

Location Information Analysis of Large Coffee Shops in Big City: A Customer Satisfaction and Behavioral Intention Based Study

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Abstract. This study proposes a strategic alternative to activate the business of large coffee shops near the center of city, focusing on location characteristics, through which it aims to understand in depth what location characteristics affect customer satisfaction and positive behavior intention directly related to the profits of large coffee shops near the center of city. The purpose of this study is to verify the causal relationship between suitability, visibility, and accessibility of stores with such location characteristics and customer satisfaction and behavioral intention, and to present useful data for profitability and sustainability of large coffee shops near the center of the store. To achieve the purpose of this study, a survey was conducted on customers who visited large coffee shops near Busan, and the analysis of the survey was conducted using SPSS 25.0 statistical program. Prior to the hypothesis verification, frequency analysis, factor analysis, reliability analysis and correlation analysis were conducted to diagnose multiple collinearity problems in order to identify the reliability and validity of the scale for identifying the general characteristics of the subjects. And, based on the refined measurement items, multiple regression analysis was conducted to verify the hypothesis. Then, empirical analysis was conducted.

Keywords: Large coffee shop, location characteristic, customer satisfaction, behaviour intention

1. Introduction

It is not too much to say that coffee is a culture that has settled into our daily life in Korea today. Coffee shops have expanded their range from a place selling only coffee-oriented beverages in the past to an establishment offering various services by adapting to the changes in the times. So, cafe-type stores covering coffee and bakery are rapidly increasing and expanding. In addition, the low-cost franchise coffee beverage market has grown rapidly due to the economic recession, and interest in entrepreneurship regarding coffee shops has been increasing. Recently, corporate coffee shops in large-scale forms are appearing with beautiful natural scenery, mainly around forests and coastal areas which are off the beaten path compared to the center of city and are relatively undeveloped.

In a rather saturated coffee shop market formed in various forms, coffee shops are still on the rise, and as the coffee shop market becomes more intense, the location characteristics of each coffee shop have an important influence on the success of the business.

In previous studies on coffee shops, studies have been conducted focusing on the success factors of coffee shops: the attributes like market analysis, items sold, experience and knowledge along with the trading areas and locations of coffee shops located in the center of city. However, there are few studies on the location characteristics of large coffee shops in the area near the center of city, which has not been presented in the previous studies from the customer's point of view.

In opening a coffee shop, the correlation between profitability and store location is very important, and the degree of importance is getting more intense. In addition, location is one of the key factors of success in all industries and is a very important factor in determining the upper limit of sales in retailing for profitability.

Therefore, this study proposes strategic alternatives to activate the market of large coffee shops near the center of city, focusing on location characteristics with fixedness, with marketing approach for founders of large coffee shops in the center of city, through which it aims to grasp in depth what location characteristics affect customer satisfaction and positive behavior intention directly connected to the profits of large coffee shops in the center of city.

In addition, the fixed characteristics of the location that are never changed have a great impact on the interaction with the customer because of physical and visual distance from the customer, and minimize the physical distance with the customer to lead to the profitability of the store. Therefore, this study verifies the causal relationship of how suitability, visibility, and accessibility of stores with such location characteristics affect customer satisfaction and behavioral intention, and further presents useful data for profitability and sustainability of large coffee shops near the center of the city.

2. Theoretical Background

2.1. Coffee Shop

A coffee shop is thought to specialize in more than 20 coffee beverages based on espresso. In part, it sells beverages except for coffee and serves simple foods such as sandwiches, but it is distinguished from a cafeteria that makes and sells food directly in the store.

From a sociocultural point of view, coffee shops are places where social exchanges happen, it serves as a meeting venue, or unspecified people can read or relax alone. These coffee shops are mainly located in areas with a large floating population, and the characteristics of interior, side menus, and beverages vary depending on the characteristics of each store area. The definition of coffee shops differs slightly from one to the other. Currently, Korean coffee shops have been recognized as a popularly used living space since the opening of Starbucks's branch of Ewha Woman's University in 1999.

After Starbucks' success, coffee shops are creating new cultural codes under the response of younger generations, along with various socio-cultural changes such as Western-style and convenience, well-being craze, pursuit of luxurious atmosphere, and economic growth. In addition, coffee shops are not just serving as a place for drinking coffee, but transforming into emotional space through cultural marketing with people interested in the places as a cultural space that pursues convenience, rationality, social contribution activities, and environmental protection.

In Korea, coffee shops are classified as non-alcoholic beverage shops, which are equivalent to restaurants and liquor stores. The definition is industrial activities that provide juice, coffee, tea, ginger tea, and herb tonic tea with hospitality facilities. There are juice shops, coffee shops, and tea shops.

Consumption of coffee is becoming more subdivided and specialized according to the recent trend of respecting individual personality. Consumers are not only consuming conventional instant coffee or uniform types of coffee from large franchises, but also enjoying their own coffee consumption at various coffee shops and homes. According to a survey of global coffee consumption as of 2018, Korea ranked third after the United States, which ranked first, and China, which ranked second, and grew rapidly from \$600 million in 2007 to \$ 4.3 billion (4.87 trillion won) in 2018. Considering the number of population, Korea has a higher consumption of coffee per capita than the United States, which is the number one (Jeong, S. M., 2020).

