

Assessing the Relationship of Service Quality and Attributes of Selected Coffee Shop to Customer Satisfaction in Poblacion, Valencia City, Bukidnon

A THESIS

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DEDICATION

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ABSTRACT

This study explored for customer satisfaction on Valencia City's coffee culture. It focus on the demographics, service quality, and coffee shop attributes. The general objective of the study was to provide insights for strategic advancements in the local coffee industry. Using a robust research instrument, findings revealed that a young, female, college-educated clientele with a decisive preference for specific coffee shops. Tangibility, reliability, and value for money significantly impacted customer satisfaction. The study challenged traditional assumptions, highlighting the primacy of the chosen coffee shop over demographic factors. Regression analysis identified reliability, quality of coffee, and value for money as key predictors of satisfaction. Recommendations urge coffee shop owners to prioritize staff training, operational efficiency, and strategic pricing while maintaining visually appealing and hygienic environments. Future research should explore evolving consumer trends and external factors shaping Valencia City's coffee culture. This study contributes actionable insights for enhancing customer experiences and staying responsive in the vibrant local coffee scene.

Keywords:- *Customer Satisfaction, Valencia City, Coffee Culture, Demographics, Service Quality, Coffee Shop Attributes, Regression Analysis, Philippines.*

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CHAPTER ONE INTRODUCTION

A. *Rationale*

The growing number of coffee shops in Valencia City, Bukidnon, driven by the rise of coffee enthusiasts is creating a challenge for the local coffee industry (Rahardjo et. al., 2019; Mutiah, 2018). The opening of numerous coffee shops, with 24 registered establishments as of December 2022 (Permits and Licenses Division of the City Administrator's Office), raises concerns about competitiveness. This growth prompts an exploration of customer satisfaction, through service quality, and overall industry competitiveness, particularly as it relates to local demographics (Go et. al., 2022). Understanding customer satisfaction is paramount, considering it as the response to obtaining goods and services from a business (Go et. al., 2022; Rahardjo et. al., 2019). The study aims to fill the gap in the existing data, focusing on specific coffee shops' statistics in the area and how their service quality affects customer satisfaction, especially in the post-pandemic context (Lee et. al., 2018).

The importance of studying customer satisfaction in Valencia City's coffee shop industry is underscored by its centrality to modern marketing, particularly in the rapidly growing Asian markets (Yi and Natarajan, 2018). This study contributes valuable insights into the satisfaction-related attributes of customers in the local context, with a specific focus on service quality and coffee shop attributes as independent variables and customer satisfaction as the dependent variable (Ge et. al., 2021). The research aligns with prior studies, including the work of Rahardjo et. al. (2019), which emphasize the link between customer satisfaction and service quality. Understanding factors influencing satisfaction, such as ambiance and coffee quality, is crucial, especially with the rapidly growing coffee sector in the Philippines (MacDonnell, 2022).

The study addresses the inadequately explored relationship between service quality, attributes, and customer satisfaction in the context of Valencia City's coffee shop industry, creating a notable research gap (Lee et. al., 2018). Its uniqueness lies in the exclusive focus on the specific coffee shops in the region. By examining the local perspective, the research provides insights that may not be applicable to other regions, contributing a nuanced understanding of the coffee shop business from a local point of view. As the industry becomes more competitive, understanding what makes customers satisfied is crucial for coffee shop owners and managers to enhance their service quality and stay competitive in the market (Mutiah, 2018).

The urgency of conducting this study in Valencia City is underscored by its potential impact on local businesses and the economy. The findings are expected to be useful for coffee shop owners and managers in Valencia City, offering practical ideas to improve service quality and customer satisfaction. Moreover, the study contributes to the academic literature on service quality, attributes, and customer satisfaction, guiding future research not only in the Philippines but also globally. The research has broader implications for the coffee shop industry, both locally and internationally, by enhancing our understanding of factors influencing customer satisfaction and the industry's significance in the local economy.

B. *Research Objectives*

The General objectives of this study is to determine the relationship of service quality and various attributes of coffee shops on customer satisfactions in Valencia City, Bukidnon.

The Specific Objectives of the study;

- To determine the frequency of the respondent's demographic profile in terms of;
 - ✓ Age
 - ✓ Sex
 - ✓ Educational Attainment
 - ✓ Civil Status
 - ✓ Employment Status
 - ✓ Coffee Shop.
- To assess whether there is a difference between control variable (Age, Gender, Educational Attainment, Civil Status, Occupation, Monthly Income, Frequency of Visit in the Coffee Shop, and Amount Spent per Visit,) and customer satisfaction in the selected coffee shop in Valencia City, Bukidnon.
- To determine the level of customer satisfaction with the service quality and attributes of the selected coffee shop in Valencia City, Bukidnon.
- To investigate the relationship to which service quality and selected attributes of the coffee shop has an influence to customer satisfaction in Valencia City, Bukidnon.

C. Hypothesis

Several coffee shops in Valencia City, Bukidnon, are being studied to test the hypotheses that their customers would be more satisfied if they improve the quality of service and other aspects of the coffee shops they frequent.

- Ho1: There is no significant difference in customer satisfaction when respondents are grouped based on their profile.
- Ha2: Responsiveness has a positive relationship and positive influence to customers satisfaction.
- Ha3: Assurance has a positive relationship and positive influence to customers satisfaction.
- Ha4: Tangible has a positive relationship and positive influence to customers satisfaction.
- Ha5: Empathy has a positive relationship and positive influence to customers satisfaction.
- Ha6: Reliability has a positive relationship and positive influence to customers satisfaction.
- Ha7: Quality of Coffee has a positive relationship and positive influence to customers satisfaction.
- Ha8: Ambiance of Coffee Shop has a positive relationship and positive Influence to customers satisfaction.
- Ha9: Value for Money has a positive relationship and positive influence to customers satisfaction.

D. Review of Related Literature

Examining particular factors like service quality, attributes, and demographic profiles, the review of related literature delves into different aspects of customer satisfaction in the food and coffee industry. Diverse areas are examined in the domain of customer satisfaction, such as the details of the coffee industry and the importance of customer satisfaction in the culinary industry. In order to comprehend how these factors influence customer experiences, the relationship between customer satisfaction, service quality, and coffee attributes is also investigated. In order to illuminate the multifaceted nature of customer perceptions, service quality is dissected into various dimensions including responsiveness, assurance, tangibility, empathy, and reliability.

In order to understand how they affect overall customer satisfaction levels, attributes that are crucial to customer satisfaction, such as coffee quality, The Ambiance of the Coffee Shop, and value for money, are examined. This comprehensive literature review establishes a fundamental comprehension that serves as a cornerstone for future research concerning the improvement of customer experiences within the food and caffeine industries.

Starbucks is the most popular coffee shop company in the Philippines, so it controls most of the coffee shop business. In 2020, Starbucks had a big lead over its competitors because it sold more than \$150 million USD. But Coffee Bean and Tea Leaf came in a distant second, with sales that were about 12% of what Starbucks made. This shows that Starbucks is the clear leader, but that other coffee shop groups can also do well in the market. Filipino youth are willing to spend P100 (\$1.9) on a cup of coffee, which is an interesting fact about how people buy things. This shows that younger people are becoming more interested in specialty coffee and developing a coffee culture. Even though the average monthly income in the Philippines is smaller than in the U.S., millennials are still ready to spend a big chunk of their money on good coffee experiences. The idea that people will drink more coffee is also good news for the coffee shop business in the Philippines. Even though coffee usage dropped temporarily because of the Covid-19 outbreak, it is expected to rise again and keep going up. By 2025, people are expected to drink 3.78 kg of coffee on average, which is a 25% rise in just three years. This shows that people are drinking more coffee, which gives coffee shop owners a chance to meet the changing tastes of Filipino customers. Estimates put the cost of opening a coffee shop in the Philippines at up to \$375,000, which is a lot of money. The cost depends on things like where the building is, how big it is, and what kind of building it is. But because more people are drinking coffee and more millennials are willing to spend money on good coffee, the coffee shop business still has a good chance of making money. In this growing market, businesses that can give unique experiences, good products, and meet the changing tastes of Filipino coffee lovers have a chance to do well (MacDonnell, 2022).

➤ Customer Satisfaction

Customer Satisfaction is a crucial aspect of business approach that affects the weight of service performance. A few definitions of customer satisfaction were offered, and they may apply in a variety of situations and are consistently associated with both goods and services. There are a number of factors that affect customer satisfaction, including product/service quality, perceptions of value or reasonableness, value, individual elements (buyer's mind-set or passionate state), and various purchasers, among others. Customer satisfaction is defined as the customer's evaluation of a product or service in terms of whether that product or service has addressed the customer's needs and expectations. The definition and specifications state that "customer satisfaction" is an emotive word, and they differentiate between five distinct types of satisfaction: pleasure, relief, novelty, and surprise (Ok et. al., 2018).

According to Suchánek and Králová (2019), It is also important to consider customer satisfaction in the context of competitiveness since it has a significant impact on the competitiveness of the product and, consequently, on the organization. Customer satisfaction with a company's goods or services is frequently viewed as the key to its success and long-term competitiveness. Knowledge about the consumer, especially knowledge provided by the customer, is another factor that influences the satisfaction of the client. Customers provide knowledge about markets, suppliers, and goods as well as about consumer trends, upcoming demands, and suggestions for new product development.

As stated by Go et. al. (2022), customer satisfaction is the response or result of obtaining goods and services from a business or enterprise. Positive customer satisfaction is the result of having high-quality goods and services, or from meeting or exceeding customers' expectations of the business's goods and services, whereas negative customer satisfaction demonstrates how the business fell short of the customers' expectations.

Dash et. al. (2021) assert that for service businesses, particularly those involved in tutoring institutions, customer happiness is crucial. Additionally, satisfied customers are more likely to recommend quality products to others. Customer satisfaction, according to Uzir et. al. (2021), is a feeling of fulfillment attained for customers as a result of receiving value from suppliers, manufacturers, or service providers. Products, services, systems, or something emotionally compelling can all provide this value.

According to Binowo (2023), one of the indicators that demonstrates a bank's ability to compete in offering top-notch customer service is how satisfied its customers are. One of any business's objectives is to satisfy its customers. Many times, satisfied clients are thought of as those that consistently repurchase the items or services supplied by the business. Getting consumers like this is obviously not simple for businesses. To acquire it, you need to work hard and use the appropriate tactics.

According to Lin et. al. (2023), customer service is a customer's emotional reaction when they notice a discrepancy between their previous expectations and the actual performance of a product or service they have utilized. It is regarded as a performance evaluation overall. According to Tiganis et. al. (2022), customer satisfaction is a crucial component of a company's strategy that influences post-purchase behavior. Customer satisfaction affects a company's financial performance because it affects loyalty, word of mouth, and plans for repeat business. There are various approaches to studying customer satisfaction, including the behavioral strategy and the disconfirmation of expectations. Customer satisfaction in a modeling context refers to the total rating of consumer opinions of a company's or brand's key components and qualities.

According to Rita et. al. (2019), customer satisfaction is an indicator of a customer's belief in the likelihood that a service would result in a favorable sensation. According to Pereira et. al. (2017), an unsatisfied online client would quit their online store with or without complaining, whereas a happy customer would probably purchase there again and recommend them to others. Customer satisfaction, according to Rita et. al. (2019), adds that a result of the buying process and has a significant impact on how customers behave in the future, including whether they make repeat purchases online and how loyal they are. In the business-to-consumer (B2C) internet world, satisfaction is one of the most crucial success indicators. The service quality is such a factor that affects the satisfaction of the customers (Löke, Kovács, and Bacsi, 2018).

The capacity of the business to satisfy customers and foster contentment have a strong beneficial impact on customers' intentions to make more visits (Bahadur et. al., 2018). Customer's loyalty is favorably and considerably influenced by customer satisfaction with a company's services (Surahman et. al., 2020). According to Bahadur et. al. (2018), customer loyalty may be positively and significantly impacted by perceived consumer satisfaction with a company's entire offerings. If the service provider or sector does not fully comprehend what customers are looking for, it might be challenging to achieve customer satisfaction with a product or service. Different clients may be satisfied to varying degrees with the same-quality goods or services. As a result, a business must always focus on the caliber of the goods and services it offers to clients (Surahman et. al., 2020).

