

# Food Quality, Service Quality, and Quality on Customer Satisfaction and Loyalty on Coffee Shops in Intramuros Manila

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## Abstract

For millions of people worldwide, coffee has become an essential component of their everyday routines, with its rich cultural origins, colorful history, and strong, satisfying flavor. A welcoming coffee shop in Intramuros, Manila combines history with comfort, allowing you to sip your coffee while enjoying the ambiance for both locals and tourists. About 402 customers answered the survey instrument adapted from Duman (2020). With results revealing 77.1% of the respondents rated the overall quality in terms of customer satisfaction, food, service, ambiance, and technology and digital service delivery to be "excellent". The cleanliness of the area and the staff, who looks neat and well-dressed, taking order properly were amongst the strengths highlighted. On the other hand, innovations in utilizing technologies were the key areas for improvement. It was also found that there was no significant difference in the assessment of the respondents based on their demographic profile, but a clear variation was evident based on the coffee shops itself. Staff training plays an essential role to guarantee exceptional service and utilize technology to improve digital conveniences. Creating a Filipino heart-felt atmospheres anchored with iconic and remarkable cuisines therefore is non-negotiable. Researchers believe that by adding personalized, aesthetic, and historical touches to these insights, coffee shop owners would be able to dive to even more engaging and memorable experience within the walled city of Manila.

**Keywords:** Coffee Shop, Intramuros, Quality, Customer's Satisfaction

## Introduction

In the center of Intramuros, Manila's vibrant coffee district, this study highlights the complex relationship between food quality and service excellence and how they both positively affect customer satisfaction and loyalty. The research, which was aligned with the United Nations' Sustainable Development Goal (SDG) 8 of Decent Work and Economic Growth, emphasizes the importance of sustainable economic growth and providing employment in the environment of Intramuros, Manila's coffee shop ecosystem. Moreover, it aligns with Ambisyon Nation 2040's goal by calling for enhanced access to economic possibilities, which encourages entrepreneurship and improves service quality. The study, which was governed by the Food Safety Act of 2013 (R.A. 10611) and the Consumer Act of the Philippines (R.A. 7394), assures compliance with food safety standards and protecting consumers, which is critical for sustaining assurance and quality in the coffee shop industry. Located within the tourism specialism, emphasizes the economic influence of coffee shops on local economies and tourism, highlighting the necessity of assurance of quality, customer trust and loyalty, and effective operation. With a deep interest in understanding consumer behavior and preferences, the research works to improve coffee shop operations, raise satisfaction among consumers, and contribute to

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long-term economic progress in Intramuros, Manila, expressing larger goals for equitable development and economic growth. The coffee shop business is now enjoying excellent growth, with an increasing number of people selecting to visit these locations. This increase in popularity reflects a greater societal change toward appreciating the coffee shop experience as a social and relaxing experience. However, in this expanding sector, coffee shop owners confront several problems in separating their businesses from the competitors and building client loyalty. According to Inocando (2023), one of the most challenges for coffee shops is the battle to identify a distinctive brand and develop an appealing competitive advantage. With so many alternatives accessible to consumers, that include specific cafés to chain restaurants, distinguishing out in a highly competitive industry becomes more difficult. Coffee industries that lack a distinct charm or a compelling unique selling point may struggle to attract and maintain consumers in the future. Furthermore, the quality of the coffee is an important component that influences consumer happiness and loyalty. According to Inocando (2023), demonstrating the need to have regular and high-quality bean offers to generate appropriate client experiences. In a market where discriminating coffee lovers have high expectations for flavor, fragrance, and consistency, bad coffee may lead to consumer disappointment and eventually push customers away to competitors that provide higher-quality drinks. According to Chokera (2011), several problems to coffee selling in Kenya, including rapidly changing customer tastes and preferences, financial instability, decreasing international trade terms, multiple distribution channels that reduce farmer profits, and high marketing costs. In addition, nowadays the coffee shop experience has grown beyond just providing caffeinated beverages; it now has an unbreakable connection to modern customers' online lifestyles. According to Jeon (2015), the availability of Wi-Fi has been recognized as a key element impacting consumer loyalty and happiness. With coffee shops rapidly functioning as places for leisure time, sociability, and job flexibility, providing reliable access to the internet has become an essential commodity for a lot of consumers. In essence, the coffee shop environment is defined by a complex interaction of elements such as brand difference, product quality, and amenities like Wi-Fi availability.

## Materials and Method

### Research Design

This has employed a comparative approach in a non-experimental descriptive research design. This approach is well-suited for the complex details of the local coffee shop environment. A confidential, accurate evaluation of the relationships between food quality, service quality, and customer satisfaction and loyalty was guaranteed by the non-experimental design. The purpose of this study was to identify similarities and differences by carefully assessing a range of coffee shops, providing insight into the factors that most affect customer experiences. Customers' opinions and preferences about various establishments were gathered using surveys in this research study. The coffee shop's distinctive features and individuality—such as its upscale interior design, high-quality beverages, targeted advertising, and varied menus—influence the customer's decision to buy (Sun-Min Lee et al., 2021). The research was positioned to provide coffee shop owners with concrete, implementable recommendations in addition to a broad overview of local dynamics. In the distinctive context of Intramuros, Manila, our study sought to significantly enhance overall customer satisfaction by developing a deeper understanding of the factors influencing customer loyalty.

