

Factors Influencing Customer Satisfaction in Local Coffee Shops in Dali, Yunnan Province

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Abstract

This study aims to establish a customer satisfaction model for local coffee shops in Dali. Through a combination of literature review and field surveys, a questionnaire was designed to collect data on customer satisfaction in these coffee shops. The collected data were systematically filtered and analyzed using both qualitative and quantitative methods to test the model's hypotheses and explore the relationships among various influencing factors.

The findings indicate that customer expectations have the most significant impact on satisfaction, while brand image has the least influence. Finally, a focus group discussion with experts was conducted to develop cifor enhancing customer satisfaction in Dali's local coffee shops.

Keywords: The Local Coffee Shop, City of Coffee, Market Competitiveness, Customers Satisfaction, CCSI model

Introduction

Yunnan Dali is a famous tourist city and has a long history of coffee cultivation. The history of coffee planting in Dali can be traced back to the late 19th century. In 1892, French missionary Alfred Liéda (Chinese name: Tiandeng Neng) planted the first coffee seed in Zhukula Village, Pingchuan Town, Binchuan County, Dali Prefecture, marking the beginning of coffee in Dali. Building on the long history of Zhukula Village in Binchuan as the "birthplace of Chinese coffee," the Dali government has been vigorously supporting the development of the coffee industry. By 2023, Dali City had over 180 coffee shops and more than 1,200 hotels and guesthouses offering specialty coffee. To truly experience Dali life, one starts with a cup of coffee. From the ancient city to the shores of Erhai Lake, from villages to fields, coffee shops scattered in the streets and alleys have become a symbol of life in Dali. The rise of this coffee culture not only enriches the tourism experience but also shapes Dali's unique image as a "city of coffee." With the booming tourism industry and the rise of coffee culture, Dali's coffee market has gradually become a new social space and consumption scene, and the value of coffee in Dali's market is steadily increasing.

Unlike chain coffee shops in bustling commercial areas, many coffee shops in Dali adopt novel and unique business models. Their location and interior design reflect the style

and personality of their owners, staying close to the lives of ordinary people and creating market differentiation with different business types, thus attracting specific consumer groups. These distinct coffee shops, though varying in their business models, share a common trait: they all rely on Dali's unique natural scenery, historical culture, and folk traditions to create diverse consumption scenes, making them new cultural and shared spaces. Facing a vast market and a large customer base, improving customer satisfaction and enhancing the market competitiveness of coffee shops is of great significance. This study, based on customer satisfaction theory and the CCSI model, investigates customer satisfaction in local coffee shops in Dali from five aspects: customer satisfaction, perceived value, perceived quality, customer expectations, and brand image.

Research Objectives

1. To investigate customer satisfaction in coffee shops in Dali.
2. To establish a customer satisfaction model.
3. To validate the customer satisfaction model.
4. To explain the relationships between various variables.
5. To propose standards for improving customer satisfaction in coffee shops.

Literature Review

Customer Satisfaction

Yunnan Dali is a famous tourist city and has a long history of coffee cultivation. The history of coffee planting in Dali can be traced back to the late 19th century. In 1892, French missionary Alfred Liéda (Chinese name: Tiandeng Neng) planted the first coffee seed in Zhukula Village, Pingchuan Town, Binchuan County, Dali Prefecture, marking the beginning of coffee in Dali. Building on the long history of Zhukula Village in Binchuan as the "birthplace of Chinese coffee," the Dali government has been vigorously supporting the development of the coffee industry. By 2023, Dali City had over 180 coffee shops and more than 1,200 hotels and guesthouses offering specialty coffee. To truly experience Dali life, one starts with a cup of coffee. From the ancient city to the shores of Erhai Lake, from villages to fields, coffee shops scattered in the streets and alleys have become a symbol of life in Dali. The rise of this coffee culture not only enriches the tourism experience but also shapes Dali's unique image as a "city of coffee." With the booming tourism industry and the rise of coffee culture, Dali's coffee market has gradually become a new social space and consumption scene, and the value of coffee in Dali's market is steadily increasing.