According to Djan and Adawiyah (2020), based on their analysis of sales, they are happy that the alternative product they picked has met or exceeded customers' expectations. Best customer service, continuous orders, an easy-to-use website, and a broad selection of products are all offered (Pandey et. al., 2020). To put it another way, a satisfied client is likely to recommend the business to others (Leung, 2020).

Customer satisfaction measures a person's sentiments following a comparison of their performance or outcomes knowledgeable about their expectations. Customers' levels of satisfaction and dissatisfaction will affect marketing success. Customer's expectations may be influenced by previous experiences, remarks made by family members, and promises and information obtained from advertisers and rivals. Customers that are happy will remain longer, be less price sensitive, and eventually depart. Positive remarks regarding the business. Businesses must design and maintain a system to increase customer satisfaction (Binowo, Worang, and Arie, 2023).

- *Customer Satisfaction in Food Industry*

Espino (2017) noted that ensuring client happiness is the most significant importance in the culinary sector in the Philippines, especially in Batangas. However, owners of businesses should guarantee operational effectiveness while working to please consumers. Additionally, achieving customer satisfaction by efficiently using products, regulations, and people methods and approaching customers proactively. In the food industry, customer satisfaction is crucial for a company's long-term competitiveness. The consumer buying-decision model has an impact on customer satisfaction, which is dependent on whether the customer actually purchases the product after evaluating it against alternatives. The customer's familiarity with the goods, suppliers, and marketplaces also has a role in how satisfied they are (Suchánek and Králová, 2019).

- *Customer Satisfaction in Coffee Business*

In the current world, every firm depends on what the customers want and need. Businesses owners must follow consumer requests to satisfy them. Customer satisfaction affects the business and the products that are supplied; if the consumer is happy with the product and service, there will be more products and better service. Following the demands of the customer is essential since unhappy customers would not ever purchase a company's goods again (Ali et. al., 2021).

The sector of the economy that deals with food and drink, which includes the coffee shop, came out of a straightforward premise: given that individuals often travel to and from their residences. They most likely need and desire to eat and drink when they are at venues with business agendas. Thus business-minded individuals are to satisfy such need by supplying food and beverages to the consumers. As people's interests variedly grew more, so do the products and services relate to the food and beverage industry come next. In Batangas, coffee café's are currently a growing industry. A number of increasing demands have led to the establishing several coffee shop operations. The usage of coffee café's as a gathering spot and a hub for social interaction (Suarez et. al., 2017).

Making customers feel content after purchasing or drinking your items is necessary to keep them coming back to your coffee shop, even in a competitive environment (Afriyanti and Rasmikayati, 2018). Customer satisfaction is therefore a crucial factor for the business since it will give a number of positive effects on it in the long run (Murtiyanto, 2018).

- *Customer Satisfaction Linkage on Service Quality and Coffee Attributes*

Overall, the market is evolving quickly, and this is the period of an expanding, globally integrated business sector that emphasizes both the breadth and depth of services as well as service quality (Chien and Chi, 2019). Recent years, business sectors have seen rise of the importance of customer satisfaction, which has led to a greater focus. According to earlier research, any company's performance was heavily influenced by customer happiness and service quality (Dawes et. al., 2020).

San, Kijkasiwat, and Abbasi (2022) state that customer satisfaction has an effect on word of mouth (WOM) in the setting of coffee shop, and it is substantially connected with service quality. Additionally, the level of general satisfaction may be used to gauge customer satisfaction. Customer satisfaction, however, is a significant variable in determining consumer satisfaction. Customer satisfaction, especially in the service environment, is an essential component in retaining existing customers and attracting new ones by promoting behavioral intents such as "recommendations," "willingness to pay," "repurchases," and word of mouth.

- *Service Quality*

Service quality is such a factor that affects the satisfaction of the customers (Löke, 2018). San, Kijkasiwat, and Abbasi, (2022) define service quality as the assessment of the gaps between the customer's desires for the service and their opinion of how well it performed. The provision of better or superior service compared to what the consumer expects is how service quality is frequently defined. According to Go, et. al. (2022), a company's expansion or success depends on attracting customers with excellent food and service, as well as meeting their needs and converting them into repeat customers. In order to offer the highest quality services possible, business owners should always consider every dimension. They argued that the four key dimensions of responsiveness, assurance, tangibility, and reliability play a significant role in enhancing customer satisfaction and would keep customers reliable and satisfied when utilizing the services of businesses in Malaysia. Customers will consider a number of dimensions when assessing a company's service quality.

The service quality dimensions include The following characteristics of an excellent services: Responsiveness, which denotes an employee's readiness to respond to consumers immediately, alertness, or giving them their entire attention and meeting their needs (Song et. al., 2022). By assessing responsiveness, the researchers will be able to determine whether or not the employees or baristas of the chosen cafés have the capacity to address the inquiries or demands of the consumer immediately (Kaengke et. al., 2022). Knowledge, competence, and abilities of the crew are important components of assurance, as the ability to win the trust of their clients (Kant and Jaiswal, 2017). The researchers would assess the level of confidence at the chosen cafés to see if they handled the food securely, made the patrons feel at ease, and had an interest in resolving customer issues (Atmaja, 2018). Tangibles include the service's immediate surrounds, such as the building's architecture, the location of the business, or the appearance of the staff and other tangibles include tools and other physical components that offer services (Anwar, 2017). By assessing tangibles, the researchers were able to determine whether the café's facilities are appealing, the utensils are clean, the atmosphere is clean, pleasant personnel or baristas, and good-quality tables and chairs are good quality (Atmaja, 2018). The barista's particular service or approach to customers is demonstrated by their empathy. Empathy may be demonstrated through showing concern, giving clients individual attention, and providing services (Putra, 2019). The capacity of the employees or baristas of the chosen cafés to give individualized attention, demonstrate a knowledge of customers' requirements, and be able to enlighten and assist customers in making decisions are all indicators of empathy, according to the researchers (Atmaja, 2018).

Being reliable means that the café is cautious with the results and gives service that is exact and even for the first time. In the accordance with the customer's expectations, it is providing the service. By evaluating reliability, the researchers would be able to determine if the chosen cafés accurately or exactly filled the customers' orders and whether the staff members were competent enough to give their services for the first time (Go, et. al., 2022).

According to Pakurár et. al. (2019), service quality is the standard of service offered by management to satisfy customer expectations. There are five dimensions of service quality. This tangible, reliable, responsive, assurance, and empathy. The quality of the services is crucial (Sudari et. al., 2019). According to experts, with strong service quality, consumers will be happy and able to refer or attract new clients, which will enable the firm to meet its operational costs and continue to operate (Lee and Lee, 2020). Service quality, according to Uzir et. al. (2021), is an economic activity that results in time, place, psychological usefulness, and consumer evaluations of a service's excellence. In order to convey the idea that service quality is a crucial strategy for enhancing quality in commercial rivalry in the services industry. Suhartini (2023) contends that in order to improve service quality, effective service planning is required in order to deliver services to clients in a way that prevents issues, disputes, and complaints. In order to satisfy the demands and expectations of the client, it can at least reduce issues and handle them skillfully.

In Finistiyawan and Bessie (2020), states that customer pleasur and service excellence are connected. The perceived quality of service is considered to be good and pleasant if it satisfies client expectations. If the perceived service meets or exceeds the client's expectations, the service is considered a high quality and on the level of excellence. This belief is supported by study by Tabelessy et. al. (2023), which identified that service quality has a considerable impact on customer satisfaction. Similar findings are presented in the study done by Tabelessy et. al. (2023), which demonstrates that service quality has a favorable and significant impact to customer satisfaction. Additionally, Kurnia and Suwiknyo (2018) point out that the dimensions of service quality have an impact to customer satisfaction.

According to Gonu et. al. (2023), service quality is frequently viewed as a complex construct with five dimensions: responsiveness, assurance, tangibility, empathy, and reliability. The idea of service quality has received a lot of attention in marketing literature. A customer's overall evaluation of the effectiveness of the service is known as perceived service quality. According to Meesala and Paul (2018), the definition of service quality is "perceived decisions resulting from an appraisal process in which consumers compare their perceptions with what they believe they have received." The quality of the service is decided by how well it meets the needs and expectations of the client, according to Abror et. al. (2019), and the better the fit, the higher the satisfaction. After that, Gonu et. al. (2023) developed three-dimensional theories of service quality that take into account which are the physical quality, interaction quality, and company quality.

According to Yolal et. al. (2017), service quality refers to how visitors perceive the quality of the services as offered at their location. Instead of focusing exclusively on assessing the services themselves, these two definitions place more emphasis on tourists' perceptions, which are related to tourists' cognitive evaluations of the services given at the destination level. Service quality needs to be better understood, according to Halim and Alsheikh (2018), in order to reach the greatest levels of visitor satisfaction. Providing outstanding service to visitors is essential for establishing long-term company success. According to Binowo (2023), business focus service quality to increase client satisfaction and loyalty. The gap between client expectations and the actual service they received or encountered is known as the service quality. The level of service provided must meet the demands and expectations of the consumer. The service quality is considered to be perfect if it meets or exceeds client expectations. The quality of the service is deemed bad if it falls short of the customer's expectations or even is improper.

Service quality, according to Pahrudin et. al. (2023), is the customer's assessment of the service components of a product that the customer has gotten from the service qualities offered by the firm in accordance with the customer's expectations and wants. They claim that a customer's long-term cognitive assessment of how well a firm delivers its services is what they mean by "service quality." In order to evaluate a service or compare desirable customer expectations with excellent or bad service as seen by consumers, service quality is the disconfirmation of customer expectations. No matter what kind of product is produced, according to Suryani et. al. (2022), service quality is a critical concern for any business. Simply said, service quality is a measurement of how closely delivered services may be compared to customers' expectations. In order for individuals being served to continue feeling happy and expressing it verbally, great service is defined by keeping customer commitments. Customer satisfaction and quality are closely related, with quality acting as a motivator for clients to form a solid link with the entity providing the service. Thus service providers will be able to completely comprehend the requirements and expectations of customers with the help of strong relationships.

In contrast to several findings of the study discussed above, according to Tabelessy et. al. (2023) found no evidence to support the claim that service quality has a major impact on customer satisfaction. They came to the conclusion that service quality does not significantly affect customer satisfaction. Also, they provided research results that were not much different, that service quality had no significant effect on customer satisfaction.

According to Gera et. al. (2017), service quality enables the business to set itself apart from its rivals by boosting sales and market shares, offering chances for cross-selling, developing customer interactions, and generally improving corporate image. Reduced turnover rates are achieved as a result of increased customer and staff satisfaction. Positive word-of-mouth advertising also draws in new clients. According to Afthanorhan et. al. (2019), service quality was described as "the global evaluation or attitude of overall excellence of services". In other words, it is the variation in how customers perceive or anticipate the services that service firms adopting the confirmation/disconfirmation paradigm will provide. Meanwhile, one may think about expectations in terms of what a service would provide. In fact, service quality has been researched for many years in a variety of industries.

According to Elizar (2020), service quality is frequently viewed as an investment for a business, and attempts for improvements it has been shown to boost the number customer, the volume of sales made by current customers, making business profitable. Customer satisfaction is directly impacted by service quality. Which is indirectly impacted by service quality via the mediation of confidence from customers. However, the satisfaction of customers does not mediate the relationship between service quality and loyalty from customers. Customer satisfaction is affected by service quality. Customer trust is affected by service excellence. Customer loyalty is impacted by service quality. client loyalty is unaffected by client satisfaction.