According to KB Research Report (2019), more than 70,000 coffee shops are in operation in Korea, and 41.2% of all stores are concentrated in Seoul and Gyeonggi Province. By region, Gangnam-gu, Seoul has the largest number of coffee shops, and Jung-gu, Seoul, has the largest number of stores compared to the population. And in 2018, the number of coffee shops is 14,000, and the number of business closures is 9,000. This indicates that there are more start-ups than closed stores and

that there is a tendency that the number of small coffee shops is increasing due to the economic downturn. The preference for coffee is high in the 20s and 40s, and the preference for coffee is gradually increasing in the over 50s. In addition, more than half of them drink coffee at coffee shops habitually, and point out accessibility and taste of coffee as key factors in choosing coffee shops (Kim, D. H., 2019)

Today, coffee intake has become common, and demand for coffee shops is expected to increase continuously in the future. The high-priced coffee market such as specialty coffee and low-priced coffee market can be expected to expand. In addition, the saturation of coffee shops in the metropolitan center and the pursuit of nature-friendly life can be expected to continuously increase the start-up of large coffee shops near the center of city. Therefore, coffee shops should have various charms based on unique and differentiated spatial elements according to the consumption patterns that consumers want, and it is becoming important to respond to rapid changes because they have been settled as a new cultural trend.

Recently, as the demand from coffee consumers has increased, coffee shops are changing into diverse and unique service forms. As the range of consumers is becoming various and subdivided through various needs, coffee shops are changing into various service forms that can satisfy various preferences, not the uniform taste of existing franchise coffee shops (Oh, Y. H., 2008).

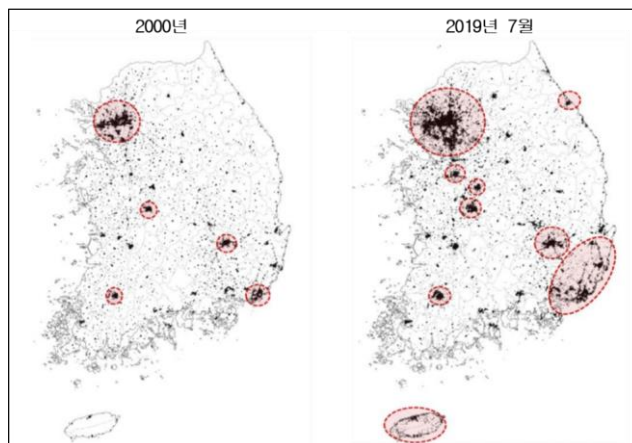


Fig. 1: The distribution chart of coffee shop (Hong, S. J. & Kim, K. I., 2017)

The emergence of this trend is a large coffee shop near big city. The form of coffee shops can be divided into franchise coffee shops, personal coffee shops, corporate coffee shops, study cafes, and unmanned cafes. Among the categories, large coffee shops centering on corporate coffee franchise are continuously emerging with relatively low real estate prices and excellent scenery compared to near big city.

The characteristics of large coffee shops near big city are as follows:

First, most of the nature-friendly spaces with views of mountains, seas, rivers, etc., provide customers with a space to escape from bustling urban life along with services for large-city coffee shops. Second, most of the coffee shops near big city are located in existing commercial buildings through rental forms, but large coffee shops near big city have their own distinction in that they have the formative beauty of buildings and the original space arrangement by constructing or remodeling single large space. Third, it provides differentiated services from coffee shops in the center of the city, such as gardens and photo zones, which utilize the natural scenery as much as possible. Fourth, it provides the convenience of parking and ancillary facilities that a wide site offers. Fifth, the bakery produced directly differentiates itself from franchise coffee shops. Sixth, employees are employed as full-time workers rather than part-time workers, which increases their loyalty to the company.

Therefore, this study aims to define a large coffee shop near big city not only as a single building that has a natural view of the sea, mountains, rivers, etc., while being located near big city, not in the center of city, but also as a facility with a dedicated parking facility for visitors as a single building that focuses on the sale of coffee-based beverages and bakeries.

"GOOD ENOUGH COFFEE" is a new large coffee shop which opened in May 2021 in Gadeokdo, Busan. The first floor is centered on sales facilities and group seats, the second and third floors are centered on individual customers, and the rooftop is a space where you can drink outdoors. Many parts of the wall are made of glass so that the sea can be seen from the whole building, and photo zones are made outdoors. In addition, the inside and outside of the building are white tones, showing a cheerful atmosphere, which makes people from the 20s to 40s main customers.

"MER DE COUR" is a large coffee shop which opened in 2019 in Gijang-gun, Busan, on the coast of Gijang. It consists of two buildings: A and B. Building A consists of a counter on the first floor and an outdoor space on the second floor. There is a parasol table in the outdoor space, so you can see the sea and mountains directly. Building B is an independent space for customers, consisting of the first and second floors, and building A and building B are connected on the second floor to enhance the efficiency of customer traffic. The buildings use bright tones of color inside and outside. Primary customer base is the 40s or older during the week and customers are diverse customers from the 20s to 50s on weekends and holidays.

"IFRIO" is a large coffee shop located in Gangseo-gu, Busan, and opened in 2018. The building consists of the first and second floors, but the second floor is designed as a terraced part of the interior, showing the actual mixed form of the second and third floors. IFRIO, located in the Nakdong River tributary, provides visitors with a nature-friendly atmosphere through the creation of outdoor spaces using landscaping on the back of the building.