Unlike chain coffee shops in bustling commercial areas, many coffee shops in Dali adopt novel and unique business models. Their location and interior design reflect the style and personality of their owners, staying close to the lives of ordinary people and creating market differentiation with different business types, thus attracting specific consumer groups (World Manager Digest, 2004). These distinct coffee shops, though varying in their business

models, share a common trait: they all rely on Dali's unique natural scenery, historical culture, and folk traditions to create diverse consumption scenes, making them new cultural and shared spaces. Facing a vast market and a large customer base, improving customer satisfaction and enhancing the market competitiveness of coffee shops is of great significance. This study, based on customer satisfaction theory and the CCSI model, investigates customer satisfaction in local coffee shops in Dali from five aspects: customer satisfaction, perceived value, perceived quality, customer expectations, and brand image.

Customer Perceived Value

Zeithaml (1988) proposed the concept of perceived customer value, marking the first theoretical framework from the consumer's perspective regarding customer perceived value, which has since become widely applied and universally accepted. Zeithaml argued that when companies design, create, and deliver value to customers, they should be customer-oriented, using customers' perceptions of value as the deciding factor. Customer value is determined by the customer, not the company; it is the overall assessment made by the customer when weighing the benefits received from a product or service against the costs incurred. "Value" can refer to both monetary costs and non-monetary costs (such as time costs, opportunity costs, etc.).

Kotler (1994) suggested that customer value is the benefit that customers expect to obtain from purchasing a product or service. Zeithaml (1988) further elaborated that customer perceived value is the comprehensive evaluation of a product's or service's utility based on the perceived gains and losses. Only when the evaluation is positive can the product or service reflect customer value. Monroe (1990) believed that customer perceived value is determined by the quality of the purchased product or the benefits obtained from it compared to the costs incurred by the customer and emphasized the relative nature of customer value. Parasuraman et al. (2001) stated that customer perceived value consists of four value dimensions: redemption value, acquisition value, transaction value, and usage value. Customer perceived value is a subjective feeling, with the magnitude of value depending on the consumer rather than the product or service provided by the firm; perceived value is a personal experience, varying from person to person; customer perceived value is a trade-off, a comparison between perceived benefits and perceived costs resulting from a purchase or consumption.

Perceived Quality

Parasuraman, Zeithaml, and Berry (1988) defined perceived quality as "the customer's perception of quality." Zeithaml (1988) argued that quality is a subjective judgment by the consumer, and perceived quality is the overall evaluation by the consumer of the superiority of a product. Garvin (1983) proposed that perceived quality is "the consumer's assessment of the overall goodness or badness of a product."

Aaker (1991) defined perceived quality of a brand as the consumer's perceived overall quality of a product from a specific brand, or the perceived level of quality in comparison to

other brands for a particular purpose. Bhuian (1997) suggested that perceived quality is "the consumer's judgment and evaluation based on the consistency of product specifications or the superiority of additional features." Hellier et al. (2003) considered perceived quality to be the customer's overall evaluation of the standard service process.

Customer Expectations

Since Cardozo (1965) introduced the concept of "satisfaction" into the field of marketing, Olshavsky, Miler, and Anderson (1973) conducted comparative research on product expectations versus actual product performance, laying the foundation for customer satisfaction research. This led to the development of the concept of Customer Expectation in marketing. Initially, the concept of customer expectations was closely related to customer satisfaction. For example, Philip Kotler suggested that "whether customers are satisfied after purchase depends on the effectiveness of the product (service) in relation to their expectations."

In 1980, Oliver defined customer expectations as the "pre-purchase anticipations" of the products or services provided by a company. Woodruff (1993) proposed that customer value is a trade-off between expected attributes (what the buyer hopes to obtain from the seller) and sacrificed attributes (the costs incurred during purchase and use). Woodruff's concept of customer value includes the notion of expected value, meaning that customer expected value is the anticipated value formed before actual purchase and consumption of a product or service, based on personal consumption experiences, recommendations from other customers, and related informational feedback.

In 1993, Parasuraman, Zeithaml, and Berry provided a clearer definition of expectations: they are the beliefs or perceptions customers have before purchasing a product or service, which serve as a standard or benchmark. This is compared to actual performance to form the customer's judgment of the quality of the product (service).

Brand Image

Brand image is one of the key factors that companies focus on when managing their brands. A good brand image allows consumers to understand the concept of the brand and helps establish brand positioning, thereby standing out in competition. Brand image can represent the overall quality of a product, and consumers can use it as an external cue to evaluate the quality of products and services. The higher the brand image, the higher the overall evaluation and perceived quality (Dodds, Monroe, & Grewal, 1991).

