Geospatial Influences on Coffee Shop Revisit Intentions in Malaysia: A Stimulus-Organism-Response (SOR) Framework

Influences géospatiales sur l'intention de revisite des cafés en Malaisie : une approche basée sur le modèle Stimulus-Organisme-Réponse (SOR).

Influências Geoespaciais na Intenção de Revisitarem Cafeterias na Malásia: Uma Abordagem com o Modelo Estímulo-Organismo-Resposta (EOR)

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Abstract: The primary aim of the present research is to investigate the impact of various factors such as taste value, price value, health value, epistemic value, and memorable experiences on the intention of consumers to revisit coffeeshops in Malaysia. The development of framework is based on the Stimulus Organism Response (SOR) model. Participants in this study were individuals who visit coffee shops in Malaysia at least once a month and regularly consume coffee at the coffee shops. They were invited to complete a questionnaire survey distributed through Google Forms. A total of 379 responses were collected and subsequently analyzed using Partial Least Square Structural Equation Modelling (PLS-SEM). The study's results revealed that the memorable experience plays a partial mediating role in the relationship between taste value, price value, and the intention to revisit coffee shops while

fully mediates the relationship between the epistemic value and the intention to revisit coffee shops. This research supports the application of the Stimulus Organism Response model, offering fresh insights into existing literature. The study's findings suggest that coffee shop owners in Malaysia should prioritize factors such as taste value, price value, and epistemic value. This approach can help to create more valuable and memorable experiences, ultimately encouraging consumers to revisit coffee shops.

Keywords: Memorable Experience; Perceived Value; Revisit Intention; Stimulus Organism Response.

Résumé: L'objectif principal de cette recherche est d'examiner l'impact de divers facteurs tels que la valeur gustative, la valeur prix, la valeur santé, la valeur épistémique et les expériences mémorables sur l'intention des consommateurs de revisiter les cafés en Malaisie, en utilisant le modèle Stimulus Organisme Réponse (SOR). Les participants étaient des individus qui visitent des cafés en Malaisie au moins une fois par mois et consomment régulièrement du café, et ont été invités à remplir un questionnaire via Google Forms. Un total de 379 réponses a été analysé à l'aide de la modélisation par équations structurelles à moindres carrés partiels (PLS-SEM). Les résultats ont révélé que l'expérience mémorable joue un rôle de médiateur partiel entre la valeur gustative, la valeur prix et l'intention de revisiter, et un rôle de médiateur total entre la valeur épistémique et l'intention de revisiter. La recherche soutient l'application du modèle SOR et suggère que les propriétaires de cafés en Malaisie devraient se concentrer sur la valeur gustative, la valeur prix et la valeur épistémique pour créer des expériences mémorables et encourager les consommateurs à revisiter les cafés.

Mots-clés : Expérience mémorable ; Valeur perçue ; Intention de revisite ; Stimulus Organisme Réponse.

Resumo: O objetivo principal da presente pesquisa é investigar o impacto de vários fatores, como valor de sabor, valor de preço, valor de saúde, valor epistêmico e experiências memoráveis na intenção dos consumidores de revisitar cafeterias na Malásia. O desenvolvimento do quadro teórico é baseado no modelo de Estímulo-Organismo-Resposta (EOR). Os participantes deste estudo foram indivíduos que visitam cafeterias

na Malásia pelo menos uma vez por mês e consomem regularmente café nessas cafeterias. Eles foram convidados a responder um questionário distribuído via Google Forms. Um total de 379 respostas foi coletado e posteriormente analisado utilizando a Modelagem de Equações Estruturais de Mínimos Quadrados Parciais (PLS-SEM). Os resultados do estudo revelaram que a experiência memorável desempenha um papel mediador parcial na relação entre o valor de sabor, o valor de preço e a intenção de revisitar cafeterias, enquanto media completamente a relação entre o valor epistêmico e a intenção de revisitar cafeterias. Esta pesquisa apoia a aplicação do modelo de Estímulo-Organismo-Resposta, oferecendo novas perspectivas à literatura existente. Os resultados do estudo sugerem que os proprietários de cafeterias na Malásia devem priorizar fatores como valor de sabor, valor de preço e valor epistêmico. Esta abordagem pode ajudar a criar experiências mais valiosas e memoráveis, incentivando os consumidores a revisitar as cafeterias.

Palavras-chave: Experiência Memorável; Valor Percebido; Intenção de Revisita; Estímulo-Organismo-Resposta.

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Introduction

The coffee industry has been expanding rapidly in the food and beverage supply service, since the coffee consumption has been increasing in domestic as well as foreign markets (Meeprom, & Kokkhangplu, 2025). Notably, coffee consumption trends has been shifting away from mainstream branded chains such as Starbucks toward the rise of 'third-wave coffee'- a movement that reflects the application of craft logics within the specialty coffee sector, focusing quality, origin and artisanal brewing methods. The unique characteristics of this specialty coffee have sparked a new trend in coffee consumption, driven by a range of quality aroma or fragrance, aftertaste, acidity, balance uniformity, sweetness and other distinctive value-added attributes (Dos Santos Gomes et al., 2023). Therefore, having a comprehensive knowledge of consumer coffee consumption behaviour can lead to maximising coffee shop efficiency in providing to various customer groups in society and contributing to the growing of economy.

