質量和客戶滿意度之間的調節作用，並研究電子口碑（e-WOM）的調節作用。顧客滿意度與購買意願之間的關係。研究的人群包括去柬埔寨金邊市咖啡店的顧客。調查問卷用於獲取研究數據。使用 SPSS 26 程序從咖啡店顧客收集的 350 次調查對數據進行了分析。結果表明，服務質量、產品質量、顧客滿意度和購買意願結構之間存在正相關關係。總之，產品質量對客戶滿意度起著重要作用。重要的是，研究表明，E-WOM（正面和負面）在產品質量與客戶滿意度之間的關係之間具有調節作用，具有強烈的顯著影響。綜上所述，咖啡店經營者應該把產品作為他們經營的主要因素，因為如果他們有質量好的產品，他們就能吸引顧客的滿意。此外，當客戶對他們的產品感到滿意時，他們願意購買更多。

關鍵詞：服務質量、產品質量、客戶滿意度、購買意向、電子口碑

Title of Thesis: The Study of the Influence among Service Quality, Product Quality, and Customer Satisfaction on Purchase Intention in Cambodia Coffee Shops--Moderating Effects of E-WOM

Department: Master Program in Management Sciences, Department of Business Administration, Nanhua University

Graduate Date: June 2022 Degree Conferred: M.B.A

Name of Student: BEN Navoeun Advisor: Hsin Kuang Chi, Ph.D.

ABSTRACT

The aimed of this research is to test the relationship between the service quality (SERVQUAL model), product quality, customer satisfaction, and purchase intention of the coffee shops in Cambodia. Moreover, it aimed to investigate the moderating effects of electronic word-of-mouth (e-WOM) communication between service quality, product quality and customer satisfaction, and to investigate the moderating effects of electronic word-of-mouth (e-WOM) between customer satisfaction and purchase intention. The population of the research consisted of customers who went to the coffee shops located in Phnom Penh city, Cambodia. Questionnaires were used to obtain the data of the research. The data were analyzed using 350 surveys collected from coffee shops customers using SPSS 26 program. The result revealed that there was positive relationship among service quality, product quality, customer satisfaction, and purchase intention constructs. In conclusion, product quality played an important role to customer satisfaction. Importantly, the study revealed that E-WOM (positive & negative) demonstrated to have a moderating effect with strong significant effect between relationship of product quality and customer satisfaction. To sum up, coffee shop business owners should consider product as the main factor in their business because if they have good quality product, they can attract the satisfaction

of customers. Also, when customer satisfied with their product, they are willing purchase more.

Keywords: Service Quality (SQ), Product Quality (PQ), Customer Satisfaction (CS), Purchase Intention (PI), electronic word-of-mouth (E-WOM)

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CHAPTER ONE
INTRODUCTION

This chapter presented an overview of the current research. It divided into five sections such as research background & research motivation, research objectives, research contribution, subject & research scope, and ultimately, research procedure & research structure.

1.1. Research Background and Research Motivation

Coffee is the most essential food commodity worldwide. It is a commodity crop that is one of the primary sources of employment in developing countries and plays an important role in their social structure and growth (Clarence-Smith and Topik, 2003). Moreover, coffee is grown widely in over 60 tropical and subtropical nations, with some of them using it as their primary agriculture essential commodity (Lashermes , et al., 2008; Vieira, 2008). Colombia, Brazil, and Vietnam are the major producers of green coffee (ALTMANN, 2007). When it comes regarding economic, most developing countries' economic performance and development prospects are heavily reliant on commodity exports. According to ALTMANN (2007), The Central United States has the largest per capita coffee consumption, with an average of 3.7 cups consumed each day. Furthermore, coffee shops provide a choice of beverages, and also supplementary food products. Customers can order brewed coffee and tea, espresso drinks, as well as cold blended beverages, and soft drinks on the menu. The Northeast has the greatest

rate of coffee consumption, as stated by the National Coffee Association in 2005, more than 60 precents (60%) of the population drank coffee every day.

Demand is driven by customer preferences and personal income. Individual firms' success is measured by its ability to capture ideal locations, attract repeat purchases, as well as provide high quality products. For customer who consume coffee, nowadays, they have become quite picky about choosing the best coffee bean to make the best coffee. Hence, in order to satisfy the customer, coffee shop owners should recognize that each stage is important in making sure the entire coffee bean is correctly grown and take cared of properly, including how they should offer the service, or product to their customers. Moreover, coffee shop's comfortable and open atmosphere is one of the primary reasons for their growth over the previous decade. This sense is greatly increased when comparing coffee shops to other competitive businesses such as restaurants, pubs, and fast-food restaurants. Nowadays, the coffee shops have relaxing atmosphere in which customers can catch up with their family, friends, or their co-workers over a cup of coffee, creating more personal moments in their life. As we can see, a great coffee shop will have a warming, friendly atmosphere while still providing areas where customers may relax and work in relative privacy. Because of this balance, coffee shops have overtaken libraries as the preferred destination for freelancing and people working out of the office. According to Ponte (2002), coffee chains currently not only sell just a good coffee, they also sell atmosphere and social positioning. Customer satisfaction is also critical to the success of any business, whether it is selling a product or providing a service. Customer satisfaction is defined as a customer's overall evaluation of his or her time purchasing and using a product or service (Johnson , et al., 1995). More than this, customer satisfaction

is feedback from customers in the form of an evaluation after they have purchased products or services and have assessed them to their expectations. Also, it defined as a match between the performance of products and services and the customer's expectations, encouraging them to purchase the product/service again (TJAHJANINGSIH , et al., 2020). In addition, Kasiri , et al. (2017) and Song , et al. (2019) found that satisfaction had an impact on loyalty. Several studies on customer satisfaction have been conducted in industrialized nations, and prescriptions have been proposed. The greater level of customer satisfaction and trust will increase the levels of engagement from customers. (Parasuraman , et al., 1985). Furthermore, it is also important to identify the WOM or E-WOM in research study. Customer's happiness as a great impact on their loyalty with the company or firms in business section (Hsu , et al., 2010). According to Kim , et al. (2009), WOM was significantly influenced by trust. Moreover, according to Harrison-Walker (2001) mentioned customers prefer to use e-WOM as the standard experience when products or services are difficult to evaluate. There is a large amount of information about the previous customers on the review of a product or service if the customers want to seek that information. This kind of information is very useful for people who wish to experience the service and products of the service or product provider. Importantly, using E-WOM communication has a number of advantages. According to Dellarocas and Narayan (2006) stated that online customer reviews have become a significant source of marketing communication, because customers nowadays use the internet to check the customer reviews before they are willing to purchase product or service. E-WOM may be used as an alternative option for advising products or services (Sa'ait , et al., 2016). Thus, we may make an assumption that coffee shops will grow in popularity, and there will be lots of increasing number of people if each

of the coffee shops owner carefully manage all of the factor that influenced to their business.

In an increasingly urbanized Cambodia, coffee drinking cultures has exploded in recent years. Cambodia was not known for having a strong coffee drinking culture. Yet, the country's steady economic growth over previous few years has created a new consumerism culture, with many locals, particularly wealthier urbanites, finding international coffee brands attractive (Kimsay, 2018). Coffee vendors and stores cross the streets of Phnom Penh, offering consumers not just a variety drinks but also a place to socialize, and make business deals. According to Murthy , et al. (2012) stated that the market is becoming more crowed these days, with both local coffee shops and international coffee shops. Nowadays, modern customers have high expectations, and it is in the coffee shop's best interest to impress them, especially those who visit a coffee shop for the first time (Zomerdijk and Voss, 2010). If a coffee owner fails to make a good impression to serve their customer, they will experience reduced customers and reduced profits (Waxman, 2006). The development of quality of service, as well as the improvement of coffee shop design, should be prioritized because it helps in customer satisfaction, which impacts to beneficial outcomes in the repurchase of continuous customer flow. Service quality is a competitive tool for many businesses. This is certainly relevant in today's increasingly globalized, industrialized, and competitive economies. In the food and beverage business, service quality is very crucial. Good service quality will leave a positive impression on customers and encourage them to return. However, some coffee shops neglect to provide excellent service (Beh , et al., 2014). On the other hand, sing the SERVQUAL paradigm, investigations on the link between service quality

and customer satisfaction have been conducted in industrialized nations. However, just a few research in underdeveloped countries and the coffee industry have been studied in this field. This current research is to determine whether there is a link between service quality and customer satisfaction in the coffee shop industry in a developing country environment.

There is a lack of research on service quality, product quality, customer satisfaction, e-WOM, and purchase intention as a whole in Cambodian context, particularly in the coffee business. Although the majority of Cambodian research focuses on different topics such as green products or the food industry, service quality and product quality as well as the important of electronic word of mouth are still critical in coffee shop industry in the service fields. Coffee shops do not meet the expectations of their customers, as a consequence, it causes customer dissatisfaction, which has an impact on purchase intention. Based on what we mentioned above, we need to emphasize the importance of this current research into how service and product quality affect satisfaction, as well as their impact on purchase intention, the moderating role of e-WOM, and the impact of e-WOM on the effect of customer satisfaction and purchase intention.

Therefore, as consequence, there should be a research study on coffee shops in Cambodia. This study will add to the amount of information about coffee shop SERVQUAL models based on service quality, product quality, customer satisfaction, and purchase intention. The theoretical background, hypothesis, research framework, explanation of research technique, findings and analysis, discussion, limitation, and ultimately a recommendation for future study are all included in this article. Even so, the exploratory study on the moderator effect on the relationship of many other variables was a great way to conduct a study.

1.2. Research Objectives

Based on the previous section that mentioned about the study background and motivation, this research aimed to demonstrate the relationship between service quality, product quality, customer satisfaction and purchase intention, as well as e-WOM as a moderator effect. Accordingly, there are four objectives in this study were formulated to achieve the aim as follow:

1) To demonstrate the relationship between service quality, product quality, customer satisfaction and purchase intention
2) To investigate the moderating role of electronic word of mouth (e-WOM) among service quality and customer satisfaction.
3) To investigate the moderating role of electronic word of mouth (e-WOM) among product quality and customer satisfaction.
4) To investigate the moderating role of electronic word of mouth (e-WOM) among customer satisfaction and purchase intention.

1.3. Research Contribution

This study investigates the relationship between service quality, product quality, customer satisfaction and purchase intention, as well as e-WOM as a moderator effect among service quality, product quality, with customer satisfaction, and customer satisfaction with purchase intention that makes a significant contribution of useful information and critical familiarity to both marketers/entrepreneurs and academics.

- Coffee Shop Owners/Entrepreneurs: Throughout this present research, coffee shop owners as well as entrepreneurs will gain a better knowledge

related to current coffee trend and be able to perform relevant marketing techniques for their coffee business. Furthermore, for the existing coffee shop owners, they will have more idea on planning to continuously strengthen their service quality product quality, in terms of engaging people to visit their coffee shop. Likewise, for the new shop owners, they can think about putting more efforts on their service quality, product quality in order to serve their customer effectively. Moreover, new shop owners also know how compete with their competitor. Once they get all of the information, they might earn a competitive advantage and compete in the market if they target a certain market.

- Academics: Due to the fact of limitation of the study related to coffee shop literature in Cambodia context, this research would be benefit to further researchers who would like to extend on this topic, since they would be able to use it as secondary data to support their study.

1.4. Subject and Research Scope

Based on above discussion, the scope of the study developed as presented in the table below as details:

Table 1.1 The Scope of Research Study

Items	The Research's Scope
Type of research	The nature of the research is quantitative research. A literature view was conducted to review the theoretical research included approach, research framework, and hypotheses. Research methodology was designed to collect data and to analyze data in order to test the hypotheses, as well as to discover the results.
Key Issue	Examine the correlation between service quality, product quality, customer satisfaction, and purchase intention.
Independent Variables	Service quality, product quality, and e-WOM
Dependent Variables	e-WOM, customer satisfaction, purchase Intention
Moderator Variable	e-WOM
Underlying theory	Service Quality (SERVQUAL Model)
Research Study Location	Cambodia
Research Method and Data Analysis	Quantitative approach questionnaire survey, using SPSS version 26 to analyze data.

Source: This Study

1.5. Procedure and Research Study

First of all, this research study chose a topic related to consumers' side which is favorable to collect data, and then showed the research background, objectives, and motivations. Secondly, a literature review was shown in terms of

service quality, product quality, e-WOM, customer satisfaction, and purchase intention. Thirdly, the conceptual model and hypotheses of each construct relationship were explored. Subsequently, the questionnaire and data sample were considered based on the results. Afterward, the questionnaire survey was distributed via online platform by Google form to fill out. Meanwhile, in order to interpret the results, factor loading and reliability test, the SPSS version 26 tool were employed. The conclusions and implication were compared depended on the results of the thesis. The process of research displayed in Figure 1.1.

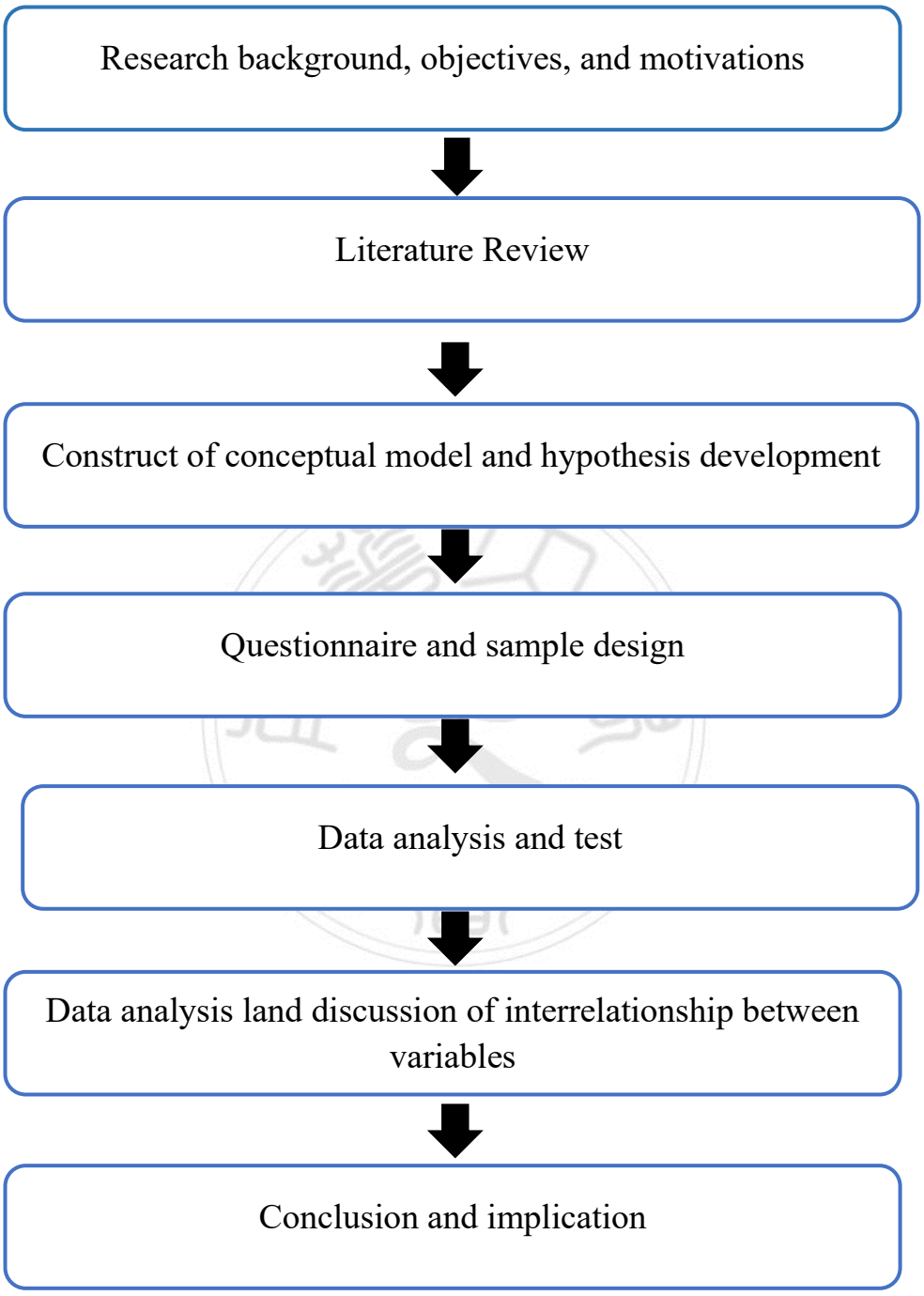

Figure 1.1 Research Process

Source: This Study

The research study was divided into five chapters which are summarized of each chapter below:

- Chapter One: Introduction

  Chapter one showed the research background, and research motivation, and then based on the research process and established of conceptual model to raise the objectives.

- Chapter Two: Literature Review

  Chapter two described the exiting literature and theories related to the topic, concerning the theoretical foundation, definition of research variables, and development of the research hypotheses.

- Chapter Three: Method of Research Study

  The chapter 3 explained how the research will be carried out. It included details about the research model, study design, and research questionnaire, as well as sample selection, data collecting, and analysis.

- Chapter Four: Research Analysis and Finding

  The chapter 4 summarized the data collection's overall findings. The analysis, as well as the hypothesis testing, will be done statistically using SPSS.

- Chapter Five: Conclusions and Suggestions

  The research is discussed further in chapter 5. It digs into the four key research topics based on the findings and literature review, highlighting the researcher's conclusion concept and suggestions. It also includes some recommendations for further research.

CHAPTER TWO
LITERATURE REVIEW

This chapter of the study discusses the previous studied regarding the five constructs such as service quality, product quality, customer satisfaction, e-WOM, and purchase intention. Purpose of reviewing the relevant literature review is to have a better understanding of each variable included definition, keywords, as well as to understand relationship of this study. Moreover, based on relevant theoretical models related to this current research topic, a conceptual framework will be developed. Besides, hypotheses were proposed as well as the relationship between independent and dependent variables will be formed.

2.1. Theoretical Background

2.1.1. SERVQUAL Model

During the last few decades, techniques for measuring service quality and service quality dimensions have been a popular subject in business literature. As the importance of services has grown, scholars and practitioners have been focused on the quality of services delivered. The SERVQUAL model proposed by Parasuraman , et al. (1988) seems to be a popular method for assessing service quality that has been used by many researchers**.**

Table 2.1 Determinants of Service Quality

1. Reliability involves a high degree of commitment in performance, as well as completing things correctly the first time.
2. Responsiveness – employees' readiness or desire to provide service.
3. Competence - the ability to do the work with the relevant skills and experience.
4. Access - Eye contact, and approachability.
5. Courtesy - contact personnel's courtesy, respect, thoughtfulness, and friendliness.
6. Customer communication - keeping consumers up to date in a language they understand.
7. Credibility- trustworthiness, believability, honesty, and putting the customer's best interest in mind.
8. Safety - the absence of risk, danger, or uncertainty.
9. Knowing/understanding the consumer - making an attempt to understand the needs of the customer.
10. Tangibles - physical indicators of service, such as the appearance of the staffs.

Source: (Parasuraman, et al., 1985)

However, the same authors Zeithaml , et al. (1988) were examined the variables and reduced it to five components: *Tangibles, Reliability, Responsiveness*, *Assurance*, and *Empathy* with 22 item statements. In any service industry, the purpose of the study was to draw comparisons the gap model to the performance only approach.

2.2. Hypotheses Background

2.2.1. Service Quality

Besides the quality of coffee offered by coffee shops as a significant competitive advantage, the quality of service offered by coffee shops is also a key factor in determining their performance in order to differentiate themselves from competitors (Beh, et al., 2014). As well as understanding the nature of services is necessary for successfully measuring service quality. Along with their natures and qualities, services are separated from products. Service providers should pay attention on markets in order to expand the services they offer and boost the quality of the services they provide.