Gardner and Levy (1955) argued that brands and products have not only physical attributes but also social and psychological attributes, which constitute the brand image. Brand image is the consumer's perception, feelings, and attitudes towards a brand and is a crucial factor influencing consumer purchasing decisions. Kirmani and Zeithaml (2013) found that brand image is a composite of consumer's personal traits and attitudes and is an association of psychological meanings and feelings. This image determines the customer's attitude towards the brand and affects their purchasing decisions. When consumers are not

well-informed about a product, they rely on the brand name to judge the product quality and consider brand image as an important indicator for evaluating the product.

Biel (1993) defined brand image as the sum of all associations in the consumer's memory regarding the brand. Biel, from a brand communication perspective, segmented brand image into three levels: company image, product/service image, and user image. He further categorized the attributes of these three sub-images into tangible and intangible attributes. Tangible attributes are functional, while intangible attributes are emotional.

In summary, research methods and directions on factors influencing customer satisfaction vary among scholars, leading to diverse findings. This study, based on the China Customer Satisfaction Index (CCSI) model, constructs a structural equation model to explore the factors influencing customer satisfaction in local coffee shops in Dali.

Conceptual Framework

Based on the literature review above, it can be observed that countries have a relatively unified basic idea in constructing customer satisfaction evaluation models, all of which center around the causal relationship of customer satisfaction. That is, they demonstrate the interrelationships between the causal variables influencing customer satisfaction and the ultimate outcome variables. The difference between different models lies in the replacement of specific variables.

In this study, based on the CCSI model, which is more in line with the characteristics of Chinese enterprises, and considering the practical characteristics of coffee shop operations, customer perceived value, perceived quality, customer expectations and brand image are taken as indicator elements. Customer satisfaction will be measured from multiple aspects around these elements to establish a customer satisfaction model that suits the situation of coffee shops. Customer loyalty and customer complaints are not the focus of this study, so these two outcome variables have been excluded.

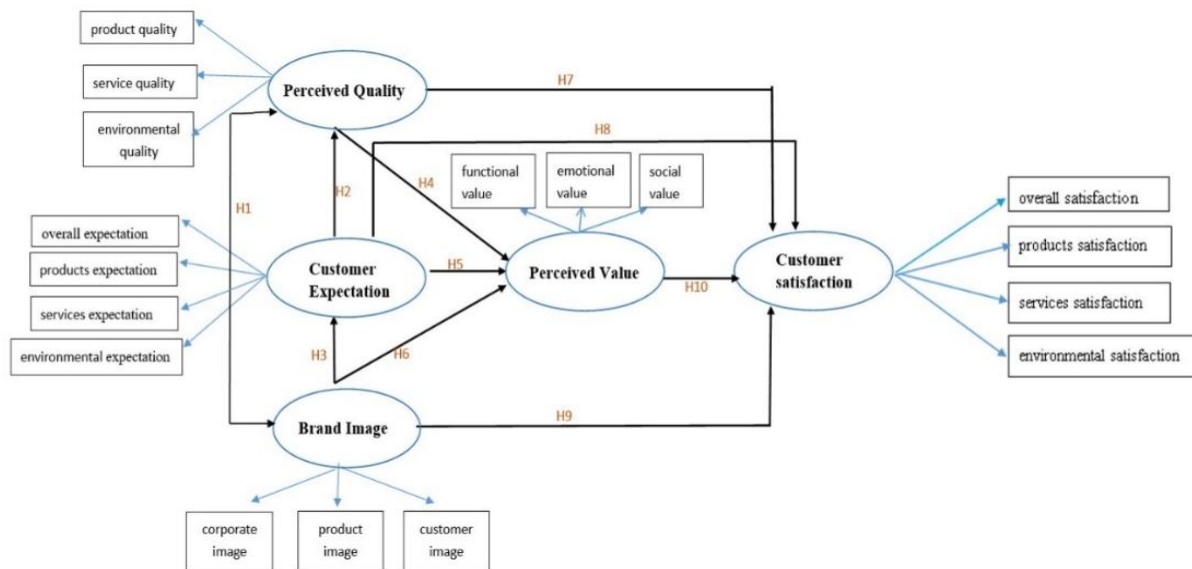


Figure 1 Conceptual Framework for the customer satisfaction of local coffee shop of Dali

Research Hypotheses

Based on the above literature review and Conceptual Framework, this study proposes 10 hypotheses by examining the relationships among the five variables: perceived value, perceived quality, customer expectations, brand image, and customer satisfaction.