In Malaysia, Rahim, Jin, and Fong (2019) have provided evidence to affirm that coffee has become one of the most commonly consumed beverages. Their research discovered that 60.83% of Malaysians incorporate coffee into their daily routines. This discovery is substantiated by data published by the Department of Statistics in Malaysia (refer to Figure 1).

Figure 1: Total Coffee Consumption in Malaysia from 2013 to 2022
Source: Data of statistics in Malaysia (2023)

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The rising number of daily coffee consumers in Malaysia has sparked significant interest among local businesses to expand their coffee shops ventures in the country. Consequently, this scenario has given rise to competitive rivalries among coffee shops in Malaysia. Therefore, it becomes crucial to not only survive but thrive in this competitive landscape by understanding the needs and desires of coffee shop visitors regarding the services and products offered. The Figure 2 below indicates the maps for Malaysia.

Figure 2: The location of Malaysia in Southeast Asia

Source: Google Maps

In previous research, various models have been proposed to identify the factors that influence customers' intentions to revisit coffee shops. One notable model was presented by Chen, Wang, and Morrison (2021) whereby their primary objective of the study was to explore the relationships among motivations, confirmation of expectations, memorable tourism experiences, satisfaction, word-of-mouth, and the intention to revisit coffee shops. Even though, this study highlighted the importance of several factors affecting consumer intention to revisit coffee shops (destination loyalty), but, the authors did not include taste value, price value, health value, epistemic value as another predicting factors that affect consumer intention to revisit coffee shops (destination loyalty). Thus, the study requires to extend the research model by incorporating taste value, price value, health

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value, and epistemic value as additional predictive factors aiming to provide a comprehensive understanding of what influences consumers intention to revisit the coffeeshops. Similarly, Suhud, Allan, and Gaffar (2022) explored various factors influencing tourists' intentions to visit coffee plantations as tourism destinations, such as destination image, novelty seeking, experience, and perceived value. However, there remains a noticeable gap in the literature regarding the relationship between taste value, price value, health value, epistemic value, memorable tourism experiences, and revisit intentions within the context of coffee shop businesses in Malaysia.

Moreover, there is a lack of studies applying the Stimulus-Organism -Response (S-O-R) theory to substantiate these relationships within the Malaysian coffee shop industry. Evidently, similar studies related to Stimulus-Organism-Response (S-O-R) theory and coffeeshops are investigated thoroughly in other Asian country such as Indonesia. Zemafi & Haryono (2024) examines how the green marketing stimulus factors influence purchasing decisions for Starbucks Indonesia with a particular focus on the mediating role of perceived value. Moreover, employs the SOR theory to examine how brand awareness, value awareness, brand trust and brand loyalty are related, based on survey of more than 200 coffeeshops consumers active on Instagram (Hidayah & Astuti, 2023).

In light of these research gaps, the current study aims to address both research gaps. The primary objective is to apply the S-O-R model to the domain of consumer behavior within the emerging coffee shop tourism business in Malaysia. The study seeks to investigate the relationships between environmental stimuli (taste value, price value, health value, and epistemic value), visitors' internal states as an organism (memorable tourism experiences), and behavioral responses (revisit intentions) within the coffee shop industry.

Literature Review

Coffeeshops in Malaysia

Historically, the integration of coffee culture in Malaysia dates back to the colonial era when Hainanese Chinese introduced „kopitiams" (combining ‚kopi,' which means coffee in Malay, with ‚tiam,' representing a

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shop in Hokkien/Hakka dialect) (Khoo, 2009, cited in Khazanah Research Institute, 2019; The Sun, 2017). Initially, kopitiams were modest stalls situated in neighborhoods or side streets, where affordable coffee and snacks were served (Khazanah Research Institute, 2019). During the early 1900s, these coffee shops served as meeting places for colleagues and friends, with some individuals frequenting them for breakfast before commencing their workday.

The introduction of coffee culture in Malaysia primarily stemmed from the commercialization of „kopitiam" and the rebranding of local coffee shops. This transformation aimed to modernize amenities by incorporating technology as part of marketing strategies, targeting younger generations to visit these establishments. Notably, there is a divergence between the coffee culture in Malaysia and Europe, as Malaysians have traditionally been more inclined towards tea as their primary beverage. In contemporary times, coffee shops in Malaysia have gained popularity among the younger demographic due to extensive social media usage, including platforms like TikTok, Instagram, Twitter, and Facebook. These platforms serve as a means for them to connect with family, friends, and even strangers who follow their social media accounts. Typically, prospective visitors browse through social media content before deciding to visit coffee shops in specific destinations. Furthermore, the discerning taste of these visitors, coupled with increased purchasing power, has sparked a trend of consuming premium coffee at coffee shops (Thomas, Chris, & Ramasamy, 2021). This trend has created opportunities for entrepreneurs to enter the coffee shop business in Malaysia, leading to a deepening diversity of players in the coffee industry.

To thrive in the fiercely competitive coffee market, coffee operators must be able to understand diverse customer demands and develop unique operational strategies to provide value in line with visitor expectations and increase profitability. Additionally, to meet visitor expectations, coffee shop operators must analyze the factors that influence consumer expectations to effectively compete with rivals (Thomas, Chris, & Ramasamy, 2021).