The first academics to categorically state that the idea of quality popular in the products sector does not apply to the services sector were (Parasuraman, et al., 1985) & (Zeithaml, et al., 1988). Services, despite being intangible, diversified, perishable, and containing the simultaneity and inseparability of production and consumption, they require their own framework for quality explanation and measurement. Service quality is defined by Keller and Kotler (2012) as the combination of a product's or service's qualities and characteristics that are based on its capacity to meet specified or implicit demands. According to Ahmad and Sungip (2008), service quality is perhaps the subjective evaluation of the greatness of the service. More than this, According to Zeithaml, et al. (1988) service quality is defined as a universal personal judgment, or view regarding the supremacy of the service. However, different consumers might just have different perceptions of what constitutes good service quality. Service quality is also recognized as being one of the important factors influencing customers' satisfaction. The final

result of customer satisfaction is a customer's perceptional difference of service quality in a specific service encounter from exact service quality.
Furthermore, a distinction among service quality and customer satisfaction is that when measuring customer satisfaction and estimating item quality, the consumer's actual experience is the evaluation fundamental basis (Waqas and Owais, 2015).

Moreover, Wu , et al. (2014) stated that service views and expectations should be measured in determining service quality and areas for improvement of performance. It is possible to assess the service quality offered by the firm by comparing impressions of the service obtained and expectations established. According to Beh, et al. (2014) mentioned that if the service obtained exceeds the customer's expectations, the customer is seen to be satisfied, if the service provided does not meet the customer’s expectations, the customer is said to be unsatisfied.

While the reasons for the initial visit to a coffee shop may be due to variables outside management's control, the capacity to provide a satisfactory experience for the customer will be in the hands of both management and staff to a significant extent. Based on how attentive staff are to customers during their buying experience, service quality may demonstrate customers how much they are appreciated within shops (Bhukya and Singh, 2016; Tynan , et al., 2014). As we mentioned earlier in our theoretical background, the SERVQUAL model that developed by Parasuraman, et al. (1988) is a common tool to evaluate service quality that has been used by past researches. As a result, this research utilizes Parasuraman's SERVQUAL including several modifications to fit the coffee shop business. The measurements that were used were:

❖ **Tangibles**

As customers assess an organization's quality based on the service it provides, tangible transformed to be a physical representation of itself (Pakurár , et al., 2019). The sense of enjoyment that may could be generated from the external facilities and equipment, and even the overall appearance of employees, was highlighted by (Al-Ababneh , et al., 2018) and (Nguyen , et al., 2018).

❖ **Reliability**

Having skills to provide the service properly is considered to be reliable (Nguyen, et al., 2018). Pakurár, et al. (2019) argue that an firms should manage to deliver the service appropriately from the start. The reliability of a product or service provider to deliver on what was promised before is also termed reliability (Al-Ababneh, et al., 2018).

❖ **Responsiveness**

Nguyen, et al. (2018) when a company or firm is responsive, it means they are eager to serve their customers appropriately and provide prompt services (Al-Ababneh, et al., 2018). Moreover, according to Pakurár, et al. (2019), responsiveness is giving personal attention to customers and responding to their requests effectively.

❖ **Assurance**

Assurance can be defined by Nguyen, et al. (2018) as the kindness, competence, and ability of the staff to improve the customer's trust. Furthermore, Al-Ababneh, et al. (2018) define assurance as the capacity of staff to gain customers' trust by making them feel secure when they are doing interactions either asking about anything. Moreover, all staff should treat consumers with respect.

❖ **Empathy**

Empathy involves customizing the support that a company provides to customers (Nguyen, et al., 2018). Empathy from shop employees can provide customers the impression of being special and one-of-a-kind (Pakurár, et al., 2019). It is very important for employees to comprehend the problems of customer and willing to treat them as if they were individuals (Al-Ababneh, et al., 2018).

2.2.2. Product Quality

Quality of the product is a mix of overall product related to significant from marketing, manufacturing, and maintenance strategies that make this product usable to fulfill expectation of customer. Moreover, product quality is anything that can be offered by a vendor for consideration and use by consumers as a process of satisfying one's needs or desires (Irawan and Sitio, 2021). Takeuchi and Quelch (1983) defined quality as a standard of something that customers compare to certain other things by assigning grades, merits, and characteristics to products or services. Product quality is a product's ability to perform certain responsibilities, which might include durability, reliability, resultant accuracy, convenience of use and repair, and other useful elements of the product as a whole (Amanah and bisnis, 2010).

2.2.3. Electronic Words of Mouth (e-WOM)

Customers can discuss information and theirs opinions on a product, brand, or service to guide customers towards or away from it through word of mouth marketing (Hawkins , et al., 2004). Anyways, concept of WOW has changed. WOM communication used to be done face to face between people who knew

each other, but today it can be done in internet with a larger scope, and what we communicate may be simply accessed by others in a matter of seconds (Amalia and Hidayat). With the advent of Digital technology, a growing number of customers are searching the web to discover more about a product or a brand, lead to the emergence of e-WOM. Electronic word of mouth is a paradigm change in word of mouth using internet.

2.2.4. Customer Satisfaction

Satisfaction is a new capability that may satisfy a consumer's need or want on a daily basis through better ways as compared to other competitors. On the other hands, customer satisfaction is a set of feeling that people get after comparing their performance or outcomes to their expectations (Kotler , et al., 2016). Moreover, customer satisfaction defined as a post-purchase review in which choices are made that at least meet or exceed customer expectations, whereas customer dissatisfaction occurs when the results (outcomes) sales are low. That is based on its organization to satisfy stated or implied demands (Irawan and Sitio, 2021). It may be determined by the difference between what customers expect and what they get, as well as by products and services that successfully enhance customer satisfaction and avoid consumer discontent (Hanaysha, 2016). Within stores, customer satisfaction refers to how successfully customers' needs are satisfied in a timely way. Customer satisfaction defines if a shopping experience is pleasurable and encourages people to shop with the intention of making a purchase (Brcic and Latham, 2016; Porat and Tractinsky, 2012; Tynan , et al., 2014). Also, it is a significant component in the service industry that would have a significant effect on the firm (Lee , et al., 2018). Customer satisfaction is

also influenced by the size and direction of a post-purchase or post-use affirmation or disconfirmation, or a review of the service's or product's performance as well as the customer's appraisal prior to purchase (Kinasih and Albari, 2012). Customer satisfaction is a very important component of the marketing exchange process. We can identify marketing exchange by evaluate goods or services meet the quality and service expectations of customers (Darian , et al., 2001).

2.2.5. Purchase Intention

Purchase intention is the definition of when a consumer is attracted to a particular brand. Intention of purchasing is a sort of choice in which the reason for a customer's purchase of a certain brand is examined. According to Charo , et al. (2015), purchase intention is defined as user behavior wherein the buyer has a strong willingness to choose, buy for, use, or consume a company's product or service. A person's purchase intention can be influenced by a reasonable price, the quality or utility of quality items, and according to demands. According to (Calvo-Porral , et al., 2017) mentioned that the more satisfied a customer is with their experience, the more likely they are to make a purchase. Moreover, constructs such as considering purchasing a brand and anticipating buying a brand offer to assess the purchasing intentions (Porter, 1974). Oliver Richard (1997) defined customer loyalty as a considerable desire to buy a favorite product or service again in the future. Furthermore, significant purchase intention, according to Thamrin (2003) demonstrate a high degree of satisfaction from customers when deciding to adopt a product; this high repurchase intention will have a favorable influence on the success of products offered in the market. Customer loyalty, according

Mittal and Kamakura (2001) is defined as a behavioral intention that includes purchase intention, positive word-of-mouth, marketing, and desire to pay more.

2.3. Hypotheses Development

2.3.1. Interrelationship between Service Quality and Customer Satisfaction

Service quality has been defined by Keller and Kotler (2012) as the combination of a product's or service's features and characteristics that are based on its power to fulfill expressed or implied needs. Moreover, perceived service quality is determined by a consumer's opinion of the service provider's overall excellence or superiority Parasuraman, et al. (1988), which is often measured using the SERVQUAL instrument (Parasuraman, et al., 1985). Tangible, reliability, responsiveness, assurance, and empathy are the five key characteristics of service quality that must be addressed in order to achieve good service quality. According to TJAHJANINGSIH, et al. (2020), service quality is an important factor that must be addressed and optimized in its implementation in order to continue to exist and be the customer's first choice. The greater the performance of service quality in comparison to consumer expectations, the higher the customer satisfaction. The meaning of better quality is predicted to lead to more satisfied customers (Pakurár, et al., 2019). In addition, according to Keshavarz , et al. (2016), improved service quality in the hospitality industry in Shiraz, Iran, leads to increased customer satisfaction. Furthermore, Mensah and Mensah (2018) found that happy customers are reached when service quality is assessed to be better than expected in the restaurant industry. Therefore, this present research implied following research hypothesis:

Hypothesis H1: The service quality will be positively related to customer satisfaction.

2.3.2. Interrelationship between Product Quality and Customer Satisfaction

Customer satisfaction and product quality, particularly in business to business sector, might be said to be one of the most essential criteria in sustaining and increasing an organization's completeness (Cantarello , et al., 2012). According to Sitanggang , et al. (2019), product quality is the degree to which a product/ service meets its expectations. The consistency of a product quality/ service quality may result to a company's success as measured by customer satisfaction, staff satisfaction, and profitability. Customer satisfaction is largely determined by the quality-of-service goods provided (Kotler and Armstrong, 1996). Moreover, customer satisfaction rises with the quality of the product and services supplied. A better level of customer satisfaction might result in a profit for the company. According to TJAHJANINGSIH, et al. (2020), product diversity attracts to customers largely because it provides more diverse alternative choices, which contributes to consumer pleasure. To put it another way, the focus of design and product development should be on what the market needs, such as high-quality products. The happiness of customers can be measure depended on the high quality of the products they purchase (Bei and Chiao, 2001). Therefore, the study proposed the following hypothesis:

Hypothesis H2: Product Quality will be positively related to customer satisfaction.

2.3.3. Interrelationship between Customer Satisfaction and Purchase Intention

Satisfaction is described as new capabilities or a variety of qualities that may meet a customer's need or wish on a regular basis while beating competitors. Argue that it's a type of ultimate satisfaction defined in different ways by different types of research personnel. If a company provides a product that met the needs and desires of its customers, we may claim that it has totally satisfied their needs (Waqas and Owais, 2015). According to Tse and Wilton (1988), customer satisfaction is defined as the response of customers to the evaluation of the estimated gap between past expectation and actual expectation after the customer had consumed the good or service. As a result, customer satisfaction is also defined as a complete post-purchase appraisal by the consumer (Fornell, 1992). A customer's degree of satisfaction varies as a result of previous selections. The same author Fornell (1992) claimed that quality is assessed by the customer, and the most important indicator of quality is how it affects consumer loyalty. Anyways, consumers can select some certain brand based on not only its posture, but also the features and quality that they intend to expend that product, as well as the dedication pay a particular section to buy (Porter, 1974). The purchase intention of a customer reflects whether or not he or she needs or wants to buy a specific brand in the future. As we discussed earlier, we can assume that, a satisfied consumer will more likely to make a purchase choice and continue to use the same product in the future. It is expected that a satisfied consumer would continue to buy the product.

Hypothesis H3: Customer Satisfaction will be positively related to purchase intention.

2.3.4. Moderating Effect of Positive and Negative Electronic Words of Mouth (e-WOM) on Service Quality and Customer Satisfaction

According to Dharmawan and Sitio (2020), service quality has a significant influence on customer satisfaction. Quality creates a desire in customers and establishes strong ties with the firm. The same authors mentioned, in the long run, this type of relationship helps firms to thoroughly recognize their customers' requirements and expectations, allowing firms to enhance customers' satisfaction by increasing satisfy customer experiences and reducing or eliminating bad feelings about customer encounters. However, there is the significance of e-WOM as a new player component of the marketing communications mix has long been acknowledged. But, in fact, e-WOM communication does not always followed the path of the firm, namely the occurrence of good e-WOM. Negative e-WOM can also develop when customers' expectations do not match the reality of the goods or services received. According to Setiawan , et al. (2014) defined e-WOM as a characteristic of an informal communication that occurs via the Internet between producers and consumers, as well as among consumers. Furthermore, Electronic Word of Mouth (e-WOM) is also described as good or bad online communication or statements from customers on products, or service that are shared with a large number of people or who will likely become consumers (Hennig-Thurau , et al., 2004). On the other hand, the impact of e-WOM on customer satisfaction has been established in cases when a group member's level of satisfaction is raised merely because of group satisfaction is higher than what an individual perceived (Bohlmann , et al., 2006). Moreover, customers who are more impressed and satisfied with the company are more likely to become loyal spreaders of positive word of mouth on the vendor's side (Lovelock and Wirtz, 2004). Athanassopoulos ,

et al. (2001) customers are more ready to deliver good word of mouth on behalf of the seller when they perceive a higher level of satisfaction with the quality of service they received from their purchase. According to Baron , et al. (1986), we can proposed that positive & negative E-WOM is a beneficial moderator between service quality and customer satisfaction.

Hypothesis H4: Positive and Negative Electronic words of mouth (e-WOM) will be moderate the relationship between service quality and customer satisfaction.

2.3.5. Moderating Effects of Positive & Negative Electronic Words of Mouth (e-WOM) on Product Quality and Customer Satisfaction

Product quality has a substantial influence on consumer satisfaction. According to Dharmawan and Sitio (2020), the product is significant to the firm because without it, the company would be unable to conduct its operations. In reality, the quality of services provided determines customer satisfaction (Ravichandran , et al., 2010). According to Dharmawan and Sitio (2020) stated that customer satisfaction is heavily influenced with product quality. The product is important for the company because without it, the company would be unable to continue doing business. Consumers will purchase a product if they are interested in it and believe it is a good fit for them, thus the product should be customized to their desires or needs in order for product positioning to be successful in certain businesses. Moreover, in reality, the quality of services provided determines customer happiness (Ravichandran, et al., 2010). On the other hand, in the beginning, word-of-mouth meant at least two people interacting face-to-face about brands, products, or services without any commercial aim. Customers' consumption is vital for business success, which is referred to that as word-of-

mouth (Lin , et al., 2005). According to (Fu , et al., 2015) when customers are delighted with a product, they will intentionally seek to spread information about it. Furthermore, customer satisfaction has a considerable impact on customer word of mouth, according to Allahham , et al. (2014). Furthermore, Jayasankaraprasad and Vijaya Kumar (2012) discovered that customer satisfaction has an impact on their word of mouth. We can propose that positive & negative E-WOM is a beneficial moderator between product quality and customer satisfaction.

Hypothesis H5: Positive & Negative Electronic words of mouth (e-WOM) will be moderate the relationship between product satisfaction and customer satisfaction.

2.3.6. Moderating Effects of Electronic Words of Mouth (e-WOM) on Customer Satisfaction and Purchase Intention

Customer satisfaction is the most important factor in growing sales for both online and offline businesses (Hult , et al., 2019). It is an emotional response of acceptance when the results are satisfactory and a negative response when the results are dissatisfactory (Cheng , et al., 2019). Customer satisfaction leads to greater repeat purchase behavior and recommendation intent (Prayag , et al., 2017). A satisfactory restaurant experience might increase the consumer's desire to return. Moreover, the electronic word-of-mouth (e-WOM) has a positive influence on intention to purchase and perceived value. Customers are more likely to seek information from experiences that are similar to what they wish to buy (Liang , et al., 2018). According to Wong and Sohal (2003), the greater the probability that customers will generate word-of-mouth and revisit intention during service

transaction or purchasing, the greater the chance that consumers will generate word-of-mouth and repeat-purchase intention. Due to the invention of the internet and the growing popularity of social media, e-WOM has become one of the most major sources of information sought by people prior to make purchasing choices (Zhu and Zhang, 2010). Therefore, we can propose that positive & negative E-WOM is a good moderator between customer satisfaction and purchase intention.

Hypothesis H6: Positive & Negative Electronic words of mouth (e-WOM) will be moderate the relationship between customer satisfaction and purchase intention.

CHAPTER THREE
RESEARCH METHODOLOGY

The purposes of chapter three are to demonstrate how the framework model and hypotheses, as well as to measure the differences between the five researches' constructs. It also presents the research technique for testing the above-mentioned hypotheses. Firstly, the chapter will describe the proposed conceptual framework as well as the hypotheses that will be investigated. Following that, the sampling plan, questionnaire design, and data analysis procedures will all be demonstrated in this chapter.

3.1. Research Model

Based on our literature review above, this research developed a study framework, and thus, the hypotheses will be presented in accordance with the model, (see Figure 3.1).

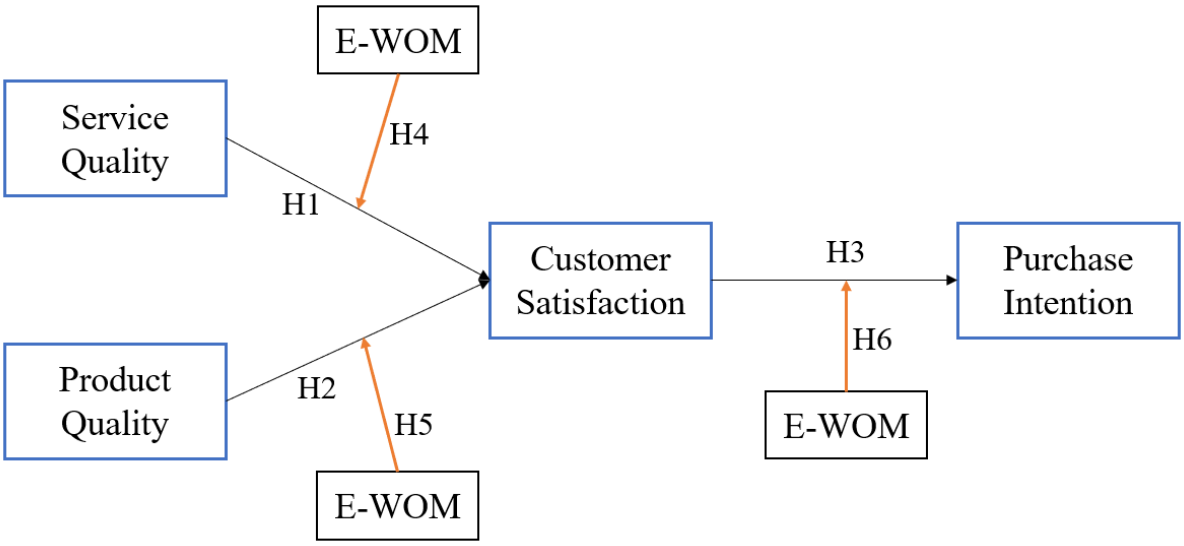

Figure 3.1 Conceptual Framework

Source: this study

3.2. Summary of Research Hypotheses

The following research hypotheses were developed for further experimental evidence based on the above-mentioned literature review in chapter two and the conceptual model in the previous section.

Hypothesis1: The service quality will be positively related to customer satisfaction.

Hypothesis2: Product quality will be positively related to customer satisfaction.

Hypothesis3: Customer satisfaction will be positively related to purchase intention.

Hypothesis4: The positive & negative electronic word of mouth (e-WOM) moderates when service quality in relation with customer satisfaction.

Hypothesis H5: The positive & negative electronic word of mouth (e-WOM) moderates when product quality in relation with customer satisfaction.

Hypothesis H6: The positive & negative electronic word of mouth (e-WOM) moderates when customer satisfaction in relation with purchase intention.

3.3. Research Design

This study used a quantitative research technique, authors used questionnaire surveys, because it allowed authors to collect data from a large sample size, and enabling them to form generalizable conclusions and inferences (Kumar, 2014). Based on the objectives, this study may be classified as both descriptive and explanatory. The purpose of the descriptive and explanatory research was to examine, evaluate, explain, and define why and how two elements of a factor were connected. Authors were able to gain a deeper understanding as well as a broader perspective on a problem using this type of study.