- H1: Brand image and perceived quality are interrelated.
- H2: Customer expectation affects perceived quality.
- H3: Brand image affects customer expectation.
- H4: Perceived quality affects perceived value.
- H5: Customer expectation affects perceived value.
- H6: Brand image affects perceived value.
- H7: Perceived quality affects customer satisfaction.
- H8: Customer expectation affects customer satisfaction.
- H9: Brand image affects customer satisfaction.
- H10: Perceived value affects customer satisfaction.

Methodology

This study adopts a combination of qualitative and quantitative research methods. Through a questionnaire survey, it validates a customer satisfaction model specific to Dali and analyzes the factors influencing customer satisfaction in local coffee shops. Semi-structured interviews are also conducted to further explain the relationships among these factors, ultimately proposing industry standards that could enhance customer satisfaction in Dali's local coffee shops.

Data Analysis

The survey was conducted using a questionnaire developed from an initial draft that was revised based on feedback from 10 coffee shop industry experts. The finalized questionnaire was then distributed to 10 coffee shops recognized as "top coffee shops in Cang'er" and those with notable presence on social media platforms. A total of 300 questionnaires were collected. After screening the returned questionnaires and excluding invalid responses, such as incomplete answers or random responses, 33 questionnaires were discarded. This resulted in a final sample of 267 valid questionnaires, which meets the required sample size for a 95% confidence level and a 6% relative error margin.

The first section of the survey collected basic information about the respondents, while the second section measured various items using a five-point Likert scale: "Strongly Agree," "Agree," "Neutral," "Disagree," and "Strongly Disagree."

Descriptive Analysis

The distribution of the basic demographic characteristics of the surveyed customers is shown in Table 1.

Table 1 Frequency Analysis Results of Sample Characteristics

Item	Contents	Frequency	Proportion (%)
Gender	Male	118	44.19
	Female	149	55.81
	Total	267	100
Age	under 18	16	5.99
	19~24	80	29.96
	25~34	80	29.96
	35~44	68	25.47
	45~54	19	7.12
	above 55	4	1.5
	Total	267	100
Education	Junior school and below	22	8.24
	Senior high school	39	14.61
	Bachelor	161	60.3
	Master and above	45	16.85
	Total	267	100
Occupation	Government employee	24	8.99
	Personnel of enterprises and public institutions	76	28.46
	freelancer	80	29.96
	Student	69	25.84
	soldier	3	1.12

Item	Contents	Frequency	Proportion (%)
	Retired personnel	6	2.25
	others	9	3.37
	Total	267	100
Income (yuan) /month	Less than 2000	55	20.6
	2000-5000	103	38.58
	5001-8000	69	25.84
	8001-12000	30	11.24
	Greater than 12000	10	3.75
	Total	267	100
Number of visits (time)	never	13	4.87
	1	39	14.61
	2-3	114	42.7
	4-6	41	15.36
	more than 6	60	22.47
	Total	267	100

From the table 1, we can see that from the perspective of gender, women account for a relatively larger proportion of consumers than men, accounting for 55.81%, while male consumers account for 44.19%. In terms of age, 29.96% of consumers will be between 19 and 24 years old. In terms of educational background, more than 60% of consumers have a “college or bachelor’s degree.” From the occupational level, it can be seen that the proportion of freelancers among consumers is 29.96%, accounting for the highest proportion of all occupations. 38.58% of consumers have a monthly income of 2,000-5,000 yuan. In terms of the number of visits to the coffee shop, 2-3 times accounted for the highest proportion, accounting for 42.70%.

Reliability and Validity Testing

To test reliability, Cronbach’s Alpha coefficient method was used. If the coefficient is greater than 0.7 (Biren, Ted, & Thomas, 2018), it indicates that the questionnaire’s measurement items have good reliability, and the questionnaire is acceptable, with reliability passing the test.

Tabel 2 Reliability

Items	Sample Size	Cronbach's Alpha
57	267	0.957

From the table, it can be seen that the reliability coefficient is 0.957, which is greater than 0.9, indicating that the research data has very high reliability.

Validity analysis was measured using the KMO standard value. A KMO value greater

than 0.6 indicates that the questionnaire is acceptable; if the KMO value is less than 0.6, it suggests that the questionnaire is not satisfactory and does not pass the validity test (Kaiser, 1974).