2.2. Location Characteristics

Location means a place to choose for economic activities such as agriculture, manufacturing, wholesale and retail, housing, office services, and public services. This can be said to be determined based on the relative position with the elements closely related to economic activities for specific facilities and the physical characteristics of the site itself.

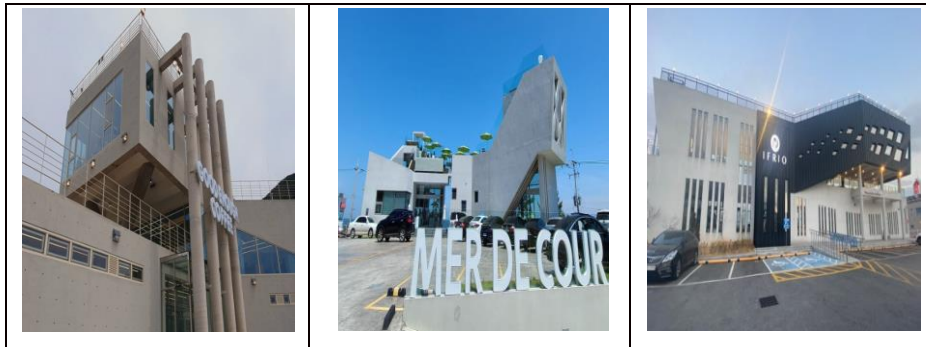


Fig. 2: Examples of large coffee shops near big city

Location can be accessed by dividing it into site and situation. ‘Site’ is a physical property, which means natural geographical conditions such as topography, terrain relief, shapes, and gradients. ‘Situation’ is related to the distribution of space, which means relative location related to other important places. One of the basic attributes of a place is a location, which is a location where something is located, and a location condition where it is located and a place to choose to act at the same time.

Nelson et al.(1992) defined the location as “a specific place where people might visit” from the perspective of retail location. Kim Jin-cheol (2015) mentioned that one of the basic attributes of a place is a location, and the location can be said to be a point that a thing is located. He said that when the location is interpreted as a point of area, ‘location’ refers to the location of nature or humanities occupying the land, and also means a place that appears when humans use the land according to various purposes.

Therefore, location is the positional condition of the place where the store is located and means the place to choose for economic activities. It means the activities defining the nature of the place or the states occupying the place beyond the simple meaning that the location and place where the real estate possessed by the subject of any economic activity is located. It also means the place occupied by a subject of economic activity (Weiss, A. M., Anderson, E. & MacInnis, D. J., 1999).

For coffee shops, the location or commercial area of a store can be defined as a district where the store will be located, or an area where a retailer can attract a large number of people (Suh, J. H., 2011). Also, the location treated as most important when starting a coffee shop is the driving force that can attract customers in the first phase (Baek, D. H., 2016).

Therefore, the location of coffee shops is a very important factor for start-up business, and before establishing a coffee shop, the countermeasure between sales and investment amount should be considered. the founder should not be misled by superficial amount of sales but should determine the location by calculating the countermeasure between store maintenance cost and profitability. In other words, it is important not only for the founder but also for the investor to recognize the prior information and knowledge about the location characteristics of the store and to conduct professional consideration beyond the mere meaning of the start-up of the coffee shop (Jo, I. S., Cho, K. Y. & An, S. B., 2016).

Generally, the location of retail stores for small business owners refers to finding an appropriate place for business. Nelson (1958) suggested eight rules to maximize profits and increase sales of stores.

Customer satisfaction is a subjective state of consumers who feel that customers are properly compensated for their service experience based on the results obtained from the consumption experience (Lim, Y., 2018).

Table 1: Eight factors of selection of location (Lee, S. J., 2012)

Division	Content
potentiality	Possibility of securing profits from goods handled in a commercial area, stores, or distribution complexes.
Accessibility	The possibility of attracting customers in the commercial area to the distribution complexes or the shops
growth potential	The possibility that sales of market size or distribution complex will grow due to population growth or income level improvement.
Interception	The degree that the customers approaching the existing stores can be intercepted in the middle because the store is located between customers and the existing stores and distribution complexes.
Cumulative attraction	The possibility to attract customers because offices, schools, cultural facilities, etc. are adjacent.
Compatibility	The possibility that can attract customers because there are stores with complementary relations.
Competition avoidance	The possibility that the branch will gain an advantage in competition with existing stores, given the location, size, and shape of competing stores.
Cost efficiency	The degree of profitability and productivity when compared to the price and cost of location.

Oliver (1980) sees the customer's behavior as a predictable measure, and defines satisfaction as the difference between the emotion that customers expect and the emotion that he or she experiences. Swan & Oliver (1989) states that customer satisfaction is defined as an emotion about the result of purchase or experience of product or service. He said that satisfaction with this experience means positive emotion and dissatisfaction means negative emotion. Lee Su-ji (2013) described customer satisfaction as a general and subjective assessment of customers' experience of consuming a product or service process and outcome. The concept of customer satisfaction is defined in various ways like these above.