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Revisit Intentions

According to Yeap et al. (2019), revisit intention is defined as a visitor's willingness to return to a destination in the future. This willingness often arises from the positive experiences they had during their earlier visits to that destination. Furthermore, when visitors decide to revisit a destination, it tends to boost their spending on tourism products and services during their stay in that particular place (Muhamad Nasir, Mohamad & Ab Ghani, 2021; Nasir et al., 2022; Nasir & Wongchestha, 2022). In the context of coffee tourism, when visitors enjoy their coffee experiences at a coffee shop, they are more likely to return to that coffee shop in the future. Retaining existing visitors is often more cost-effective than trying to attract new ones (Abu Bakar et al., 2017).

Taste Value

Chole and Kim (2018) have defined taste value as encompassing the quality and performance of food and beverages. Within this definition, two critical components are quality and performance, which pertain to visitors' perceptions of the flavor, freshness, and visual presentation of food and beverages offered in a particular coffee shop. However, the primary focus of this research centers on the quality and performance of the beverage, specifically coffee. Consumers today are increasingly interested in various coffee flavor profiles and brewing methods. Hence, it becomes essential to assess the taste quality and value of coffee served in Malaysian coffee shops.

Crucially, previous studies have revealed that visitors are inclined to seek out beverages with great taste because they derive enjoyment from experiencing beverages with exceptional flavor, aroma, and visual appeal. This, in turn, contributes to creating memorable experiences in their minds (Sthapit et al., 2019). Similarly, Cheung et al. (2021) have demonstrated that taste value serves as a predictor of the tourist experience. Thio, Jokom, and Widjaja (2022) have asserted that taste value is one of the factors motivating individuals to revisit a destination. Based on these findings, the present study develops hypotheses as follow:

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H1: Taste value has a significant effect on visitors' memorable experience in Malaysia's coffeeshops.

H2: Taste value has a significant effect on visitors' revisit intentions to Malaysia's coffeeshops.

Price Value

Price value is a fundamental metric that represents what consumers are willing to sacrifice in order to acquire a product or service from sellers or providers (Hidayat-ur-Rehman et al., 2020). In the context of coffee tourism, visitors seek out coffee shops that offer reasonably priced coffee, allowing them to enjoy beverages that offer good value for their money. Consequently, value-conscious visitors actively seek coffee at affordable prices and evaluate whether the pricing is acceptable for making a purchase.

Notably, research conducted by Cheung et al. (2021) and Yeap et al. (2019) have indicated that price value serves as a significant predictor of the tourist experience. Moreover, price value is recognized as one of the pivotal determinants motivating individuals to revisit a destination (Thio, Jokom, & Widjaja, 2022). Hence, the following hypotheses are established:

H3: Price value has a significant effect on visitor's memorable experience in Malaysia's coffeeshops.

H4: Price value has a significant effect on visitor's revisit intentions to Malaysia's coffeeshops.

Health Value

Visitors who focus on health aspects can lead to the formation of positive emotional judgments regarding the food and beverages they experience (Pestek & Cinjarevic, 2014). Health-conscious visitors, in particular, pay attention to seek out healthy beverages, particularly those that are hygienic, nutritious, and safe.

Consequently, they are keen on consuming beverages with healthy ingredients. Coffee, as one of the most widely consumed beverages globally, has been found to contribute significantly to the daily intake of dietary antioxidants, even more so than fruits, vegetables, and tea

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(Svilaas et al., 2004). Despite the reported health benefits associated with coffee consumption, there is limited evidence or knowledge in existing literature regarding consumers' attitudes toward these health benefits. Samoggia and Riedel (2019) have noted that research on how consumers perceive the health effects of coffee is still unclear and has not been thoroughly explored by past researchers.

Therefore, the present study aims to contribute to the existing literature by analyzing consumers' perceptions of the health effects of coffee, especially when consumed in Malaysian coffee shops. Furthermore, obtaining health benefits from coffee consumption may also lead to the creation of memorable experiences. This assertion is supported by Cheung et al. (2021), who found that health value is a critical concept in developing memorable experiences for visitors. Additionally, if food consumption in a particular destination promotes good health among individuals, it is more likely to encourage them to revisit that destination (Thio, Jokom, and Widjaja, 2022). Therefore, this study develops another hypotheses as follows:

H5: Health value has a significant effect on visitor's memorable experience in Malaysia's coffeeshops.

H6: Health value has a significant effect on visitor's revisit intentions to Malaysia's coffeeshops.

Epistemic Value

Epistemic value pertains to cognitive aspects like stimulating curiosity, sparking novelty-seeking behavior, and fostering a desire for knowledge (Sheth et al., 1991). Novelty-seeking, or the inclination to explore new experiences, also arises from an individual's interest in gaining further understanding of a given situation (Lin & Huang, 2012). Accordingly, Ji et al. (2016) argue that novelty-seeking and the motivation for exploration are pivotal factors that drive visitors to engage in tourism activities, such as visiting coffee shops to enjoy coffee and related experiences.

While the impact of taste value, price value, and health value on creating memorable experiences has been extensively explored in previous research, studies directly examining the effect of epistemic

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value on memorable experiences remain scarce. Nevertheless, it has been observed that when local food consumption triggers curiosity, novelty-seeking, and a desire for knowledge among individuals, they are more inclined to revisit the destination (Thio, Jokom, and Widjaja, 2022). Hence, to bridge the existing gap, this study proposes two hypotheses to test on the current environment as follow:

H7: Epistemic value has a significant effect on visitor's memorable experience in Malaysia's coffeeshops.

H8: Epistemic value has a significant effect on visitor's revisit intentions to Malaysia's coffeeshops.