3.4. Sampling and Data Collection Methods

Primary data are the original raw data collected by researchers from a large number of people interested in a certain study topic. The information contained in the responses, however, as stated in the survey form, all responses will be treated with confidentiality. Furthermore, in this study, based on the convenience sample, online questionnaires surveys will be distributed to the target customers who using product/service of Coffee Shops in Phnom Penh City, Cambodia, where more

people use new and modern technologies, particularly social media. The coffee shops that we selected for respondents to do the survey were Brown Coffee and Bakery, Tube Coffee, Arabica Coffee, Costa Coffee, and Amazon Coffee. All of the questionnaires will be collected through an online survey using google form. After that, the link will be sent to social media platforms which would include Gmail, Facebook, Line, Instagram, and Telegram. Target respondents get sent questionnaires as part of the survey. According to Sekaran (2016), a larger sample size allows for more reliable information interpretation. A typical sample size ranges from 31 to 500 people (Mathwick, 2006). In order to make the study more reliable, three hundred and fifty (350) respondents were invited to fill the survey based on their experiences in coffee shops in Phnom Penh, Cambodia.

3.5. Research Instrument

The questionnaire was used as the research instrument in this study, which would be defined as collection of data approach in which each respondent is asked to answer the same set of questions in a predetermined format (Saunders , et al., 2009). In this study, questionnaire was used a self-administered survey. A self-administered survey is a type of data collecting that involves presenting the questionnaire to the targeted respondents. The questionnaire would then be reviewed by the respondent, who fill it out based on their own experiences or ideas. The questionnaire is useful and popular instrument for collecting data since it is simple to generate a large number of replies.

3.5.1. Questionnaire Design

Respondents who have been to coffee shops in Cambodia, such as employees in service sectors and production firms, will get the questionnaire survey via the internet. Furthermore, students enrolled at Cambodian higher education institutions such as public universities, private universities, and colleges. In addition, undergraduate and graduate university students, both male and female, also joined us with a questionnaire survey. After that, the data is gathered through a questionnaire survey. The questionnaires are seven-point Likert scales such as:

1. Strongly disagree
2. Disagree
3. Partially Disagree
4. Neutral
5. Partially Agree
6. Agree
7. Strongly Agree

3.5.2. Translation

The Cambodian language is absolutely essential for data collecting. In this study, the survey was created in English, and then all questionnaire items were translated into official language using the mother tongue, Khmer. It makes it easier for respondents to understand and answer the correct question, as well as the study's objectives. Last but not least, researcher translated the questionnaire items back into English to see if there are any errors or missing meanings that need to be corrected. To complete this questionnaire, the researcher decided to contact a

professional translator from a private translation firm for assistance on how to translate all of the items from English into Cambodian so that there are no discrepancies between the Cambodian and English versions. Later, double-check the work by translating Cambodian language into English again. The erroneous words will then be deleted. Finally, after much discussion and modification, a Cambodian language version of the questionnaire will be produced.

3.6. Construct Measurement

In this research study, there are five constructs to study. Those constructs are service quality, product quality, e-WOM, customer satisfaction, and purchase intention. Each construct has component and questionnaire items that is based on the previous study in order to create the questionnaire items to study.

Table 3.1 Summary of Questionnaire Development

No.	Factors Influences	Sources of Question	Items
1	Service Quality		
	Tangible	(Beh, et al., 2014; Hwang and Zhao, 2010; Parasuraman, et al., 1988)	8
	Reliability	(Hwang and Ok, 2013; Parasuraman, et al., 1988; Stevens , et al., 1995)	5
	Responsiveness	(Pakurár, et al., 2019; Parasuraman, et al., 1988)	4

Table 3.1 Summary of Questionnaire Development *(Continuous)*

No.	Factors Influences	Sources of Question	Items
1	Service Quality		
	Assurance	(Al-Ababneh, et al., 2018); (Beh, et al., 2014);	3
	Empathy	(Al-Ababneh, et al., 2018; Irshad, 2012)	2
2	Product Quality	(Sitanggang, et al., 2019)	5
3	e-WOM	(Westbrook, 1987)	9
4	Customer Satisfaction	(Carranza , et al., 2018; Dhisasmito and Kumar, 2020; Mensah and Mensah, 2018)	4
	Purchase Intention	(Pham and Ngo, 2017)	3
Total Items		**43**	

3.6.1. Service Quality (SQ)

Keller and Kotler (2012) defined service quality as the overall of a services traits and qualities that are dependent on its capacity to meet specified needs. The SERVQUAL instrument Parasuraman, et al. (1985) is a metric for determining perceived service quality, which is determined by a customer's assessment of a service provider's overall excellence or superiority (Parasuraman, et al., 1988). Firstly, tangible can be defined as enough physical facilities, equipment and appearance of faculty that entice customers to feel at ease and willing to spend more on any places that is capable of providing them a good ambience (Beh, et al.,

2014; Hwang and Zhao, 2010; Parasuraman, et al., 1988). Secondly, reliability is defined as the ability of a coffee shop to perform the guaranteed service dependably and accurately. In term of what employees promise to provide/deliver, the service should be offered in order to fulfill the expectations of its customers (Beh, et al., 2014; Hwang and Ok, 2013; Parasuraman, et al., 1988; Stevens, et al., 1995). Thirdly, responsiveness also can be defined as a service providers' readiness to serve customers and deliver them prompt service. It entails informing customers of the actual time of service, delivering personal attention, and effectively responding to customer requests (Pakurár, et al., 2019; Parasuraman, et al., 1988). Moreover, assurance is defined as the condition when employees have the ability to pick up customers believe by making them feel secure when they exchange the service. It is included respectfulness, politeness, and friendliness of employees ought to act to the customers at a critical time (Al-Ababneh, et al., 2018; Beh, et al., 2014; Vijayadurai, 2008). Last but not least, empathy is defined as the way that employees treating/ understanding customers individually by understand customers' problem/situation and treat them accordingly as if they were being treated (Al-Ababneh, et al., 2018; Irshad, 2012). Hence, these examinations utilize a 22 questionnaires item of service quality. All items use the seven-point Likert Scales to measure from 1=strongly disagree to 7=strongly agree. The questionnaire items are shown in Table 3.2 below:

Table 3.2 The measurement of Tangible, Reliability, Responsiveness, Assurance, and Empathy

Research Constructs: Tangible
(SQT1) The space of this coffee shop is comfortable.
(SQT2) This coffee shop's equipment is modern and up to date.
(SQT3) This coffee shop's capabilities is adequate.
(SQT4) This coffee shop's service is satisfactory.
(SQT5) Employees of this coffee shop appear to be well-dressed and appropriate.
(SQT6) This coffee shop's background music of pleasing.
(SQT7) The fragrance of this coffee shop is enticing.
(SQT8) This coffee shop has a clean and tidy environment.
Research Constructs: Reliability
(SQR1) The employees of this coffee shop serve my beverage exactly as I ordered.
(SQR2) The employees of this coffee shop provide an accurate billing.
(SQR3) When customers have problems, employees of this coffee shop are sympathetic.
(SQR4) This coffee shop as a whole is comforting.
(SQR5) Employees of this coffee shop provide service at the time they promise to do so.

Table 3.2 The measurement of Tangible, Reliability, Responsiveness, Assurance, and Empathy (Continuous)

Research Constructs: Responsiveness
(SQRN1) The employees of this coffee shop tell me exactly when services will be performed. (SQRN2) The employees of this coffee shop are willing to help me as per my request. (SQRN3) The employees of this coffee shop provide prompt service. (SQRN4) The employees of this coffee shop have patience when taking my order.
Research Constructs: Assurance
(SQA1) The employees of this coffee shop seem to be knowledgeable enough to answer my questions. (SQA2) Employees of this coffee shop are informed of my needs and orders. (SQA3) The employees of this coffee shop are polite.
Research Constructs: Empathy
(SQE1) When I place my order, the employees of this coffee shop pay close intention to me. (SQE2) If something goes wrong, employees of this coffee shop are sympathetic and reassuring.

3.6.2. Product Quality

Product quality is defined by Kotler, et al. (2016) as the combination of a product's or service's features and characteristics that are based on its capacity to meet expressed or implied demands. Product quality is an effort to meet or surpass customer expectations (Sitanggang, et al., 2019). The dimension of this construct will be measured with 5 items, all the items use the seven-point Likert Scales to measure from 1=strongly disagree to 7=strongly agree. The questionnaire items are shown in Table 3.3 below:

Table 3.3 The measurement of Product Quality

Research Constructs: Product Quality
(PQ1) The coffee sold of this coffee shop has a pleasant texture.
(PQ2) Safe materials are used in the production of the coffee in this coffee shop.
(PQ3) The coffee sold of this coffee shop has a good taste/flavor.
(PQ4) The coffee sold of this coffee shop has an attractive appearance.
(PQ5) The coffee sold of this coffee shop has a final good result.

3.6.3. E-WOM

Electronic word-of-mouth is a form of communication that provides consumers with information about sellers and the use of products and services via internet-based technologies (Westbrook, 1987). The list of nine questionnaire items is shown in Table 3.4 below using seven-point Likert Scales to measure from 1=strongly disagree to 7=strongly agree.

Table 3.4 The measurement of Electronic Words of Mouth (e-WOM)

Research Construct: e-WOM
(EWM1) I often read other consumers' online reviews to discover what this coffee shop makes good impressions in the eyes of others.
(EWM2) I often read other consumers' online reviews to ensure that I buy the right product from this coffee shop.
(EWM3) I often check other consumers' online reviews to help choose the right product from this coffee shop.
(EWM4) Before purchasing product from this coffee shop, I often read online consumer reviews.
(EWM5) I am concerned about my decision if I do not read online consumer reviews before purchasing a product.
(EWM6) When I buy a product from this coffee shop, the online reviews of other customers give me confidence in doing so.
(EWM7) I often read other consumers' reviews to know what this coffee shop makes bad impressions on others.
(EWM8) When I buy a product or service from this coffee shop, the influence of negative customers' reviews influences my purchasing decision.
(EWM9) I am unwilling to make a decision if I believe this coffee shop provides the poor product/service as shown in the customers' reviews.

3.6.4. Customer Satisfaction

Customer satisfaction defined as a positive evaluation from the people who are the customers of the product and service provided. It is the customer's

fulfillment reaction in offering happiness within the usage level. Questionnaire of this study was based on (Carranza, et al., 2018; Dhisasmito and Kumar, 2020). The dimension of this construct will be measured with 4 items, all the items use the seven-point Likert Scales to measure from 1=strongly disagree to 7=strongly agree. There are four of research questionnaire items are shown in Table 3.5 below:

Table 3.5 The measurement of Customer Satisfaction

Research Construct: Customer Satisfaction
(CS1) This coffee shop has met my expectations.
(CS2) I am glad to be here in this coffee shop.
(CS3) I had a great time at this coffee shop.
(CS4) In general, I am satisfied with this coffee shop.

3.6.5. Purchase Intention

Purchase intention can be defined as the indicator that used to determine a customer's willingness/ desire to purchase a product/service in the near future and the desire to purchase something; the larger the purchase intention, the much more willing a consumer is to buy the product. Purchase intention included three questionnaire items using the seven-point Likert Scales to measure from 1=strongly disagree to 7=strongly agree to implied. Research questionnaire items are shown in Table 3.6 below:

Table 3.6 The measurement of Purchase Intention

Research Construct: Purchase Intention
(PI1) I would buy this product from this coffee shop rather than any other coffee shop available. (PI2) I am willing to recommend others to buy the product from this coffee shop. (PI3) I intend to purchase this product in this coffee shop in the future.

3.6.6. Demographics

The demographics dimension had created to estimate the differences of every respondent who take part in this survey. It will represent in the last section of the entire questionnaire. According to previous studies, the personal demographic features can be measured by the following indicators.

Table 3.7 Demographic Information of Respondents

Information of Demographic
1. Gender 2. Age 3. Marital Status 4. Education Background 5. Occupation 6. Monthly Income

Source: this study

3.7. Data Analysis Procedure

The research study uses SPSS version 26 in order to conduct the data analysis, and it is used the methodological technique such as:

- Descriptive Static Analysis
- Factor Analysis and Reliability
- Independent Sample T-test
- One- way analysis of variance ANOVA
- Regression Analysis (Simple Linear Regression Analysis, Multiple Regression Analysis, and The Hierarchical Regression Analysis)

3.7.1. Descriptive Statistic Analysis

Descriptive statistics demonstrated the means, standard deviation, frequency, and rank of the respondents' different explanations, which were specifically created for demographic data. The frequency analysis, on the other hand, refers to the number of times every score on a particular variable appears. To be specific, this study will employ SPSS version 25 to gather demographic data, as well as mean, median, and mode to measure the midpoint of its distribution.

3.7.2. Factor Loading & Reliability Test

The primary objective of factor loading is to discover the underlying dimension of structure of a set of correlation coefficients on purpose. Factor loading is being used not just to select high-factor-loading questionnaire items, but also for exploratory and confirmatory purposes. To put this into context, factor

loading is being used to determine the dimensionality of each construct and to choose the most relevant questionnaire questions, as well as the approval value, which must be equal to or greater than 0.6. Any elements with a score of less than 0.6 will be deleted from the construct. Further, KMO explains the fact that it is used to estimate the validity of the sampling for the variable and for the entire model, and that its score should be larger than 0.5. To summarize, factor loading was >0.6, eigenvalue >1, accumulatively explained variance >0.6, and KMO >0.5 Hair et al., (2014). The next step is do a reliability testing to evaluate the correlation of each item that remains in one factor, as well as to assume that the overall score is reliable. There are also certain important conditions that must be met in order to certify a reliable result. Item-total-correlation and Cronbach's alpha were discovered in the reliability test. The suggested score of item-total-correlation supposed to be >0.5 and Cronbach's alpha should be >0.7, but it is also acceptable with the value of 0.6 and above as stated in (Hair, Black, Babin, & Anderson, 2010).

3.7.3. Independent Sample t-test

This method is very effective in experiments involving two groups. T-tests are used to see if contrast between the two groups in one relation of a single variable are significant, or if group means differ from one another.

3.7.4. One-way analysis of variance ANOVA

ANOVA is a technique that works well in studies with two or more groups. The ANOVA method is used to see if there is significant differences between two

or more means at a certain probability level. This study used one-way analysis of variance. It was used in this study to examine the differences between demographic variables (such as age, gender, marital status, education, occupation, and monthly income) of respondents in the five constructs: Service Quality, Product Quality, e-WOM, Customer Satisfaction, and Purchase Intention. With a F-value greater than 4 and a p-value less than 0.05, the analysis will be significant.

3.7.5. Regression Analysis

3.7.5.1. Simple Linear Regression

Simple linear regression analysis is a statistical method for analyzing and making prediction the relationship between one independent (predictor) variable and one dependent variable (Hair et al., 2003). The goal of linear regression analysis is to determine how variables are related to one another and to what extent they are related. As a results, the significant association between customer satisfaction and purchase intentions is determined using linear regression in this study.

3.7.5.2. Multiple Regression Analysis

The link between a single dependent variable and several independent variables is investigated using multiple regression analysis. Thus, the main purpose of multiple regression analysis is to predict a dependent using a group of independent variables. Another goal of multiple regression is to optimize the independent variables' overall predictive power as expressed in the variate. Multiple regression analysis can also be used to determine the predictive potential of each variable by comparing two or more sets of independent variables. The

analysis will be significant when the R-square higher than 0.1 (R^2>0.1), adjust R^2>0.1, correlation higher than 0.3, F-value is higher than 4, VIF>1, T-value>1,96, and p-value<0.05 (Hair, 2009). In this study, the multiple regression analysis was conducted to examine the mediation effect of customer satisfaction between the relationship of service quality and purchase intention, and the mediation effect of customer satisfaction between the relationship of product quality and purchase intention. Moreover, according to Baron, et al. (1986), the multiple regression was also conducted to examine the moderating effects. In this current study, there are three moderating effects of E-WOM such as:

a) The moderating effect of positive and negative E-WOM on the relationship of service quality and customer satisfaction
b) The moderating effect of positive and negative E-WOM on the relationship of product quality and customer satisfaction
c) The moderating effect of positive and negative E-WOM on the relationship of customer satisfaction and purchase intention.

CHAPTER FOUR
DATA ANALYSIS AND RESULTS

The results of the survey data are presented and discussed in this chapter. There are three sections to data interpretation and analysis. The first section explains the descriptive statistical analysis and illustrates the statistical number of respondents by giving demographic data, and measurement results of variables. The second section discusses factor loading and reliability test in order to measure the surveys that respondents responded. Moreover, T-test and one-way ANOVA analysis will be discussed in the next part when comparing groups of the population. Last but not least, in the third section, it shows the results of multiple regression and hierarchical regression analysis that will explain the study's hypothesis and describe the character coefficient's path.

4.1. Descriptive Analysis

Descriptive analysis slices and dices raw data into a form that allows individuals to discover patterns, detect abnormal, and compare items using various statistical analysis approaches. Descriptive analysis in this section shows the features and information of the respondents. Moreover, the mean as well as the standard deviation of relevant research items are also presented in this section.

4.1.1. Respondent General Information

Table 4.1 shows the attributes of coffee shop brands. Four main coffee shop brands, such as Brown Coffee and Bakery, Tube Coffee, Arabica Cambodia, Amazon Coffee, were among the four main coffee shop brands featured.

According to Table 4.1, Brown Coffee and Bakery is the most preferred coffee shop brand, with the greatest proportion of 28.9 percent or 101 out of 350 respondents. Arabica Cambodia is preferred by a small percentage of responses (4 percent or 14 respondents). Meanwhile, 27.4 percent or 96 respondents preferred Amazon Coffee, 21.7 percent or 76 respondents chose Tube Coffee, and 18 percent referred to other coffee shop brands.

Table 4.1 Characteristic of Coffee Shop Brands

Characteristics		**Frequency**	**Percentage (%)**
Coffee Brands	Brown Coffee and Bakery	101	28.9
	Tube Coffee	76	21.7
	Arabica Cambodia	14	4
	Costa Coffee	0	0
	Amazon Coffee	96	27.4
	Others	63	18

Source: This Study

4.1.2. Characteristic of Respondents

The data collection of this research was conducted during January to April 2022. The survey was collected through internet using social media platforms such as Facebook, Instagram, and Telegram, and there were 350 respondents participated in the online survey. Also, the survey required respondents to provide certain key information in order to identify certain groups of people. Table 4.2 shows the characteristics of the respondents. The demographics of respondents were collected and measured in this section, which were grouped into six categories: genders, ages, marital status, education level, occupation, and income.

Table 4.2 Characteristic of Respondent in This Research (n=350)

Characteristics		**Frequency (N=350)**	**Percentage (%)**
Gender	Male	173	49.4
	Female	177	50.6
Age	Below 25	188	53.7
	26-35	142	40.6
	36-45	20	5.7
Marital Status	Single	295	84.3
	Married	55	15.7
Education	High School	13	3.7
	Bachelor's Degree	243	69.4
	Master's Degree	89	25.4
	Doctoral Degree	5	1.4
Occupation	Student	74	21.1
	Company Employee	209	59.7
	Professor/ Assistant Professor/ Teacher	30	8.6
	Entrepreneur	5	1.4
	Self Employed	32	9.1
Income	No Income	18	5.1
	Less than $200	25	7.1
	$200-$350	46	13.1
	$351-$500	126	36
	$501-$800	70	20
	More than $800	65	18.6
Total		350	100

Source: This Study

Based on the respondents' characteristics, such as gender, age, marital status, education level, employment, and income. The findings revealed that female respondents made up 50.6 percent of the total, while male respondents made up 49.4 percent. The most of respondents were between the ages of below 25 (53.7 percent) and 26-35 (40.6 percent), accordingly. The majority of respondents are single (84.3 percent). Moreover, the most of respondents (69.4 percent) had a Bachelor's Degree, followed by Master's Degree (25.4 percent) and high school (3.7 percent), with only 1.4 percent having a Doctoral Degree. Despite this, 59.7 percent of respondents are company employees and 9.1 percent are self-employed. The large percentage of respondents' income was between $501-$800 (31.7 percent), followed by more than $800 (18.6 percent).