As a result of examining a number of previous studies on customer satisfaction, the extent of customer satisfaction should be increased by grasping customer needs for companies' continuous survival and profit creation. Therefore, customer satisfaction is an important goal in corporate activities, and its importance is expected to increase in the future (Ajzen, I., & Fishbein, M., 1980) (Mick, D. G. & Fournier, S., 1998) (Zeithamal, V. A., Berry, L. L., & Parasuraman, A., 1996). In addition, many previous studies have shown that customer satisfaction has a significant effect on customer's behavioral intention (Chae-Kwan, Lim and Kyeng-Bong, 2017) (Jin, Z. and Lim, C. K., 2020).

Ajzen & Fishbein (1980) defined customers' behavioral intention as the individual's will and belief to form an attitude toward an object and then to represent it as a particular future behavior. Behavioral intention is used to predict future behavior of customers, and research on behavioral intention is important because it can directly help predict demand if customers act according to actual purchase intention (Chung, H., Choi, H., 2018) (Kalpana, K., Yusuf, S. K., Jang, I. H. and Liu, F., 2017).

According to Zeithmal et al. (1996), when customer attitudes are positive, positive word-of-mouth effects such as recommendation, preference, and reuse are found.

3. Research Method

3.1. Research Model and Research Hypothesis

This study aims to verify the influence of location characteristics of large coffee shops near big city on customer satisfaction and future behavioral intention through empirical analysis. For this purpose, a survey was conducted from October 1, 2021 to October 31, 2021 for customers who visited large coffee shops in Busan. The questionnaire was written by self-reporting method by face-to-face method, and a total of 400 questionnaires were distributed and 371 copies were collected. Of the collected questionnaires, 356 were used for final analysis except for 15 inadequate questionnaires. To achieve the purpose of this study, the study was conducted based

on literature research and previous studies. The research model is as follows in Figure 3.

This study set the following hypotheses based on the results of previous studies that had studied the relationship among variables using causality hypothesis method to investigate the influence of location characteristics on customer satisfaction, and behavioral intention.

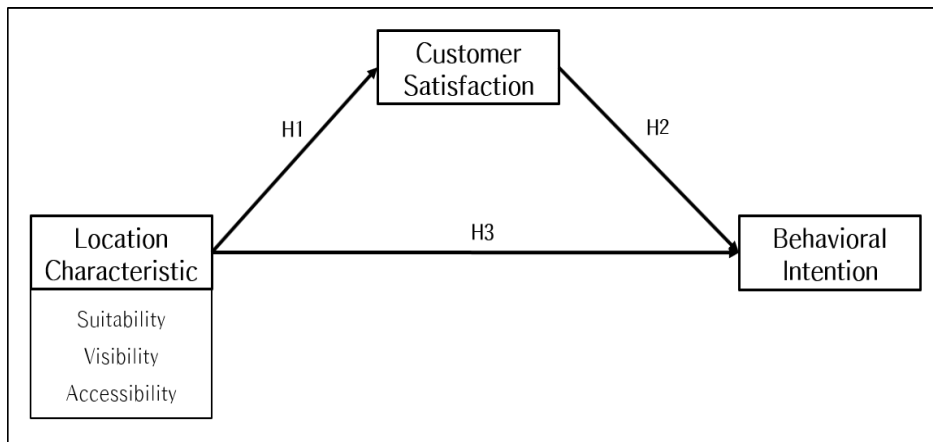


Fig. 3: Research model

Yoon Nam-soo (2011) studied the top seven coffee brands—Starbucks, Coffee Bean, Cafe Bene, Tom & Toms, Angelinus, Hollys, and Pascucci—in Korea in the study on market segmentation, selection attributes according to the type of market, and customer satisfaction with franchise coffee shops in Seoul. As a result of the study, it was proved that the higher the importance and satisfaction of selection attributes such as store location, interior, cleanliness, price, and additional services, the greater the overall satisfaction is perceived.

Lee Ho-byeong(2013) said that location, store type, price, and service have a significant positive effect on customer satisfaction in the analysis of the importance and satisfaction of coffee shop selection attributes located in residential area centered on Pangyo city in Seongnam city.

Recent studies on customer satisfaction focus on understanding the effects of customer satisfaction on behavioral intentions such as revisit, positive word-of-mouth, and conversion behavior in terms of the outcomes regarding consumer satisfaction. In terms of general customers' behavior, the activation of market activity depends on the enhancement of customers' positive behaviors. When positive behavior intention and customer satisfaction have a series of causal relationships, it has a meaning of practical customer satisfaction.

In a study that examines the process after consumers have experienced product purchase, Gilly & Gelb(1982) showed that customer satisfaction increased when

companies responded appropriately to consumer's complaints and therefore consumer's repurchase intention increased. Song Seung-gyu(2019) suggested that the more positive the image of the food service company brand, the more customer satisfaction was made and the improved customer satisfaction had a positive (+) effect on the customer's intention to revisit.

Lee Hoon (2017) emphasized that accessibility and visibility of coffee shops are important factors for customers' revisit through the study on the influence of coffee shop selection attributes on customer satisfaction and revisit intention, and said that if the originality is improved through the development of special menu different from other coffee shops, the customer's revisit will be greatly improved.

Based on the results of previous studies, this study proposes and verifies the following hypotheses 1, 2, and 3.