This study used SPSS 26 to perform reliability analysis on the five measurement variables in the questionnaire and conducted validity testing through factor analysis of these five variables, using KMO values and Bartlett's Test of Sphericity. The results of the tests are detailed in table 3

Table 3 KMO and Bartlett's Test

KMO value	0.911
Bartlett's Test of Sphericity	Approx. Chi-Square
	11415.751
	DF
	1596
	P value
	0.000

From the table above, it can be seen that all communalities for the research items are greater than 0.4, indicating that the information of the research items can be effectively extracted. The KMO value is 0.911, which is greater than 0.6, meaning that the data can be effectively used for information extraction.

Correlation Analysis

The primary objective of correlation analysis is to examine the degree of closeness between variables and to infer whether the sample data suggest a correlation within the sample space. This is primarily reflected through the correlation coefficient r , which measures the strength of the relationship between variables. The value of the correlation coefficient ranges between -1 and +1, where values closer to -1 or +1 indicate a stronger relationship, while values closer to 0 indicate a weaker relationship.

Tabel 4 Pearson correlation analysis

Item	Customer Satisfaction (CS)
Perceived Value (PV)	0.312**
Perceived Quality (PQ)	0.245**
Brand Image (BI)	0.443**
Customer Expectation (CE)	0.543**
Functional Value (FV)	0.313**
Emotional Value (EV)	0.238**
Social Value (SV)	0.260**
Product Quality (PRQ)	0.244**
Service Quality (SEQ)	0.425**
Environmental Quality (ENQ)	0.536**
Overall Expectation (CE1-3)	0.426**
Products Expectation (CE4-6)	0.492**
Services Expectation (CE7-9)	0.536**

Item	Customer Satisfaction (CS)
Environmental Expectation (CE10-12)	0.411**
Corporate Image (COI)	0.381**
Product Image (PI)	0.506**
Customer Image (CUI)	0.443**

* $p < 0.05$ ** $p < 0.01$

The table above shows the correlation between customer satisfaction and 17 variables: perceived value, perceived quality, brand image, customer expectation, functional value, emotional value, social value, product quality, service quality, environmental quality, corporate image, product image, and customer image. Pearson's correlation coefficient was used to represent the strength of these correlations. The results indicate a significant positive correlation between customer satisfaction and these 16 variables. Customer expectation shows the highest correlation with customer satisfaction ($r = 0.543$), suggesting that customer expectations have a substantial impact on the satisfaction of coffee shop customers. On the other hand, perceived quality has the lowest correlation with customer satisfaction ($r = 0.245$).

Structural Equation Analysis

Using AMOS24 to model and analyze the factors influencing customer satisfaction in local coffee shops in Dali, we constructed a structural equation model based on the CCSI research framework, as shown in Figure 2.