4.1.3. Measurement Results of Relevant Research Variables

Table 4.3 represents the exact descriptive data for 350 respondents, with mean values and standard deviation for each of the research variables. There were twenty-two items of service quality, five items of product quality, nine items of E-WOM on the table (six items of positive E-WOM, and three items of negative E-WOM), four items of customer satisfaction, and three items of purchase intention.

Table 4.3 Descriptive Analysis for Questionnaire Items

Items	Descriptions	Mean	Std. Deviation
Service Quality (7-point Likert Scale)			
SQT1	The space of this coffee shop is comfortable.	5.6343	1.09334
SQT2	The equipment of this coffee shop is modern and update.	5.6743	1.14164
SQT3	The capacity of this coffee shop is enough.	5.6514	1.04275
SQT4	The service of this coffee shop is satisfactory.	5.9429	1.06904
SQT5	Appearances of this coffee shop's employees are well-dressed and appropriate.	5.8743	1.01347
SQT6	This coffee shop's background music of pleasing.	5.2114	1.23506
SQT7	This coffee shop's aroma is enticing (desirable).	5.5200	1.11689
SQT8	The environment of this coffee shop is clean and tidy.	6.0457	0.86523
SQR1	The employees of this coffee shop serve my coffee exactly as I ordered.	6.1257	0.94622
SQR2	The employees of this coffee shop provide an accurate billing.	6.2057	0.95033
SQR3	When customers have problems, employees of this coffee shop are sympathetic.	5.8829	0.95485
SQR4	All parts of this coffee shop are reassuring.	5.8943	0.93804

Table 4.3 Descriptive Analysis for Questionnaire Items (Continuous)

Items	Descriptions	Mean	Std. Deviation
SQR5	Employees of this coffee shop provide service at the time they promise to do so.	5.8229	1.02549
SQRN1	The employees of this coffee shop tell me exactly when services will be performed.	5.7600	0.98388
SQRN2	The employees of this coffee shop are willing to help me as per my request.	5.9114	0.91510
SQRN3	The employees of this coffee shop provide prompt service.	5.8343	0.97002
SQRN4	The employees of this coffee shop have patience when taking my order.	5.9686	0.94042
SQA1	The employees of this coffee shop have adequate knowledge to answer my questions.	5.8257	0.99334
SQA2	The employees of this coffee shop understand my needs and orders.	6.0457	0.96243
SQA3	The employees of this coffee shop are polite.	6.0943	0.89232
SQE1	The employees of this coffee shop give full attention to me when I place my order.	5.9029	0.99957
SQE2	The employees of this coffee shop are sympathetic and reassuring if something goes wrong.	5.9000	0.95080

Table 4.3 Descriptive Analysis for Questionnaire Items (Continuous)

Items	Descriptions	Mean	Std. Deviation
Product Quality (7-point Likert Scale)			
PQ1	The coffee sold of this coffee shop has a nice texture.	5.9086	0.88779
PQ2	Safe materials are used in the production of the coffee in this coffee shop.	5.8314	0.90058
PQ3	The coffee sold of this coffee shop has a good taste/flavor.	5.9886	0.90834
PQ4	The coffee sold of this coffee shop has an attractive appearance.	5.6543	0.92586
PQ5	The coffee sold of this coffee shop has a final good result.	5.8571	0.90661
Positive E-WOM (7-point Likert Scale)			
EWMP1	I often read other consumers' reviews to know what this coffee shop makes good impressions on others.	5.1371	1.53229
EWMP2	To make sure I buy the right product/service from this coffee shop, I often read other consumers' reviews.	5.1914	1.47586
EWMP3	I often consult other consumers' reviews to help choose the right product/ service from this coffee shop.	5.1171	1.49517

Table 4.3 Descriptive Analysis for Questionnaire Items (Continuous)

Items	Descriptions	Mean	Std. Deviation
EWMP4	I frequently gather information from consumers' reviews before I buy a certain product/ service from this coffee shop.	4.9829	1.42822
EWMP5	If I don't read consumers' reviews when I buy a product/ service, I worry about my decision.	5.0343	1.53991
EWMP6	When I buy a product/ service from this coffee shop, consumers' positive reviews make me confident in purchasing it.	5.4600	1.18363
Negative E-WOM (7-point Likert Scale)			
EWMN1	I often read other consumers' reviews to know what this coffee shop makes bad impressions on others.	5.1600	1.47863
EWMN2	I am unwilling to make a decision if I believe this coffee shop provides the poor product/service as shown in the customers' reviews.	5.2743	1.25954
EWMN3	When I buy a product or service from this coffee shop, the influence of negative customers' reviews influences my purchasing decision.	5.1514	1.38863

Table 4.3 Descriptive Analysis for Questionnaire Items (Continuous)

Items	Descriptions	Mean	Std. Deviation
Customer Satisfaction (7-point Likert Scale)			
CS1	The coffee sold of this coffee shop has a nice texture.	5.7829	0.90446
CS2	Safe materials are used in the production of the coffee in this coffee shop.	5.8171	1.03561
CS3	The coffee sold of this coffee shop has a good taste/flavor.	5.6629	0.99888
CS4	The coffee sold of this coffee shop has an attractive appearance.	5.9314	0.88663
Purchase Intention (7-point Likert Scale)			
PI1	I would buy product/service from this coffee shop rather than any other coffee shop available.	5.5600	1.02998
PI2	I am willing to recommend others to buy the product/service from this coffee shop.	5.6829	0.95425
PI3	I intend to purchase the product/service in this coffee shop in the future.	5.8200	0.94499

Source: This Study

Based on the mean and standard deviation values, respondents tended to perceive high levels of agreement with each item on a scale of 1-7. Most of the constructs have mean score higher 5.00. However, the lowest levels of item are reported on EWOMP (M=4.9829). To summarize, the mean values of all the

construct are above 4.50 in 7-point Likert-Scale indicated that there are high agree report from respondents. Furthermore, respondents tended to perceive higher level of agreement on the measurement variables of service quality and product quality with the mean score about 6.00. In conclusion, the results appeared to reveal that respondents tended to score the research items positively.

4.2. Factor Analysis and Reliability

Before moving with any other analysis, it is essential to consider the reliability of any measurement scale. Reliability is a measure of how well items are free of random or unstable problems and therefore give accurate results. Internal consistency is demonstrated by the fact that the scale's single items or indicators should all measure the same construct and thus be significantly intercorrelated. Different purification approaches, including as factor analysis, correlation analysis, and internal consistency analysis (Cronbach's alpha), were used to evaluate the dimensions and reliability of the research constructs. The item-to-total correlation, coefficient α, and correlation matrix are then evaluated to measure each construct's internal consistency and reliability. Using latent roots (Eigenvalues), the Scree test, and other criteria, the number of components to be extracted from the main component factor analysis was established. According to Hair et al., (2010):

- *Factor loading >0.6;*

- *Cross-factor loading > 0.3;*

- *Explained variance (Accumulated explained) variance >0.6;*

- *Item-total correlation > 0.5;*

- *Eigen value higher than 1;*

- *Cronbach's Alpha > 0.7;*

- *Communality value >0.4;*

4.2.1. Service Quality

Table 4.4 displays the results of factor loading for measurement of service quality. The results of factor analysis and reliability testing demonstrated that 22 items were identified. Everything seems to be in line since the statistics are greater than the commonly acknowledged rule. Factor loadings range from 0.729 to 0.919, which is greater than principle of 0.6, at the eigenvalue higher than 1, explained variance of more than 60 percent. The item-to-total correlation is more than 0.5, and Cronbach's alpha α is greater than 0.6 (Tangible 0.869 >0.6; Reliability 0.866 >0.6; Responsiveness 0.887 >0.6; Assurance0.860 >0.6; Empathy 0.816 >0.6 as principle). Based on all criteria, we can conclude that the reliability and internal consistency on the service quality factor are accepted.

Table 4.4 Results of Factor Analysis and Reliability Tests on Service Quality

Research Construct	Research Items	Factor Loading	Eigenvalue	Accumulation Explanation	Item-to-Total Correlation	Cronbach's α
Service Quality	**Tangible (KMO=0.848)**					
	SQT2	0.831	3.636	60.594	0.737	0.869
	SQT5	0.821			0.720	
	SQT4	0.789			0.678	
	SQT3	0.748			0.632	
	SQT8	0.746			0.634	
	SQT7	0.729			0.608	
	SQT1	Item deleted due to Cumulative explained variance <0.6				
	SQT2	Item deleted due to Cumulative explained variance <0.6				
	Reliability (KMO=0.831)					
	SQR5	0.840	3.260	65.210	0.728	0.866
	SQR4	0.835			0.724	
	SQR3	0.811			0.692	
	SQR1	0.801			0.682	
	SQR2	0.747			0.615	
	Responsiveness (KMO=0.840)					
	SQRN3	0.882	2.987	74.669	0.779	0.887
	SQRN1	0.879			0.774	
	SQRN2	0.858			0.743	
	SQRN4	0.837			0.714	
	Assurance (KMO=0.722)					
	SQA1	0.902	2.346	78.205	0.769	0.860
	SQA2	0.899			0.764	
	SQA3	0.851			0.681	
	Empathy (KMO=0.500)					
	SQE1	0.919	1.689	84.461	0.689	0.816
	SQE2	0.919			0.689	

Source: Original Study

4.2.2. Product Quality

Product quality was measured by 5 questionnaire items. For the measurement of product quality construct, Table 4.5 showed the findings of factor loadings, eigenvalue, and percentage of variance explained, item-to-total correlation, and Cronbach's alpha. All items showed factor loading greater than 0.6 following factor analysis and reliability testing, with PQ3 having the greatest factor loading of 0.882, indicating that this item had the highest relationship to product quality construct. As shown in Table 4.5 below, KMO is 0.862, total correlation is greater than 0.5, Cronbach's alpha is greater than 0.6, and eigen value is greater than 1, Cronbach's alpha=0.880 and eigen-value=3.390. Additionally, information reliability had accumulated a total of 67.801 percent of explained variance which shows these are important underlying factors for this construct. Based on all criteria, we therefore assume that the reliability and internal consistency of this factor are adequate.

Table 4.5 Results of Factor Analysis and Reliability Tests on Product Quality

Research Construct	Research Items	Factor Loading	Eigenvalue	Accumulation Explanation	Item-to-Total Correlation	Cronbach's α
Product Quality (KMO=0.862)	PQ3	0.882	3.390	67.801	0.797	0.880
	PQ5	0.836			0.730	
	PQ2	0.823			0.712	
	PQ1	0.814			0.700	
	PQ4	0.757			0.632	

Source: Original Study

4.2.3. Electronic Word of Mouth

Two factors with a total of 9 items were identified to measure the construct of E-WOM, of which 6 items were used to measure the construct of positive E-WOM and 3 items were used to measure the construct of negative E-WOM.

4.2.3.1. Positive E-WOM

Six items were identified to measure the construct of positive E-WOM. With the same procedure as described in previous section, principal criteria for the analysis were employed to measure the construct. Table 4.6 shows that the values of the main criteria employed to measure the construct are significantly higher.

Table 4.6 Results of Factor Analysis and Reliability Tests on Positive E-WOM

Research Construct	**Research Items**	**Factor Loading**	**Eigenvalue**	**Accumulation Explanation**	**Item-to-Total Correlation**	**Cronbach's α**
Positive E-WOM (KMO= 0.896)	EWMP4	0.916	4.365	72.753	0.870	0.924
	EWMP3	0.895			0.842	
	EWMP2	0.869			0.802	
	EWMP1	0.861			0.792	
	EWMP5	0.826			0.748	
	EWMP6	0.738			0.645	

Source: Original Study

Table 4.6 showed that factor loading is higher than 0.6 (0.645-0.870) with eigenvalue of 4.365 (higher than 1), explained variance of more than 71%. Importantly, the values of item-to-total correlation is also highly significant at the value of 0.645 > 0.5 of principle, KMO is 0.896, and the Cronbach's alpha is 0.924

> 0.7 as principle. Based on all criteria, we may assume that the factor's reliability and internal consistency are satisfactory.

4.2.3.2. Negative E-WOM

Table 4.7 presents the results of factor loadings for measurement of negative E-WOM. Negative E-WOM were measured by three questionnaire items. It shows that most variables have significantly high loading scores (>0.6), high Eigenvalue (>1), high accumulatively explained variance (>0.6), high item-to-total correlation (>0.5), and high coefficient alpha (α >0.7). This suggests a high degree of internal consistency for each dimension and further confirms the reliability of the measurement items.

Table 4.7 Results of Factor Analysis and Reliability Tests on Negative E-WOM

Research Construct	Research Items	Factor Loading	Eigenvalue	Accumulation Explanation	Item-to-Total Correlation	Cronbach's α
Negative E-WOM (KMO=684)	EWMN1	0.885	2.134	71.139	0.708	0.796
	EWMN2	0.835			0.626	
	EWMN3	0.809			0.593	

Source: Original Study

4.2.4. Customer Satisfaction

Customer satisfaction was measured by four questionnaire items. Table 4.8 presented the results of factor loadings, eigenvalue, and the percentage of variance explained, item-to-total correlation, Cronbach's alpha (α) for the measurement of customer satisfaction.

Table 4.8 Results of Factor Analysis and Reliability Tests on Customer Satisfaction

Research Construct	Research Items	Factor Loading	Eigenvalue	Accumulation Explanation	Item-to-Total Correlation	Cronbach's α
Customer Satisfaction (KMO= 0.835)	CS3	0.898	2.978	74.459	0.806	0.885
	CS1	0.862			0.748	
	CS2	0.856			0.741	
	CS4	0.835			0.708	

Source: Original Study

After conducting factor analysis and reliability test, all items have factor loading higher than 0.6 and the highest is CS3 with a factor loading of 0.898 indicating this item had the highest relationship to customer satisfaction construct. All of the item-to-total correlation are ranging from 0.708 to 0.806, which is greater than 0.5, with Cronbach's alpha (α)= 0.885 (greater than 0.7), and Eigenvalue= 2.978 (greater than 1), and accumulated a total of 74.459 percent of explained variance. This shows there are important underlying factors for this construct. Based on all the criteria, we can assume that the reliability and internal consistency of this factor are acceptable.

4.2.5. Purchase Intention

There are three variables signified and used to measure the purchase intention construct. Table 4.9 explained that all of the three variables show significant results which follow the generally accepted guideline of the factor loading and reliability test. Hence, factor loading results significantly exceed the

generally accepted guideline of higher than 0.6 with explained variance of 76.761 percent. Moreover, Eigenvalue of 2.303 is greater than 1 as principle, item-to-total correlations are all bigger than 0.5 (0.703-0.737) with Cronbach's alpha of 0.849 which is significantly larger than 0.7 of principle. Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable.

Table 4.9 Results of Factor Analysis and Reliability Tests on Purchase Intention

Research Construct	Research Items	Factor Loading	Eigenvalue	Accumulation Explanation	Item-to-Total Correlation	Cronbach's α
Purchase Intention (KMO=0.729)	PI2	0.888	2.303	76.761	0.737	0.849
	PI1	0.872			0.710	
	PI3	0.869			0.703	

Source: Original Study

4.3. Independent Sample t-test

4.3.1 The difference between male and female among the constructs

The aim of doing independent sample t-test is to identify the differences between male and female into the above constructs. It used to compare means for male and female respondents on their opinion of service quality, product quality, E-WOM (positive E-WOM, and negative E-WOM), customer satisfaction, purchase intention in this study. According to Hair et al. (2010), the significant was observed mean scores of the t-test and the significance level of p-values<0.05, and t-value>1.98.

Table 4.10 Results of Independent T-test of all dimension are SQ, PQ, E-WOMP, E-WOMN, CS, and PI -1

Construct	**Factor**	**Male**	**Female**	**t-value**	**p-value**
		(n=173)	(n=177)		
Service Quality	SQ	6.0460	5.7458	4.175	.000
Product Quality	PQ	5.9676	5.7311	3.004	.003
E-WOM					
Positive E-WOM	EWMP	5.1879	5.1205	0.510	.610
Negative E-WOM	EWMN	5.2697	5.1224	1.187	.236
Customer Satisfaction	CS	5.9798	5.6215	4.151	.000
Purchase Intention	PI	5.7765	5.6008	1.929	.055

*p<0.05, **p<0.01, ***p<0.001

Source: This study

Table 4.10 have indicated that there were p-value significant for service quality (p-value<0.001), product quality (p-value<0.05), and customer satisfaction (p-value<0.001) with t-value hinger than 1.96, which mean there are differences between male and female among these five constructs. The mean score of male respondents is higher than female respondents. However, there were p-value insignificant for positive E-WOM (p-value=0.610), negative E-WOM (p-value= 0.236), and purchase intention (p-value =.055) with t-value lower than 1.96. The results indicated that there is no any differences between male and female among the construct of E-WOM (positive and negative), and purchase intention. We may assume that there is no statistically significant difference in these constructs.

4.3.2 The difference between marital status among the constructs

This section showed the result of the difference between marital status (single and married). Independent sample t-test used to compare means for single and married respondents on their opinion of service quality, product quality, E-WOM (positive E-WOM, and negative E-WOM), customer satisfaction, purchase intention in this study. According to Hair et al. (2010), the significant was observed mean scores of the t-test and the significance level of p-values < 0.05, and t-value > 1.98.

Table 4.11 Results of Independent T-test of all dimension are SQ, PQ, E-WOMP, E-WOMN, CS, and PI -2

Construct	**Factor**	**Single**	**Married**	**t-value**	**p-value**
		(n=295)	(n=55)		
Service Quality	SQ	5.8775	5.9836	-1.051	.294
Product Quality	PQ	5.8447	5.8655	-0.189	.850
E-WOM					
Positive E-WOM	EWMP	5.2158	4.8212	2.191	0.029
Negative E-WOM	EWMN	5.2475	4.9152	1.956	0.051
Customer Satisfaction	CS	5.7763	5.9182	-1.171	0.243
Purchase Intention	PI	5.7424	5.3939	2.800	0.005

*p<0.05, **p<0.01, ***p<0.001

Source: This study

Table 4.11 have indicated that there were p-value insignificant for service quality (p-value=0.294), product quality (p-value0=.850), negative E-WOM (p-value=0.051) and customer satisfaction (p-value=0.243) with t-value lower than 1.96, which mean there are no differences between single and married among these

constructs. However, there were p-value significant for positive E-WOM (p-value=0.029) with one star significant and purchase intention (p-value=0.005) with two stars significant, and t-value hinger than 1.96, which mean there are differences between single and married among these constructs. As we can see the table above, t-value, and p-value indicated that there are differences between single and married. We may assume that there is significant difference in construct of positive E-WOM and purchase intention.

4.4. One-way Analysis of Variance ANOVA

The study used one way ANOVA method to analyze the different between more than two groups in order to know which group are the same or separated. This part was selected demographic of coffee shop brands, age, education level, occupation, and income level to find the significant difference factors of service quality, product quality, E-WOM (positive & negative E-WOM), customer satisfaction, and purchase intention among each group. The one-way ANOVA produces a one-way analysis of variance of a quantitative dependent variable by a single factor as known as an independent variable. The analysis will be significant with the F-value greater than 4 and *p*-value lower than 0.05.