Hypothesis 1 Location characteristics will have a significant impact on customer satisfaction.

H1-1 The suitability of location characteristics will have a positive (+) effect on customer satisfaction.

H1-2 The visibility of location characteristics will have a positive effect on customer satisfaction.

H1-3 Accessibility of location characteristics will have a positive (+) effect on customer satisfaction.

Hypothesis 2 Customer Satisfaction will have a positive (+) effect on behavioral intention.

Hypothesis 3 Location characteristics will have a significant effect on behavioral intention.

H3-1 The suitability of location characteristics will have a positive (+) effect on behavioral intention.

H3-2 The visibility of location characteristics will have a positive effect on behavioral intention.

H3-3 Accessibility of location characteristics will have a positive (+) effect on behavioral intention.

3.2. Operational Definition of Variables

This study was conducted to measure variables based on the developed measurement items since the conceptual definition of variables alone could not measure the variables. Based on the previous studies described in the manipulation of variables, the measurement items consisted of 15 items of location characteristics, 5 items of customer satisfaction, and 4 items of behavioral intention. The Likert 5-point scale was used for measurement.

Suitability of location characteristics consisted of five questions: population density, floating population, income level, consumption level, and female distribution rate in the vicinity of metropolitan center.

Visibility consisted of five items such as facilities that can attract attention such as signboards, the view of stores, the width of premises, presence of terrace, and presence of shop in a corner. Accessibility consists of four items: building location, parking space, convenience of public transportation, and nearby environment.

Customer satisfaction consisted of five items such as satisfaction with selection, visit, employees' kindness, atmosphere, and view. The behavioral intention consisted of four items: active introduction to families and acquaintances, bragging to families and acquaintances, re-visit with family and acquaintances, and re-visit for himself.

3.3. Survey Design and Analysis Method

In order to achieve the purpose of this study, the interviewer conducted the interview for 31 days from October 1, 2021 to October 31, 2021, targeting customers who visited large coffee shops in Busan after having explained the research purpose and the questionnaire response method to the survey respondents. The responses of the questionnaire were written by the individual self-reporting type written by the respondents. A total of 400 questionnaires were distributed and 371 copies were collected. Of the collected questionnaires, 15 were excluded from the unfaithful responses, and 356 were valid samples used as data for the final analysis.

SPSS 25.0 statistical program was used for statistical processing of this study, and the specific analysis method is as follows.

First, frequency analysis is conducted to understand demographic characteristics and general characteristics of the subjects. Second, factor analysis and reliability analysis are conducted to understand the reliability and validity of the scale used in this study. Factor analysis uses Verimax Rotation method to maintain inter-independence between factors. Also, for reliability analysis, we use a method to exclude items that inhibit internal consistency by measuring the Chonbach's coefficient.

Third, the correlation analysis between variables was conducted before the hypothesis test to diagnose the problem of multiple collinearity. Fourth, multiple regression analysis was conducted to verify the hypothesis based on the refined measurement items.

4. Empirical Analysis and Discussion

4.1. Demographic Characteristics

The sample of this study is the demographic characteristics of the survey respondents (356 copies) who visited the large coffee shop near the center of city and received the service.

The gender was 128 males (35.9%) and 228 females (64.1%) and the ratio of females was higher. The age group was 21 (2.9%) in their teens, 87 (24.4%) in their 20s, 129 (36.2%) in their 30s, 72 (20.2%) in their 40s, and 47 (13.3%) in their 50s

or older. The academic background was 92 high school graduates (25.8%), 223 college graduates (62.6%), 33 graduate students (9.3%), and 8 for others (2.3%). The number of visits was that 203 people (57.0%) visited once, 122 people (34.3%) twice or five times, 24 people (6.7%) twice or 10 times, and 7 people (2.0%) more than 10 times. The purpose of the visit was that 53 people (14.9%) visited the establishments for its atmosphere, 83 people (23.3%) for its good view, 95 people (26.7%) for its beverages and bakery, 107 people (30.1%) for meeting acquaintances and 18 for others (5.0%). As for the dates of visits, 123 people (34.6%) visited on weekdays and 233 people (65.4%) on weekends and holidays.

To summarize the results of these demographic characteristics, the major customers who use large coffee shops near the center of city are women in their 20s and 40s, and they mainly use weekends or holidays to meet acquaintances or enjoy their drinks.

Table 2: Demographical statistics

Division		Frequency (%)
Gender	man	128(35.9)
	woman	228(64.1)
Age	teens	21(2.9)
	twenties	87(24.4)
	thirties	129(36.2)
	forties	72(20.2)
	over 50s	47(13.3)
Education	high school graduation	92(25.8)
	college graduation	223(62.6)
	graduation of graduate school	33(9.3)
	others	8(2.3)
Number of Visits	one time	203(57.0)
	two to five times	122(34.3)
	six to ten times	24(6.7)
	ten times over	7(2.0)
Purpose of Visit	the atmosphere of the establishment	53(14.9)
	good views	83(23.3)
	beverage and bakery	95(26.7)
	meeting acquaintances	107(30.1)
	others	18(5.0)
Main Day of Use	weekday	123(34.6)
	weekends and holidays	223(65.4)
Total (N)		356

4.2. Reliability and Validity

The variables used in this study were location characteristics - compatibility, visibility, and accessibility - customer satisfaction, and behavioral intention. The results of validity and reliability analysis on the measurement variables are as follows.