Anwar (2017) asserts that one of the crucial elements of a high-quality service is the process of quality. Because of this, organizations that offer services do not have any products, but rather interactive processes. Since services are unseen, that it is difficult for the company to analyze and quantify them. There are several important definitions of service quality that have been created by various academic researchers. Service quality is the difference between what customers anticipate from the service provider and how they rate the services.

A commitment to continuous service quality improvement is necessary to maintain a competitive edge in the very competitive hotel sector. This dedication is necessary in order to attract new visitors and maintain existing ones. Customer satisfaction increases when businesses go above and above in terms of service quality, according to research by Nunkoo et. al. (2020).

Studies conducted in various industries, including the hospitality industry have indicated that consumers often report feeling dissatisfied with the level of service they get. For instance, Baidoo and Odum-Awuakye (2017) found that poor levels of customer satisfaction were linked to a lack of effective communication, because of inadequate amount of tools and equipment, sloppy service standards, and inefficient working procedures. These findings highlight the need of modifying service quality in order to fulfill the requirements of the clientele. It could be beneficial for businesses like hotels and car lots to collaborate with other parties like independent garages in order to fill these gaps. When companies collaborate, they may be able to do more in a variety of areas, including training, the sharing of information, and the standardization of services. It's possible that improving the resources available at roadside maintenance facilities will lead to an improvement in service quality, which would, in turn, lead to increased customer satisfaction. Companies that are aware of the relationship between service quality and customer satisfaction often make expenditures in areas such as the training and development of their personnel, the purchasing of new materials, and the actual delivery of services. An improved consumer opinion of the service quality leads to more pleased consumers who are more inclined to return and spread the word about the business. Existing customers who are satisfied with the product or service are more likely to promote it to others, and positive reviews posted on the business website may assist in bringing in new clients.

- *Responsiveness*

Responsiveness is the ability of management to respond quickly and carefully the customers want and request. Because of this, it is important for businesses to be ready for change (Song et. al., 2022).

According to Cheng et. al. (2019), two things that are examples of what are expressed by the word "responsiveness" are the desire to serve consumers and to deliver prompt service, as well as the willingness to assist customers and supply them with readily accessible alternatives on demand. Both of these things are examples of what is conveyed by the phrase "responsiveness." One of the indicators that may be used to assess how well a network of financial institutions serves the expectations of its clients is termed "responsiveness." According to Herhausen et. al. (2019), it is challenging for a business to be adaptable if it does not have access to real-time consumer data, customer loyalty programs, factor-of-service management, and a full knowledge of the ability to profile client behavior.

The extent to which consumers think that the wireless service providers that they use are always available to help them in any fashion is another aspect of responsiveness. As a consequence of this, two of the most crucial aspects of offering excellent responsiveness are being honest and exhibiting a real interest in supporting consumers. According to a body of scholarly research, retention rates is potentially sufficient in catering the responsiveness of consumers by delivering services on time and of a high grade (Ananth et. al., 2018). As a result of this, one of the most essential components of responsiveness is demonstrating authenticity and a genuine enthusiasm to provide assistance to customers. Again, the length of time spent with customers as well as the efficiency with which services were delivered were the determining factors in the degree of responsiveness that was offered (Ananth et. al., 2018; Putra and Suwitho, 2019).

It has been established that one of the SERVQUAL dimensions, namely responsiveness, has a direct influence on service quality. This effect assessed by timeliness, provider recognition, and pleased customer ratings (Lee et. al., 2019). According to Ocampo et. al. (2017), one of a service firm's most important aspects or dimensions is its responsiveness. Over the last several years, businesses like MERALCO have seen growth not just in their workforce but also in their total productivity. According to the results, it is abundantly apparent that consumers have high expectations for the responsiveness of service providers especially during the COVID-19 outbreak. These expectations are exceptionally high regarding the reporting of specific electrical difficulties situations, the clarification of energy bills, and the answering of queries. This finding implies that customers value and reward businesses that are responsive, accommodating, and willing to meet their needs.

The approach for providing service places a heavy emphasis on responsiveness, which refers to the readiness to assist customers in a timely manner and reduce the amount of time they have to wait. It has shown that the degree to which employees are prepared to provide uninterrupted service has a significant bearing on the levels of satisfaction as experienced by consumers. However, research conducted by BRI Unit Unsrat Manado indicates that responsiveness not only has a negative correlation with but also has no significant influence on the level of customer satisfaction. The study look into consideration a variety of aspects, including ease of access, the caliber of the provider, and the efficiency of the service provided. These findings are in line with those of an additional study that was conducted on business in Coimbatore. Moreover, study found that responsiveness had the least influence on customer satisfaction out of all the factors that were investigated (Binowo, Worang, and Arie, 2023).

The researchers discussed the staff members' eagerness to serve clients and provide timely and attentive service, we mean what we mean when we talk about their responsiveness. The enthusiasm of staff members to provide prompt and efficient assistance to clients is an essential component of this service guarantee. This includes their speed in processing transactions, their dedication to keeping particular pledges made for their consumers, and their responsiveness in providing service to customers. The preparedness of bank employees to provide assistance to clients whenever they may need it is yet another significant component of responsiveness. The rate at which bank workers respond to client requests and the quality of service as a whole are two examples of metrics that can be used to measure responsiveness. Another statistic that can be utilized is the satisfaction rate of customers (Atmaja, 2018).

This action is taken by the organization in the event when a client has many inquiries or concerns, and must done at the quickest time possible. You may determine a company's responsiveness by asking questions regarding the amount of difficulty faced by their customers, how eager they are to assist consumers in finding solutions to their issues, how fast they respond to customer complaints, and other similar questions (Haming et. al., 2019). One aspect that can be used to describe the responsiveness of a company is its inclination to assist consumers by quickly and easily providing the services that those customers need (Chung et. al., 2020; Van den Broeck et. al., 2019).

The extraordinary responsiveness of chatbots has contributed to the rise in popularity, which is excellent news for companies who want to increase the level of customer satisfaction they provide. Chatbots are constantly available and eager to assist, allowing for prompt responses to consumers' inquiries and issues any time. The end outcome of such responsiveness is to provide a seamless and fruitful experience for the customer. According to the findings of the study carried out by Roy et. al. (2018), a favorable correlation exists between chatbot responsiveness and customer satisfaction.

Chung et. al. (2020) add that having a discussion with a chatbot that replies to a customer's inquiries and remarks boost the customer's overall level of satisfaction with the service that the company provides. More importantly, responsiveness is one of the key chatbot quality attributes, and it has the ability to significantly enhance customer service chatbot systems while also making them more enjoyable to work with. This is because it is one of the primary ways in which chatbots demonstrate the quality (Li et. al., 2021).

According to Balinado et. al. (2021), there is no substantial relationship between responsiveness and customer satisfaction. The availability of assistance upon admission, the warmth of receptionists, the amount of time spent waiting to be served, and the clarity with which service advisers explain difficult ideas are all indicators of responsiveness. This would imply that clients have, on average, lesser expectations about the responsiveness of the service workers despite the signals existence and the influence level of customer satisfaction was insufficient to be considered statistically significant.

In the workplace, employees who demonstrate responsible behavior play a crucial role in meeting the expectations of customers by reacting promptly and accurately. When a company effectively utilizes the existing resources and information within its workforce to respond to customer requirements, it tends to garner positive opinions from customers. According to Man et. al. (2019), higher levels of customer satisfaction are associated with a greater level of enthusiasm among staff members in finding solutions to consumer problems. Employees are able to reply to inquiries, are eager to assist clients, and quick to provide clients with an estimated time of completion.

Responsiveness is defined as being eager to assist customers and provide prompt service; it is expressed to consumers by the amount of time they must wait for support and attention to problems (Pakurár et. al., 2019). The organization's willingness and capability to assist customers and eager to deliver prompt service in a timely manner are both factors that contribute to the responsiveness dimension of service quality. Customer satisfaction is affected by workers' readiness to deliver the required service whenever it is needed without causing any trouble. The main focus of responsiveness is how service providers respond to clients through their employees. Customers are more satisfied when they receive individualized attention, and personnel are more attentive when it comes to the issues that customers confront. When this happens, consumers' contentment undergoes a dramatic change (Pakurár et. al., 2019).

However, it is important to note that Balinado et. al. (2021) found no substantial relationship between responsiveness and customer satisfaction. Indicators such as the availability of assistance upon admission, the warmth exhibited by receptionists, the waiting time for service, and the clarity of explanations provided by service advisors are considered as measures of responsiveness.

Surprisingly, this indicates that average customers, have lower expectations regarding the responsiveness of service personnel. Despite the presence of these indicators, the impact on customer satisfaction was not statistically significant, suggesting that they were insufficient to significantly influence the level of customer satisfaction.

Slack et. al. (2020) conducted study in which they evaluated the impact which the number of aspects of service quality had on the level of customer satisfaction. It was made quite obvious that responsiveness a significant component. The speed with which a service's providers respond to whatever concerns, concerns made by its consumers is one way to evaluate the responsiveness of that service. According to the findings of the study, there was a substantial correlation between a company's response time to customer inquiries and complaints and the level of customer satisfaction. This lends credence to the hypothesis that customers were more satisfied with the service as a whole when their concerns were acknowledged. Being fast to respond to the requirements of the clients is necessary if you want to keep a solid connection with them. Much more businesses boosts the levels of customer satisfaction.

Letting customers wait, especially for no apparent reason, will give them a bad impression, which should not happen. Be enjoyable and informative if this mistake is fixed quickly. Certain service quality includes service workers who are knowledgeable, skilled, friendly, polite, and trustworthy so that customers don't have to worry about anything and are free from risk (Bungatang and Reynel, 2021).

- *Assurance*

Assurance refers to the range of skills, knowledge, and behavior that workers possess without danger, risk, or uncertainty (Pangkey et. al., 2023). Assurance can be defined as the combination of knowledge and courteous behavior exhibited by employees (Kant and Jaiswal, 2017).

According to Bungatang and Reynel (2021), the assurance component is recognized by its influence to customer satisfaction, although doesn't have any appreciable negative effects. It may be brought about by developing customer confidence, which customers currently see as missing and which should be further enhanced, feeling secure while doing transactions, mastery of staff expertise, consistently excellent behavior by workers, and other dimensions.

The degrees to which the employees of a business is aware of, basically on competent, pleasant, and trustworthy leveled to assurance, which is also known as guarantee in certain contexts. It suggests that there is no threat, risk, or unpredictability. In the current competitive business environment, the members of the bank need to demonstrate a greater degree of skill to establish that they are valuable to the institution. There are a number of indicators that may be used to quantify assurance, such as the assurance that services will be provided on time, the assurance that information will be delivered in an accurate and trustworthy manner, and the assurance that proper safety procedures will be taken (Atmaja, 2018).

When we talk about the capacity of staff members to treat clients with warmth, kindness, and respect, we are referring to what we mean by assurance in service. It is commonly accepted that determining how important this component is to total customer satisfaction is of the utmost importance. The capacity to inspire trust and confidence in both clients and coworkers, together with great manners and expertise, are all connected to an individual's level of assurance in their employment. When discussing banking services, the term "assurance" refers to the provision of helpful monetary assistance in an approachable and cordial way, the provision of simple access to account information, the provision of a pleasant banking environment, and the provision of competent management.

However, the findings of the analysis carried out by the BRI Unit Unsrat Manado revealed that assurance did not have a major impact on the level of customer satisfaction. According to the findings of the poll, indicators of assurance such as friendliness, politeness, and respect may not have been powerful enough to enhance customer satisfaction. It would seem that this is the case based on the statistics. As a direct consequence of this, the relevance of assurance is, to some extent, minimized by our research (Binowo, Worang, and Arie, 2023).

Providing clients with assurance entails speaking to them in their own language and paying attention to their opinions, regardless of their educational background, age, or ethnicity. It reveals the attitudes of the staff, their behavior, and their capacity to offer amiable, private, respectful, and expert services. The sense of security a client has when executing their financial operations is referred to as assurance in the banking industry. Customer satisfaction will increase as a result of courteous customer service, accuracy in completing orders, simple access to account information, convenience within the bank, accurate record-keeping and quotations, hiring a qualified professional team, and delivering on promises (Pakurár et. al., 2019).

