

GUEST EXPERIENCE IN ANIMAL-THEMED DINING: NOVELTY AND CUSTOMER ENGAGEMENT AT MOLLIE'S WORLD CAFE

ABSTRACT

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Animal-themed cafés offer experiential dining environments that may foster emotional connections and memorable visits. This study examined guest experience at Mollie's World Cafe, focusing on novelty, customer engagement, animal interaction, ambiance, and service quality. The study used a quantitative descriptive approach and administered survey questionnaires to customers of Mollie's World Cafe. Respondents were selected through simple random sampling and described by age, sex, and frequency of visits. Respondents generally reported positive perceptions of the animal-themed environment. They expressed high satisfaction with the ambiance, staff service, cleanliness, and safety. Animal interaction was perceived as increasing enjoyment and engagement and contributing to a memorable dining experience. No numerical results were reported. The findings suggest that novelty, service quality, cleanliness, safety, and responsible animal interaction may collectively support favorable guest experiences. Although novelty may attract customers, consistent service and appropriate animal-welfare practices are important for sustaining customer satisfaction and responsible operations.

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