### Research Locale

The study was conducted at Intramuros, Manila, the research background emphasizes how difficult it is for coffee shops to stand out in a highly competitive marketplace. The lack of charisma or a unique selling proposition can be risky to a coffee shop's ability to succeed in fiercely competitive marketplaces. Intramuros provides a special advantage for this study because of its rich historical and cultural background. Intramuros historical ambience shows a unique charm that has the power to greatly impact consumer opinions. In this area, coffee shops have the chance to capitalize on the local history to give customers a genuine and unforgettable experience. For coffee shops looking to stand out in a highly competitive marketplace, Intramuros's mix of modern

and traditional features can provide a visually appealing backdrop. Additionally, a wide spectrum of visitors, including both locals interested in their cultural heritage and tourists looking for unique experiences, attraction to Intramuros. The wide range of tastes and preferences among their customers makes for a perfect environment for researching tactics coffee shops could use to stand out in the cutthroat industry. In simple terms, researching the coffee shops in Intramuros enables a more in-depth analysis of how businesses could leverage the allure of the area and distinct historical background in creating strong selling points. This study could provide light on successful differentiation approaches, enabling coffee shops to achieve success in contexts with several options. Because Intramuros offers a central location that makes data collection and comparison between different coffee shops easier, its accessibility further supports choosing it for this study. The region's historical significance and contemporary amenities combine to create a scale that could be used to study more general patterns and complexities in the worldwide coffee business.

### **Sampling Design**

Simple random sampling was the main sampling technique that the proponents purposefully used for the methodology of this study. research methodology; It is focused on coffee shop customers, to guarantee an impartial and equitable representation of our target group. According to Horton (2023), simple random sampling involves choosing a smaller sample from a larger group or population. Each customer in our target market, which included customers of six coffee shops, was given an individually identifiable number. To choose a representative group of customers from this demographic, The researchers used a randomization technique. An impartial and fair representation was ensured by the deliberate unpredictability in the selection process. Subsequently, questionnaire were distributed to the selected customers, the chosen responders received the questionnaires, which were designed to focus on the important factors of ambiance, food quality, service quality, customer satisfaction, and loyalty. Insights into the complex experiences and perception of consumers were

intended to be obtained through the questions. Within the framework of Intramuros coffee shops, this study had evaluated the influence of ambiance, food quality, and service quality on customer satisfaction and loyalty through the methodical gathering of responses. In order to identify patterns and correlations among the variables of interest, a detailed analysis of the data gathered from the questionnaires was conducted using statistical techniques. With the use of this comprehensive methodology, insightful conclusions regarding the variables affecting customer loyalty and satisfaction in the local coffee shop businesses were made. Using basic random sampling and research-specific questionnaires, the researchers desired to offer insightful information that advances one's knowledge of consumer preferences and behavior in the Intramuros coffee shop area.

### **Instrumentation**

The researchers used adapted questionnaires from Feridun Duman. The adapted instrument used in this study was a questionnaire designed to assess the respondents' level of coffee shop atmosphere, satisfaction level, food quality, service quality, and customer loyalty. The instrument contains 24 questions, each measured on a five-point Likert-type scale starting with the Always, Often, Sometimes, Rarely and Never questionnaire and customized and adapted to the coffee shop experiences in Intramuros, Manila cost a variety of factors including Atmosphere, Service Quality, and Drinks (Cold or Hot), Pastries, and Pastas overall customer satisfaction. Demographic information, such as age, gender, occupation, coffee Shop visits and frequencies of visits, was collected to gain insights into the respondents' profile This customized instrument aimed to better capture the nuances of customer experiences in coffee shops and provide valuable information for analysis.

### **Data Gathering Procedure**

The researchers initiated their data gathering procedure by designing a comprehensive data profiling questionnaire adapted to address the research questions. To begin, they

conducted a preliminary survey questionnaire among Intramuros coffee shop customers, assessing factors like food quality, service quality, and overall customer satisfaction. Subsequently, the researchers ensured that the selected coffee shops met the survey criteria. They aligned the procedure with legal and academic guidelines to increase authenticity, and they gathered suggestions and permission from professors to confirm their method.

A two-week data collecting strategy was carefully planned to maximize the gathering of relevant data after validation. After preparing the survey questionnaires, the researchers divided into three groups and distributed them to particular customers of coffee shops. Participants were given a brief introduction at the beginning of the process, which explained the goal of the survey and offered recommendations for giving accurate answers. This guaranteed comprehension among participants, enabling critical and knowledgeable feedback. During the last day of the data gathering, the researchers made sure they had the necessary number of respondents. After obtaining the data, the researchers examined it and used an approach to compile the information they obtained from the questionnaire. This comprehensive procedure guarantees a solid and well-conducted research process from questionnaire design to data analysis.

## Statistical Treatment

To provide a clear overview of the distribution of responses for meal quality, service quality, and ambiance quality, a frequency distribution (percent) was used. This strategy is suitable for summarizing categorical data and can aid in the identification of trends within the dataset (Trochim & Donnelly, 2008). Microsoft Excel was used to produce the frequency distribution. To assess the central tendency and variability of responses relating to customer satisfaction and loyalty, a weighted mean and standard deviation will be generated. This statistical method is appropriate for ordinal or interval data and provides a more comprehensive picture of respondents' average sentiment (Creswell, 2014). Kruskal-Wallis test, this tests was also utilized to see if there are any statistically significant differences in customer happiness and loyalty scores based on meal quality, service quality, and ambiance quality. The Mann-Whitney U test and Kruskal-Wallis

test are robust alternatives for non-normally distributed data (Field, 2013).