As for the results of KMO(Kaiser-Meyer-Olkin) sample suitability measurement and Bartlett's spherical test, KMO measurement was .892, satisfying the standard of sample suitability. As a result of Bartlett verification, the significance probability was smaller than the significance level ($=.000 < .05$), and the correlation matrix was rejected as the diagonal matrix, which was suitable for factor analysis.

As a result of factor analysis, total 5 factors were detected and total variance explanatory power was 70.241%. As for the adopted questionnaire, five items of suitability, five items of visibility, four items of accessibility, five items of customer satisfaction, and four items of behavioral intention were adopted. Also, the reliability coefficient between the extracted factors was .944, visibility .916, accessibility .932, customer satisfaction .911, and behavioral intention .854, which is considered to be acceptable for the reliability of the hypothesis test.

Table 3: Validity and reliability

Variable	Factor	Questionnaire Question	Component					Comm onness	Cronbac h's α
			1	2	3	4	5		
Location Characteristic	Suitability	Suitability 2	.871	.152	.028	.146	.018	.753	.944
		Suitability 1	.860	.174	.083	.152	.065	.748	
		Suitability 4	.838	.187	-.013	.186	.101	.743	
		Suitability 3	.834	.243	.018	.094	.062	.717	
		Suitability 5	.747	.192	.031	.187	.057	.713	
	Visibility	Visibility 1	.274	.775	-.020	.221	.023	.754	.916
		Visibility 2	.153	.768	.054	.306	.037	.731	
		Visibility 4	.181	.758	.027	.215	-.055	.724	
		Visibility 5	.201	.712	.064	.278	-.138	.719	
		Visibleity3	.255	.698	-.029	.175	.087	.712	
	Accessibili ty	Accessibility 2	.011	.094	.837	.160	.083	.693	.932
		Accessibility 3	.066	.103	.834	.181	-.009	.667	
		Accessibility 1	.080	.043	.824	.222	.043	.647	
Accessibility 4		.028	.147	.821	.151	.069	.627		
Customer Satisfaction	Customer Satisfaction 1	.184	.177	.066	.777	-.034	.755	.911	
	Customer Satisfaction 2	.268	.294	-.064	.736	.111	.741		
	Customer Satisfaction 4	.184	.302	-.045	.724	-.043	.743		
	Customer Satisfaction 3	.311	.383	-.080	.676	.033	.738		
	Customer Satisfaction 5	.141	.283	.014	.628	.064	.726		
Behavioral Intention	Behavioral Intention2	.147	.075	.074	.033	.819	.816	.858	
	Behavioral Intention3	.023	.281	-.079	-.105	.768	.783		

	Behavioral Intention4	.064	.063	.338	.071	.746	.768	
	Behavioral Intention1	.132	.299	-.002	.001	.680	.766	
(Eigen Value)		6.179	5.664	4.834	3.728	3.534		
Distribution (%)		21.068	18.806	13.798	8.587	7.982		
cumulation (%)		21.068	39.874	53.672	62.259	70.241		
Notes: 1. KMO(Kaiser-Meyer-Olkin) = .892								
2. Bartlett = 6541.291, Degrees of Freedom = 820, Significance Probability = .000								

4.3. Correlation Analysis

In this study, correlation analysis was conducted on the main variables using the average single value, and the results are the same as Table 4.

As a result of correlation analysis, there was a significant correlation between dependent variables and all other variables ($p < 0.05$). And it was found that there was a significant positive correlation with suitability, visibility, and accessibility, which are sub-factors of location characteristics. Therefore, it was found that the correlation coefficient value of the study was more than .7 and there was no problem with multicollinearity.

Table 4: Correlation analysis

Variables		Suitability	Visibility	Accessability	Customer Satisfaction	Behavioral Intention
Suitability		1				
Visibility		.453***	1			
Accessability		.349***	.325***	1		
Customer Satisfaction		.401***	.346***	.562***	1	
Behavioral Intention		.255**	.273**	.364***	.271**	1

* $p < .1$, ** $p < .05$, *** $p < .01$

As a result of analysis, the correlation coefficient value was not more than .7 and it is judged that there is no problem in the multiple collinearity shown in multiple regression analysis. Therefore, the suitability of the data can be seen as secured. Therefore, in this study, it is judged that there is no problem with the multicollinearity raised in the multiple regression analysis, so it can be seen that the suitability of the data is secured. Therefore, the model used in this study was judged to be suitable for use in subsequent hypothesis testing as reliability and validity were secured.

4.4. Hypothesis Test

4.4.1. Relationship between Location Characteristics and Customer Satisfaction

Multiple regression analysis was conducted to verify <Hypothesis 1> that location characteristics of large coffee shops near big city will have a significant effect on customer satisfaction. The analysis was also conducted to verify <Hypothesis 1-1>, <Hypothesis 1-2> and <Hypothesis 1-3> according to sub-variables of location characteristics. The result is the same as Table 5.