4.4.1. Coffee Shop Brands

There is significant difference in most of the factors within the six variables. The differentiation of coffee shop brands is E-WOM both positive and negative (EWOP, EWOMN) were not significant. However, Table 4.11 shows that service

quality (F=14.143, p-value=0.000, p-value<0.001) is significant, and Levene data (levene=4.749, p-value=0.001, p-value<0.01) is significance. It did not meet the homogeneity of variances assumption. Post hoc tests checked with Tamhane T2, Dunnett T3. Post hoc tests checked with Tamhane 2 where the mean group: (3)=6.6036, (2)=6.2171, (5)=5.9270, (1)=5.7926, (4)=5.6203, checked with Tamhane 2: 3>2>5>1>4. Product quality (F=15.593, p-value<0.001) is significant, and Levene (levene=6.905, p-value<0.001) is significance. It did not meet the homogeneity of variances assumption. Post hoc tests checked with Tamhane T2, Dunnett T3. Post hoc tests checked with Tamhane 2 where the mean group: (3)=6.5286, (2)=6.0789, (5)=5.9397, (1)=5.9327, (4)=5.4167, checked with Tamhane 2: 3>2>5>1>4. Customer satisfaction (CS) was also the factor that had five groups difference, where Arabica Coffee was still the highest among Tube Coffee, Brown Coffee and Bakery, other coffee shop, and Amazon Coffee. CS (f-value=13.205, p-value=0.000, p-value<0.001) is significant, and Levene (levene=5.909, p-value<0.001) is also significant. Post hoc tests checked with Tamhane T2, Dunnett T3. Post hoc tests checked with Tamhane 2: 3>2>1>5>4. Furthermore, purchase intention (PI) had five groups difference (F=9.984, p-value<0.001) is significant, and Levene=7.338 with p-value<0.001 is significance. It did not meet the homogeneity of variances assumption. Post hoc tests checked with Tamhane T2, Dunnett T3. Post hoc tests checked with Tamhane 2 where the mean group: (3)=6.1667, (2)=5.9781, (5)=5.7778, (1)=5.7360, (4)=5.2778, checked with Tamhane 2: 3>2>5>1>4.

Table 4.12 Results of the different level of SQ, PQ, E-WOMP, E-WOMN, CS, and PI among group of Coffee Shop Brands

Factor	Brown Coffee and Bakery (1)	Tube Coffee (2)	Arabica Coffee (3)	Amazon Coffee (4)	Others (5)	F-value	P-value	Scheffe/ T2
SQ	5.7926	6.2171	6.6036	5.6203	5.9270	14.143	.000	3>2>5 >1>4
PQ	5.9327	6.0789	6.5286	5.4167	5.9397	15.593	.000	3>2>5 >1>4
EWMP	5.3713	5.1579	5.3571	5.0035	4.9841	1.546	.188	NS
EWMN	5.2640	5.2193	5.4762	5.2257	4.9471	1.037	.388	NS
CS	5.9134	6.1250	6.3214	5.3620	5.7698	13.205	.000	3>2>1 >5>4
PI	5.7360	5.9781	6.1667	5.2778	5.7778	9.984	.000	3>2>5 >1>4

*p<0.05, **p<0.01, ***p<0.001

Source: This Study

4.4.2. Ages

The table 4.13 shown that f-value and p-value result indicated the differences among ages on each of the construct were significant, excepted positive & negative e-word of mouth. Anyways, service quality (F-value=8.162, p<0.001) is significant, but Levene=0.113 with p-value=0.893 is not significance. Post hoc tests checked with Scheffe and showed significant. Post hoc tests checked

with Scheffe where the mean group: (2)=6.0581, (1)=5.7596, checked with Scheffe: 2>1. Product quality (F-value=7.401, p=0.001 which mean p<0.01) is significant, and Levene data (levene=1.490, p-value=0.227) is insignificance. Post hoc tests checked with Scheffe showed significant. Post hoc tests checked with Scheffe where the mean group: (2)=6.0141, (1)=5.7085, checked with Scheffe: 2>1. Customer satisfaction (CS) also had two group difference, where the group of age from 26-35 years old higher than age group of lower than 25. CS (F-value=7.838, p-value<0.001) is significant and Levene=3.382, p-value=0.035, p-value<0.05 is significance. It did not meet the homogeneity of variances assumption. Post hoc tests checked with Tamhane T2, Dunnett T3. Post hoc tests checked with Tamhane 2 where the mean group: (2)=6.000, (1)=5.6436, checked with Tamhane 2: 2>1. Ultimately, purchase intention (PI) was the factor that had three difference groups, where the group of age form 26-35 years old is highest, followed by the group of age below 25 years old, and 36-45 years old. Purchase Intention (f-value=12.210, p-value=0.000, which mean p<0.001) is significant, Levene=1.094 with p-value=0.336 is insignificance. Post hoc tests checked with Scheffe. Post hoc tests checked with Scheffe where the mean group: (2)=5.9343, (1)=5.5532, (3)=5.2000, checked with Scheffe: 2>1>3.

Table 4.13 Results of the different level of SQ, PQ, E-WOMP, E-WOMN, CS, and PI among group of Ages level

Factor	Below 25 (1)	26-35 (2)	36-45 (3)	F-value	P-value	Scheffe/ T2
SQ	5.7596	6.0581	5.9950	8.162	.000	2>1
PQ	5.7085	6.0141	5.9800	7.401	.001	2>1
EWMP	5.2030	5.0739	5.2583	.518	.596	NS
EWMN	5.2181	5.1737	5.1333	.089	.915	NS
CS	5.6436	6.0000	5.8250	7.838	.000	2>1
PI	5.5532	5.9343	5.2000	12.210	.000	2>1>3

*p<0.05, **p<0.01, ***p<0.001

Source: This Study

4.4.3. Education Level

There is no significant difference in most of the factors within the constructs among different education level such as product quality (PQ), e-WOM, customer satisfaction (CS), and purchase intention (PI). The constructs showed insignificant with F-value<4, and p-value>0.05. However, the result indicated the differences among education level on service quality (f-value=3.854, p-value=0.10) is significant at one star, and Levene data is also significance (levene=3.122, p-value=0.026, p-value<0.05). It did not meet the homogeneity of variances assumption. Post hoc tests checked with Tamhane T2, Dunnett T3. Post hoc tests checked with Tamhane 2 where the mean group: (3)=6.0860, (2)=5.8239, checked with Tamhane 2: 3>2.

Table 4.14 Results of the different level of SQ, PQ, E-WOMP, E-WOMN, CS, and PI among group of Education level

Factor	High School (1)	Bachelor's Degree (2)	Master's Degree (3)	Doctoral Degree (4)	F-Value	P-Value	Scheffe/ T2
SQ	6.0308	5.8239	6.0860	5.5400	3.854	.010	3>2
PQ	6.1231	5.8091	5.9101	5.9200	1.034	.377	NS
EWMP	5.4487	5.1001	5.2247	5.7333	.876	.458	NS
EWMN	5.5128	5.1166	5.3521	5.4000	1.291	.277	NS
CS	5.9038	5.7613	5.8904	5.7000	.624	.600	NS
PI	5.8205	5.6557	5.7566	5.6667	.409	.747	NS

*p<0.05, **p<0.01, ***p<0.001

Source: This Study

4.4.4. Occupation

There is significant difference in all of the factors within the constructs among difference level of occupation. Firstly, E-WOM (both E-WOM positive & negative) had five group difference, where the occupation of entrepreneur is higher than Professor/ Assistant Professor/ Teacher, students, self-employed, and company employee. Positive e-WOM (f-value=7.325, p-value=0.000, p-value<0.001) is significant, and Levene data (levene=2.854, p-value=0.024, p-value<0.05) is significance. It did not meet the homogeneity of variances assumption. Moreover, negative e-WOM (f-value=1.149, p-value=0.000, p-

value<0.001) is also significant, and Levene data (levene=2.836, p-value<0.05) is significance. It also did not meet the homogeneity of variances assumption. Both of positive and negative e-WOM use post hoc tests. Post hoc tests checked with Tamhane T2, Dunnett T3. Post hoc tests checked with Tamhane 2: 4>3>1>5>2. Service quality had two group difference, where the occupation of company employee is the lowest. SQ (f-value=6.193, f-value>4, p-value<0.001) is significant, and Levene result (levene=2.392, p-value=0.05, p-value>0.05) is insignificance. Post hoc tests checked with Scheffe. Post hoc tests checked with Scheffe where the mean group: (5)=6.1891, (2)=5.7892, checked with Scheffe: 5>2. Product quality has four group difference, where the mean score of entrepreneur is the highest, followed by professor/assistant professor/teacher, student, and company employee. PQ (f-value=4.845, p-value=0.000, p-value<0.001) is significant, and Levene result (levene=8.291, p-value=0.001, p-value<0.01) is significance. It did not meet the homogeneity of variances assumption. Post hoc tests checked with Tamhane T2, Dunnett T3. Post hoc tests checked with Tamhane 2: 4>3>1>2. Moreover, customer satisfaction (CS) has three group difference, where the mean score of entrepreneurs is the highest, and company employee is the lowest, with f-value=5.342, and p-value=0.000, p-value<0.001 is significant and Levene=1.313 with p-value=0.265 is not significance. Post hoc tests checked with Scheffe. Post hoc tests checked with Scheffe: 4>5>2. Lastly, purchase intention (PI) had three group of difference, where company employee is the lowest group, followed by the group of self-employed, and the group of entrepreneurs, accordingly (f-value=4.759, f-value<0.001) is significant. Moreover, Levene data is significance (levene=4.045, p-value=0.003, p-value<0.01). It did not meet the homogeneity of variances

assumption. Post hoc tests checked with Tamhane T2, Dunnett T3. Post hoc tests checked with Tamhane 2: 4>5>2.

Table 4.15 Results of the different level of SQ, PQ, E-WOMP, E-WOMN, CS, and PI among group of Occupation level

Factor	Student (1)	Company Employee (2)	Professor/ Assistant Professor/ Teacher (3)	Entrepreneur (4)	Self-Employed (5)	F-value	P-value	Scheffe/ T2
SQ	5.8872	5.7892	6.1917	6.7100	6.1891	6.193	.000	5>2
PQ	5.9027	5.7397	6.0867	6.8000	6.0563	4.845	.001	4>3>1 >2
EWMP	5.3761	4.9203	5.8056	6.7667	5.3021	7.325	.000	4>3>1 >5>2
EWMN	5.4640	4.9761	5.7333	6.7333	5.2604	7.149	.000	4>3>1 >5>2
CS	5.7399	5.7045	6.0000	6.8500	6.1953	5.342	.000	4>5>2
PI	5.7658	5.5630	5.8333	6.7333	6.0208	4.759	.001	4>5>2

*p<0.05, **p<0.01, ***p<0.001

Source: This Study

4.4.5. Income Level

There is significant difference in most of the factors within the constructs among the difference income level except product quality (PQ), positive e-WOM

(EWOMP), and purchase intention. In table 4.16 showed that service (f-value=4.975, p-value=0.000, p-value<0.001) is significant, however Levene=1.113 with p-value=0.353, is insignificance. Post hoc tests checked with Scheffe. Post hoc tests checked with Scheffe: 6>4>3. Negative e-WOM (EWOMN) construct, it had two group difference, where the income level of 200-350$ is higher than 351-500$. Negative e-WOM (*f*-value=3.831, *p*-value=0.002, *p*-value<0.01) is significant with two stars, and Levene data is significance (p-value<0.001). It did not meet the homogeneity of variances assumption. Post hoc tests checked with Tamhane T2, Dunnett T3. Post hoc tests checked with Tamhane T2: 3>4. Moreover, there were five groups difference of income level for the customer satisfaction construct with p-value=7.394, and p-value<0.001 is significant, but Levene data is insignificance (p-value=0.839, p-value>0.05). Post hoc tests checked with Scheffe. Post hoc tests checked with Scheffe where 1> 6>3> 4> 2 (see the table 4.16 below).

Table 4.16 Results of the different level of SQ, PQ, E-WOMP, E-WOMN, CS, and PI among group of Income level

Factor	No Income (1)	Less than $200 (2)	$201-350$ (3)	$351-$500 (4)	$501-$800 (5)	More than $800 (6)	F-value	P-value	Scheffe/ T2
SQ	6.2556	5.7020	5.6674	5.8075	5.9314	6.1562	4.975	.000	6>4 >3
PQ	6.1000	5.8240	5.7826	5.7540	5.8714	5.9908	1.389	.228	NS
EWMP	5.6296	5.2733	5.4239	5.0635	5.2929	4.8103	2.395	.037	NS
EWMN	5.8704	5.0400	5.5870	5.0370	5.3429	4.9385	3.831	.002	3>4
CS	6.4306	5.4500	5.6576	5.6567	5.7571	6.1769	7.394	.000	1>6> 3>4>2
PI	6.2593	5.6000	5.4855	5.6190	5.6714	5.8564	2.925	.013	NS

*p<0.05, **p<0.01, ***p<0.001

Source: This Study

4.5. Hypothesis Testing

This research followed Benealth (2000), the method used in check the mediation and moderation effect of the variables. To analyze the hypotheses, and the relationship among the constructs, the data analysis was conducted using SPSS,

version 26. Table 4.17 will show the descriptive statistics and bivariate correlations among the variables.

4.5.1. The Correlation Among the Research Constructs

Table 4.16 shows that highest mean was service quality (5.8941) with a standard deviation of 0.68814, while lowest mean was positive E-WOM (5.1538) with standard deviation of 1.23268. The correlation coefficients can help to indicate the bivariate relationship among the six variables. As shown below, Table 4-15 show the relationship between each pair of factors in this study framework. As the results presented, all the variables have a positive significant correlation with each other. Firstly, purchase intention was found to be positive correlated with service quality ($r=0.699$, $p<0.001$), product quality ($r=0.743$, $p<0.001$), positive E-WOM ($r=0.468$, $p<0.001$), negative E-WOM ($r=0.480$, $p<0.001$), and customer satisfaction ($r=746$, $p<0.001$). Secondly, when it comes to the relationship between variable purchase intention and customer satisfaction, a positive relation was settled with $r=0.746$, $p<0.001$, which is the strongest correlated pair in the study. Furthermore, table 4.16 shown that all variables are positively correlated with each other.

Table 4.17 The correlation among The Research Constructs

Variable	Mean	SD	SQ	PQ	EWMP	EWMN	CS	PI
SQ	5.8941	0.68814	1					
PQ	5.8480	0.74494	.784***	1				
EWMP	5.1538	1.23268	.368***	.373***	1			
EWMN	5.1952	1.161.43	.362***	.368***	.821***	1		
CS	5.7986	0.82589	.684***	.782***	.415***	.466***	1	
PI	5.6876	0.85546	.699***	.743***	.468***	.480***	.746***	1

Note: *p< .05, **p< .01, ***p< .001

SQ= Service Quality, PQ= Product Quality, EWMP= E-WOM Positive, EWMN= E-WOM Negative, CS= Customer Satisfaction, PI= Purchase Intention

Source: This Study

4.5.2. The Mediation Effect of Customer Satisfaction between Service Quality and Purchase Intention

In this study, four steps were taken to test the mediation effect of the variables: first, to evaluate how the mediator has been in a significant relationship with independent variables; second, to test whether there is a significant relationship between the independent and dependent variables; and third, to put together a test to examine whether the mediator is significantly in the relationship with the dependent variables (Baron, et al., 1986).

Table 4.18 Mediation Test of Customer Satisfaction between Service Quality and Purchase Intention

Independent variables	**Dependent variable**			
	CS	PI		
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
SQ	0. 684***	0. 699***		0. 356***
CS			0.746***	0.503***
R^2	0.468	0.489	0.556	0.623
Adjusted-R^2	0.466	0.488	0.555	0.621
F-value	306.112	333.100	436.165	287.267
P-Value	0.000	0.000	0.000	0.000
VIF	1.000	1.000	1.000	1.880

Note: *p< .05, **p< .01, ***p< .001

Source: This Study

According to table 4.18 indicated that the model 1 tested the relationship between service quality (SQ) as an independent variable and customer satisfaction (CS) as a mediator, and the results shows that customer satisfaction (CS) is significant and positively affected service quality (β=0.684, p<0.001). Model 2 test the relationship between service quality as independent variable and purchase intention as dependent variable, and the result showed that service quality is

significant and positively affected purchase intention (β=0.699, p<0.001). Furthermore model 3, to check the relationship between customer satisfaction (CS as independent variable) and purchase intention (PI as dependent variable), the result shows that independent variable of customer satisfaction is significant and positively affected purchase intention (β=0.746, p<0.001). Finally, the results in model 4 is in relationship between service quality and customer satisfaction to purchase intention. The statistical value is βSQ=0.356, and βCS=0.503, R^2= 0.623, and adjust R^2= 0.621 showing that there is 62.1% of the variance in purchase intention can be foretold from service quality and customer satisfaction. The F-value is 287.267 with *p*-value< 0.001 meaning that customer satisfaction provided a partial mediation effect on the relationship between service quality and purchase intention.

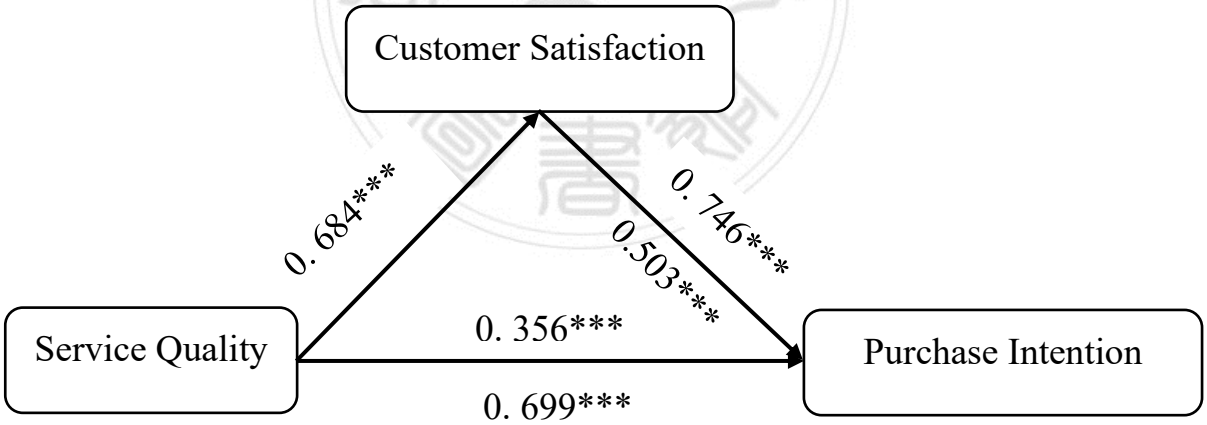

Figure 4.1 Mediation Effect of Customer Satisfaction on the relationship between Service Quality and Purchase Intention

Source: Original Study

The table below theoretically illustrates Barron and Kenny's concept of the mediator variable. In fact, consumer satisfaction played a role in the study's partial

mediation. This mediation analysis is definitely demonstrated by the Sobel test, making the model reliable and effective. The four elements of the Preacher and Hayes's (2004), approach for assessing mediation effects is described in Table 4-18. In pathway 1, the relationship between independent and dependent variable. As we can see, service quality strongly effects purchase intention (β=0.8694, t=18.2510, p<0.001). In pathway 2 illustrated that the regression of service quality on mediator (customer satisfaction), service quality is also significant, β=0.8210, t=17.4960, p<0.001. Moreover, in pathway 3 of the mediation process revealed that the mediator (customer satisfaction) fully effected to purchase intention, β=0.5206, t=11.1287, p<0.001. Furthermore, for pathway 4, indicated the relationship between independent and dependent variables while mediator variable is being controlled. The result of the analysis showed that the mediator (customer satisfaction), controlling for service quality was also significant predictor of purchase intention, β=0.4419, t=7.8716, p<0.001. The results of Sobel test revealed that there are significant (p<0.001). The z-value= 9.3792, which is higher than 1.96 (p<0.001), and the value of mediating effect is 0.4274. It showed that customer satisfaction factors partially mediated the relationship between service quality and purchase intention. The study further used the bootstrap approach to verify the Sobel test. The results showed the value is performed well with the effect value=0.4274, Mean=0.4272, SE=0.0723, LL95% confident interval=0.2882, and UL95% confident interval=0.5732. Therefore, the results also revealed that customer satisfaction was an indirect effect on purchase intention.