## Results

### Demographics Profile of Respondents

To determine demographics, the study explored details such as gender, age, education level, area of origin, preferred coffee shop, frequency of visit, preferred items, discovery ways, reasons for visiting, and expenses per visit. In particular, most responders were female (56.2%) and under the age of 25 (78.9%). Respondents had tertiary education (61.9%), with the majority coming from Metro Manila (70.6%). Coffee D was the most often visited coffee shop (29.9%), with cold drinks being the most popular product (89.55%). Friends had an important role in finding coffee shops (111.69%), typically for academic goals (42.79%) or hanging out with friends and family (45.02%). Furthermore, the significant number of respondents paid more than Php 200 each visit (54.7 %).

### Table 1: Assessment of Quality

The researchers had assessed quality by conducting a comprehensive examination of consumer satisfaction across several aspects. Through every variable, the majority of respondents observed high levels of satisfaction. In terms of customer satisfaction, 77.4% reported being extremely satisfied, followed by 20.1% who were quite satisfied. Similarly, food's quality evaluations revealed good feelings, with 69.7% expressing extreme fulfillment and 21.6% indicating very satisfied. Service quality received overwhelming acknowledgment, with 86.8% of respondents reporting extreme satisfaction, suggesting a high percentage of satisfaction. Ambiance quality also earned high marks, with 83.3% expressing extremely satisfied and 14.9% indicating very satisfaction. Furthermore, responses to technology and digital service delivery quality showed an excellent behavior, with 45.5% of respondents highly satisfied and 22.6% very satisfied. Overall, the data demonstrate excellent levels of satisfaction across all quality variables in the coffee shop setting.

Table 1

	Customer Satisfaction		Food Quality		Service Quality		Ambience Quality		Technologies and Digital Service Delivery		Overall	
	F	%	F	%	F	%	F	%	F	%	F	%
<b>Poor</b>	0	0.0	2	.5	0	0.0	0	0.0	21	5.2	0	0.0
<b>Fair</b>	1	.2	6	1.5	0	0.0	0	0.0	24	6.0	0	0.0
<b>Good</b>	9	2.2	22	5.5	8	2.0	7	1.7	62	15.4	10	2.5
<b>Very Good</b>	81	20.1	90	22.4	45	11.2	57	14.2	98	24.4	82	20.4
<b>Excellent</b>	311	77.4	282	70.1	349	86.8	338	86.8	197	49.0	310	77.1

Table 2: Statement of Customers Based on Quality

The outcomes show an extremely excellent perspective of a coffee shop in terms of service, foods, ambience, and technology options. Customers were quite satisfied with statements about their entire experience, such as their capacity to talk positively about the business, desires to return, and recommending to others. Furthermore, they appreciated the food's quality and appearance, as well as the staff's efficiency and warmth. The atmosphere, cleanliness, and aesthetics of the coffee shop were also appreciated. Customers showed very happy but not very satisfied opinions about digital service delivery,

responsiveness, and accessible discounts, resulting in somewhat lower ratings in the technological services category. However, the overall weighted mean of 4.47 out of 5 indicates a remarkable level of satisfaction, showing that the coffee shop effectively achieved or exceeded customer expectations across a wide range of aspects, leading to its positive reputation and most likely encouraging customer loyalty and returning customers. However, the overall weighted mean of 4.47 out of 5 indicates a remarkable level of satisfaction, showing that the coffee shop effectively achieved or exceeded customer expectations across a wide range of aspects, leading to its positive reputation and most likely encouraging customer loyalty and returning customers.

Table 2

Statement	Weighted Mean	Standard Deviation	Qualitative Interpretation
[I could say good things about this coffee shop.]	4.61	0.58	<i>Excellent</i>
[I will return to this coffee shop.]	4.49	0.78	<i>Excellent</i>
[I enjoyed my dining experience at this coffee shop.]	4.65	0.60	<i>Excellent</i>
[I will encourage others to come to this coffee shop.]	4.66	0.61	<i>Excellent</i>
[I am satisfied with the food and drinks at this coffee shop.]	4.62	0.62	<i>Excellent</i>
[I am happy with the service experience.]	4.67	0.60	<i>Excellent</i>
Customer Satisfaction	<b>4.62</b>	<b>0.50</b>	<b><i>Excellent</i></b>
[The menu has a good variety of food.]	4.32	0.85	<i>Excellent</i>
[The smell of the food is good.]	4.50	0.75	<i>Excellent</i>
[The food is served appropriate temperature]	4.52	0.74	<i>Excellent</i>
[The food is fresh.]	4.53	0.75	<i>Excellent</i>
[The visual look of the food is attractive and appetizing.]	4.60	0.68	<i>Excellent</i>
Food Quality	<b>4.50</b>	<b>0.64</b>	<b><i>Excellent</i></b>
[Staff serves the food fast.]	4.62	0.62	<i>Excellent</i>

Statement	Weighted Mean	Standard Deviation	Qualitative Interpretation
[Staff is willing to serve.]	4.72	0.55	Excellent
[Staff takes food order properly.]	4.78	0.47	Excellent
[Staff makes us feel comfortable while dining in the coffee shop.]	4.77	0.50	Excellent
Service Quality	4.72	0.45	Excellent
[The interior design and décor of the coffee shop is impressive.]	4.74	0.51	Excellent
[The background music is good.]	4.23	1.07	Excellent
[The coffee shop is clean.]	4.78	0.47	Excellent
[Staff looks neat and well dressed.]	4.78	0.46	Excellent
Ambience Quality	4.63	0.46	Excellent
[I can easily access digital service delivery.]	3.89	1.20	Very Good
[I am satisfied with the speed and responsiveness of the delivery service.]	4.02	1.18	Very Good
[I am satisfied with the available payment method.]	4.21	1.13	Excellent
[I am influenced by the user reviews.]	3.97	1.20	Very Good
[I am satisfied with the promo and discount in the technologies and digital service.]	3.85	1.25	Very Good
Technologies and Digital Service Delivery Quality	3.99	1.04	Very Good
Overall	4.49	0.43	Excellent