Table 5: Regression analysis of location characteristics and customer satisfaction

Model	Nonstandard ization Coefficient (B)	Standard Error(SE)	Standardiza tion Coefficient (β)	t	Collinearity Statistic	
					Tolerance Limit	VIF
(Constant)	1.963	.349		5.622		
Suitability	.407	.112	.304	3.648***	.555	1.802
Visibility	.162	.078	.290	3.650***	.608	1.645
Accessabil ity	-.119	.081	-.105	-1.464	.784	1.346
R2(adj-R2)=.239(.239), F=20.771***, Durbin-Watson=1.711						

*p<.1, **p<.05, ***p<.01

The result of the analysis showed that the F value of the estimated regression analysis was 20.771, which was statistically significant at the significance level $p<.01$, and the R square was .239, indicating that the total explanatory power of the model was 23.9%. And the variance expansion index (VIF) of all independent variables in the model is smaller than the standard value 10, so it is judged that there is no multiple collinearity between independent variables.

The results of the test of <Hypothesis 1> were as follows: First, the relationship between suitability and customer satisfaction was statistically significant and positive in the non-standardization coefficient .407, and the significance level $p<.01$, so <Hypothesis 1-1> was supported. Second, the relationship between visibility and customer satisfaction was statistically significant and positive in the non-standardization coefficient .162, and the significance level $p<.01$, so <Hypothesis 1-2> was supported. Third, the relationship between accessibility and customer satisfaction was not statistically significant, so <Hypothesis 1-3> was not supported. Therefore, it can be seen that <Hypothesis 1> was partially adopted.

The results of <Hypothesis 1> suggest that the more appropriate and visible the location characteristics of large coffee shops near big city, the higher the customer

satisfaction is. And it can be seen that large coffee shops in the vicinity of large cities must consider population density, income level, and consumption level, and also consider a location where signs and buildings can be seen clearly. Also, the relative importance based on the standardization coefficient was .304 and .290, so suitability had a greater impact on customer satisfaction than visibility.

4.4.2. Relationship between Customer Satisfaction and Behavioral Intention

The regression analysis was conducted to verify <Hypothesis 2> that customer satisfaction would have a positive (+) effect on revisit intention. The results are as follows.

The results of the analysis showed that the F value of 180.813 was statistically significant at the significance level $p < .01$, and the R square was .376, indicating that the total explanatory power of the model was 37.6%. And the variance expansion index (VIF) of all independent variables in the model is smaller than the standard value 10, so it is judged that there is no multiple collinearity between independent variables.

Table 6: Regression analysis result of customer satisfaction and behavioral intention

Model	Nonstandardization Coefficient (B)	Standard Error (SE)	Standardization Coefficient(β)	t	Collinearity Statistic	
					Tolerance Limit	VIF
(Constant)	.178	.1.311		7.496		
Customer Satisfaction	.044	..592	.615	13.447* **	.672	1.88 2
R2(adj-R2)=.378(.376), F=180.813***, Durbin-Watson=2.078						

* $p < .1$, ** $p < .05$, *** $p < .01$

The results of the test of <Hypothesis 2> show that the relationship between customer satisfaction and behavioral intention is statistically significant and positive in the non-standardization coefficient .044, and the significance level $p < .01$, indicating that <Hypothesis 2> was adopted. The results of <Hypothesis 2> suggest that the higher customer satisfaction of large coffee shops near big city, the higher positive behavior intention of visiting customers such as revisiting themselves and recommending them to their acquaintances. Therefore, large coffee shops in the metropolitan area should make efforts to improve service, improve physical environment, and differentiate beverages and products in order to induce positive customer behavior.

4.4.3. Relationship between Location Characteristics and Behavioral Intention

The regression analysis was conducted to verify <Hypothesis 3> that customer satisfaction would have a positive (+) effect on revisit intention. The results are as follows.

The multiple regression analysis was conducted to verify <Hypothesis 3> that the location characteristics of large coffee shops near big city will have a significant effect on behavioral intention. The analysis was also conducted to verify <Hypothesis 3-1>, <Hypothesis 3-2> and <Hypothesis 3-3> according to the sub-variables of location characteristics. The result is the same as Table 7.

Table 7: Regression analysis result of location characteristics and behavioral intention

Model	Nonstandardization Coefficient (B)	Standard Error(SE)	Standardization Coefficient(β)	t	Collinearity Statistic	
					Tolerance Limit	VIF
(Constant)	.956	.380		5.622		
Suitability	..409	.311	.311	3.634***	.471	2.124
Visibility	..091	.102	.071	.957	.617	1.620
Accessibility	.438	.106	.348	4.128***	.483	2.072
R2(adj-R2)=.319(.309), F=30.925***, Durbin-Watson=1.904						

*p<.1, **p<.05, ***p<.01

The results of the analysis showed that the F value of 30.925 was statistically significant at the significance level p<.01, and the R square was .309, indicating that the total explanatory power of the model was 30.9%. And the variance expansion index (VIF) of all independent variables in the model is smaller than the standard value 10, so it is judged that there is no multiple collinearity between independent variables.

The results of the test of <Hypothesis 3> were as follows: First, the relationship between suitability and behavioral intention was statistically significant and positive in the non-standardization coefficient .409 and the significance level p<.01, so <Hypothesis 3-1> was supported. Second, the relationship between visibility and behavioral intention was not statistically significant, so <Hypothesis 3-2> was not supported. Third, the relationship between accessibility and behavioral intention was statistically significant and positive in the non-standardization coefficient .438, and the significance level p<.01, so <Hypothesis 3-3> was supported. Therefore, it can be seen that <Hypothesis 3> was partially adopted.