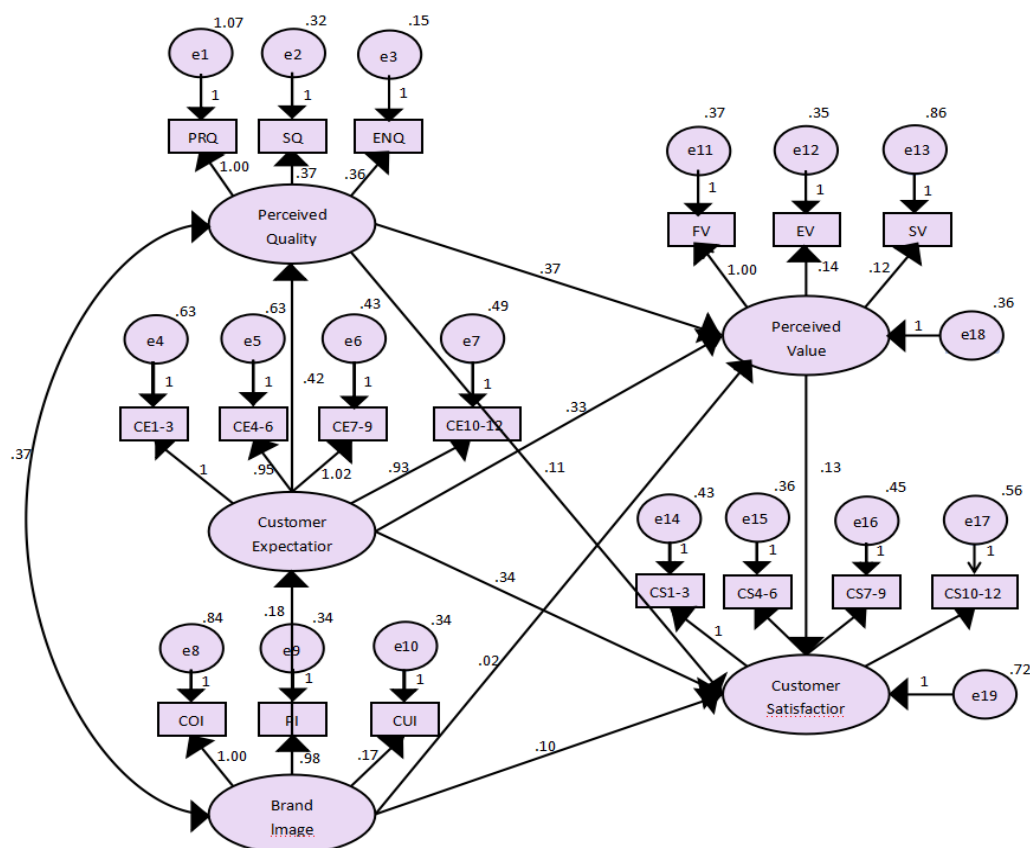


Figure 2 Structural Equation Modeling

Tabel 5 Model Fit Indices

Common Indices	χ^2/df	GFI	RMSEA	R ²	Adjusted R ²	Q ²	GoF
Criteria	<3	>0.9	<0.10	>0.5	>0.5	>0.15	>0.5
Values	2.170	0.905	0.066	0.627	0.594	0.253	0.677

The results show that the model's χ^2/df is 2.170, which falls below the threshold of 3. The Goodness of Fit Index (GFI) exceeds the standard value of 0.9, and the RMSEA is 0.066, which is below the threshold of 0.10. The R² value is 0.627, and the adjusted R² value is 0.594, both above the 0.5 criterion. The Q² value is 0.253, above the 0.15 threshold, and the GoF value is 0.677, exceeding the 0.5 criterion. These results indicate that the theoretical model in this study has a good overall fit.

Table 6 Summary of Model Regression Coefficients

X	→	Y	Standardized Regression Coefficient	SE	Z (CR value)	p	Result
Brand Image	→	Perceived Quality	0.368	0.032	11.453	0	Significant
Perceived Quality	→	Brand Image	0.368	0.024	10.326	0.01	Significant
Customer Expectation	→	Perceived Quality	0.417	0.05	8.378	0	Significant
Brand Image	→	Customer Expectation	0.177	0.018	9.634	0	Significant
Perceived Quality	→	Perceived Value	0.371	0.032	11.532	0	Significant
Customer Expectation	→	Perceived Value	0.329	0.062	5.336	0	Significant
Brand Image	→	Perceived Value	0.022	0.061	0.356	0.722	Significant
Perceived Quality	→	Customer Satisfaction	0.113	0.013	8.573	0	Significant
Customer Expectation	→	Customer Satisfaction	0.339	0.04	8.519	0	Significant
Brand Image	→	Customer Satisfaction	0.102	0.012	8.443	0	Significant
Perceived Value	→	Customer Satisfaction	0.128	0.014	9.273	0	Significant

After conducting a degrees of freedom test, the model was computed to obtain the standardized path coefficients, standard errors, and their significance levels. This allowed us

to determine the interactions between the four variables and their impact on customer satisfaction (as shown in the table). According to Table 4, all standardized regression coefficients for the paths are greater than 0. However, in the path from brand image to perceived value, $p=0.722 > 0.05$, indicating that this path is not significant. For the remaining paths, the p-values are less than 0.05, indicating that these paths are statistically significant.

According to the table 4.6, the p-values for the paths from brand image $\rightarrow$ perceived quality, perceived quality $\rightarrow$ brand image, customer expectation $\rightarrow$ perceived quality, brand image $\rightarrow$ customer expectation, perceived quality $\rightarrow$ perceived value, customer expectation $\rightarrow$ perceived value, perceived quality $\rightarrow$ customer satisfaction, customer expectation $\rightarrow$ customer satisfaction, brand image $\rightarrow$ customer satisfaction, and perceived value $\rightarrow$ customer satisfaction are all less than 0.05, and the standardized regression coefficients are all less than 1. These paths have passed the significance test, confirming the related hypotheses.