The level of assurance that is supplied to customers as part of the service quality has a direct bearing on the quantity of customer satisfaction that may be obtained. Customers are more likely to have trust in a company when its employees exhibit competence in the areas in which they specialize in the products or services offered by that company. The customer is given the assurance that the supplier of the service will carry out their responsibilities in a manner that is both professional and ethical. As a direct consequence of this feeling of assurance, positive word-of-mouth recommendations are encouraged, particularly in the context of financial

institutions. The idea on the part of a client that their service will be provided by experts who are competent and trustworthy contributes to the customer's sense of assurance (Johnson and Karley, 2018).

Assurance is a crucial element, along with dependability, accessibility, and personnel expertise. In the banking industry, it was discovered that the assurance dimension significantly and favorably affected client happiness. Customers expressed their pleasure with bank workers' expertise, civility, and capacity to foster client confidence in terms of the assurance dimension. Employees are kind, knowledgeable, and dependable. Numerous studies highlight the link between customer pleasure and assurance (Pakurár et. al., 2019).

According to the findings of the research carried out by Balinado et. al. (2021), there is no correlation that can be considered statistically significant between the assurance levels and the levels of customer satisfaction. All of the following are examples of indicators that fall under this factor: appointment confirmations and reminders, vehicle checklists upon entry, maintenance reminders for upcoming services, informing customers when their vehicle is being serviced, allowing customers to watch the service process, providing constant updates from the Service Advisor on the status of the vehicle, assuring customers of a warranty on parts and repairs, and providing customers with a complimentary loaner vehicle.

Another to the findings of this research, clients have much lower expectations of the service providers they work with regards to open communication, honesty, and openness. They don't care whether their belongings are returned to them, if they know what's going on while their cars are being serviced. They have no interest in any of those things. These are some of the things that they believe does not greatly contribute to the quality of the work that will be done on their autos, and they expect that the quality of the work will still be high. Nonetheless, offering a guarantee and specific information on the accomplished tasks is an effective way to reassure clients about the quality of the service they have got (Balinado et. al. 2021).

The findings of another research that investigated the influence of service quality on levels of customer satisfaction showed that the level of assurance provided by a company is a significant factor on the degree of which a customer trusts that firm. The staff's expertise, etiquette, and abilities have the potential to raise the consumers' level of trust in the company. When consumers have faith that their requirements will be recognized and met, they report higher levels of satisfaction. This is due to the fact that consumers' levels of satisfaction increase when they have a sense of safety and confidence in the efforts made by the organization. Customers are more likely to be satisfied with the services provided by a firm if they are certain that they will be treated with respect and if their expectations are routinely met (Triana and Qurani, 2023).

According to Pakurár et. al. (2019), The amount of assurance that is provided to a company's customers is closely related to the level of customer satisfaction achieved in the Jordanian banking business. It is an essential component that is just as important as reliability, accessibility, and the expertise of the employees. It has been shown that providing reassurance to consumers has a positive and statistically significant influence on the level of satisfaction they report overall. In plainer terms, this suggests that customers of Jordanian banks are satisfied with their banking experiences as a result of the reassurance they have received from bank employees. The presence of staff members who are not just knowledgeable but also kind also contributes to this feeling of safety. Research after research has shown that offering reassurance to consumers is associated with much higher levels of satisfaction on their part.

According to the research results of Haming et. al. (2019), the level of assurance provided to customers is the single most critical element in influencing their level of satisfaction. Suppose you only buy halal, legal, and unopened things, ask the correct questions, receive an actual sales receipt, interact with helpful and polite salespeople, and get a sales receipt. In that case, you should be able to feel confident about your purchase. Another critical factor is dependability, which may be evaluated based on factors such as maintaining consistent business hours, hiring kind and knowledgeable employees, ensuring that customers are satisfied, and providing detailed product descriptions.

According to the findings of study carried out by Suryawirawan et. al. (2022), assurance is an essential factor that plays a role in influencing the level of satisfaction that students have with freemium applications. Assurance is the term used to describe the app's flexibility and reliability. According to the findings of their study, there are positive relationships between assurance and the level of satisfaction that students have with the app. Students' desire to pay for new features in freemium programs was unaffected by other quality attributes or perceived value. This finding was found to be quite interesting. It was found that student satisfaction had a positive influence on the students' inclination to continue using the app, but it did not have any effect on the students' intention to make a purchase of the app.

Assurance was shown to have no significant influence on the level of customer satisfaction in supermarkets, according to the research findings. This indicates that the degree of assurance did not play a significant influence, according to the study's results, in influencing the level of customer satisfaction with the services provided by the supermarket (Slack et. al., 2020).

- *Tangibility*

Physical assets, such as tools, personnel, and communication channels, are considered direct proof. This may take the shape of the building and front office space, parking space accessibility, success, cleanliness and comfort of the room, communication equipment, and personnel (Pangkey et. al., 2023).

Anwar (2017) defines tangibles as "the appearance of physical facilities, equipment, personnel, and communication materials." He also states that physical appearance includes the way that furniture, people, and renovated buildings features.

Tangibility includes things like the cleanliness of the rooms, restaurants, and other public spaces, the personnel's use of clean, appropriate uniforms, the use of paper gloves, etc. The guest considers tangibles to be the most important aspect out of the other five dimensions. It provides a tangible representation of the images of the services that customers, would use to judge the quality. Although tangibles are widely used by service providers to boost their reputation, create consistency, and signify quality to clients, most businesses combine tangibles with one another to build a service quality strategy for the business (Adhikari et. al., 2023).

What can be seen, touched, and evaluated directly by customers are referred to as "tangibles" or "direct evidence," and they are a key component of a successful business. Every single structure, instrument, person, and lines of communication that are involved. The term "tangibles" refers to aspects that can be seen and felt in this context. Some examples of "tangibles" are the curb appeal and functionality of the building, front desk amenities, parking, workplace comfort, communication tools, and personnel presentation. The management of the bank should also consider the mechanisms that are currently in place to provide assistance for customer service. When it comes to making a purchasing choice, customers take a variety of factors into consideration, including the amenities of the building, the temperature control, the level of technical sophistication, and the quality of the office furniture. The tangibles of the business establishment may be evaluated using a number of different indicators, such as the quality of the service that is provided, the accessibility of the service sites, the ease with which the service method is carried out, as well as the personnel' level of expertise and their punctuality (Atmaja, 2018).

In addition, Arie, Binowo, and Worang (2023) states that to provide outstanding customer service, "tangibles" such as facilities, equipment, communication tools, and presentation are all important factors to consider. The stimulation of the senses and the one-of-a-kind nature of the experience that these physical characteristics made have a substantial influence on the level of customer satisfaction. The concept of "tangibility" refers to a broad variety of aspects, such as the outward look of both the employees and the consumers, the accessibility of written information, and the characteristics of the actual physical site. Customers are more likely to feel at ease and protected when they visit a bank that is spotless, well-maintained, and modern, with workers who are well-dressed and technologically advanced equipment. The provision of service of such a high quality improves the experience overall, which in turn leads to increased levels of customer satisfaction.

The tangibles to any companies offer have a significant impact on how customers perceive that organization. They contain the tools and equipment required to successfully execute jobs and make an unforgettable impression from the customers. The employees that have the most direct contact with customers should be given priority in terms of getting the greatest equipment, tools, and uniforms. When customers are presented with aesthetically pleasing environments over the course of their transactions, they usually comment positively the experience with great levels of satisfaction. Increasing one's investment in tangibles leads to improved service performance, which in turn meets customer expectations and increases overall customer satisfaction (Man et. al., 2019).

Consumers are able to make an impression that is memorable to them. Aside from that Consumers experience pleasant conditions when they make purchases of services created by the business. Thus, the concrete aspect contributes to the state that is getting worse. The ability of staff to respond promptly to customer desires. The greater, the more tangibles a firm provides, the greater its ability to provide customers be (Balinado et. al., 2021). Rasyid (2018) asserts that there are a number of indications in the dimension of physical evidence (tangibles), including the ease in which a location may be used for transactions, the tidiness of the personnel during transactions, and the consistency of cleanliness.

According to Bungatang and Reynel (2021), the tangible dimension as seen from its influence on customer satisfaction is still unable to provide maximum value, so it must be a priority concern to be improved, for instance, by providing facilities like offices that are strategically located with a large parking area. However, would be a good reference for a business new branch. Triana and Qurani (2023) states. Through findings of the research indicate that the existence of physical evidence and other tangible characteristics does not play a significant part in influencing the level of satisfaction experienced by customers. When we speak of a company's "tangible factors," we are talking to its outer appearance, the physical attributes of its buildings and infrastructure, and the external location, all of which have the potential to be leveraged to attract and keep customers. The customer satisfaction may be generated by intangible factors such as outstanding equipment and sufficient facilities, but the results of the poll indicate that customers are aware of this fact. Therefore, customers' impressions of a company's service strategy are partially impacted by tangible evidence; nevertheless, this is not the primary element that determines the level of customer satisfaction.

According to the findings of a research that was conducted by Slack et. al. (2020) on the issue of the connection between service quality characteristics and customer satisfaction in supermarkets, tangibles not have major influence on the levels of satisfaction that customers experienced. According to the findings of the study, the physical characteristics of the supermarket, such as its look or the infrastructure that supported it, did not have a major impact in predicting the degree of customer satisfaction that was achieved.

Haming et. al. (2019) based on their Jordanian company business. Study specifically, on the tangibles do not have a positive and statistically significant correlation between the tangibility of a service and the level of satisfaction experienced by the customer, but are eased of use of these services. This demonstrates that the tangibility of a product of service is a crucial factor in affecting the levels of customer satisfaction experienced in the Jordanian company business.

On the other hand Asmuni et. al. (2022). Research on customer satisfaction conducted at Company business branch in City show that Tangible dimension has a favorable influence on that measure. According to Pangkey et. al. (2023) discovered that the well-maintained building condition, adequate business facilities, and contemporary equipment at the PT. Company Rakyat Indonesia Unit Wenang Paal Dua Manado considerably boosted the level of customer satisfaction. These tangible qualities contribute to the customer's sense of satisfaction with the establishment products and services by providing an environment that is pleasant and conducive to doing business. Concrete examples include the way in which the installation of certain pieces of equipment (like electric meters, for example) may have an effect on the way in which customers judge the overall level of service quality (Chuenyindee et. al., 2022). According to Alam and Mondal (2019), the evaluation of characteristics such as a service provider's outer appearance, machinery, equipment, and utilities may have an effect on a tangible latent variable.

According to the findings of study conducted by Haming et. al. (2019), businesses need to place their primary emphasis on improving the tangible aspect of service quality. Aspects that are both visible and tangible have a significant bearing on the total degree of satisfaction experienced by customers. Tangible benefits and services improve customer satisfaction. Flyers, brochures, organizers, and instructional manuals are well-designed. Through tangibility, customer satisfaction is increased. Investment in tangible goods builds customer confidence and reliability. Visually and physically accessible offerings help customers comprehend and utilize them. A company's tangibles provide customers with a more immersive and interactive experience, promoting loyalty and satisfaction (Kumar and Kumar 2017).

- *Empathy*

Putra (2019), Indicates that empathy encompasses the understanding of consumer requirements and difficulties by the company and its representatives, as well as effective communication, personal attention, and simplicity of communication.

Caring, also known as empathy, is the ability to connect with other people, effectively communicate one's views, attention to the specific needs of others, and demonstrate regard for those serves. It is the responsibility of every employee at the bank to make themselves instantly accessible to customers in person and over the phone. When operating a company that provides services in accordance with Islamic law, it is essential to handle each customer on an individual basis. Empathy may be measured in a variety of ways, including how easy it is to get useful knowledge or make use of the resources that are at one's disposal (Atmaja, 2018).