The results of <Hypothesis 3> suggest that the more suitability and accessibility of location characteristics of large coffee shops near the center of city, the more positive behavioral intentions such as revisiting customers and recommending them to acquaintances are encouraged. And since most of the customers looking for large coffee shops in the metropolitan area use their own cars, it is necessary to pay attention to securing parking facilities and parking convenience from the time of designing the building. Also, the relative importance based on the standardization coefficient was .311 and .348, so accessibility had a greater impact on behavioral intention than suitability.

5. Conclusion

Coffee shops have expanded their range by adapting to the changes in the past environment in the role of coffee-oriented beverage sales, and cafe-type stores between coffee shops and bakery industries are rapidly increasing and expanding. In addition, recently, corporate coffee shops are appearing in large-scale forms based on natural scenery, mainly in forests and coastal areas where the development of areas near the large-scale downtown area is rarely done.

In a rather saturated coffee shop market formed in various forms, coffee shops are still on the rise, and as the coffee shop market becomes more intense, the location characteristics of each coffee shop have an important influence on the success of the business.

In previous studies on coffee shops, studies have been conducted focusing on the factors of success: attributes like market analysis, items sold, experience and knowledge or trading areas, and locations of coffee shops located in the big city. However, there are few studies on the location characteristics of large coffee shops in the central area of city, which has not been presented in the previous studies from customers' viewpoints.

Therefore, this study proposes a strategic alternative to activate the commercial force of large coffee shops near big city, focusing on location characteristics with fixed characteristics, by marketing approach for founders of large coffee shops near big city, through which it aims to grasp in depth what location characteristics affect customer satisfaction and positive behavior intention directly connected to the profits of large coffee shops near big city. The purpose of this study is to examine the causal relationship between suitability, visibility, and accessibility of stores with such location characteristics and customer satisfaction and behavioral intention that have a direct impact on the profitability of stores. It also aims to present useful data for the profitability and sustainability of large coffee shops near big city.

To achieve the purpose of this study, a survey was conducted on customers who visited large coffee shops near Busan, and the analysis of the survey was conducted using SPSS 25.0 statistical program. Prior to the hypothesis verification, frequency analysis, factor analysis, reliability analysis, and correlation analysis were

conducted to diagnose multiple collinearity problems in order to identify the reliability and validity of the scale which is necessary for identifying the general characteristics of the subjects. And, empirical analysis was conducted through multiple regression analysis to verify the hypothesis based on the refined measurement items.

The implications of the results attained from the empirical analysis are as follows: First, the higher the suitability and visibility of location characteristics, the higher the customer satisfaction. So, suitability has a greater impact on customer satisfaction than visibility. Therefore, large coffee shops near big city, which are currently operating or preparing for start-up, should recognize that location selection considering population density, income level, and consumption level is essential for customer satisfaction, and also consider location where signboards or buildings can be seen well. And since visitors are aware that the location of the store is near big city, they should pay attention to efforts for convenience such as parking facilities rather than factors of accessibility such as public transportation.

Second, large coffee shops near big city should continue to make efforts to improve service through employees, improve physical environment, and differentiate beverages and sales products by recognizing that customer satisfaction is a priority factor to induce positive customer behaviors like revisits and recommendation to customers' acquaintances.

Third, it was found that the higher the connectivity and accessibility of location characteristics, the more positive behavioral intentions such as revisits and recommendation to acquaintances were promoted. In other words, accessibility had a greater impact on behavioral intentions than suitability. Therefore, large coffee shops near big city under the preparation of establishment should pay more attention to securing parking facilities in planning their space, considering road infrastructure such as proximity in that their customers are using private cars rather than public transportation.

Fourth, accessibility was not statistically significant in the relationship between location characteristics and customer satisfaction and so was visibility in the relationship between location characteristics and behavioral intention. However, customer satisfaction is perceived in advance of customers' positive behavior, so the relationship between customer satisfaction and behavioral intention should be considered.

Despite these research achievements, this study also suggests the limitations of study and suggestions for follow-up studies.

First, the indicators of location characteristics, customer satisfaction, and behavioral intention of large coffee shops near big city were constructed and measured by qualitative evaluation through questionnaires. In future studies, it is necessary to analyze various aspects using more objective data based on quantitative basis using sales, labor costs, and maintenance costs, which are direct indicators of

profitability. In addition, it is necessary to study the service quality linked to the location characteristics considering the environmental factors and the economic level of the customer where the large coffee shop is located near big city.

Second, the survey area is limited to large coffee shops near Busan, so there is a regional limitation, so it is somewhat difficult to generalize the study. In future research, it is necessary to expand the range of questionnaires to large coffee shops near the big city center nationwide. In addition, if comparative research on location characteristics of large coffee shops near the major cities in each region is conducted, it is expected to draw more realistic research results.

Third, the study was conducted on customers who visited large coffee shops near big city regardless of sales, labor costs, operating expenses, and maintenance costs of large coffee shops near big city. Therefore, it has a limitation in providing the research result of location characteristics considering items such as sales and labor costs. Therefore, it is necessary to conduct the research linked to direct profit items in the future.

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