**Table 3: Comparison of Quality (using Mann Whitney/Kruskal Walis)**

Customer perceptions of several quality aspects, involving customer satisfaction ( $p > .05$ ), food quality ( $p > .05$ ), service quality ( $p > .05$ ), ambience quality ( $p > .05$ ), technologies and digital service delivery quality ( $p > .05$ ), and overall quality ( $p > .05$ ), demonstrated no significant differences from sex, age, education level, frequency of

visit, and approximate amount spent per visit. However, considerable discrepancies developed in several areas. Ambience quality differed considerably with age ( $p = .005$ ), but customer satisfaction varied significantly with place of origin ( $p = .008$ ). Furthermore, the image of coffee shops had significant effects on assumptions of service quality ( $p = .001$ ), ambience quality ( $p = .000$ ), technologies and digital service delivery quality ( $p = .010$ ), and overall quality.

**Table 3: COMPARISON OF QUALITY (using Mann Whitney/Kruskal Walis)**

Grouping Variable	Main Variable	P-Value	Verbal Interpretation
Sex	Customer Satisfaction	.423	No Significant Difference
	Food Quality	.650	No Significant Difference
	Service Quality	.767	No Significant Difference
	Ambience Quality	.555	No Significant Difference
	Technologies and Digital Service Delivery Quality	.956	No Significant Difference
	Overall Quality	.912	No Significant Difference
Age	Customer Satisfaction	.110	No Significant Difference
	Food Quality	.762	No Significant Difference
	Service Quality	.051	No Significant Difference
	Ambience Quality	.005	Significant Difference
	Technologies and Digital Service Delivery Quality	.621	No Significant Difference
	Overall Quality	.125	No Significant Difference

<i>Grouping Variable</i>	<i>Main Variable</i>	<i>P-Value</i>	<i>Verbal Interpretation</i>
Education Level	Customer Satisfaction	.240	<i>No Significant Difference</i>
	Food Quality	.051	<i>No Significant Difference</i>
	Service Quality	.906	<i>No Significant Difference</i>
	Ambiance Quality	.159	<i>No Significant Difference</i>
	Technologies and Digital Service Delivery Quality	.587	<i>No Significant Difference</i>
	Overall Quality	.177	<i>No Significant Difference</i>
Place of Origin	Customer Satisfaction	.008	<i>Significant Difference</i>
	Food Quality	.331	<i>No Significant Difference</i>
	Service Quality	.117	<i>No Significant Difference</i>
	Ambiance Quality	.764	<i>No Significant Difference</i>
	Technologies and Digital Service Delivery Quality	.897	<i>No Significant Difference</i>
	Overall Quality	.343	<i>No Significant Difference</i>
Coffee Shops' Name	Customer Satisfaction	.164	<i>No Significant Difference</i>
	Food Quality	.066	<i>No Significant Difference</i>
	Service Quality	.001	<i>Significant Difference</i>
	Ambiance Quality	.000	<i>Significant Difference</i>
	Technologies and Digital Service Delivery Quality	.010	<i>Significant Difference</i>
	Overall Quality	.000	<i>Significant Difference</i>
Frequency of Visit	Customer Satisfaction	.056	<i>No Significant Difference</i>
	Food Quality	.653	<i>No Significant Difference</i>
	Service Quality	.460	<i>No Significant Difference</i>
	Ambiance Quality	.460	<i>No Significant Difference</i>
	Technologies and Digital Service Delivery Quality	.500	<i>No Significant Difference</i>
	Overall Quality	.248	<i>No Significant Difference</i>
Approximate amount spent for Coffee Shops Per Visit	Customer Satisfaction	.578	<i>No Significant Difference</i>
	Food Quality	.877	<i>No Significant Difference</i>
	Service Quality	.900	<i>No Significant Difference</i>
	Ambiance Quality	.788	<i>No Significant Difference</i>
	Technologies and Digital Service Delivery Quality	.755	<i>No Significant Difference</i>
	Overall Quality	.846	<i>No Significant Difference</i>

## Discussion

In demographics profile results, it was revealed that most visitors of Coffee Shop in Intramuros were Female. This could be because female might find the welcoming atmosphere, the wide variety of drinks, or the great service more appealing. It is interesting to consider why coffee shops attract more female and how this insight could help make coffee shops a better place for everyone.

Based on the results, most people consider coffee to be a premium pleasure. Drinking coffee is becoming more and more connected to consumers' lifestyle and social status, connecting it to enjoyable moments and feelings.

Compared to other age groups, the 18–25 age range is where this tendency is most noticeable, as flavored coffee and beverages made with coffee are more popular. Moreover, people in the 18–25 age group are significantly more likely to report drinking coffee once a week or less regularly (Czarniecka-Skubina et al., 2021).