Memorable Experience

Within the realm of the tourism and hospitality industry, a memorable experience is essentially how tourists evaluate the experiences they encounter after engaging with hospitality services and participating in tourism activities (Sthapit et al., 2019; Bakar et al., 2024; Zulkefli et al., 2024). In the context of coffee shops, memorable experience is constructed during and after a customer's visit, commencing with the purchase and tasting of coffee. Throughout this process, consumers assess the coffee's quality, subjectively evaluate its value in terms of quality and price, and consider the coffee's impact on their mood, emotions, and health. These factors collectively contribute to either a favorable or unfavorable experience for the consumers.

Research has shown that memorable experiences directly influence visitors' intentions to revisit (Ekiz & Khoo-Lattimore, 2014). Notably, memorable experiences have been identified as the result of factors like taste value, price value, and health value (Cheung, Leung, Cheah, Koay, & Hsu, 2021). However, there are only a limited number of studies that have explored the mediating role of memorable experiences in the relationship between taste value, price value, health value, epistemic value, and the intention to revisit in the specific context of Malaysian coffee shops. Hence, to bridge the existing gaps, the following hypotheses are developed:

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H9: Memorable experience has a significant effect on visitor's revisit intention to Malaysia's coffeeshops.

H10: Memorable experience mediates the relationship between taste value and revisit intention among visitors to Malaysia's coffeeshops.

H11: Memorable experience mediates the relationship between price value and revisit intention among visitors to Malaysia's coffeeshops.

H12: Memorable experience mediates the relationship between health value and revisit intention among visitors to Malaysia's coffeeshops.

H13: Memorable experience mediates the relationship between epistemic value and revisit intention among visitors to Malaysia's coffeeshops.

Stimulus Organism Response (SOR model).

The Stimulus-Organism-Response (S-O-R) model finds its origins in the field of environmental psychology. It postulates that a wide range of environmental factors serve as stimuli (S) that influence and prompt behavioral responses (R) by affecting an individual's internal states (O) (Mehrabian and Russell, 1974). However, as researchers have tested various applications of stimuli and responses within this theoretical framework, different results have emerged**.**

$$S \rightarrow O \rightarrow R$$

Figure 3: S-O-R model (S= Stimulation, O= Organism and R= Reaction/Behaviour)

Figure 3 above illustrates the practical S-O-R model, which highlights the interconnectedness of environmental stimulation and human behavior, encompassing their reactions and actions through an organismic component. In essence, this organismic element can mediate the influence of stimuli on responses (Mehrabian and Russell, 1974). In previous S-O-R research endeavors, the impact of environmental stimuli on users' behaviors has been shown to be mediated by their user experiences (Animesh et al., 2011; Zhang, Lu, Gupta, & Zhao, 2014).

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The Proposed Framework

Figure 4 indicates the proposed research framework in the present study. It consists of four independent constructs (taste value, price value, health value and epistemic value), a mediator (memorable experience) and a dependent construct (revisit intention). Most importantly, the proposed framework is supported by the S-O-R theory.
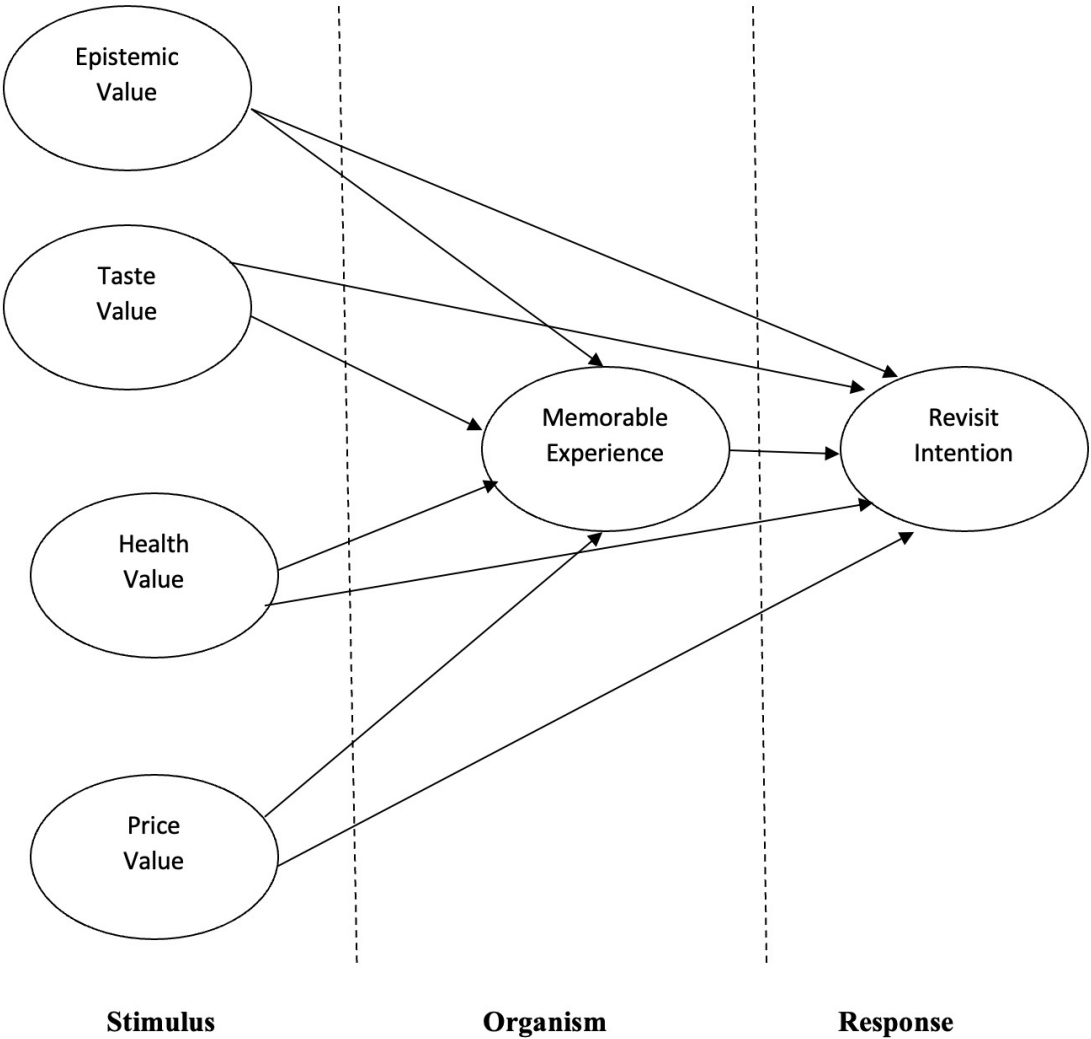