According to (Ong. et. al., 2022) Empathy has a strong positive relationship with service quality, and signs of empathetic behavior like staff understanding customer needs, apologizing for mistakes, being willing to help, and being polite are strongly linked to customer happiness. Eresia-Eke et. al., (2020) says that while the study suggests that improvements in empathy can lead to higher customer satisfaction, it may be hard for food delivery companies to train their employees to develop the emotional ability to constantly think about customers' points of view and become more sensitive to them.

The basis of empathy in customer service lies in being aware of and caring about the requirements of a customer. It requires being able to explain oneself in a way that is both clear and responsible, taking criticism in a composed manner, and responding to the unique needs of each individual customer. Staff personnel that demonstrate empathy are more likely to build strong connections with customers. Increasing the level of customer satisfaction may be as easy as making the hours of operation more flexible, devoting more attention to each individual customer, gaining a deeper understanding of the necessities they want, and cultivating improved channels of communication. It has been shown that empathy has a major effect on customer satisfaction. This is due to the fact that empathy serves as evidence that a company understands and cares about its customers. Although the findings of this research did not totally agree with the findings of previous studies, it did indicate that the elements that were investigated had a significant effect on the overall picture (Binowo, Worang, and Arie, 2023).

An increase in customer satisfaction may be directly connected to an improvement in the quality of services offered by the employees, Farooq et. al. (2018). For example, better levels of customer satisfaction are the result of staff employees who show empathy for consumers and who really care about and understand the requirements of the customers. If you have empathy for the customer, "it will be much simpler for you to connect with them on a deeper level, which will ultimately result in stronger ties. An increased potential that the client will have a pleasant emotional experience improves the likelihood that the consumer will build trust in the service provider as well as loyalty to the provider." Farooq et. al. (2018).

Empathy plays a vital role in determining customer satisfaction with service quality, as highlighted by Johnson and Karley (2018), without empathy, customers are likely to be left dissatisfied with the services they receive. When service providers show empathy, they demonstrate genuine care and understanding towards customers' needs, creating a positive and fulfilling experience. Empathy enables service providers to connect on an emotional level, making customers feel valued and listened to. As a result, customers are more likely to have a higher level of satisfaction with the overall service experience. In essence, empathy is a crucial factor in shaping customer satisfaction by fostering positive interactions and meeting customers' emotional needs.

Pakurár et. al., (2019) states that the customer pleasure has also been shown to be highly correlated with empathy. Empathy may be attained by effective communication, a comprehension of client demands, and amiable behavior. When branches are located conveniently, consumers receive quality service, there are convenient hours, and personnel are aware of customers' requirements, they are satisfied in terms of the empathy dimension. Additionally, greater performance among rivals will be influenced by knowing client expectations.

Slack et. al. (2020) came to the conclusion that greater degrees of empathy show customer service representatives of customer satisfaction. He adds that when a company demonstrates care about its consumers and treats them with respect and empathy, it earns the trust and loyalty of those customers. Customers feeling appreciated and cared for, respectively, when their opinions and feelings are adequately recognized and cared for in the context of a business relationship. It is necessary to have an empathic posture in order to acquire the trust of one's customers and motivate them to have favorable notions about the service quality that is being provided.

According to the important study done by Haming et. al. (2019), empathy plays a significant role in supporting customer satisfaction within the Jordanian company business. The results show how important it is to understand customer wants and respond to them in a thoughtful and attentive way. Building a real sense of empathy requires banks to show that they really understand what their customers want and give them easy ways to talk to them. Especially, customer satisfaction goes up a lot when business stores are easy to get to, are open at handy times, and have employees who know what customers want. Previous study on customer satisfaction fits in well with these findings. By focusing on empathy, establishment can build better ties with their most important customers, which will lead to higher levels of customer satisfaction. Given that more and more people are realizing that social and natural factors affect how people behave, sustainable market communication seems like a good idea. By making sustainable development a central part of their business plans, banks can create a good loop of creating value through marketing while also making their businesses more likely to last in the long run. In the end, encouraging empathy in the business industry has tangible effects on performance, which highlights how important it is to improving customer satisfaction.

Pangkey et. al. (2023) placed a significant emphasis at company Rakyat Indonesia Unit Wenang Paal Dua Manado on the quality of empathy as a critical component that has a significant influence on customer satisfaction. The findings of their study shed light on the significant part that empathy plays in ensuring high standards of service quality. The amount of sincerity and care that the employees of a business display toward each individual customer may have a significant impact on the level of satisfaction that the customers feel toward the business. These findings shed light on the critical role that empathy plays in creating a positive and memorable experience for the customer throughout their interaction with a business.

Consumers will acquire the impression that they are important to the company as consumers when a high degree of empathy is recommended to them, which will have a very substantial impact on the service quality and the level of satisfaction (Chuenyindee et. al., 2022). Tumsekali et. al. (2021) put a significant amount of focus on the significance of the latent empathy variable in customer interactions that took place during the COVID-19 pandemic. The results of their research have significant repercussions for the retail sector as a whole, particularly in Indonesia, where they may be applied by businesses. In addition, these findings have global significance. One of the most important takeaways from this research is the role that empathy plays in determining the level of satisfaction experienced by customers. According to Haming et. al. (2019), despite the fact that empathy is an intangible quality, it plays a crucial impact in how consumers form their perceptions of satisfaction or discontent with a product or service.

According to Kumar and Kumar (2017), there is a considerable correlation between knowing what the customer wants and having it available at all times and no extra cost. This has the potential to increase customer loyalty significantly. According to Alkhaldeh et. al. (2017), there may be a beneficial influence on customer loyalty if working hours are flexible and sensitive to the person's requirements and if management and customers can communicate more effectively about those demands.

According to the findings of research carried out by Kasiri et. al. (2017), employees who demonstrated empathy for their customers saw better levels of customer satisfaction, good word of mouth, and loyalty to the organization. It is more likely that personnel who demonstrate empathy when interacting with clients would give beneficial service results, which in turn enhances the degree of satisfaction experienced by consumers (Giovani and Athanasopoulou, 2018; Vera and Trujillo, 2017). Companies are making an effort to ensure the satisfaction of their customers in order to maintain their clientele and prevent them from leaving for one of their rivals.

According to Biscaia et. al. (2017), having empathy for a customer entails having the ability to deliver personalized care to that customer. It is essential since it assists clients in feeling heard and acknowledged, which in turn raises their level of satisfaction with the business. This validation, which is very necessary, helps cultivate customer respect as well as attention and the perception of one's voice being heard. The sense of empathy needs to permeate all of a company's functions, regardless of whether or not the company has direct customer interaction. The initial phases include of the customer being listened to, their needs being understood, and those needs being anticipated.

When it comes to providing quality service to customers, empathy means putting oneself in their shoes and attempting to perceive things from their perspective as much as possible. To do this, you must be able to anticipate their requirements and preferences at each point of their journey and then provide an experience that is consistent with their expectations and satisfies them. According to Kobiruzzaman (2021), demonstrating empathy for one's customers' demands one to pay great attention to their requirements in order to provide personalized treatment. Kant and Jaiswal (2017) are the authors of one study that found a connection between empathy and customer satisfaction. The findings of Alotaibi (2021) research lend credence to the findings of Kant and Jaiswal (2017) study.

- *Reliability*

Reliability is defined as the ability to do and perform the service a customer needs reliably, accurately, and as promised, as well as the ability to deal with problems of the customers. As a service factor, reliability ensures the customers are satisfactions with right and best services (Pakurár et. al., 2019).

The reliability dimension focuses on an organization's ability and the workforce's desire to provide services that are in line with predetermined standards. This demonstrates that they are committed to enhancing their services in order to ensure that their customers are completely satisfied with them at all times. When a business can be depended on, its employees always arrive on time and provide the same high level of service to each and every customer. As a direct consequence of the company's commitment to reliability, the level of confidence placed in it by consumers and the extent of their allegiance to it will grow. Demonstrating the reliability of the personnel by living up to the expectations of the customers and delivering the services that were promised on a consistent basis helps develop a strong foundation for a long-lasting relationship with the customers (Man et. al., 2019).

When we speak about reliability, we mean services are delivered accurately and satisfactorily to the customer. Customers may have assurance that their requirements will be met from the very beginning of their interactions. Accuracy and thoroughness in customer service, the setting of defined service standards, and the competency and expertise of workers in the use of supplementary tools and technologies are all factors that may be used to measure the reliability of a business or organization (Atmaja, 2018).

Pakurár et. al. (2019) findings of their study demonstrated that reliability, together with assurance, access, and personnel competencies, takes its position as a fundamental component in service quality dimensions.

According to Balinado et. al. (2021), the reliability of a firm is one of the most important factors in determining the level of customer satisfaction. How easy it is to make an appointment, the degree to which customers who have appointments are given priority over those who haven't, how quickly services are completed, how accurately prices are estimated, how well-kept the vehicles are, how well customer complaints and requests are handled, and how confidently the service provider stands behind their work are all ways in which reliability can be measured. According to these studies, customer satisfaction rises when a business performs as promised in terms of cost, speed, resolution of vehicle problems, and any other elements that are significant to the customer. These findings also imply that customers are more satisfied when their wishes are complied.

According to Baber (2018), clients who are less knowledgeable about automobiles have a tendency to place a greater weight on consistent service, which in turn influences the amount of satisfaction they feel toward a business. If you take your vehicle to a reputable repair shop on a regular basis, you may prolong its lifespan and reduce the likelihood that it will malfunction.

According to Gopi and Samat (2020), Lack of reliability as a service factor can lead to customers getting inconsistent or lousy service, making them unhappy and leading to bad reviews. So, if a food business can't keep customers happy because it's unreliable, it may negatively impact its success and profits.

According to the study conducted by Slack et. al. (2020) on the link between service quality indicators and customer satisfaction in supermarkets, it was observed that reliability did not have a discernible impact on the level of customer satisfaction. The research was focused on the relationship between service quality indicators and customer satisfaction in supermarkets. The outcomes of the research suggested, in other words, that the reliability of supermarkets did not have a significant influence on the consumers' levels of satisfaction with the services that were given by supermarkets.

According to the research, the degree to which a company can be relied upon to provide reliable and accurate services in accordance with the promises made to customers has a major influence on that level of satisfaction. Customers are more likely to remain loyal to a company in which they have faith when the staff of that company are dependable and knowledgeable. They are

confident that the team providing customer service is knowledgeable and will reply to their queries in a timely way. The commitments made by workers to offer services in accordance with what was promised and to provide service that is prompt, accurate, and suitable are essential to preserving the satisfaction of consumers (Triana and Qurani, 2023).

According to the study of Slack et. al. (2020) on the link between service quality indicators and customer satisfaction in supermarkets, it was observed that reliability did not have a discernible impact on the level of customer satisfaction. The outcomes of the research suggested, in other words, that the reliability of supermarkets did not have a significant influence on the consumers' levels of satisfaction with the services that were given by supermarkets.

However, the research conducted by Haming et. al. (2019), a crucial component in influencing customer satisfaction in the Jordanian company business is reliability. Therefore, reliability is one of the most important aspects of service quality. Other important aspects include assurance, access, and staff capabilities. According to the findings of the study, reliability has a beneficial effect on the level of customer satisfaction. Customer service and up-to-date information are essential to the business success. According to the available statistics, there seems to be a high level of customer satisfaction among Jordanian bank customers with respect to trustworthy services, such as the fast delivery of promised services and courteous workers. These findings highlighted the relevance of reliability in terms of meeting the service expectations of customers and, therefore, contributing to the level of satisfaction felt by such consumers.

➤ *Attributes*

According to Cha and Seo (2018), a product or service is a collection of features and attributes typically related to a product or service's kinds and intangible qualities. An attribute is a property constantly associated with an object, an entity's core. Consequently, choosing a point is a variable that affects the decision, meaning that the outcome of various selections for the comparison group is considered a variable.