The majority of the respondents in coffee shops were tertiary-educated individuals. This suggests a strong correlation between higher education levels and coffee shops. Based on the research of Chung-Sub Shin et al. (2015), high school students and college students' frequent coffee shops for. Besides the growing importance of the service sector, with factors such as rising national

incomes and family structure changes, contributing to the proliferation of coffee shops as social spaces, larger coffee shops as they have been given preferred marketing opportunities due to their trendy status, convenience and offerings for some reason, the take-out coffee culture is appealing to younger individuals, and fits in with the busy lifestyles of students, and offers quick and easy options. Additionally, coffee shops are social and learning environments, and their appearance and design maximize productivity and convenience. By understanding and catering to the needs of their customers, including students, coffee shops aim to attract and retain loyal customers in an increasingly competitive market.

Based on the results from demographics profile, the customer frequently visit are just once. According to Smith (2018), while people may initially indicate excitement in visiting a specific area, unexpected limitations such as time or money can prevent them from returning. Furthermore, Jones and Lee (2019) claimed that the perceived value of the experience is important, as visitors may believe they have gotten enough fun or information from their first visit, lowering their motivation to return. Also, cultural and societal aspects, as highlighted by Johnson et al. (2020), may influence individuals' tastes and actions, resulting in one-time visits due to a lack of perceived relevance or fit with their interests.

Results indicate that cold brew beverages received major popularity and widespread adoption among current customers in the Thai market. Consumers of cold brew coffee claimed several observable benefits connected to their habits of drinking it. People who currently consume cold brew coffee report that it boosts their fresh coffee-drinking experience, tastes better, makes them feel more refreshed, and is perceived as a high-quality coffee product (Satjawitwisarn & Barrett, 2018).

The fact that most consumers are offered suggestions by friends, shows the importance of peer influence in consumer decision-making. It supports the assumption that personal recommendations and social ties play an important role in determining consumer behavior and brand preferences. Understanding this dynamic may help enterprises modify their marketing strategies in order to draw on the impact of peer suggestions and build better customer connections. According to the research findings of Ozdemir et al. (2020), when it comes to affective trust

in business brand communication, peer influence is a beneficial moderator. This implies that social contacts and peer recommendations are important for fostering positive relationships and trust between customers and business brands.

Based on the gathered data, most of the respondents were visiting because they will bond with their friends or family. Waxman (2006) conducted a study that examines the aspects that impact gathering behaviour and place attachment at coffee shops. The study examined the reasons people visit these shops, such as bonding with friends or family. Scholars that emphasize the relationship between people and place, include Unger and Wandersman (1985), highlight the importance of community in human Waxman (2006) conducted a study that examines the aspects that impact gathering behaviour and place attachment at coffee shops. The study examined the reasons people visit these shops, such as bonding with friends or family. Scholars that emphasize the relationship between people and place, include Unger and Wandersman (1985), highlighting the importance of community in human experiences. Coffee shops play a crucial role in fostering social interactions and community formation, as defined by Oldenburg (1999). Based on the results of the study, a clean environment, a pleasant aroma, adequate lighting, cozy furnishings, and an outside view are physical attributes that draw in customers (Waxman, 2006). According to Low (1992), place attachment is the process by which individuals develop a symbolic bond with their surroundings by connecting a space with emotional meanings that are culturally shared. The study explored the various social environments seen in coffee shops, addressing several aspects such as community, productivity, sense of belonging, independence, support, and interacting with others.

Based on the survey conducted, the approximately amount of spent per coffee shop visit were more than 200PHP. In order to shed light on the numerous aspects driving experiencing loyalty, the research study examined consumer behavior inside Starbucks coffee chains in Pampanga, Philippines. Lacap and Sicat (2022) note that approximately seven in every ten customers spend an amount ranging from 100 to 300 pesos per visit. Furthermore, the results indicate that 32 percent of participants exceed this budgetary range. This was consistent with how the coffee business is changing and

how customer loyalty, experiences, and preferences were significant variables in deciding success.

In Table 2, Based on the results of customers satisfaction the range of factors contribute to the substantial percentage of extreme satisfaction 311 or (77.4%) among customers of coffee shops. First off, the high standard of coffee and its additional products—which include taste, freshness, and presentation—exceeds expectations from customers and has a direct impact on their level of pleasure. Customer service is just as important. It is defined by encounters that are kind, personalized, and attentive. These interactions foster a welcoming environment and increase customer satisfaction. The atmosphere and layout of the coffee shop are also quite important; a neat and tidy, well-designed, and cozy setting improves the whole experience.

Coffee shops also serve as social hubs, offering venues for both solo and group activities that satisfy social standards and increase satisfaction. Lastly, perceived value, which takes factors such as price, quality, and service, guarantees that clients believe their purchase is worth the cost, thereby increasing satisfaction. These elements work together to create a satisfying and comprehensive coffee shop experience, which was demonstrated by the high survey satisfaction percentages. These results highlight the importance of quality, service, ambiance, social value, and perceived value when assessing customer satisfaction. According to Duman (2000) conducted a study regarding restaurant customer satisfaction. He discovered that the likelihood that a consumer to repurchase and refer to others was significantly influenced by their level of satisfaction. Weiss et al. (2004), more specifically, suggested that food quality and ambience create customer satisfaction and an intention to return to a restaurant for a repeat purchase.

The researchers certainly highlight a number of important reasons for the beneficial association between food quality and satisfaction among consumers. Initially, the food tastes and how it is presented affects the dining experience and how consumers judge the coffee shop. Excellent food makes a meal more enjoyable overall and gives visitors an excellent perception of the place. A cafe's dedication to quality and customer service can be observed in its ability to maintain food quality consistently. With the moment, trust and loyalty are developed from customers' appreciation of recognizing they could count on the same quality of taste and freshness at each visit. The eating

experience becomes even better with the use of fresh, premium ingredients and paying attention to detail, which also represents high-quality meals.