Table 4.19 The Sobel Test of the mediation effect between Service Quality, Customer Satisfaction and Purchase Intention

Direct effects and Total effect				
	β	SE	t	p
IV->DV	0.8694	0.0476	18.2510	.000
IV->MV	0.8210	0.0469	17.4960	.000
MV->DV, IV is controlled	0.5206	0.0468	11.1287	.000
IV->DV, MV is controlled	0.4419	0.0561	7.8716	.000

Indirect effect and significance using the normal distribution						
	Value	SE	LL95%CI	UL95%CI	Z	P
SOBEL	0.4274	0.0456	0.3381	0.5167	9.3792	.000

Bootstrap results from the indirect effect					
	Value	Mean	SE	LL95%CI	UL95%CI
Effect	0.4274	0.4272	0.0723	0.2882	0.5732

Note: 1. IV= Independent Variable (Service Quality), DV= Dependent Variable (Purchase Intention), MV= Mediating Variable (Customer Satisfaction), β= Unstandardized Coefficient

2. N=350, Number of Bootstrap Resamples= 5000, LL= Lower Limit, CI= Confidence Interval, UL= Upper Limit

Source: This Study

4.5.3. The Mediation Effect of Customer Satisfaction between Product and Purchase Intention

According to table 4.20 indicated that the model 1 tested the relationship between product quality (PQ) as an independent variable and customer satisfaction (CS) as a mediator. The results shows that that product quality (PQ) is significant and positively affected customer satisfaction (β=0.782, p<0.001). Model 2 test the relationship between product quality and purchase intention, and the result showed that product quality is significant and positively affected to purchase intention (β=0.743, p<0.001). Furthermore model 3, to check the relationship between customer satisfaction (CS as independent variable) and purchase intention (PI as dependent variable), the result shows that independent variable of customer satisfaction is significant and positively affected to purchase intention (β=0.746, p<0.001). Finally, the results in model 4 is the relationship between product quality and customer satisfaction to purchase intention. The statistical value is β= 0.412, and β=0.424, R^2= 0.622, and adjust R^2= 0.620, and p-value<0.001 meaning that customer satisfaction provided a partial mediation effect on the relationship between product quality and purchase intention.

Table 4.20 Mediation Test of Customer Satisfaction between Product Quality and Purchase Intention

Independent variables	**Dependent variable**			
	CS	**PI**		
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
PQ	0. 782***	0. 743***		0. 412***
CS			0. 746***	0.424***
R^2	0.611	0.552	0.556	0.622
Adjusted-R^2	0.610	0.551	0.555	0.620
F-value	546.541	429.645	436.165	285.868
P-Value	0.000	0.000	0.000	0.000, 0.000
t-value	23.378	20.728	20.885	
VIF	1.000	1.000	1.000	2.571

Note: *p< .05, **p< .01, ***p< .001

Source: This Study

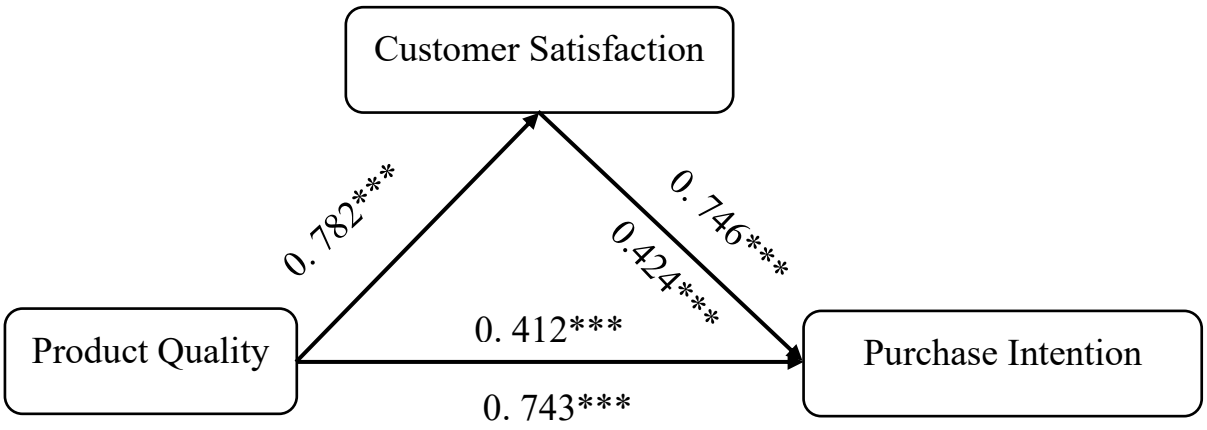

Figure 4.2 Mediation Effect of Customer Satisfaction on the relationship between Product Quality and Purchase Intention

There is another mediation that mentioned in this part. There is the relationship between product quality and purchase intention. Table 4.20 showed the four models that describe by Barron and Kenny procedure. In pathway 1, the relationship between independent and dependent variable. As we can see, there is a significantly effect of product quality on purchase intention (β=0.8536, t=20.7279, p<0.001). In pathway 2 illustrated that the regression of product quality on mediator (customer satisfaction), product quality is also significant, β=0.8666, t=23.3782, p<0.001. Moreover, in pathway 3 of the mediation process revealed that the mediator (customer satisfaction) fully effect to purchase intention, β=0.4388, t=8.0087, p<0.001. Furthermore, for pathway 4, indicated the relationship between independent and dependent variables while mediator variable is being controlled. The result of the analysis showed that the mediator (customer satisfaction), controlling for product quality was also significant predictor of purchase intention, β=0.4733, t=7.7924, p<0.001. The results of Sobel

test revealed that there are significant (p<0.001). The z-value= 7.5703, which is higher than 1.96 (p<0.001), and the value of mediating effect is 0.3802. It showed that customer satisfaction factor partially mediated the relationship between product quality and purchase intention. The study further used the bootstrap approach to verify the Sobel test. The results showed the effect value=0.3802, Mean=0.3842, SE=0.0895, LL95% confident interval=0.2218, and UL95% confident interval=0.5754. Therefore, the results also revealed that customer satisfaction was an indirect effect on purchase intention.

Table 4.21 The Sobel Test of the mediation effect between Product Quality, Customer Satisfaction and Purchase Intention

Direct effects and Total effect						
	β	SE	t		p	
IV->DV	0.8536	0.0412	20.7279		.000	
IV->MV	0.8666	0.0371	23.3782		.000	
MV->DV, IV is controlled	0.4388	0.0548	8.0087		.000	
IV->DV, MV is controlled	0.4733	0.0607	7.7924		.000	
Indirect effect and significance using the normal distribution						
	Value	SE	LL95%CI	UL95%CI	Z	P
SOBEL	0.3802	0.502	0.2818	0.4787	7.5703	.000
Bootstrap results from the indirect effect						
	Value	Mean	SE	LL95%CI	UL95%CI	
Effect	0.3802	0.3842	0.0895	0.2218	0.5754	

Note: 1. IV= Independent Variable (Product Quality), DV= Dependent Variable (Purchase Intention), MV= Mediating Variable (Customer Satisfaction), β= Unstandardized Coefficient

2. N=350, Number of Bootstrap Resamples= 5000, LL= Lower Limit, CI= Confidence Interval, UL= Upper Limit

Source: This Study

4.6. Evaluation of the Moderating Effects

4.6.1. Multiple Regression

In order to test the moderation effect of the research constructs, this current study adopted Baron and Kenny's (1996) approach. According to Baron and Kenny (1986), moderation analysis can be conducted to assess if the moderator moderates the relationship between the independent and dependent variables. According to this present study, the conceptual framework consisted of six moderating effects. E-WOM played two roles; positive E-WOM and negative E-WOM. As we mentioned earlier in chapter III, the first moderating effect is the positive E-WOM in the interaction between service quality and customer satisfaction. Secondly, moderating effect of negative E-WOM in the interaction between service quality and customer satisfaction. Third moderation effect is positive E-WOM in the relationship between product quality and customer satisfaction, and forth moderation effect is negative E-WOM in the relationship of product quality and customer satisfaction. Last but not least, the other two moderation effects are positive E-WOM, and negative E-WOM in the relationship of customer satisfaction and purchase intention.

4.6.2. Moderation Effect of Positive E-WOM on The Relationship Between Service Quality and Customer Satisfaction

Table 4.22 presents the moderating effect of positive E-WOM on the relationship between service quality and customer satisfaction. Model 1 revealed the moderating effect of positive E-WOM on the influence of service quality on customer satisfaction is significant at p-value<0.001, with β=0.684, R^2=0.468, Adjusted-R^2=0.466, and F-value=306.112. Model 2 demonstrated the relationship between the moderation variable positive E-WOM and dependent variable customer satisfaction. The value in this model is R^2 =0.415, Adjusted-R^2 =0.172, F-value=72.328, p<0.001, D-W=1.153, and VIF=1.000. Furthermore, model 3 showed that both independent variables of service quality β=0.615, p<0.001) and moderating variable (β=0.189, p<0.001) are significantly affected to dependent variable (customer satisfaction). In addition, the result in model 4 (extension of model 3) revealed that there is no significant of interaction variable that β=0.049, while service quality and positive E-WOM are positively significant with p<0.001 (β=0.631, and β=0.187). Therefore, the relationship between service quality and customer satisfaction was not moderated by positive E-WOM. Positive E-WOM is rejected as a moderating effect.

Table 4.22 The Moderating Test of Positive E-WOM on the relationship between Service Quality and Customer Satisfaction

Independent Variables	Dependent Variable			
	CS			
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
Independent Variable- SQ	0.684***		0.615***	0.631***
Moderating Variable- Positive E-WOM		0.415***	0.189***	0.187***
Interaction Variable- SQ**Positive E-WOM*				**0.049**
R^2	0.468	0.172	0.499	0.501
Adjusted-R^2	0.466	0.170	0.496	0.497
F-value	306.112	72.328	172.651	115.789
P-Value	0.000	0.000	0.000	0.000, 0.000, 0.216
D-W	2.208	2.153	2.146	2.140
VIF	1.000	1.000	1.156	1.271, 1.159, 1.105

*p< .05, **p< .01, ***p< .001, β= Standardized Coefficient

Note: SQ= Service Quality, CS= Customer Satisfaction

Source: Original Study

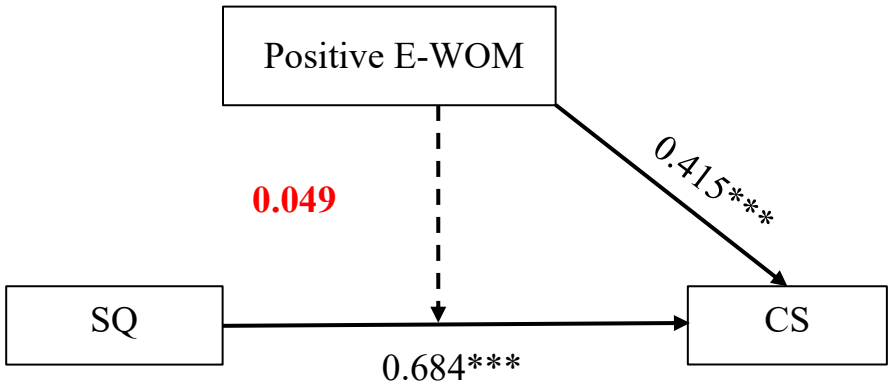

Figure 4.3 Moderating Effect of Positive E-WOM between the relationship of Service Quality and Customer Satisfaction

Source: Original Study

4.6.3. Moderation Effect of Negative E-WOM on The Relationship Between Service Quality and Customer Satisfaction

Table 4.23 presents the moderating effect of negative E-WOM on the relationship between service quality and customer satisfaction. Model 1 revealed the moderating effect of negative E-WOM on the influence of service quality on customer satisfaction is significant at p-value<0.001, with β=0.684, R^2=0.468, Adjusted-R^2=0.466, and F-value=306.112. Model 2 demonstrated the relationship between the moderation variable negative E-WOM and dependent variable customer satisfaction. The value in this model is R^2= 0.217, Adjusted-R^2 =0.215, F-value=96.424, p<0.001, and VIF=1.000. Furthermore, model 3 showed that both independent variables of service quality β=0.593, p<0.001) and moderating variable (β=0.251, p<0.001) are significantly affected to dependent variable

(customer satisfaction). In addition, the result in model 4, the extension of model 3, revealed that there is no significant of interaction variable that β=0.046, while service quality and negative E-WOM are positively significant with p<0.001 (β=0.605, and β=0.243). Therefore, the relationship between service quality and customer satisfaction was not moderated by negative E-WOM either. Negative E-WOM is rejected as a moderating effect.

Table 4.23 The Moderating Test of Negative E-WOM on the relationship between Service Quality and Customer Satisfaction

Independent Variables	Dependent Variable			
	CS			
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
Independent Variable- SQ	0.684***		0.593***	0.605***
Moderating Variable- Negative E-WOM		0.466***	0.251***	0.243***
Interaction Variable- SQ*_Negative E-WOM_				**0.046**
R^2	0.468	0.217	0.523	0.525
Adjusted-R^2	0.466	0.215	0.520	0.521

Table 4.23 The Moderating Test of Negative E-WOM on the relationship between Service Quality and Customer Satisfaction (Continuous)

Independent Variables	Dependent Variable			
	CS			
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
F-value	306.112	96.424	190.018	127.331
P-Value	0.000	0.000	0.000	0.000, 0.000, 0.228
D-W	2.208	2.155	2.126	2.128
VIF	1.000	1.000	1.151	1.220, 1.180, 1.066

*p< .05, **p< .01, ***p< .001, β= Standardized Coefficient

Note: SQ= Service Quality, CS= Customer Satisfaction

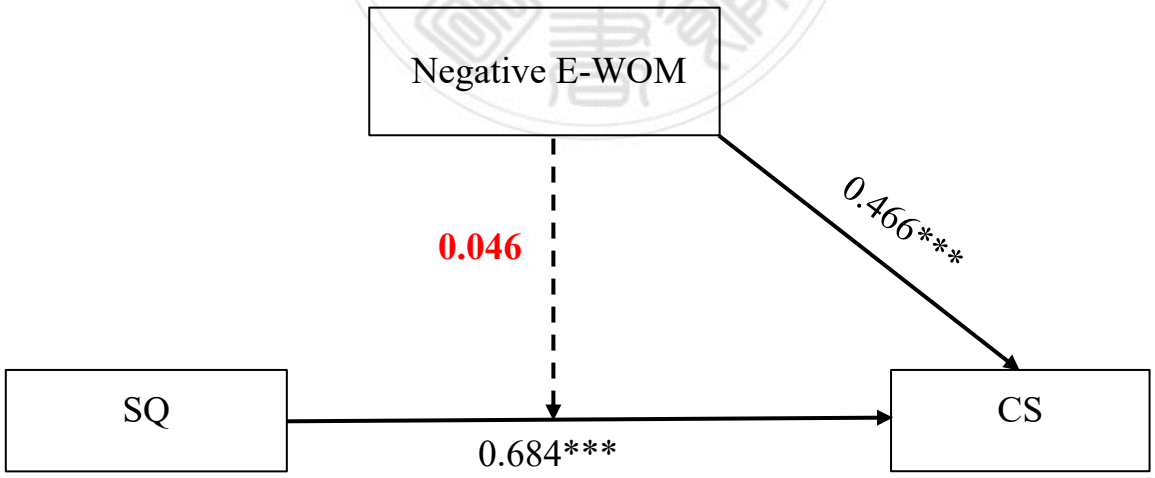

Figure 4.4 Moderating Effect of Negative E-WOM between the relationship of Service Quality and Customer Satisfaction

Source: Original Study

4.6.4 Moderation Effect of Positive E-WOM on The Relationship Between Product Quality and Customer Satisfaction

In table 4.24 below, positive E-WOM is described as having a moderating effect on product quality and customer satisfaction. Model 1 showed the relationship between IV (independent variable), and DV (dependent variable). The statistical value is R^2=0.611, Adjust- R^2= 0.610, F-value=546.541, p-value< 0.001, and VIF= 1.000. Thus, this model has strongly significant level of product quality and customer satisfaction (β=0.782). Model 2 demonstrated the relationship between the moderation variable positive E-WOM and dependent variable customer satisfaction. The value in this model is R^2=0.172, Adjusted-R^2=0.170, F-value = 72.328, p< 0.001, and VIF = 1.000. Furthermore, model 3 showed that both independent variables of product quality β = 0.728, p< 0.001) and moderating variable (β = 0.143, p< 0.001) are significantly affected to dependent variable (customer satisfaction). In addition, the result in model 4 demonstrate the interacting variables in relationship between product quality and customer satisfaction. There is a positive significant, as we can see all of the variables involved in the same model. The statistical value is R^2= 0.646, Adjust- R^2= 0.643, F-value= 210.630, p< 0.001. Moreover, β of (PQ)= 0.779, β of positive E-WOM= 0.133, and β of PQ*Positive E-WOM = 0.141 with p< 0.001. Therefore, positive E-WOM is a positive moderator between the relationship of product quality and customer satisfaction. Positive E-WOM is strongly accepted as a moderating effect.

Table 4.24 The Moderating Test of Positive E-WOM on the relationship between Product Quality and Customer Satisfaction

Independent Variables	Dependent Variable			
	CS			
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
Independent Variable- PQ	0.782***		0.728***	0.779***
Moderating Variable- Positive E-WOM		0. 415***	0.143***	0.133***
Interaction Variable- PQ**Positive E-WOM**				**0.141*****
R^2	0.611	0.172	0.629	0.646
Adjusted-R^2	0.610	0.170	0.626	0.643
F-value	546.541	72.328	293.590	210.630
P-Value	0.000	0.000	0.000	0.000, 0.000, 0.000
D-W	2.157	2.153	2.082	2.111
VIF	1.000	1.000	1.162	1.310, 1.167, 1.133

*p< .05, **p< .01, ***p< .001, β= Standardized Coefficient

Note: PQ= Product Quality, CS= Customer Satisfaction

Source: Original Study

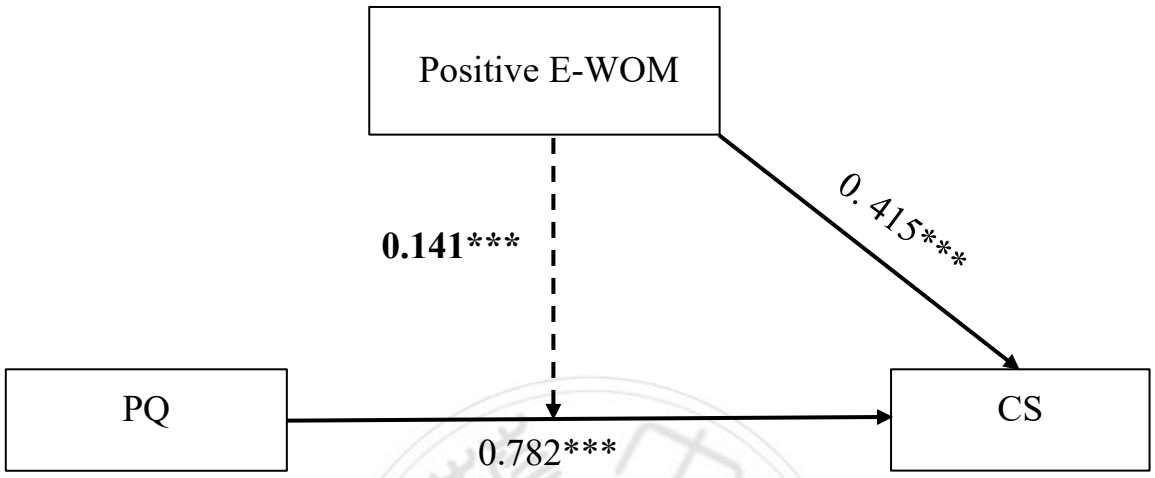

Figure 4.5 Moderating Effect of Positive E-WOM between the relationship of Product Quality and Customer Satisfaction

Source: Original Study

Table 4.24 and figure 4.5 showed that positive E-WOM is statistically considered to be a moderating factor. The research prefers to display an interaction plot for more explaining. According to figure 4.7, the plots showed the moderating effect of the positive E-WOM that interacted with the relationship between product quality and customer satisfaction. We consider (1.00) as a low group, and (2.00) as a high group. The low and high group were separated base on the median value in order to determine which group of positive E-WOM was dramatically increased by the moderating variable.