To satisfy customers, the coffee shop must offer top-notch features that fulfill their demands. To maintain and, if possible, increase their customers' pleasure, the owners of those coffee shops must consistently improve their operations (Darussalam et. al., 2020). According to Lee, Rajaratnam, and Konar (2018), attributes are described as the descriptive characteristics of a good or service. Research in recent years has been driven by discussions about attribute relevance in comprehending customer behavior concerning judgments about purchases and patronage. Prior research in the food service industry looked at the crucial factors that affect patrons' views of service quality, contentment, and desire to return to eateries or coffee shops. Their empirical study was the first to pinpoint the qualities that customers valued when choosing specialty coffee shops.

• *Quality of Coffee*

A single-origin, highest-grade, organically grown coffee is called quality coffee. Its excellent flavor distinguishes it and costs a higher price (Minten et. al., 2018). Based on other studies showing a significant positive link between food quality and Satisfaction in various food service industries, this study states a positive association between coffee quality and customer contentment (Lee et. al., 2018).

Defining coffee quality is randomize. be arbitrary. It depends on the regulatory authority, the country, or the coffee industry (Torrez et. al., 2023; Baqueta et. al., 2020). Furthermore, numerous techniques are employed to categorize coffee quality at various points in the production process (Torrez et. al., 2023). The Specialty Coffee Association, on the other hand, uses established procedures and is now educating Q-graders about consistency in the sensory evaluations of high-quality coffee (Pereira et. al., 2017). One of those variables that might affect customer satisfaction is "coffee quality." According to earlier studies, food quality is the most essential factor in the food service industry (Han and Hyun, 2017). De Souza Gois Barbosa et. al. (2019) claim that Arabica coffee is a renowned for brewing beverages with excellent cup quality.

Nevertheless, agronomic factors like edaphoclimatic conditions and coffee genetics influence the makeup of the green coffee beans and, as a result, the final coffee brew. The creation or destruction of several components, including carbohydrates, acids, caffeine, and lipids, which contribute sensory qualities to the coffee beverage, is caused by harvest and post-harvest operations, roasting, and storing roasted coffee. Acidity, body, and sweetness are sensory qualities that affect how well a coffee brew turns out. Simple carbohydrates, primarily sucrose, glucose, and fructose in coffee, engage in Maillard reactions during roasting, altering the fragrance and color characteristics and impacting sweetness (Filete et. al., 2022).

Getaneh et. al. (2020) assert that how coffee is being process, including harvesting, washing, drying, roasting, grinding, and cupping, is necessary to produce coffee of the required grade. The origin, manner of preparation, and differences in processing considerably impact coffee quality. Researchers concluded that hot-air roasters produce roasted coffee of higher quality than drum roasters. Hot air roasters, however, need more excellent air-to-bean ratios and operational temperatures. Therefore, reducing the roasting temperatures and the requirement for a strong air stream is necessary.

Additionally, the majority of contemporary coffee roaster designers need to be taken into account the process of roasting grounded coffee beans. However, when roasted, The coffee bean particles benefit from a significant surface area to volume ratio. Reduced coffee bean size allows for decreased heat transfer resistance and, when compared to whole coffee beans, results in a smaller temperature gradient with the same quantity of heat transmission. The origin, way of preparation, and differences in processing considerably impact coffee quality (Uren et. al., 2023). Fadhil et. al. (2018) claim that the lack of information among farmers about growing and processing coffee by export standards is the root reason for the low quality of coffee. Coffee growers typically received their knowledge of coffee plantations from their families.

According to Tolessa et. al. (2017), cup quality and chemical bean components indicate coffee quality, a significant attribute for the global market. Organoleptic properties (cup quality), external attributes, and chemical components all affect coffee quality. The rise in demand and consumption of high-grade, single-origin specialty coffee with particular characteristics creates excellent potential and new possibilities for coffee-producing nations.

Castanheira (2020) argues that pre- and post-harvest management actions impact coffee quality. The sampling quality is determined by every stage, from choosing the best coffee type for the plantation to creating the finished coffee drink. The quality of the coffee beverage is substantially influenced by the post-harvest management procedures to acquire appropriately dried coffee beans for roasting. To preserve coffee quality without sacrificing its inherent sensory qualities, physical and chemical capabilities, and storage longevity, the storage facility's temperature and relative humidity should be controlled—apparently, (Uren et. al., 2023). Coffee product attributes and the range of coffee options were linked to coffee quality and selection. The survey also found that customers valued four characteristics: selection and quality of coffee, pricing, and value, staff attitude and service, and environment and comfort. Coffee product attributes, particularly coffee freshness, smoothness, taste, temperature, and scent, were linked to coffee quality. The results of Zhang et. al. (2019) research indicated that coffee quality substantially impacted consumer satisfaction and loyalty intention. The findings go against earlier customer satisfaction studies conducted in the restaurant sector, emphasizing food quality's significance. However, given that the happiness and loyalty of café customers are more closely correlated with the quality of the coffee than the food, café practitioners and hospitality academics must recognize how café settings vary from other food service outlets.

People of all ages are becoming more health conscious in this day and age, and as a result, they are placing a greater emphasis on the nutritional value of the foods they eat. According to Shamsudin et. al. (2020), this shift in customer viewpoint is being pushed by factors such as the customer's level of education, money, and the prevalence of health-focused marketing efforts. Consumers evaluate the quality of a meal depending on how it appears, how it tastes, how much variety there is on the menu, how nutritious it is, and how fresh it is. (Zhong and Moon, 2021). Customers place a high priority on the food's level of excellence. Ingredients, the number of calories in a serving, and the method used to produce the meal are all examples of food characteristics (Shamsudin et. al., 2020). meal features are essential to consider while choosing a healthy diet. For businesses to effectively boost customer engagement, they need to update their menus so that the majority of the features that customers find useful are included in them. According to Zamani's (2020) results, prioritizing food quality may assist an organization's bottom line by increasing customer loyalty and good word-of-mouth. This may have a favorable impact on an organization's profitability.

There is a strong correlation between the quality and taste of the food you supply and the amount of Satisfaction your customers report feeling as a result of their purchase. According to the results of a study that was carried out by Sudaria et. al. (2019), the quality of the food, which includes elements such as the food's freshness, portion size, and taste, has a significant effect on the level of Satisfaction that a customer feels after eating the food. This highlights the need to put a high premium on food quality in order to ensure that every customer will leave your restaurant feeling satisfied and happy with the meal they have just had. If you consistently provide good-quality and appealing food to customers, you will be able to boost customer satisfaction and build a foundation of loyal customers.

Research conducted in the hotel industry by Karki and Panthi (2018) highlighted the significance of food quality in determining customer satisfaction. For instance, "freshness" refers to the desirable traits of being crisp, juicy, and aromatic, and it is one of the five variables of food quality found by researchers. Another component of food quality is nutritional value. According to several studies, the freshness of the food is one of the most important intrinsic factors that promote customer loyalty. The customers' characteristics and the environments they consume are connected to food. In casual dining establishments, food quality is an essential factor in choosing a restaurant. It has a significant impact on the amount of customer loyalty that is generated. There is also a significant association between customer food preferences, orders, and quality. Researchers Abdullah et. al. (2018) discovered a potential connection between high food quality and high levels of customer satisfaction. It is self-evident that enhancing customer service and maintaining a high level of food quality may contribute to developing a recognized brand and ensure increased overall customer satisfaction.

- *The Ambiance of the Coffee Shop*

According to Purwadi, Devitasari, and Darma (2020), ambiance refers to the physical attributes of the store that are used to create impressions and draw customers. This means that the atmosphere of the cafe is made up of attributes that are physically used to create impressions, foster loyalty, and draw customers. Customers' perceptions and emotional responses are stimulated by

ambiance in environmental design through visual communication, lighting, color, music, and fragrance, which ultimately affect what they buy. According to Han and Hyun (2017), customers who feel at ease in the store's ambiance are more likely to be satisfied. Customer satisfaction will rise to a higher degree when patrons feel at ease in the cafe environment. Furthermore, in the study of Seong-Soo and Seo (2018), psychological consumption value has an impact on consumer satisfaction in coffee specialty stores. Thus, people who value emotional and experiential benefits will be more influenced by environmental aspects like ambiance.

This indicates that the ambiance of the cafe may affect customers' perceptions and emotions to make purchases by creating a pleasant setting for them to do so through the use of these variables. Customers have yet to fully appreciate the significance of store ambiance for fostering a positive shopping experience. However, if customers do not think a restaurant has a charming ambiance, they will not suggest it to their friends (Purwadi, Devitasari, and Darma 2020). The epidemic caused by COVID-19 has had a significant influence not only on the hospitality sector as a whole but also on the settings of hotels in particular. Due to rising concerns about both customer and employee health and safety, hotels compelled to make a number of adjustments to their settings (Ghorbani, 2023).

In response to the COVID-19 epidemic, hotels required to develop a wide variety of healthcare policies and procedures in order to react to the outbreak and protect the health and safety of their visitors while they are staying at the establishment. These precautions may make it more challenging for visitors to have a positive experience while staying at the hotel, but they are essential for preventing the further spread of COVID-19 and ensuring that everyone remains safe (Chia and Xiong, 2023).

Hotels have the opportunity to increase their emotional value during the pandemic by delivering individualized attention and thoughtful touches to their guests, with the goal of assisting guests in experiencing a sense of increased safety and comfort during their stays. The supply of personnel and resources to individuals in need of emotional support, the construction of tranquil and pleasant settings inside the individual's room as well as the common spaces, and the distribution of complimentary wellness kits are just a few examples of what may be done. Other things that may be done include the distribution of wellness kits, which are also provided free of charge (Kim and Han, 2022). As a result of the appearance of COVID-19, hotels in Isfahan have modified the layout of their interiors in order to put the safety of their workers as well as the protection of their customers at the forefront of their minds. These adjustments could make hotels seem less conventional, but since they are essential for ensuring the security and comfort of visitors, they shouldn't be disregarded because they are essential. In spite of the status of the economy, it is feasible for hotels to continue to give visitors an experience that is both memorable and revitalizing during the whole of their stay. This is attainable if the hotels modify their décor to put a focus on the emotional value associated with health.

Recent studies questioned whether or not ambiance has a substantial role in determining customer satisfaction, particularly in the context of public transportation. According to the findings of a study conducted by Bezerra and Gomes (2020), the ambiance variable, which encompasses the thermal, auditory, and olfactory components present in jeepneys, was not shown to be a significant contributor to the level of passenger satisfaction. This demonstrates that the atmosphere of the jeepney services does not significantly impact the level of Satisfaction a customer experiences, which is especially relevant to the sector of public transportation.

On the other hand, the study that Okeke (2017) conducted presented a unique perspective by highlighting the role of the setting in the process of shaping the experiences of consumers. Nevertheless, Okeke's study focused more on the corporate sector and institutional settings than it did on the public transportation system. It brought home the point that the atmosphere has a significant influence on how a customer feels and on the amount of satisfaction that they believe they have received from a product or service. According to the information presented in the article, the environment of a company has the potential to have a significant impact on the overall perceptions and experiences of customers.

McNeil and Young (2019) conduct research in order to determine whether or not there is a correlation between the ambiance of food trucks and the amount of customer satisfaction that they feel. The researchers gathered data from a wide range of sources and modified the measures that were previously available in order to achieve their goal of achieving a more in-depth comprehension of the physical environment. In order to determine how the tidiness of the personnel and the cleanliness of the food truck itself impacted the surrounding ambiance, we conducted an investigation. In order to get a better idea of how satisfied our customers were, we asked them questions on their likelihood to come back and refer others, in addition to their overall level of Satisfaction. A substantial amount of internal consistency was found using the four-item scale that was applied to the evaluation of the physical ambiance. The purpose of this research was to evaluate the elements that lead to different degrees of customer satisfaction within different situations, including food trucks. However, further study is necessary to discover how the ambiance of various businesses and places affects the amount of Satisfaction a customer experiences at such locations and businesses.