However, the path from brand image $\rightarrow$ perceived value has a p-value greater than 0.05, indicating that this result is not significant, and the hypothesis is not supported. For detailed results of the hypothesis testing shown in Table 7.

Tabel 7 Hypothesis Testing

Hypothesis	Result
H1: Brand image and perceived quality are interrelated.	Significant
- Brand image affects perceived quality	Significant
- Perceived quality affects brand image	Significant
H2: Customer expectation affects perceived quality.	Significant
H3: Brand image affects customer expectation	Significant
H4: Perceived quality affects perceived value.	Significant
H5: Customer expectation affects perceived value.	Significant
H6: Brand image affects perceived value.	Not Significant
H7: Perceived quality affects customer satisfaction.	Significant
H8: Customer expectation affects customer satisfaction.	Significant
H9: Brand image affects customer satisfaction	Significant
H10: Perceived value affects customer satisfaction.	Significant

From the results of the structural equation model analysis, it can be seen that the main factors influencing customer satisfaction in Dali's local coffee shops are perceived value, perceived quality, customer expectations, and brand image. The degree of impact on satisfaction is ranked as follows: customer expectations > perceived value > perceived quality > brand image.

Qualitative Analysis

The qualitative analysis will use semi-structured interviews as the primary data collection tool. These interviews will be conducted via phone, video, or face-to-face. The

semi-structured interviews will be based on open-ended questions, aiming to deeply explore the factors influencing customer satisfaction in Dali's local coffee shops and the interrelationships among these factors. The interview recordings will be transcribed into documents and then organized and summarized.

As a qualitative data collection method, semi-structured interviews serve as a supplement to the quantitative research. By creating an interview guide with open-ended questions, this approach helps uncover the genuine thoughts of the respondents. In this study, six questions were developed, corresponding to customer satisfaction, perceived quality, perceived value, customer expectations, and brand image. Additionally, to explore the integration of Dali coffee shops with traditional Dali culture, a section on cultural perception was specifically included.

To ensure the rigor of the research results, 30 consumers were selected from the same 10 coffee shops for semi-structured interviews. The content of these interviews was organized and then analyzed using NVivo software through text coding. The analysis results are as follows:

Word Cloud

Before analysis, the Word documents were placed in a single folder. After organizing the documents, they were imported into NVivo software to generate a word cloud depicting customer satisfaction in local coffee shops in Dali.



Figure 3 Word Cloud about Interview

Coding Consistency Analysis

In this part, we selected the dimensions of the questionnaire as nodes and had two researchers independently code the questionnaire content. After coding, we conducted a consistency analysis to evaluate the agreement and reliability of the coding results.

The questionnaire dimensions (such as customer satisfaction, perceived quality, perceived value, customer expectations, and brand image) were selected as nodes. These nodes were used to categorize and code the responses gathered from the semi-structured

interviews or survey data.

After the coding process, a consistency analysis was performed to ensure that the coding was reliable and that different coders would produce similar results when applying the same coding scheme. This step is crucial to validate the reliability of the qualitative data analysis, ensuring that the findings are robust and can be trusted.

Through the coding analysis of 30 interview reports, the Kappa values for the interview questionnaires ranged from 0.715 to 0.961, with 9 questionnaires achieving a Kappa value above 0.9. This indicates that the coding process for the qualitative data is highly consistent, and the results are highly reliable.

Nodes and Hierarchical Diagrams

Through the analysis of the interview texts, using customer perceived value, perceived quality, customer expectations, brand image, and customer satisfaction as nodes, the results are as follows:

Tabel 8 Node Distribution

Node	Source of Material	the number of times
Brand Image	26	66
Customer Expectation	21	45
Customer Satisfaction	29	100
Perceived Quality	28	82
Perceived Value	28	86