The plot showed that while product quality is low, the low group of positive E-WOM slightly affects customer satisfaction at around 5.10 to 6.23. Anyways,

while the positive E-WOM is high, product quality from low group boosted low group to high group and reaches the maximum of customer satisfaction (around 5.65 to 6.59). Positive E-WOM has a visible moderating effect on the relationship between product quality and customer satisfaction in this plot.

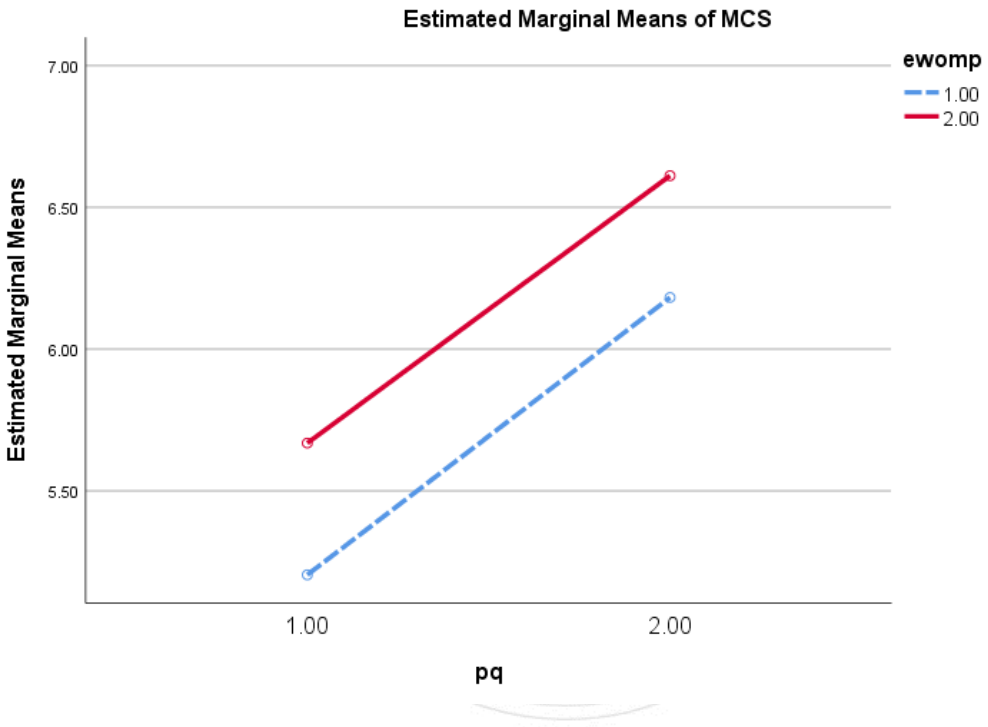

Figure 4.6 The plot graph of moderating effect of positive E-WOM between product quality and customer satisfaction

4.6.5. Moderation Effect of Negative E-WOM on The Relationship Between Product Quality and Customer Satisfaction

In table 4.25, as we can see below, negative E-WOM is described as having a moderating effect on product quality and customer satisfaction. Model 1 showed the statistical value (R^2=0.611), (Adjust-R^2= 0.610), (F-value=546.541), (p-value<0.001), and (VIF= 1.000). Thus, this model has strongly significant level of product quality and customer satisfaction (β=0.782). Model 2 demonstrated the relationship between the moderation variable negative E-WOM and dependent variable customer satisfaction. The value in this model is R^2 = 0.217, Adjusted-R^2=0.215, F-value=96.424, p<0.001, and VIF=1.000. Furthermore, model 3 showed that both independent variables of product quality β=0.706, p<0.001) and moderating variable (β=0.206, p<0.001) are significantly affected to dependent variable (customer satisfaction). In addition, the result in model 4 demonstrate the interacting variables in relationship between product quality and customer satisfaction. There is a positive significant, as we can see all of the variables involved in the same model. The statistical value is R^2= 0.664, Adjust- R^2= 0.661, F-value=228.324, p<0.001. Moreover, βPQ= 0.748, β of positive E-WOM= 0.185, and β of PQ*Positive E-WOM=0.136 with p< 0.001. Therefore, negative E-WOM is a positive moderator between the relationship of product quality and customer satisfaction. As a result, Negative E-WOM is strongly accepted as a moderating effect.

Table 4.25 The Moderating Test of Negative E-WOM on the relationship between Product Quality and Customer Satisfaction

Independent Variables	Dependent Variable			
	CS			
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
Independent Variable- PQ	0.782***		0.706***	0.748***
Moderating Variable- Negative E-WOM		0.466***	0.206***	0.185***
Interaction Variable- PQ*_Negative E-WOM_				**0.136*****
R^2	0.611	0.217	0.648	0.664
Adjusted-R^2	0.610	0.215	0.646	0.661
F-value	546.541	96.424	318.771	228.324
P-Value	0.000	0.000	0.000	0.000, 0.000, 0.000
D-W	2.157	2.155	2.070	2.094
VIF	1.000	1.000	1.157	1.263, 1.183, 1.093

*p< .05, **p< .01, ***p< .001, β= Standardized Coefficient

Note: PQ= Product Quality, CS= Customer Satisfaction

Source: Original Study

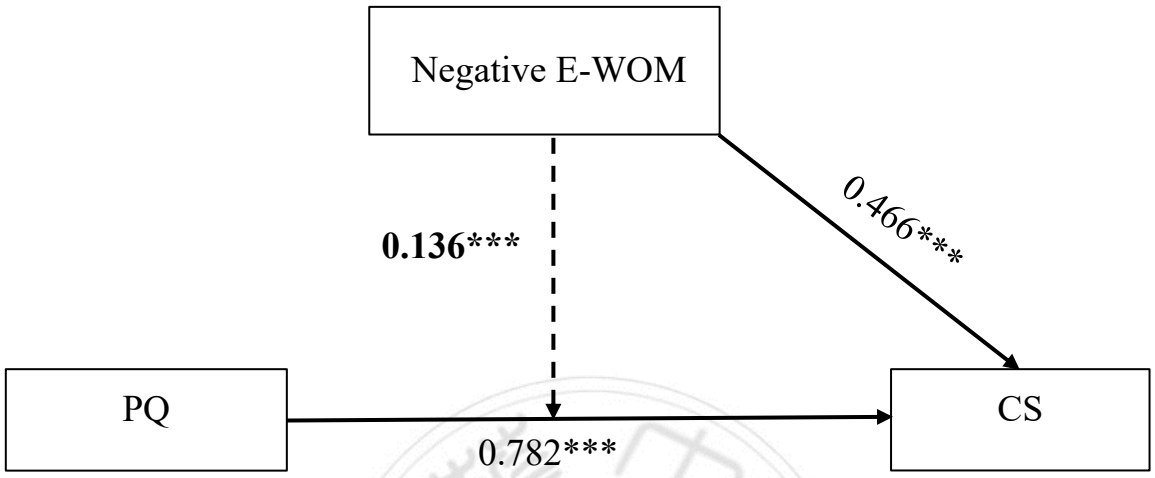

Figure 4.7 Moderating Effect of Negative E-WOM between the relationship of Product Quality and Customer Satisfaction

Source: Original Study

According to Table 4.25 and Figure 4.7, negative E-WOM is statistically determined to be a moderating factor. For greater explanation, the study proposes to display an interaction plot. The plots in figure 4.8 demonstrated the moderating effect of negative E-WOM on the relationship between product quality and customer satisfaction. (1.00) is considered a low group, whereas (2.00) is considered a high group. In order to establish whether group of negative E-WOM was significantly boosted by the moderating variable, the low and high groups were split based on the median value.

The plot revealed that, while product quality is low, the low group of negative E-WOM has a minor impact on customer satisfaction, ranging from 5.11 to 6.02. Yet, while negative E-WOM is strong, product quality improved from

poor to high groups, resulting in maximum customer satisfaction (around 5.67 to 6.56). In this figure, negative E-WOM has a significant moderating influence on the correlation between product quality and customer satisfaction.

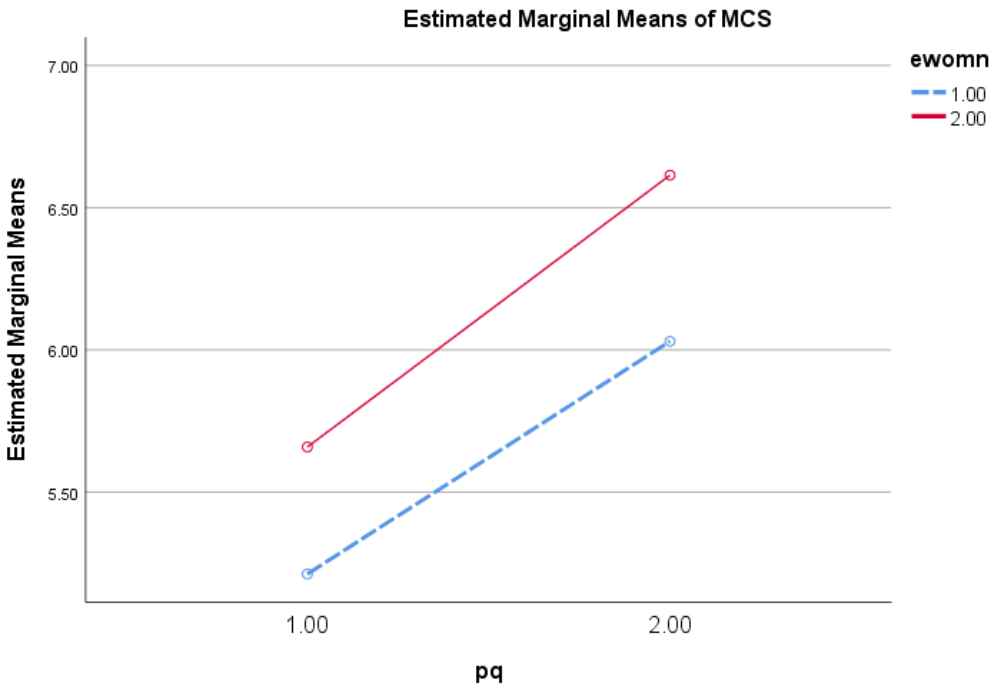

Figure 4.8 The plot graph of moderating effect of Negative E-WOM between customer satisfaction and purchase intention

4.6.6. Moderation Effect of Positive E-WOM on The Relationship Between Customer Satisfaction and Purchase Intention

Table 4.26 presents the moderating effect of positive E-WOM on the relationship between customer satisfaction and purchase intention. Model 1 revealed the moderating effect of positive E-WOM on the influence of customer

satisfaction on purchase intention is significant at p-value<0.001, with β=0.746, R^2= 0.556, Adjusted-R^2= 0.555, and F-value= 436.165. Model 2 demonstrated the relationship between the moderation variable positive E-WOM and dependent variable purchase intention. The value in this model is R^2 = 0.219, Adjusted-R^2= 0.217, F-value=97.554, p<0.000, and VIF=1.000. Furthermore, model 3 revealed that both independent variables of service quality β=0.666, p<0.001) and moderating variable (β=0.192, p<0.001) are significantly affected to dependent variable (purchase intention). In addition, the result in model 4, it is the modification of model 3, showed that there is no significant of interaction variable that β=-0.007, while service quality and positive E-WOM are positively significant with p<0.001 (β=0.664, and β=0.192). Therefore, the relationship between customer satisfaction and purchase intention was not moderated by positive E-WOM. Positive E-WOM is rejected as a moderating effect.

Table 4.26 The Moderating Test of Positive E-WOM on the relationship between Customer Satisfaction and Purchase Intention

Independent Variables	Dependent Variable			
	PI			
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
Independent Variable- CS	0.746***		0.666***	0.664***
Moderating Variable- Positive E-WOM		0.468***	0.192***	0.192***

Table 4.26 The Moderating Test of Positive E-WOM on the relationship between Customer Satisfaction and Purchase Intention (Continuous)

Independent Variables	Dependent Variable			
	PI			
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
Interaction Variable- CS**Positive E-WOM*				**-0.007**
R^2	0.556	0.219	0.587	0.587
Adjusted-R^2	0.555	0.217	0.584	0.583
F-value	436.165	97.554	246.168	163.674
P-Value	0.000	0.000	0.000	0.000, 0.000, 0.835
D-W	2.289	2.096	2.251	2.251
VIF	1.000	1.000	1.208	1.277, 1.212, 1.060

*p< .05, **p< .01, ***p< .001, β= Standardized Coefficient

Note: CS= Customer Satisfaction, PI= Purchase Intention

Source: Original Study

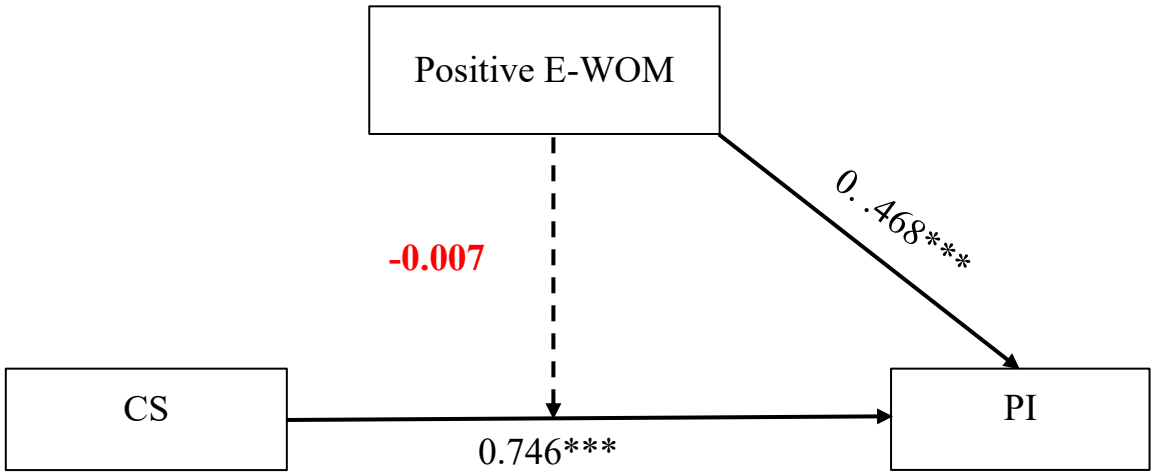

Figure 4.9 Moderating Effect of Positive E-WOM between the relationship of Customer Satisfaction and Purchase Intention

Source: Original Study

4.6.7. Moderation Effect of Negative E-WOM on The Relationship Between Customer Satisfaction and Purchase Intention

The moderating effect of negative E-WOM on the relationship between customer satisfaction and purchase intention is shown in Table 4.27. Model 1 found that negative E-WOM has a significantly moderating impact on the influence of customer satisfaction on purchase intention, with β=0.746, R^2=0.556, Adjusted-R^2=0.555, and F-value=436.165. Moreover, the interaction between the moderating variable positive E-WOM and the dependent variable purchase intention was established in Model 2. The statistical value is R^2 = 0.231, Adjusted-R^2=0.229, F-value=104.392, p>0.001, and VIF=1.000 are the values in this model. Furthermore, model 3 demonstrated that both the independent variable of service quality (β= 0.667, p>0.001) and the moderating variable (β=0.170, p>0.001) had

a significant influence purchase intention. Lastly, the results of model 4 show the interacting factors in the relationship between customer quality and purchase intention. As the result showed in the table, there is a positive significant because all of the variables involved in the same model at value, R^2=0.587, Adjust R^2=0.583, and F-value=163.929. Moreover, βPQ=0.677, βnegative E-WOM=0.178, and PQ*Positive E-WOM=0.92. As a result, negative E-WOM serves as a good moderator in the relation between product quality and customer satisfaction with significant two star ($p<0.001$). As a result, negative E-WOM is considered as a moderating factor.

Table 4.27 The Moderating Test of Positive E-WOM on the relationship between Customer Satisfaction and Purchase Intention

Independent Variables	Dependent Variable			
	PI			
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
Independent Variable- CS	0.746***		0.667***	0.677***
Moderating Variable- Negative E-WOM		0.480***	0.170***	0.178***

Table 4.27 The Moderating Test of Positive E-WOM on the relationship between Customer Satisfaction and Purchase Intention (Continuous)

Independent Variables	Dependent Variable			
	PI			
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
Interaction Variable- CS**Negative E-WOM*				**0.92****
R^2	0.556	0.231	0.579	0.587
Adjusted-R^2	0.555	0.229	0.576	0.583
F-value	436.165	104.392	238.418	163.929
P-Value	0.000	0.000	0.000	0.000, 0.000, 0.009
D-W	2.289	2.167	2.294	2.304
VIF	1.000	1.000	1.277	1.291, 1.285, 1.033

*p< .05, **p< .01, ***p< .001, β= Standardized Coefficient

Note: CS= Customer Satisfaction, PI= Purchase Intention

Source: Original Study

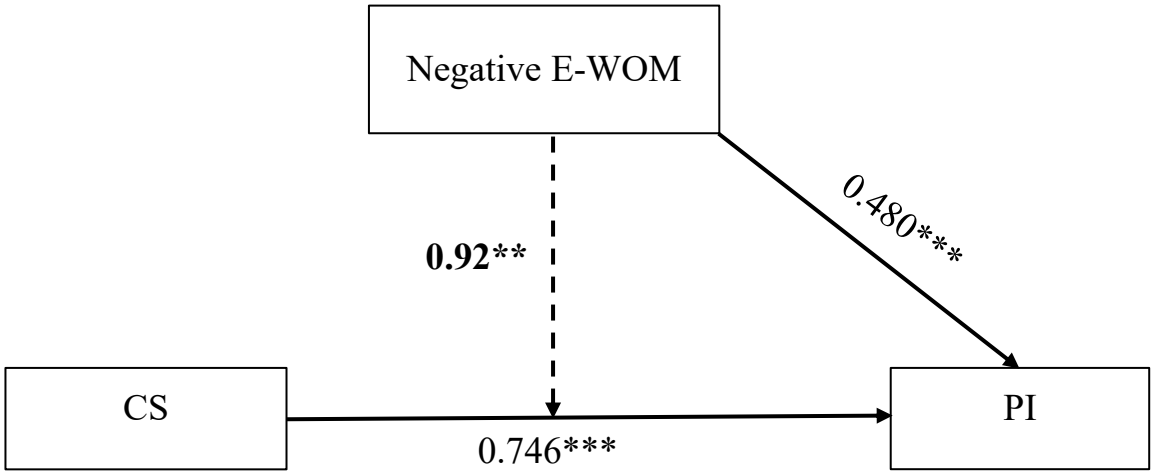

Figure 4.10 Moderating Effect of Negative E-WOM between the relationship of Customer Satisfaction and Purchase Intention

Table 4.23 and figure 4.7 showed that positive E-WOM is statistically considered to be a moderating factor. The research prefers to display an interaction plot for more explaining. According to figure 4.7, the plots showed the moderating effect of the positive E-WOM that interacted with the relationship between product quality and customer satisfaction. We consider (1.00) as a low group, and (2.00) as a high group. The low and high group were separated base on the median value in order to determine which group of positive E-WOM was dramatically increased by the moderating variable.