According to research carried out by McNeil and Young (2019), when it comes to gourmet food trucks (GFTs), the ambiance isn't only about the food; it's also about the people who are dining there. This is because some food business tend to serve a small number of customers at a time. It is possible that the atmosphere produced by customers waiting in line, the possibility to interact with prospective chefs via service windows, and the feeling of being a part of the GFT "scene" may have a much more significant influence on the food truck experience than creative names and appealing designs. It's possible that convenience doesn't play a statistically significant role in determining customer satisfaction, but our comprehension of the importance of ambiance has grown.

Instead, the findings of the study imply that the quality of the service is more important, especially the sociable environment created by foodies and GFT owners and chefs. It is not speed, precision, or consistency that determines a person's level of happiness, but rather the social situation in which they find themselves. It is possible that future studies may look at how social ambiance affects how patient customers are with lengthy lineups at GFT.

The research conducted by Zamani et. al. (2020) highlights that the ambiance of facilities plays a crucial role in customer satisfaction. It was found to be the most significant factor influencing customer satisfaction. This indicates that creating a pleasant and appealing atmosphere in the restaurant setting is essential for satisfying customers. However, while the ambiance was identified as the critical factor, it is essential to note that other factors also have correlational relationships with customer satisfaction. Therefore, managers should not disregard the significance of these other factors in contributing to overall customer satisfaction. Maintaining and improving the ambiance of facilities at KFC Petaling Jaya is crucial, as it directly impacts customer satisfaction and contributes to the success of the restaurant.

- *Value for Money*

Smith, White-McNeil, and Ali (2020) compared the demand for food services with the capacity available at California State University, they discovered that value for money is an essential consideration for students with tight budgets when choosing a food service provider and they claimed that patrons are more inclined to come back to a restaurant if they feel the value for money is reasonable. Price has a more significant influence on people who value efficiency (Seong-Soo and Seo, 2018).

Smith, White-McNeil, and Ali (2020) claim that if they think the service is unfairly valued for money, they will complain and stop using it. This is especially true for students on tight budgets who are constantly looking for inexpensive lunches. Additionally, they mentioned that if the on-campus amenities are too pricey, students might opt to buy cheaper meals off-campus. They suggested that the value for money should be reasonable for the amount of food provided so that the students would feel they got their money's worth and would be happy to eat out more frequently.

According to Zhang et. al. (2019), value is an essential concept for both customers and marketers, and in the marketing literature, it is frequently examined from the perspective of the customer, according to Zhang et. al. (2019), from the customer's point of view, value for money is determined by two factors: quality and pricing. As the outcomes that consumers obtain in relation to the total costs. In other words, value is a comparison of costs and benefits that suggests a trade-off between what customers give up and what they get in return for their money. One of the primary metrics for determining perceived value is value for money, which is universally regarded.

According to Anttiroiko (2018), the phrase "health-oriented financial value" in connection to the hotel and tourist sector refers to the financial benefits that hotels and tourism companies may gain from providing services and facilities that focus on health and wellbeing. More specifically, the word "health-oriented financial value" refers to the financial advantages that hotels and tourism enterprises may get from delivering "health-oriented financial value." The hotel industry has undergone a significant amount of transformation as a direct result of the COVID-19 outbreak. As a direct consequence of these changes, the worries of guests over their health and safety have risen to the forefront of their attention.

According to Clavé et. al. (2021), in this context, the financial value that is health-oriented has become even more vital for hotels to attract and maintain clients. This is because hotels are competing with other types of businesses that provide similar services. However, hotels also need to take into consideration the price worth of their products in order to ensure that they can continue to compete in an economic environment that is growing more challenging (Zaman et. al., 2022).

According to Sharma et. al. (2021), hotels are obliged to strike a balance between offering guests good value for their money and adhering to all applicable health and safety regulations. This is due to the fact that facilities and services with a focus on health might potentially command a more significant premium than other services and amenities. Providing flexible booking options is one of the most significant things a hotel can do during the pandemic in order to attract customers who are worried about their budgets. This is one of the most crucial things a hotel can do. Guests are more likely to give preference to hotels that provide flexible regulations that enable them to adjust their trip arrangements, such as free cancellations, no-penalty rescheduling, and other conditions that are analogous to these. This is according to a study that was conducted by (Barquissau et. al., 2023).

By implementing prices that are acceptable, hotels may be able to provide financial value that is helpful to health. This may also help hotels save money, which is a win-win situation. Sustainable methods may help hotels save money on their energy costs and enhance their environmental impact, both of which may appeal to consumers who are worried about the environment. In addition, sustainable practices can help hotels attract clients who are concerned about the environment. Reducing trash, conserving water, and using renewable energy sources are a few examples of actions that fall under the category of sustainable practices (Pereira et. al., 2021). Three prior research, according to Chekalina et. al. (2018), identified value for money as a distinct brand equity feature. But customers' resources also include their time, effort, and talents in addition to their financial resources. Although the CBDDBE model has not yet been evaluated to determine the relationship between consumers' perceptions of destination attributes and value for money, empirical findings support the notion that attribute-based trip quality has a significant and favorable influencing effect

on perceived value in terms of money, time, and effort. The more a customer's loyalty to a place, the more positively they see the value for their money.

Customers of budget hotels place a higher priority on value for money than they do on loyalty, recognition, and specialized services (Rahimi and Kozak, 2017). Historically, the variable value for money hasn't been given much weight, but during the past two years, it has (Hallencreutz and Parmler, 2021).

In King's (2017) viewpoints, "value for money" comprises not just quality but also utility and cost-efficiency in addition to monetary savings. The study that was conducted by Phillips et. al., (2019) found that consumers are more willing to spend more money on high-return services. Jin and Schmocker (2019) claim that there is a significant association between the cost of the service that one obtains and the quality of the service that one receives. Tsafarakis et. al. (2018) brought to light the notion that "value for money" is a critical element of determining customer satisfaction when the pricing is reasonable. This finding was made public very lately. Additionally, it was shown that the degree of service one anticipates obtaining is precisely related to the amount of value one obtains for the amount of money spent by that individual.

Additionally, Githiri (2018) showed how companies want to make the most money possible depending on the cost of their goods or services since customers prefer to purchase goods that offer the greatest value for the least amount of money. She also says that a lower price when compared to rivals and the worth of food and beverage servings are also indicators of fair pricing. According to San, Kijkasiwat, and Abbasi (2022), value for money is described as a customer's judgment of whether or not the price of a product is reasonable. Price has long been recognized as a marketing component that may affect a customer's actions. It is also known as the customer's evaluation of whether or not the product's pricing is fair and appropriate. Another research characterized a product that the customer finds appropriate and reasonable as having a fair price. They also talk about how a high price might make people feel angry and other unfavorable feelings.

It was also found that the latent variable referred to as "Value for Money" (VFM) had a significant influence on the amount of Satisfaction that jeepney passengers reported feeling. This variable is primarily impacted by the issue of whether or not the price was fair when taken into consideration in light of the level of safety and productivity that jeepney passengers got. According to the results of their study, Bezerra and Gomes (2020) found that the customers' perception of value for money was a crucial factor in influencing the amount of Satisfaction and loyalty they felt toward the business. Because of its importance, providing customers with good value for their money is the second most important component in ensuring their Satisfaction.

Tsafarakis et. al. (2018) found that one of the most significant elements that contribute to passenger satisfaction is value for money, which is directly related to the quality of the service that is delivered. These findings suggest that value for money is one of the most important aspects that contribute to passenger satisfaction. According to their research, better service might also mean better value for money.

➤ *Demographic Profile*

According to the reports of "The EPRA International Journal of Environmental Economics, Commerce, and Educational Management" (2021), demographics are highly influential in determining consumer satisfaction. In the present era, competition is becoming increasingly fierce. Customer satisfaction has now evolved into the key factor in determining a company's success. In order for businesses to succeed, practitioners and policymakers must pay closer attention to the wise formulation of strategic policies. We discover that some—but not all—of these platforms are driven by factors such as age and socioeconomic level (Blank and Lutz, 2017).

Apparently, Singh (2018), the age of the customer is an important variable in establishing what the customer expects and believes about many aspects of the service quality provided by the service providers. The degree of Satisfaction among customers is also influenced. As a result, one of the demographic profile variables for the present inquiry included age.

➤ *Synthesis*

The study gives useful information about how the local coffee shop market works and how people make decisions. In the beginning, it talks about how Starbucks is the leader in its business in the Philippines and how much money it made in 2020. This shows how competitive the coffee shop business is in Valencia City, and it makes the opportunity to learn more about the factors that affect customer satisfaction.

In the Philippines, people's buying habits have changed a lot, especially among younger people, who are more willing to spend more money on specialty coffee. This is a very interesting turn of events. This change shows that people are becoming more interested in coffee culture and gives local coffee shops a chance to take advantage of this growing market area. This change shows that people are becoming more interested in coffee culture. Filipino youth want to spend money on high-quality coffee experiences. This fits with the changing tastes of people in Valencia City, even though the average salary in the Philippines is lower than in the US.

The review of related literature points out that the number of people who drink coffee in the Philippines is expected to grow, which is good news for the coffee shop business. By using the right business practices and learning about their customers' tastes, coffee shop owners can reach the level of customer satisfaction and, eventually, the level of profit they want. Even though running a coffee shop can have very high costs, this is still the case.

In conclusion, the synthesis of the review highlights the competitive landscape, changing consumer behavior, market trends, service quality dimensions, coffee shop attributes, and the role of demographic factors in affecting customer satisfaction in Valencia City's coffee shop industry. All of these will be important building blocks for the investigation of the thesis. The review also shows how customer satisfaction is affected by things like age and gender.

E. Correlation Between Measures

Table 1 Correlation to Customer Satisfaction

Construct	Correlation to Customer Satisfaction	Reference
Responsiveness	In terms of timeliness, service provider acknowledgment, and positive customer relations, responsiveness were found to have direct effects on service quality and customer satisfaction (Lee et. al., 2019). Similarly, Ocampo et. al. (2017) indicated that responsiveness is one of the service industry's most essential factors or dimensions.	Service quality-driven approach for innovative retail service system design and evaluation: A case study. (Lee et. al., (2019);
	Responsiveness influenced service quality positively ($\beta = 0.34$; $p = 0.001$). Ong et. al. (2023) found that service quality indicators included early announcements or information, effective communication, and prompt responses to queries. In addition, according to the study of Boadi et. al. (2019) the statistics, there is a strong correlation between customer satisfaction and responsiveness ($\beta = 0.340$; t -value = 5.519; $p = .000$).	Public service quality evaluation with SERVQUAL and AHP-TOPSIS: a case of Philippine government agencies (Ocampo et. al., (2017); and Determining factors affecting customer satisfaction of the national electric power company (MERALCO) during the COVID-19 pandemic in the Philippines. (Ong et. al. (2023).
Assurance	Tumsekcali et. al. (2021). Put forward the importance of assurance, highlighting its value while dealing with clients and making purchases. According to Sam et. al. (2018), assurance has a significant effect on service quality and customer satisfaction. The service must be provided to the customer promptly and efficiently. However, according to Boadi et. al.'s (2019) study, assurance only has a little effect on the whole experience. All hospitals, but especially those in Ghana, should pay attention to the findings of this study.	Interval-valued intuitionistic fuzzy AHP-WASPAS-based public transportation service quality evaluation by a new extension of SERVQUAL Model: P-SERVQUAL 4.0 (Tumsekcali et. al., (2021);

Table 2 Correlation to Customer Satisfaction (Continuation)