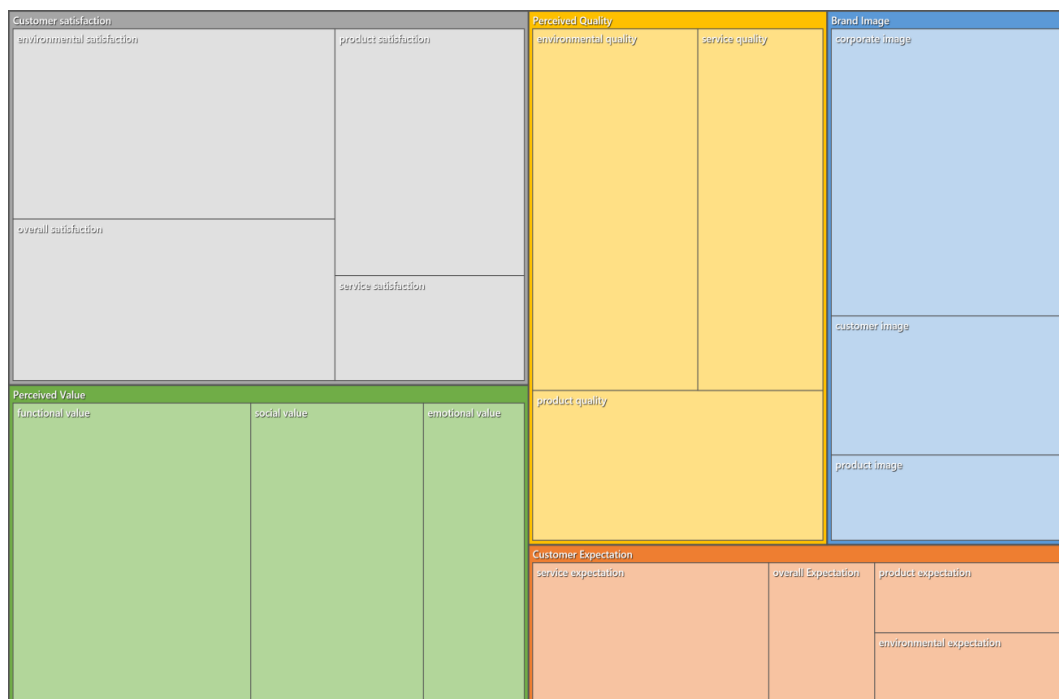


Figure 4 Hierarchical Diagrams

The table above shows the number of nodes and sources of materials. Combined with the figure 3 and table 4.8, it is evident that almost all the materials mentioned topics

related to the customer satisfaction dimension, with environmental satisfaction being the most frequently mentioned within this dimension.

Additionally, the dimensions of perceived quality and perceived value are also reflected in most of the materials, with the most frequently mentioned sub-dimensions being environmental quality and functional value

Brand image is also frequently mentioned, with Corporate Image being the most cited sub-dimension. Finally, customer expectation is mentioned relatively less, with the sub-dimension service expectation being the most frequently cited.

Create Criteria

This section will use focus group discussions to invite 12 experts, including coffee enthusiasts, coffee shop professionals, enterprise resource management experts, and university professors, to discuss the factors influencing customer satisfaction at local coffee shops in Dali. The discussion will revolve around the following three questions:

1.) How can Dali leverage its historical advantage as the "Origin of Chinese Coffee" to enhance the overall development of local coffee shops and ensure the protection and innovative development of Dali's coffee culture?

2) Considering the characteristics of Dali as a tourist city, how can coffee shops highlight their development advantages in the tourism market and establish Dali as a "Coffee City"?

3) Based on Dali's cultural resources and customer satisfaction, how can industry standards be established for customer satisfaction at local coffee shops? This includes creating a "Coffee +" development model by utilizing the "third space" function of coffee shops, showcasing Dali's cultural aspects such as its humanities, history, architecture, and intangible cultural heritage, and emphasizing the "Dali-ness" of local coffee shops.

Through the discussions among experts, 25 criteria were proposed to enhance customer satisfaction at local coffee shops in Dali, considering perspectives from customer perceived value, perceived quality, customer expectations, and brand image.

Conclusion

This study identifies the key factors influencing customer satisfaction in Dali's local coffee shops through a combination of qualitative and quantitative research methods. By developing a structural equation model based on the CCSI framework and using tools like AMOS24 and SPSS 26.0 for data analysis, the study reveals that customer expectations have the most significant impact on satisfaction, followed by perceived value, perceived quality, and brand image. The findings highlight the importance of aligning customer expectations with the actual experience provided by coffee shops, particularly in a tourist-heavy city like Dali, where customers often have high expectations based on social media and word-of-mouth. The relatively low impact of brand image suggests that while Dali's local coffee shops are highly individualized, their brand effects are still underdeveloped. Moving forward,

these coffee shops should focus on building strong, distinctive brands to enhance their local influence and improve overall customer satisfaction.

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