Figure 4: Proposed Framework

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Methodology

Research Design

The main objective of this study is to examine the interrelationships between taste value, price value, health value and epistemic value, memorable experience and revisit intention. The study employs quantitative approach to collect and analyses data. This study is utilized cross-sectional approach whereby the data was collected once within the period of one year. The unit analysis of the data is an individual consumer who visits and consume coffee at the coffeeshop.

Instrument Design

To collect the data, the present study utilizes the close-ended questionnaire survey using google form. The questionnaires for taste value, price value and health value were adapted from the study by Cheung et al. (2021). Besides, epistemic value is adapted from Thio, Jokom, and Widjaja (2022). Memorable experience questionnaires are adapted from the study by Kim, and Chen, (2019). Meanwhile, the questionnaires used to develop revisit intentions items were adapted from (Zhang, Wu, & Buhalis, 2018). All constructs were measured using 7-point Likert scale (1= strongly disagree and 7=strongly agree).

Pre-Test and Pilot Test

The instrument used to collect the data has been verified by the experts: statistic, linguistic and a professor in service marketing during the pre-test stage. This process is important to ensure the instrument used to collect the data can be understood by the respondents. Subsequently, the pilot survey has been executed among 30 respondents. Reliability analysis was executed using pilot data to test the consistency of the items measuring the instruments. Basically, all items measuring the intended construct indicate a high consistency based its Cronbach's Alpha. The Cronbach's Alpha for all items exceed than 0.7 refer Table 1.

Table 1 - Cronbach's Alpha (Pilot Test)

Construct	No of items	Cronbach's Alpha
Revisit Intentions	3	0.88
Memorable Experience	6	0.87
Taste Value	2	0.96

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Price Value	2	0.86
Epistemic Value	3	0.95
Health Value	2	0.78

Data Collection

The structured questionnaires were used to collect the data using google form. The questionnaires were distributed through WhatsApp, Telegram and other social media platforms. The present study has employed purposive sampling whereby only individuals with specific attributes are eligible to response to the questionnaires such as (1) visiting coffeeshops at least once a month and (2) consume coffee whenever they visit any coffeeshops in Malaysia. The study would be able to identify this group of individuals based on the screening questions. The data collection was held around five months to complete the whole survey. A total of 390 respondents have participated in the questionnaire survey. However, 11 responses were discarded from a further analysis because all the 11 responses were not meet the criteria based on the screening proses. Thus, there were 379 data is considered useable for further analysis.

Demographic Profile

Most of the respondents are female who participated in the survey (63.7%) at the age of 23- 27 years old (64.2%). Most of them are single (91%) and a bachelor degree holder (61.6%). Majority of them visited coffeeshops and drink coffee at least 2 times in a month (82%). Some of them drink coffee at coffeeshops while browsing internet in their gadgets (42%), chatting with friends (38%) and completing their assignments (20%).

Data Analysis

The present study used Partial Least Square (PLS) based Structural Equation Modelling (SEM) to analyse the data. Basically, the execution Partial Least Square (PLS) as a method of analysis is crucial especially to analyse the data that one dependent variable is working as an independent variable in the other relationships. Particularly, the execution of PLS-SEM is important when is it does not include assumptions of homogeneity in covariances and variances of the dependent variable in the study. Therefore, PLS-SEM provides a holistic analysis for the

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relationships among constructs since it can simultaneously examine both measurement and structural models. The present study uses the bootstrapping analysis (1000 resamples) to examine the significant levels of the loadings, weights and path coefficient.