The plot below showed that while customer satisfaction is low, the low group of negative E-WOM slightly affects purchase intention at around 5.20 to 5.72. Anyways, while the negative E-WOM is high, customer satisfaction from low group boosted low group to high group and reaches the maximum of purchase intention (around 5.63 to 6.52). We can conclude that negative E-WOM has a

visible moderating effect on the relationship between product quality and customer satisfaction in this plot.

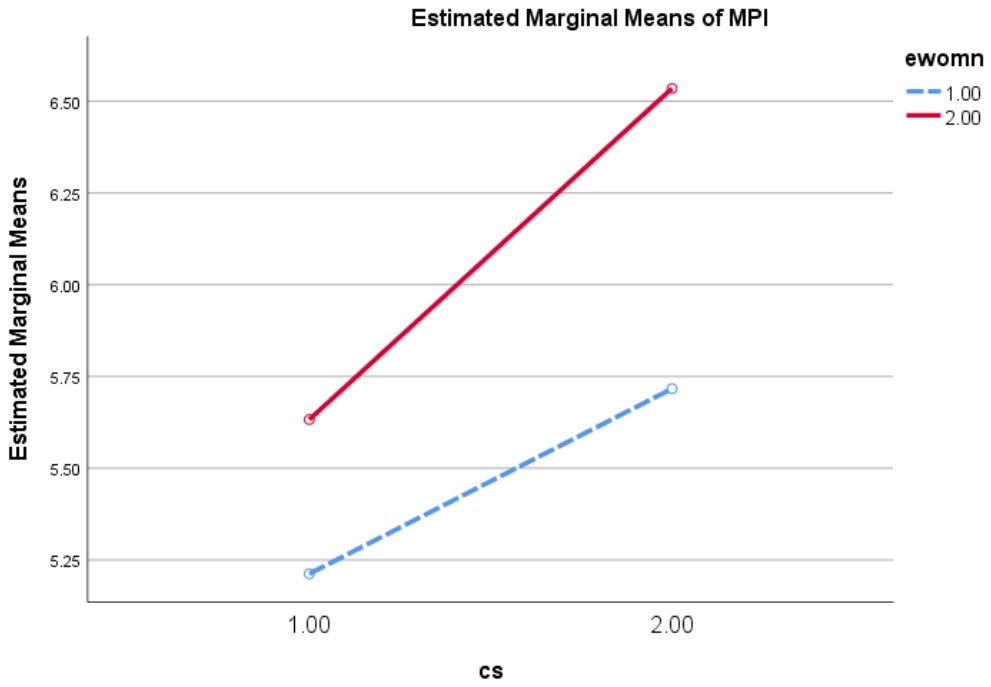

Figure 4.11 Moderating Effect of Negative E-WOM between the relationship of Customer Satisfaction and Purchase Intention

CHAPTER FIVE
CONCLUSION AND SUGGESTIONS

Chapter five discussed the conclusion of this study. According to the study results, academic and managerial implications, limitations and future research directions are suggested. The very first section summarized the findings from Chapter 4. Next section provides academic and management implications for researchers and marketers based on the result. Moreover, limitation and future research are mentioned at the end of this chapter for future improvement.

5.1. Research Discussion and Conclusion

Table 5.1 Summary of the Hypotheses Testing Results

Hypo.	Hypotheses Statement	Assessment
H1	The Service Quality will be positively related to customer satisfaction.	Supported β= 0.684, t= 17.496 p <0.001
H2	The Product Quality will be positively related to customer satisfaction.	Supported β= 0.782, t= 23.378 p <0.001
H3	The Customer Satisfaction will be positively related to Purchase Intention.	Supported β= 0.746, t= 20.885 p <0.001

Table 5.1 Summary of the Hypotheses Testing Results (Continuous)

Hypo.	Hypotheses Statement	Assessment
H4	Electronic words of mouth (e-WOM) will be moderate the relationship between customer satisfaction and purchase intention.	Not Supported (Both positive & negative E-WOM)
H5	Electronic words of mouth (e-WOM) will be moderate the relationship between customer satisfaction and purchase intention.	Supported
H6	Electronic words of mouth (e-WOM) will be moderate the relationship between customer satisfaction and purchase intention.	Positive E-WOM (Not Supported) Negative E-WOM (Supported)

Source: Original Study

Hypothesis testing is a crucial purpose of this study. Table 5.1 comprises 6 hypotheses about which the preceding was mentioned (i) to define the relationship between service quality and customer satisfaction; (ii) to determine the relationship between product quality and customer satisfaction; (iii) to define the relationship between customer satisfaction and purchase intention, (iv) to investigate the moderating effect of positive and negative E-WOM on the relationship between service quality and customer satisfaction; (v) to investigate the moderating effect of positive and negative E-WOM on the relationship between product quality and customer satisfaction, and last but least (vi) to investigate the moderating effect of positive and negative E-WOM that interact the relationship between customer satisfaction and purchase intention.

The theoretical framework was critically explored and hypotheses among constructs were given in the literature review chapter. According to the data analysis, the primary constructs such as service quality, product quality, customer satisfaction, and electronic word-of-mouth are fundamentally used as strong enforcement to improve the development of purchase intention. In further, the rejected and non-rejected hypotheses shown in table 5-1 will be discussed in the following statement.

H1- Service Quality and Customer Satisfaction

Firstly, the actual conclusion of the statistical research demonstrated that service quality has a positive influence on customer satisfaction. The study result of this current study is consistent to the previous studies. Previous scholars state that there is a significant relationship between customer trust and service quality (Ali, 2021). Also, customer satisfaction is another significant factor in improving the profit of the company and its products; therefore, customer trust and customer satisfaction are closely related (Ali , et al., 2021). Furthermore, according to TJAHJANINGSIH, et al. (2020) also mentioned that quality of service is a critical component that must be addressed to become the customer's first choice. As a results, we can state that the factor of service quality might be defined as an act to emphasis on the needs of customer as well as their trust and expectation from the service providers. As a consequence, any market or business sector must focus on service element that influence consumer attention.

H2- Product Quality and Customer Satisfaction

Secondly of all, product quality has a significant influence on customer satisfaction. The findings from previous studies also support this study result.

Several literatures about product quality indicated that product quality is one of the most important factors of satisfaction. According to (Ali, et al., 2021) also stated that consumer satisfaction is defined as a measurement of how satisfied buyers or customers are with a company's goods (products), services, and capabilities. Moreover, product and customer satisfaction have an impact on each other because a satisfied customer is more likely to be satisfied with the product's quality and service. More products will be purchased, and more profit will be involved in the production (Akoi and Yesiltas, 2020; Copley). As a result, we may conclude that product quality has very strong relationship with customer satisfaction.

H3- Customer Satisfaction and Purchase Intention

Thirdly, customer satisfaction has a positive significant influence on purchase intention. The past studied have supported this current study finding. According to Tse and Wilton (1988) mentioned customer satisfaction as the customer's response to an evaluation of the anticipated gap between prior expectations and actual expectations after the product/service has been consumed. So, H3 is strongly significant in the relationship between customer satisfaction and purchase intention.

H4- Moderating effects of positive & negative E-WOM between relationship of Service Quality and Customer Satisfaction

Fourthly, hypothesis 4 revealed that there is no significant effect of positive & negative E-WOM between the relationship of service quality and customer satisfaction. Actually, there are not many references to support this relationship. According to Wu, et al. (2014), whether customers are satisfied or unsatisfied with

the service perceived is directly influenced by the quality of services provided by the coffee shop. Customer satisfaction is influenced by service quality (Chodzaza and Gombachika, 2013; Wu, et al., 2014). Moreover, WOM, more than any other source, is thought to have a substantial influence in changing consumers' perceptions of a company and its products (Allsop , et al., 2007). Unfortunately, the results of this hypothesis cannot support the previous studies.

H5- Moderating effects of positive & negative E-WOM between relationship of Product Quality and Customer Satisfaction

Hypothesis 5 demonstrated positive & negative E-WOM as a moderator between the relationship of product quality and customer satisfaction. The result showed both E-WOM are significant as a moderating effect. According to Dharmawan and Sitio (2020) mentioned that customer satisfaction is heavily influenced with product quality. Moreover, according Bohlmann, et al. (2006) stated that when a group member's level of satisfaction is enhanced simply because group satisfaction is higher than what an individual perceives, the influence of e-WOM on consumer satisfaction has been established. So, as followed by (Baron, et al., 1986) theory, H5 is strongly moderating effect between Product Quality and Customer Satisfaction.

H6- Moderating effects of positive & negative E-WOM between relationship of Customer Satisfaction and Purchase Intention

Hypothesis 6 demonstrated positive & negative E-WOM as a moderator between the relationship of customer satisfaction and purchase intention. The result revealed that positive E-WOM has no significant moderating effect between the relationship of customer satisfaction and purchase intention. Actually, it seems

to be not so many reference to support this, however according to Prayag, et al. (2017) mentioned that the customer satisfaction can lead to great repeat purchase intention and moreover on recommendation intention. In the alternative, according to Wong and Sohal (2003) stated that the satisfied customer will generate e-WOM and purchase intention. Unfortunately, the result for positive E-WOM in this study cannot support the previous authors' claims. However, on the other hand, negative E-WOM has significant moderating effect between the relationship of customer satisfaction and purchase intention. So, as followed by (Baron, et al., 1986) theory, negative E-WOM is strongly moderate the relationship between Product Quality and Customer Satisfaction.

5.2. Discussion and Academic Implication

This study aimed to determine the relationship between service quality, product quality, customer satisfaction, influence purchase intention using E-WOM as a moderating effect. The study findings have a wide range of academic consequences. Based on the results that we discussed in Chapter 4, the whole framework has been explained. Firstly, the empirical findings of this study showed that service quality, product quality, customer satisfaction, e-WOM, and purchase intention are statistically connected with each other.

The results revealed that product quality is recognized as a good attribute to customer satisfaction towards purchase intention in coffee shop in Cambodia. According to Diputra and Yasa (2021), better product quality will ensure the high level of customer satisfaction, encouraging customers to make future purchases. Regarding the result of this research meaning that the coffee shop owners should

consider about how to maintain their product quality as well as to improve its quality to keep their customer trust in order to have repurchase in the coffee shop eventually. Secondly, the moderating of E-WOM in H4 wasn't supported. It showed the insignificant moderating effect between relationship of service quality and customer satisfaction. According to Purnasari , et al. (2015) stated that positive e-WOM communication have no direct influence in both satisfaction and trust. Followed by the above statement, in Cambodia context, there might also have the same issues. The customers are mostly students, and their ages were below 25, they don't mind much about the service providing in those coffee shops. This present study also found out that both positive & negative E-WOM has no effect at all on the relationship among the constructs. Thirdly, in the reverse of that, there is positive & negative E-WOM (H5) are the moderator. It showed that there are significant effects on relationship between product and customer satisfaction. The results showed that E-WOM as moderator showed the strong significant effect. According to reality, as mentioned earlier most of the customers that went to coffee shops were below 25 all they care about is the quality of the product such as coffee taste, for an example and the space for them to relax and doing their assignments/ works or using internet. According to this statement, if they see the good/ bad comments online about the product quality, they would take their times to read those comments just in case they need to keep it for their reference before they go to purchase the product in those coffee shops. Last but not least, there is insignificant effect of positive E-WOM and significant effect of negative E-WOM between the relationship of customer satisfaction and purchase intention. In this case, if customers want to purchase the product, they will just go even they know what did it made impression on other people. In the other hand, they might go to check whether it's true or not based on other people experience and then compare

to theirs. We may conclude that customers in Cambodia, if it comes to final discission making, they may make the final discission by themselves.

5.3. Research Limitation and Future Research Suggestion

According to above framework, this study still consists of some limitations which occurred during the study conducted. Firstly, because of the huge amount of coffee shops in Cambodia both locally and internationally, this study was selected respondents from the both local coffee and international coffee shops. So, future research should select respondents from local brands in order to get effective results. Secondly, because the current study only choosing E-WOM as a moderator, and the results is not significant on some relationship. The future research suggests to adopt WOM or other moderating effect, because WOM as an example can improve on E-WOM. Moreover, this current study using only service & product quality factors. Due to the market gaps is very low, and lot of coffee shops available, future research should adopt more factors that might be influence customer satisfaction in coffee shop context. Moreover, it can help the coffee shop owners in establishing suitable measures to promote their shops for customer to purchase the service again in the future by adopting more factors.

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Appendix: SURVEY QUESTIONNAIRE

Section A- Service Quality

Section B- Product Quality

Section C- Positive & Negative E-WOM

Section D- Customer Satisfaction

Section E- Purchase Intention

Demographic Information

南華大學

NANHUA UNIVERSITY

COLLEGE OF MANAGEMENT

Master Program in Management Science

Dear Valued Respondents,

My name is BEN Navoeun (白那芸). Currently, I am a former MBA student in Business Administration Department at NANHUA University, Taiwan. This is my academic research questionnaire. I am conducting it to fulfill the requirement of my Master Degree. The main goal is to investigate the influence among Service Quality, Product Quality, and Customer Satisfaction on Purchase Intentions in Cambodia Coffee Shops- Moderating Effects of E-WOM. As my independent study, this questionnaire is designed to collect information of customer in selecting coffee shops in Phnom Penh, Cambodia.

Thank you so much for participating in this current study. It will take only five to ten minutes to complete the questionnaire. All of your information will be used in academic research only, and will treated with strict confidentiality. Therefore, if you have any concerns, please let me know through my e-mail (10851032@nhu.edu.tw).

Sincerely yours,

Hsin Kuang Chi, Ph.D.

Professor & Advisor (Department of business administration, NHU)

BEN Navoeun

MBA Candidate (Department of business administration, NHU)

Section A- Service Quality

Please tick your level of your agreement or disagreement in the box where is next to each statement below based on your opinion based on the Customer satisfaction that you have experienced.		Strongly Disagree ↔ Strongly Agree						
Service Quality								
1	The space of this coffee shop is comfortable.	1	2	3	4	5	6	7
2	The equipment of this coffee shop is modern and update.	1	2	3	4	5	6	7
3	The capacity of this coffee shop is enough.	1	2	3	4	5	6	7
4	The service of this coffee shop is satisfactory.	1	2	3	4	5	6	7
5	Appearances of this coffee shop's employees are well-dressed and appropriate.	1	2	3	4	5	6	7
6	This coffee shop's background music of pleasing.	1	2	3	4	5	6	7
7	This coffee shop's aroma is enticing (desirable).	1	2	3	4	5	6	7
8	The environment of this coffee shop is clean and tidy.	1	2	3	4	5	6	7

9	The employees of this coffee shop serve my coffee exactly as I ordered.	1	2	3	4	5	6	7
10	The employees of this coffee shop provide an accurate billing.	1	2	3	4	5	6	7
11	When customers have problems, employees of this coffee shop are sympathetic.	1	2	3	4	5	6	7
12	All parts of this coffee shop are reassuring.	1	2	3	4	5	6	7
13	Employees of this coffee shop provide service at the time they promise to do so.	1	2	3	4	5	6	7
14	The employees of this coffee shop tell me exactly when services will be performed.	1	2	3	4	5	6	7
15	The employees of this coffee shop are willing to help me as per my request.	1	2	3	4	5	6	7
16	The employees of this coffee shop provide prompt service.	1	2	3	4	5	6	7
17	The employees of this coffee shop have patience when taking my order.	1	2	3	4	5	6	7

18	The employees of this coffee shop have adequate knowledge to answer my questions.	1	2	3	4	5	6	7
19	The employees of this coffee shop understand my needs and orders.	1	2	3	4	5	6	7
20	The employees of this coffee shop are polite.	1	2	3	4	5	6	7
21	The employees of this coffee shop give full attention to me when I place my order.	1	2	3	4	5	6	7
22	The employees of this coffee shop are sympathetic and reassuring if something goes wrong.	1	2	3	4	5	6	7

Section B- Product Quality

Please tick your level of your agreement or disagreement in the box where is next to each statement below based on your opinion based on the Customer satisfaction that you have experienced.		Strongly Disagree ↔ Strongly Agree						
Product Quality								
1	The coffee sold of this coffee shop has a nice texture.	1	2	3	4	5	6	7
2	Safe materials are used in the production of the coffee in this coffee shop.	1	2	3	4	5	6	7
3	The coffee sold of this coffee shop has a good taste/flavor.	1	2	3	4	5	6	7
4	The coffee sold of this coffee shop has an attractive appearance.	1	2	3	4	5	6	7
5	The coffee sold of this coffee shop has a final good result.	1	2	3	4	5	6	7

Section C- Positive & Negative E-WOM

Please tick your level of your agreement or disagreement in the box where is next to each statement below based on your opinion based on the Customer satisfaction that you have experienced.		Strongly Disagree ↔ Strongly Agree						
Positive & Negative E-WOM								
1	I often read other consumers' reviews to know what this coffee shop makes good impressions on others.	1	2	3	4	5	6	7
2	To make sure I buy the right product/service from this coffee shop, I often read other consumers' reviews.	1	2	3	4	5	6	7
3	I often consult other consumers' reviews to help choose the right product/ service from this coffee shop.	1	2	3	4	5	6	7
4	I frequently gather information from consumers' reviews before I buy a certain product/ service from this coffee shop.	1	2	3	4	5	6	7

5	If I don't read consumers' reviews when I buy a product/ service, I worry about my decision.	1	2	3	4	5	6	7
7	When I buy a product/ service from this coffee shop, consumers' positive reviews make me confident in purchasing it.	1	2	3	4	5	6	7
8	I often read other consumers' reviews to know what this coffee shop makes bad impressions on others.	1	2	3	4	5	6	7
9	When I buy a product or service from this coffee shop, the influence of negative customers' reviews influences my purchasing decision.	1	2	3	4	5	6	7

Section D- Customer Satisfaction

Please tick your level of your agreement or disagreement in the box where is next to each statement below based on your opinion based on the Customer satisfaction that you have experienced.		Strongly Disagree ↔ Strongly Agree						
Customer Satisfaction								
1	This coffee shop has met my expectations.	1	2	3	4	5	6	7
2	I am glad to be here in this coffee shop.	1	2	3	4	5	6	7
3	I had a great time at this coffee shop.	1	2	3	4	5	6	7
4	In general, I am satisfied with this coffee shop.	1	2	3	4	5	6	7

Section E- Purchase Intention

Please tick your level of your agreement or disagreement in the box where is next to each statement below based on your opinion based on the Customer satisfaction that you have experienced.		Strongly Disagree ↔ Strongly Agree						
Purchase Intention								
1	I would buy product/service from this coffee shop rather than any other coffee shop available.	1	2	3	4	5	6	7
2	I am willing to recommend others to buy the product/service from this coffee shop.	1	2	3	4	5	6	7
3	I intend to purchase the product/service in this coffee shop in the future.	1	2	3	4	5	6	7

Demographic Information

1. Coffee Shop that you have experienced. • Brown Coffee and Bakery • Tube Coffee • Arabica • Costa • Amazon Coffee • Others
2. Gender: □ Male; • F emale
3. Age (years old): • Less than 25 • 26-35 (26-35) • 36-45 • above 45
4. Marital Status: □ Single; • Married
5. Your educational status: • High School • Bachelor's degree • Master's degree • Doctorate's degree • Others (Please specify……)
6. Occupation: • Unemployed • Student • Professor/Assistance Professor/teacher • Entrepreneur • self-employment • Others (Please specify……)
7. Income: • No income • Less than 200 • 201-350 (201-350) • 351-500 (351-500) • 501-800 (501-800) • Above 800