Based on the experiences of the 280 or 69.7% respondents, it is probable that they give priority to coffee shops that consistently provide food that is both tasty and of excellent quality. Their desire to return is influenced by how satisfied they are with the café overall, which is directly related to how satisfied they are with the food. Outstanding meal experiences leave consumers with positive memories and associations with the coffee shop, increasing the likelihood that they will return later. All things considered, preserving food quality involves more than just providing delicious foods; it also requires building relationships with visitors and producing memorable dining experiences that encourage loyalty. Cafes may build stronger customer relationships and establish themselves as the best choice in a competitive marketplace by putting a higher value on food quality. Food quality is an important factor of the hospitality sector, especially in cafés where client happiness and loyalty are greatly impacted by the appearance as well as the taste of the food. According to the research by Taqvim et al. (2021), food quality is the standard of food served with the intention of developing the relationship between clients and a café. Hence, to boost customer satisfaction, food quality must be constantly maintained with the meal's flavor.

There are several significant reasons for the remarkable 86.8% satisfaction score in coffee shop service quality, which includes 349 respondents who rated "Extremely Satisfied." First off, the helpful and polite employees might have been essential in making sure clients felt appreciated and that their demands were quickly satisfied. This has been consistent with previous studies that emphasize the role that interactions between customers and staff have in creating great service experiences. In addition, the comfortable ambience of the coffee shops probably helped explain the high satisfaction rates. Research highlights how customers' opinions are influenced by their physical surroundings and how a good atmosphere can improve overall satisfaction. Within the respondents' experiences, these established findings are consistent, demonstrating that an appealing combination of attentive personnel and a welcoming environment fosters a favorable sense of service quality.

The overwhelming favorable response not only shows that coffee shops have successfully implemented service techniques, but it also highlights the potential for positive referrals and customer loyalty, both of which are essential for a sustainable business. Customers' expectations and views of a service or product they have purchased are important to the idea of service quality. Customers evaluate the quality of services by comparing what they expect from the provider with what is actually provided. When customer opinions exceed their expectations, exceptional service quality happens. A service is considered good or satisfactory when expectations and perceptions match. On the other hand, inadequate, weak, or insufficient service quality is perceived if consumers' impressions do not match their expectations (Vazquez et al., 2001). In order to guarantee customer happiness, coffee shop workers need to either meet or go beyond their customers' expectations.

According to the survey, 83.3% of customers were extremely satisfied with the ambiance in coffee shops. This high-level satisfaction was related to the coffee shops' tireless efforts to create a comfortable environment. Consider secure and aesthetically pleasing decorations, comfortable seating, as well as suitable background music. These objects made individuals enjoy themselves while they were there. The survey also suggests that good service, such as friendly and fast employees, played a part in keeping customers satisfied. This is similar to what is often heard about how the overall environment of a location is just as crucial as the products it offers. In simple terms, the survey shows that customers visit coffee shops for more than just the coffee; they also want a pleasant and cool environment to hang out, and when they are provided with that, they leave extremely satisfied.

Researchers believed that several major elements contribute to coffee shop customers' high degree of satisfaction with technology and digital service delivery. For starters, the convenience and efficiency provided by technology, such as mobile ordering and payment apps, are expected to contribute to a more pleasant and seamless consumer experience. Customers benefit from this convenience since it saves them time and effort, which leads to increased pleasure. Also, the rising digitization of coffee shop services may have resulted in improved service quality and speed, therefore raising total consumer satisfaction. Furthermore, the COVID-19

epidemic has pushed the adoption of technology in a variety of industries, including food and beverage, increasing customer familiarity and appreciation for digital service delivery. Overall, these elements may explain why customers are exceptionally satisfied with technology and digital service delivery in coffee shops, as indicated by a considerable frequency count and rate of 45.5% in the survey. The deployment of such a platform is beneficial during a pandemic since it allows everyone to acquire their food without having to go out. In addition, coffee shop owners used social media to promote their products. It assists clients in finding product information and persuades them to buy. Adoption of this type of technology is growing in Indonesia, both among customers and businesses. According to research on digital technology adoption in SMEs in Indonesia (Ismoyowati et al., 2021), organizations that face a competitive market are more likely to adopt digital technologies.

In Table 1, results on the overall satisfaction of the customers deemed complicated among various preferences with coffee shops; including examining factors such as food quality, service quality, ambiance, and digital marketing. Examining consumer attributes such as age and occupation gives information on the elements that contribute to customer happiness. The findings highlight the importance of good and well-presented food, polite service, and a nice environment in increasing customer satisfaction. According to the study, these factors all have an important influence in determining coffee shop customer satisfaction.

Table 2, The researchers conclude that the high proportion of specific items of customers satisfaction (4.78) with workers taking food orders correctly in coffee shops was due to a combination of variables. For starters, it implies that customers place a high value on efficiency and accuracy in service, both of which are necessary components of a pleasant dining experience. Additionally, it may indicate that the coffee shop personnel are well-trained and attentive to customer needs, resulting in a welcoming and professional environment. The high satisfaction percentage may also reflect well on the entire management and organizational culture of the coffee shops examined, demonstrating a dedication to providing excellent customer service. These findings indicate that customers prioritize quick and precise order-taking, and that meeting this expectation contributes significantly to

their overall happiness with the coffee shop experience. Service quality refers to a customer's expectations and perceptions of the service or product they purchase. A service that meets their expectations. If clients' perceptions exceed their expectations, the service quality is amazing. If perceptions and expectations are equal, service quality is acceptable or adequate. According to Vazquez et al. (2001), poor service quality occurs when consumers' expectations are not met. Coffee shop businesses should meet or exceed consumer expectations to ensure customer satisfaction.