The Measurement Model

Figure 5 illustrates the reflective model of the study which requires the testing of convergent and discriminant validity analysis. Basically, the convergent validity requirement that needs to be fulfilled are (1) factor loadings (2) composite reliability (CR) (3) average variance extracted (AVE)
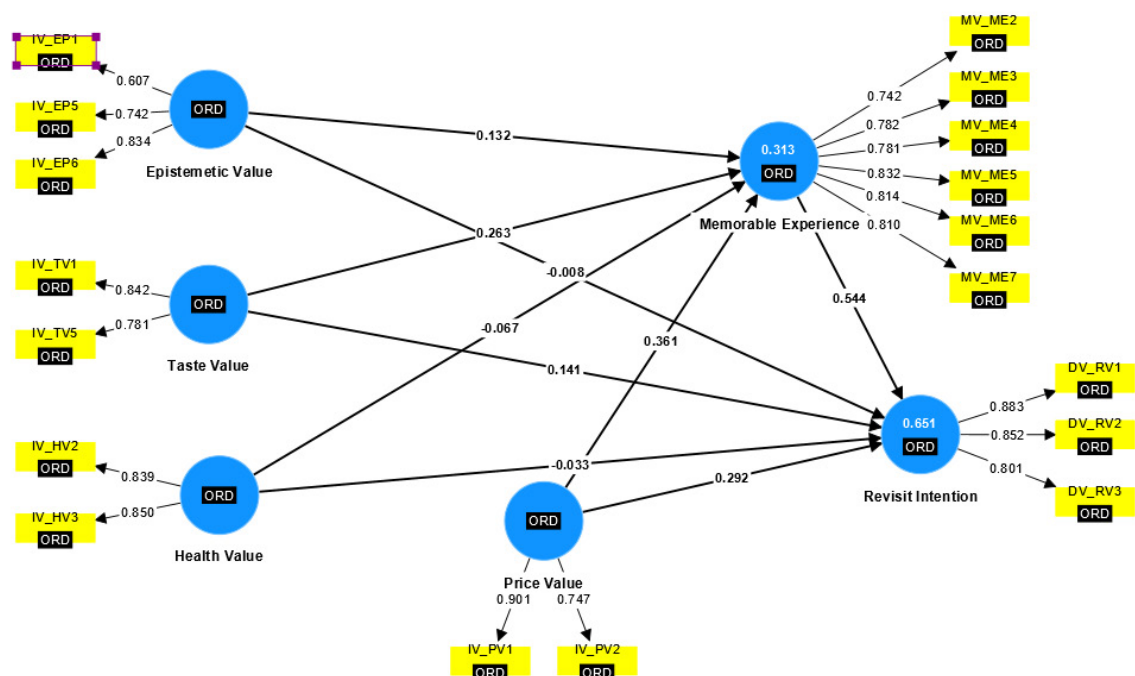

Figure 5: Measurement Model

Table 2 - Factor Loadings, Average Variance Extracted (AVE) and Composite Reliability (CR)

Variables	Items	Factor Loadings	Composite Reliability (CR)	Average Variance Extracted (AVE)
Taste Value (TV)	Overall, I think that Malaysia coffeeshop provides a variety of coffee flavours (TV1).	0.842	0.79	0.66
	Overall, I think that Malaysia coffee is tasty (TV5).	0.781		

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Price Value (PV)	Overall, I think that Malaysia coffee at the coffeeshop is reasonably priced (PV1).	0.901	0.81	0.68
	Overall, I think that Malaysia coffee at the coffeeshop offers value for money (PV2).	0.747		
Epistemic Value (EV)	Overall, I think that I want to seek out more information about coffee at Malaysia coffeeshop (EV1).	0.607		
	Overall, I think that my knowledge of coffee culture at Malaysia coffeeshop has increased (EV5).	0.742		
	Overall, I think that I learned drinking coffee habits through my visit experiences to coffeeshop in Malaysia (EV6).	0.834		
Health Value (HV)	Overall, I think that Malaysia coffee at the coffeeshop makes me healthy (HV2).	0.839		
	Overall, I think that Malaysia coffee at the coffeeshop is safe (HV3).	0.850		
Memorable Experience (ME)	I enjoyed interacting with the staff at Malaysia coffeeshop (ME2)	0.742		
	I had a good impression about Malaysia coffeeshop (ME3)	0.782		
	I enjoyed recording videos and taking pictures at Malaysia coffeeshop (ME4)	0.781		
	I enjoy the visit experience at Malaysia coffeeshop very much (ME5)	0.832		
	It was a very different experience visiting at Malaysia coffeeshop (ME6)	0.814		
	It was a very unique experience visiting at Malaysia coffeeshop (ME7)	0.810		
Revisit Intentions (RV)	I would like to revisit at Malaysia coffeeshop to explore diverse coffee flavours (RV1)	0.883		
	I would like to travel to any states in Malaysia for coffee tourism next year (RV2)	0.852		
	I would like to come back to existing coffeeshop to enjoy Malaysia's coffee next year (RV3)	0.801		

Based on the Table 2 above, the factor loading for the measurement items for each construct exceed more than the recommended value 0.6. Moreover, the Average Variance Extracted (AVE) for each construct

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exceeds more than 0.5 while the composite reliability values to which the items indicated the latent construct surpass the suggested value of 0.7. Hence, the measurement model of the study achieves convergent and reliability analysis. Similarly, another indicator that needs to be achieved is discriminant validity which will be verified by the Heterotrait-Monotrait Ratio (HTMT). It is to ensure that each construct in the measurement model is conceptually different from one another. The Table 3 shows that the range values of correlations between the constructs are between 0.125 and 0.876 which is lesser than the threshold of 0.9 as recommended by Hair et al. (2022). Thus, the measurement model fulfils the requirement for discriminant validity.

Table 3 - Heterotrait-Monotrait Ratio (HTMT)

	Epistemic Value	Health Value	Memorable Experience	Price Value	Revisit Intention	Taste Value
Epistemic Value	-					
Health Value	0.876					
Memorable Experience	0.241	0.133				
Price Value	0.277	0.196	0.697			
Revisit Intention	0.192	0.125	0.880	0.856		
Taste Value	0.239	0.237	0.655	0.777	0.771	-

The Structural Model

Table 4 - Direct Effects

	Beta	Standard Error	T-Values	P- Values	Decision
H1: Taste Value → Memorable Experience	0.263	0.055	4.816	0.000	Supported
H2: Taste Value → Revisit Intention	0.141	0.043	3.272	0.001	Supported
H3: Price Value → Memorable Experience	0.361	0.055	6.526	0.000	Supported
H4: Price Value → Revisit Intention	0.292	0.050	5.856	0.000	Supported
H5: Health Value → Memorable Experience	-0.067	0.053	1.267	0.205	Not Supported

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H6: Health Value → Revisit Intention	-0.033	0.056	0.599	0.549	Not Supported
H7: Epistemic Value → Memorable Experience	0.132	0.050	2.624	0.009	Supported
H8: Epistemic Value → Revisit Intention	-0.008	0.039	0.205	0.837	Not Supported
H9: Memorable Experience → Revisit Intention	0.544	0.044	12.415	0.000	Supported

Table 4 indicates the results for examining structural model of the present study. Findings of the study proves that taste value (β= 0.263, p <0.05), price value (β= 0.361, p <0.05), and epistemic value (β= 0.132, p <0.05), have significant impacts on memorable experience. Therefore, hypothesis 1, 3 and 7 are supported. However, health value has no significant influence on memorable experience (β= -0.033, p>0.05). Thus, hypothesis 5 is not supported. Moreover, taste value (β= 0.141, p <0.05), price value (β=0.292, p <0.05) and memorable experience (β=0.544, p <0.05) have significant impact on revisit intentions. Hence, hypothesis 2, 4 and 9 are supported. The study also found that health value (β= -0.033, p>0.05) and epistemic value (β= -0.008, p>0.05) have no significant effects on revisit intentions. Thus, hypothesis 6 and 8 are not supported.

Table 5 - Mediating Effects

Relationship	Beta	SE	T- Values	P-Values	Types of Mediation	Decision
H10: Taste Value → Memorable Experience → Revisit Intention	0.143	0.035	4.028	0.000	Partial Mediation	Supported
H11: Price Value → Memorable Experience → Revisit Intention	0.196	0.030	6.556	0.000	Partial Mediation	Supported
H12: Health Value → Memorable Experience → Revisit Intention	-0.036	0.029	1.254	0.210	N/A	Not Supported
H13: Epistemic Value → Memorable Experience → Revisit Intention	0.072	0.028	2.519	0.012	Full Mediation	Supported

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The present study also intends to test on the mediating effects of the model. Four mediating effects were tested; the mediating effects of memorable experience on the relationships between epistemic value, health value, price value taste value and revisit intentions by using the rules of thumb by Preacher and Hayes (2004). Table 5 shows that memorable experience mediates the relationship between taste value and revisit intentions since the indirect effect of memorable experience construct is significant (β= 0.143, p<0.05). Moreover, within this relationship, partial mediation occurred since the direct effect (taste value → revisit intention) is significant. Thus, hypothesis 10 is supported. Similarly, memorable experience mediates the relationship between price value and revisit intentions since the indirect effect of memorable experience construct is significant (β= 0.196, p<0.05). Furthermore, within this relationship, partial mediation occurred since the direct effect (price value → revisit intention) is significant. Thus, hypothesis 11 is supported. Likewise, memorable experience mediates the relationship between epistemic value and revisit intentions since the indirect effect of memorable experience construct is significant (β= 0.072, p<0.05). Unlike the previous mediating effects, within this relationship, full mediation exists since the direct effect (epistemic → revisit intentions) is not significant. However, memorable experience does not mediate the relationship between health value and revisit intentions since the indirect effect of memorable experience is not significant (β= 0.029, p>0.05).

Discussion

Theoretical Contribution

The study reveals that the predicting factors collectively account for 65% of the variance in revisit intentions. Significantly, the research identifies three mediators within the proposed model. The study introduces new findings, indicating that the connection between taste value (H10) and price value (H11) with revisit intentions are partially mediated by memorable experiences. Conversely, it is found that memorable experiences fully mediate the relationship between epistemic value and revisit intentions (H13). This study contributes to the existing literature by addressing these gaps. Eventhough the

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past studies such as Cheung et al. (2021), who found that health value when consuming coffee is a critical concept in developing memorable experiences for visitors and (Thio, Jokom, and Widjaja, 2022) suggest that health value can encourage the consumers to revisit, but the findings of the present study is contradicted whereby health value has no significant effect on memorable experience (H5) and revisit intention (H6). This is due to the fact that, majority of the respondents (consumers) are at the age of 23- 27 years old (64%) which is considered as young adults, whereby they are not concerned about health when they are consuming coffee. This is true since at these ages, most of them do not have any health issue. Thus, drinking coffee is not related to their health issue and it does not contribute to memorable experience and revisit intentions to the coffeeshops.