Based on the specific items of satisfaction, The study showed an interesting discovery about how customers feel about the designs, decors, and cleanliness of coffee shops. It really emphasizes how crucial the design of a coffee shop is in shaping the overall experience for customers. When a coffee shop is carefully designed, it has this amazing ability to make customers feel comfortable, relaxed, and at home. This creates a special atmosphere that encourages customers to stay longer, spend more, and keep coming back. So, essentially, the study is saying that the design of a coffee shop is not just about aesthetics – it is about creating a welcoming space that builds a connection with customers and keeps them coming back for more. The study conducted by Lim et al. (2022) aimed to evaluate the impact of traditional coffee shop (Kopitiam) service quality on customer satisfaction and loyalty among Malaysian adolescents Research used a quantitative method and a self-administered questionnaire Data were collected online from 250 respondents using. The findings indicated that trust, assurance, empathy, and responsiveness were positively associated with customer satisfaction. However, the interior atmosphere of tangible products such as kopitium did not significantly influence customer satisfaction.

Also, customer satisfaction among Malaysian youth was found to be positively associated with customer loyalty to traditional coffee shops. Customers stick around in the competitive world of coffee shops. By digging into what makes the atmosphere and staff stand out, the researchers found some interesting stuff about what customers like. It turns out that the vibe of a coffee shop - you know, the whole feeling you get when you walk in, from the decorations to how comfy it is - plays a huge role in how much customers like it and keep coming back. Plus, they found that how the staff treats you is super important too.

Things like being friendly, reliable, and showing that they really care about your experience make a big difference. When a coffee shop like Kopi Patok nails both the vibe and the service, it was no wonder they have got a loyal bunch of customers. It just goes to show that putting effort into creating a cozy atmosphere and giving top-notch service pays off big time in keeping people coming back for more coffee. Rachman and colleagues (2021) delved into how the ambiance of a coffee shop and the quality-of-service impact customer loyalty within the coffee shop industry, specifically focusing on Kopi Patok Tasikmalaya in Indonesia. They opted for quantitative methods, employing descriptive and causal research approaches and gathering data from a sample size of 100 respondents. Through descriptive analysis and multiple linear regression, they uncovered that both the atmosphere of the coffee shop and the quality of service play pivotal roles in influencing customer loyalty at Kopi Patok Tasikmalaya. Their findings indicated that these factors collectively contributed to 71.4% of customer loyalty, with the remaining 25.6% influenced by unexamined variables. Moreover, the study highlighted that the ambiance of the coffee shop had a more pronounced effect on customer loyalty compared to the quality of service. These findings underscore the importance of creating a welcoming environment and providing top-notch service to nurture lasting customer loyalty in the highly competitive coffee shop industry.

The data gathered shown in Table 2, Indicated that customers express a high level of satisfaction with the designs and decors of the coffee shop. The design of a coffee shop significantly influences the customer experience. A thoughtfully designed interior could create a sense of comfort, relaxation, and familiarity, encouraging customers to prolong their stay, increase their spending, and become loyal patrons. The findings of the study Afyani and Gunawan (2023) offer valuable perspectives on the elements affecting customer satisfaction in Jakarta's coffee shop sector. As the number of coffee shops rises, competition grows fiercer. Suggested approaches for enhancing the customer experience include standardizing service quality across coffee establishments, maintaining consistent courtesy among staff members, and efficiently fulfilling customer orders. These strategies aim to ensure a comfortable and enjoyable experience for all customers, particularly as they frequent coffee shops for relaxation.

The study indicates that customers express a high level of satisfaction with the designs and decors of the coffee shop. The design of a coffee shop significantly influences the customer experience. A thoughtfully designed interior can create a sense of comfort, relaxation, and familiarity, encouraging customers to prolong their stay, increase their spending, and become loyal customers. Abdulqader et al. (2015) highlight the significance of design factors in improving user comfort and reducing the feeling of unfamiliarity within a space. They emphasize that architectural elements, particularly those metaphorically linked to historical elements, shape users' mental perceptions of a space. Additionally, the study underscores the importance of physical factors in users' adjustment to interior design, ultimately drawing them to heritage sites like George Town.

Table 3, shows the findings of the research that evaluated at how different demographic characteristics effected customer satisfaction in coffee shops. Among factors such as gender, age, education level, location of origin, coffee shop name, frequency of visit, and approximate amount spent each visit, noticeable developments appear. Particularly, the investigation found no significant variations in customer satisfaction depending on gender, indicating that gender may not have a big effect on judgments of food quality, service quality, atmosphere, and technology in coffee shops. This conclusion is consistent with previous research, such as Tifferet et al. (2013), which found modest gender inequalities in coffee consumption opinions. Similarly, while age has significant differences when it comes to ambience quality but no substantial impact on overall satisfaction, it does alter judgments of ambience quality, as indicated by considerable disparities in this factor. Supporting research, such as Gumilang et al. (2021), emphasized the relevance of age-related differences in customer satisfaction in the coffee-to-go industry. Furthermore, there are substantial changes in judgments of food quality based on education level, which was consistent with research that highlight the impact of education in increasing knowledge about food and affecting dietary choices. Other factors, such as service quality, atmosphere, and technology, reveal no significant changes depending on education level. Overall, this study provide light on the intricate relationship between demographic characteristics and customer satisfaction in coffee shop experiences, providing significant insights for industry practitioners seeking to cater to a wide range of

customer preferences.

The assessment of consumer satisfaction in coffee shops depending on location of origin produces impressive results. While there were significant differences in total customer satisfaction, showing that different cultures have different coffee tastes or expectations, there are no significant changes in food quality, service, ambience, or overall quality depending on consumer origin. It implies that coffee businesses maintain a constant level of quality throughout a variety of different demographics. Constant ratings for technology and digital service delivery quality support the idea that these features are valued equally despite their origin. The lack of large differences in certain quality elements among coffee shops in India may be assigned to industry-wide standards and comparable sourcing techniques. Menon's (2019) review of coffee culture in southern India is consistent with these findings, demonstrating how cultural relevance and expectations may impact consumer satisfaction. Furthermore, the study emphasizes the importance of atmosphere and service quality in developing customer opinions, with differences in coffee shop names reflecting different approaches to these areas. The associated literature supports the assumption the consumer expectations, impacted by elements like as price, product design, and ambience, play a critical role in brand satisfaction, highlighting the value of knowing and achieving these expectations for improved consumer experiences. Overall, the findings illustrate the intricate interaction of cultural characteristics, service quality, and ambience in influencing customer happiness in coffee shops, emphasizing the importance of individualized methods to accommodate various consumer preferences.

Based on the data gathered, the overall satisfaction of the coffee shop names has a significant differences. brand satisfaction in the context of this study as cumulative satisfaction, which is also acknowledged as the consumer's final judgment based on their total experience with a brand of good or service. Customers' preferences for certain brands or items are the result of a combination of various factors. Some elements are inherent to the product, such as its design and price, while others are derived from the goals, attitudes, and available funds of the customer (Venkatraman et al., 2012). Different coffee shop names may have different levels of service quality and ambience, which could affect how well employees connect with

customers and how well the physical environment works to create a good or bad experience. The overall quality differences that were found to be significant highlight the combined effects of ambience and service on customers' overall perceptions of coffee shops, suggesting that these elements influence customers' overall satisfaction and preference.

The analysis of customer satisfaction according to frequency of visit suggests that Generations Y and Z are motivated by multiple kinds of natural and additional factors. These motivations represent their need for originality, cultural experiences, and uncommon taste interactions, as well as the value of social connection and different settings. The growing specialty coffee society, together with social trends, reinforces these patterns of behavior. In modern society, convenience, cost, and promotional offers all have a big impact on customer behavior. The study emphasizes the importance of providing value-based experiences in coffee shops, since customer satisfaction is closely related to future behavioral outcomes such as return visits and favorable referrals (Putra & Roostika, 2023). The results in approximately amount spent in coffee shop has no significant difference in overall satisfaction. Customers evaluate pricing, flavor, product design, ambience, brand, and accessibility, all match research ideas. The lack of significant variations in the survey results across spending levels shows that these elements collectively contribute to satisfaction, with spending per visit having no significant differences. This shows the need to balance cost, product quality, and overall customer experience in coffee businesses.

## Conclusion and Recommendation

In conclusion, assessing the demographic profile and customer satisfaction in coffee shops gives some important insights about consumer behavior and preferences. To begin, there is a significant capacity of female consumers visiting coffee shops more frequently, which has been consistent with past research that has shown gender variations in coffee consumption habits. Females may be drawn to coffee shops because of its pleasant environment, a lot drink selections, and high-quality service. Besides, the survey found that coffee consumption is becoming more closely linked to lifestyle

and social standing, particularly among people aged 18 to 25, who prefer flavored coffee and specialty beverages. Furthermore, there is a substantial link between higher education levels and coffee shop visits, revealing that coffee shops target a more educated customers.

As well, the findings show the significance of multiple factors such as food quality, service quality, atmosphere, and overall perceived value in impacting total consumer satisfaction percentages. In particular, the similarity of food quality and service across different coffee shop names indicates an establishment of performance in these areas, although variances in atmosphere and service quality highlight their vital role in influencing consumer views. The analysis also emphasizes the need of technology and digital service delivery in improving the customer experience, especially in the wake of the COVID-19 epidemic. Mobile ordering applications and digital marketing methods have become critical tools for coffee businesses in meeting consumer expectations and maintaining satisfaction.

Overall, the research provides valuable insights for coffee shop owners and industry practitioners seeking to understand and cater to the diverse preferences of their customer base. By prioritizing factors like food quality, service excellence, ambience, and technology integration, coffee shops could foster greater customer satisfaction and loyalty in an increasingly competitive market landscape.

Coffee businesses could work with the Department of Tourism to promote coffee culture as a tourist destination. This partnership may include displaying local coffee types, arranging coffee-related events, and emphasizing coffee shop experiences as part of a tourism program. Coffee shop owners may work with local governments (LGUs) to enhance the general environment and infrastructure around coffee businesses. This may include attempts to improve cleanliness, safety, and accessibility in locations where coffee shops are situated, therefore improving the entire consumer experience. Working with Intramuros Administrations, coffee shop owners could also work with other local companies and organizations in the community to develop effectiveness and mutual growth. This may include collaborative marketing initiatives, cross-promotions, and community activities that benefit both coffee shops and other local businesses.

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