Moreover, the study aligns with the Stimulus Organism Response (SOR) model theory. This theory posits a linear sequence of Stimulus, Organism, and Response. It begins with external stimuli, such as consumers' perceptions of price value, taste value, health value, and epistemic value regarding coffee beverages at coffee shops. Subsequently, it triggers memorable experiences in consumers, representing the organism or internal states in the theory. Finally, these experiences stimulate individual responses in the form of revisit intentions to the coffee shops. Consequently, this study provides a new perspective within the context of the SOR model theory, filling gaps in our understanding (see Figure 6) below.
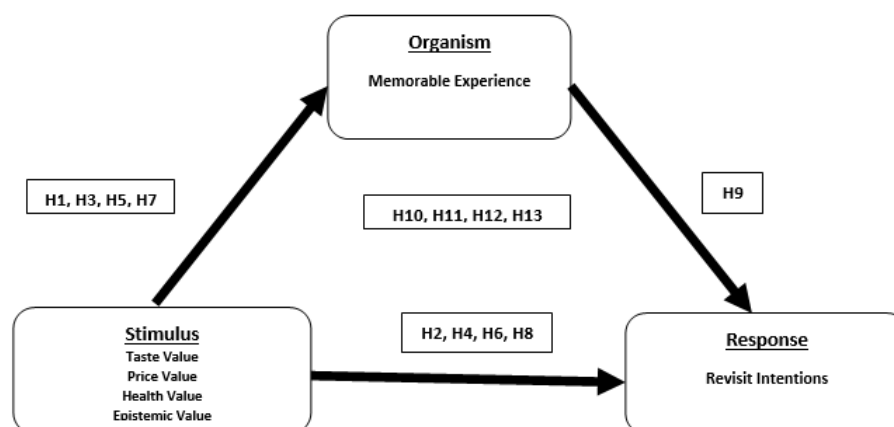

Figure 6: Illustrations of S-O-R theory relationships with the study variables

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Practical Contribution

Practically, this study provides valuable recommendations for both coffee shop's operators. Coffee shops operators should prioritize in enhancing taste quality by investing in skilled barista training, sourcing high grade and premium coffee beans. Creating consistent, favorable beverages can significantly elevate the overall consumer experience and drive repeat visits among consumers. This suggestion is provided since the finding of the study found that taste value has a strong effect on both memorable experience and revisit intention among consumers to coffee shops in Malaysia. Furthermore, the significant influence of epistemic value on memorable experience suggests to the coffee operators to introduce unique coffee blends, seasonal offerings or coffee-related knowledge sharing events (e.g., brewing workshops) which can stimulate consumers curiosity and engagement. Moreover, as memorable experience strongly influences revisit intention, cafes should curate distinctive atmospheres, such as thematic interiors and personalized service, to reinforce emotional and sensory impressions.

However, the study found the unexpected result whereby health value shows no significant effect, possibly indicating that Malaysian coffee consumers, particularly young consumers at the age of 23- 27 years old (64.2%), may prioritize socialization and ambience over health-oriented offerings a notion supported by Lee et al. (2018). This recommends that cafes should not overly emphasize health-based marketing but rather focus on hedonic and experiential aspects. Furthermore, while epistemic value influences memorable experiences, it lacks of direct effect on revisit intention implies that novelty alone may not sustain loyalty without being paired with positive emotional memories. Thus, operators should integrate novel experiences into a broader strategy that fosters lasting positive impressions. Collectively, these insights provide a strategic roadmap for coffee shop managers to enhance competitiveness in a saturated market.

Conclusion

In summary, this study's primary focus is on understanding the factors that influence visitors' intentions to revisit coffee shops in Malaysia, namely taste value, price value, health value, epistemic value,

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and memorable experiences. To investigate these factors, thirteen hypotheses were formulated, consisting of nine direct effects and four mediating effects. It was found that nine of these hypotheses were supported, while the remaining hypotheses were not supported.

The study's results also align with the Stimulus Organism Response (SOR) model theory. Therefore, it is highly recommended that coffee shop businesses place emphasis on enhancing the value of the coffee they serve, particularly in terms of taste, price, health, and epistemic qualities. This approach not only initiates memorable experiences but also triggers consumers' intentions to revisit coffee shops. However, based on the limitations of this study which only focuses on tangible value, it is suggested that the future research to incorporate emotional value and service experience in the research model. Moreover, future studies should include a larger samples of consumers aged of 40 years old and above to examine whether this demographic places greater importance on health value, potentially leading to different outcomes.

To enhance the methodological robustness, the present study acknowledges the limitations of using PLS-SEM software in analysing the data. Even though the PLS-SEM software is useful in predictive research particularly in examining the complex relationships in the theory development. It might not be the best software analysis to test the cause-and-effect relationships among variables, especially when the sample sizes are fairly small, as it may induce bias. The findings therefore should be interpreted with caution. The S-O-R (Stimulus-Organism-Response) model, though widely used in various research, it can be argued to oversimplify the consumer behavior since it does not account for factors like perceived control or social norms. Future research can be enhanced by including add-on theories like the Theory of Planned Behavior (TPB) to offer a better picture of consumer decision-making especially in consuming coffee. Besides reporting the measures of reliability and validity like Cronbach's alpha and AVE, model fit indices like the Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI) need to be reported to make the model more robust. Moreover, the absence of qualitative data makes it impossible to investigate why certain findings particularly the non-significant effect of health value is taking place. Later studies should involve open-ended

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questions or interviews to find more context (e.g., participants would connect coffee more to energy than health). Such improvements would raise the validity of the study, which would provide more nuanced information for theoretical as well as practical applications.

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