Construct	Correlation to Customer Satisfaction	Reference
Assurance	Customer satisfaction and hospital assurance are shown to have a negative and statistically insignificant connection n ($\beta = -0.021$; t -value = 0.567; $p = 0.571$). (Boadi et. al., 2019).	SERVQUAL analysis of public bus transport services in Kumasi metropolis, Ghana: Core user perspectives (Sam et. al., (2018);
	However, it was discovered in the study of Boadi et. al., 2019 that there is neither a positive nor a significant correlation between hospital assurance and customer satisfaction ($\beta = -0.021$; t -value = 0.567; $p = 0.571$	Impact of Service Quality on Customer Satisfaction in Ghana Hospitals: A PLS-SEM Approach (Boadi et. al., (2019);
Tangibility	Hamming et. al. (2019) examined tangibility and customer satisfaction in Jordanian banking. Their results showed a strong and statistically significant association between service tangibility and customer satisfaction, highlighting the relevance of physical attributes in banking. Eko Setyowati (2023) reports that a correlation between tangible evidence and customer satisfaction exists at the P.T. Bank Rakyat Indonesia Wenang Paal Dua Manado Unit. There is evidence to suggest that a pleasant waiting area and well-	the Application of SERVQUAL Distribution In Measuring Customer Satisfaction of Retails Company Hamming et. al. (2019) Impact of Service Quality on Customer Satisfaction in Ghana Hospitals: A PLS-SEM Approach (Boadi et. al., (2019); Eko Setyowati (2023) reports that a correlation between tangible evidence and

	groomed staff members contribute to customer satisfaction. The correlation between tangibility and customer satisfaction is positive, statistically significant, and well-supported ($\beta = 0.156$; $t\text{-value} = 2.474$; $p = .013$) (Boadi et. al., 2019).	customer satisfaction exists at the P.T. Bank Rakyat Indonesia Wenang Paal Dua Manado Unit.
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Table 3 Correlation to Customer Satisfaction (Continuation)

Construct	Correlation to Customer Satisfaction	Reference
Empathy	<p>Empathy improves customer satisfaction by enabling businesses to recognize and affirm their customers' feelings. Increased customer satisfaction and happiness may be attributed directly to this validation's presence. Customers like being treated with respect, concern, and ear. Every aspect of a business, whether or not it directly interacts with customers, should be driven by empathy. When you put yourself in another person's shoes, you can better listen, comprehend, and anticipate their requirements. (Chiguvi, 2023).</p> <p>Eko Setyowati (2023) found that empathy significantly influences customer satisfaction for PT. Bank Rakyat Indonesia Unit Wenang Paal Dua Manado. The research indicates this to be the case. This demonstrates that the business's ability to comprehend and meet the requirements of its customers has a positive effect on the Satisfaction those customers report feeling with the organization. Indicating a statistically significant and positive relationship between empathy and customer satisfaction ($\beta = 0.363$; value = 6.984; $p = .000$).</p>	<p>Analysis of the effectiveness of e-customer service platforms on customer satisfaction at ABSA, Botswana International Journal of Research in Business and Social Science (Chiguvi, 2023); Eko Setyowati (2023) reports that a correlation between tangible evidence and customer satisfaction exists at the P.T. Bank Rakyat Indonesia Wenang Paal Dua Manado Unit.</p>
Reliability	<p>The reliability dimension in customer satisfaction at BRI Unit Unsrat Manado was the subject of research conducted by (Binowo et al. (2023). Reliability and customer satisfaction were shown to be positively correlated in the research. This demonstrates the significance of providing clients with trustworthy and accurate services to improve their lives.</p> <p>According to Eko Setyowati's (2023) research, PT. Bank Rakyat Indonesia Unit Wenang Paal Dua Manado's (Branch) reliability in terms of clear information and responsive workers positively increases customer satisfaction. There is a positive correlation between how customers perceive a company's reliability and their degree of Satisfaction.</p> <p>It is also discovered that the proposed association between reliability and customer satisfaction is statistically significant ($\beta = 0.085$; $t\text{-value} = 2.152$; $p = .031$) (Boadi et al., 2019).</p>	<p>The Effect of Service Quality Elements on Customer Satisfaction at BRI UNIT UNSRAT MANADO (Binowo et al., 2023); Impact of Service Quality on Customer Satisfaction in Ghana Hospitals: A PLS-SEM Approach (Boadi et al., (2019); The Influence of Lifestyle and Consumer Attitudes on Purchase Decisions through Customer Satisfaction at Cafe Brogul Makassar (Eko Setyowati, 2023). Impact of Service Quality on Customer Satisfaction in Ghana Hospitals: A PLS-SEM Approach (Boadi et al., (2019);.</p>

Table 4 Correlation to Customer Satisfaction (Continuation)

Construct	Correlation to Customer Satisfaction	Reference
Quality of Coffee	<p>Berliansyah and Suroso (2018) argue that offering and selling high-quality foods and drinks can lead to increased customer satisfaction. This argument is supported by the research result of Hidayat, Bismo, and Basri (2020), which demonstrates the connection between food quality, service quality, and customer satisfaction. According to the study conducted by Zhong and Moon (2020), there is a favorable relationship between meal quality ($\beta = 0.288$, $p < 0.001$) and customer satisfaction.</p>	<p>The Influence of Food & Beverage Quality, Service Quality, Place, and Perceived Price on Customer Satisfaction and Repurchase Intention. (Berliansyah and Suroso, 2018) The Effect of Food Quality and Service Quality Towards Customer Satisfaction and Repurchase Intention (Case Study of Hot Plate Restaurants). (Hidayat, Bismo, and Basri, 2020) What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender (Zhong & Moon, 2020).</p>

<p>The Ambiance of the Coffee Shop</p>	<p>Based on Çetinsöz (2019) finds. A restaurant's ambiance greatly influences customers; people visit restaurants for more than just food and drink. Decorations, artwork, spatial arrangement, and environmental circumstances all have a role in how consumers feel, affecting their Satisfaction and loyalty in terms of both behavior and spending.</p> <p>In addition, Zamani et al. (2020) found that ambiance was a major factor in determining customer satisfaction. Customer satisfaction depends on creating a welcoming environment at the restaurant.</p> <p>The degree of ambiance accounts for 49% of the variation in customer satisfaction, as shown by Khan et al. (2022) analysis ($r\text{-square} = .049$, $F(1, 382) = 367.236$, $p = 0.05$). Accordingly, it has been shown that ambiance has a beneficial influence on customer satisfaction. The thermal, acoustic, and olfactory environments of the jeepney were examined by Ong et al. (2023), and they were shown to have little effect on passenger satisfaction. In particular, for public transportation, Bezerra and Gomes (2020) found that service ambiance had little impact on customer satisfaction.</p>	<p>Influence of Physical Environment on Customer Satisfaction and Loyalty in Upscale Restaurants Çetinsöz, B. C. (2019). A Study on Customer Satisfaction Towards Ambiance, Service and Food Quality in Kentucky Fried Chicken (KFC), Petaling Jaya (Zamani et., 2020);</p> <p>Examining the Factors Affecting Customer Satisfaction for a Restaurant – A Multi Regression Approach (Khan et al., 2022);</p> <p>Determining factors affecting customer satisfaction of the national electric power company (MERALCO) during the COVID-19 pandemic in the Phillippines. (Ong et al. (2002); and Antecedents and Consequences of passenger satisfaction with the Airport (Bezara & Gomez, 2020)</p>
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Table 5 Correlation to Customer Satisfaction (Continuation)

Construct	Correlation to Customer Satisfaction	Reference
<p>Value for Money</p>	<p>The findings of Ahmed et al. (2023) reveal that Value for Money has a substantial impact on the level of customer satisfaction ($\beta = 0.376$, $t = 3.399$, $p\text{-value} = 0.001$). In addition, Value for Money (VFM) was revealed to be a major latent variable impacting jeepney passengers' satisfaction, as shown by the research conducted by Ong et al. (2023) and published in the year 2023. ($\beta: 0.423$, $p = 0.001$).</p>	<p>The intricate relationships of Consumers' Loyalty and their perceptions of service quality, price and Satisfaction in restaurant service Determining Factors Affecting Passenger Satisfaction of "Jeepney" in the Philippine Urban Areas: The Role of Service Quality in Sustainable Urban Transportation System (Ong et al., 2023).</p>

Note. In the hospitality industry, Thielemann et. al. (2018) found a substantial relationship between thoughts about service quality and customer satisfaction. Additionally, Konuk (2019) developed a positive connection between customer satisfaction and service excellence. According to Kasiri et. al. (2017), customer satisfaction is significantly impacted by service quality. The study by Ayumetarini (2020) investigated the impact of service quality and price on customer satisfaction at Kartika Candra in Jakarta using statistical techniques such as regression testing, correlation, determination, and hypothesis testing. The results of the study demonstrated that service quality and price are significant dimensions influencing customer satisfaction in the hospitality industry. This highlights the importance of ensuring high-quality service and competitive pricing to meet and maintain customer satisfaction.

Lee, Moon, and Song (2018) emphasize that comfort provides customers with familiarity and comfort to boost hospitality satisfaction in the surroundings. Additionally, their studies found that "ambiance" in visitor service areas increases Satisfaction. Customers may enjoy "coffee quality." Food quality is the most important food variable, according to their study. Coffee sales depend on the Satisfaction of customers. The ambiance and coffee quality was studied as satisfaction determinants. Customer satisfaction and market share promote quality service. Numerous studies have connected customer satisfaction to service quality and attributes.

F. Theoretical Framework

SERVQUAL, as its name indicates, is a model for service excellence. This Model was developed by A. Parasuraman, V. Zeithaml, and L. Berry in 1988. The SERVQUAL scale was developed as a measurement by the Model to address the customer's experience and expectations while selecting a product. The first ten service quality criteria were: tangibles, reliability, responsiveness, competence, politeness, access, understanding the client, security, credibility, and communication. However, subsequently, the RATER model, because it employed five dimensions to 22 questions, was used to assess the quality of the service.

The following is a list of the five service quality dimensions: Reliability: The capacity of a company to provide its services successfully. It is a gauge of a company's performance and keeps its commitments. Assurance: The workforce's capacity to create trustworthiness in the customers' views. Tangibles: It addresses the infrastructure, equipment, personnel, and intercom systems. Empathy: This highlights how crucial it is for the business to satisfy the demands and desires of the clientele. Response: The capability and readiness of the business to support and assist the clients as promised.

Ilmi and Darma (2020), SERVQUAL is a notion that has piqued the interest of academics from all over the world in extensive discussion (particularly in the research literature). Because it has so far made it impossible to identify and assess them without a strong general consensus. The emergence of a concept of service quality with in-depth research and assessment began with experience. The most popular measuring technique for measuring service quality is the SERVQUAL theory modified for the present.

The Gap Model (The Service Quality Model), which specifies and discusses needs that assist in providing a high-quality service, is the source of the parameters used in this study. It is a crucial framework for measuring customer satisfaction and has been widely applied globally to assess service quality and discrepancies between what customers believe to be high levels of service and what they actually anticipate (Jackson et. al., 2019).

Several service quality models have been developed and have grown through time, using the SERVQUAL Model being the most desired. Every sector of business has its own set of significant elements that impact its quality, and hence the models differ in accordance. The researcher has outlined a few service quality issues in this report, models that are often applied across all industries, in the study that a service quality model may either be altered to suit the requirements or it is possible to create a whole new service model to evaluate the service caliber of any company. (Udayalakshmi and Sridevi, 2023).

The DINESERV scale, according to Villanueva et. al. (2023), was utilized to rate the level of service in city restaurant settings. In 1995, Stevens, Knutson, and Patton developed the DINESERV instrument to modify SERVQUAL for the restaurant sector. 40 service quality elements from the original DINESERV instrument were confirmed over the phone. With the use of confirmatory factor analysis, the instrument was improved. 29 components made up the final edition of DINESERV: ten statements describing tangibles, five describing reliability, three describing responsiveness, six offering assurance, and five expressing empathy. The DINESERV model, created by Stevens, Knutson, and Patton, was used in the study by Talukder et. al. (2023) to measure customer trust in the use of IT to assure the quality of the food service. They also selected this model since it was created especially for the hospitality sector. Premordia and Gál (2023), DINESERV and SERVQUAL models state that intangible dimensions include how the service is delivered, including reliability and assurance (timeliness, no order errors, consistency), as well as empathy and responsiveness that is related specifically to the frontline staff attitude (friendliness, politeness, willingness to help). Tangible dimensions include how physical facilities, personnel, equipment, and communication materials appear.

In contrast to the SERVQUAL model, which used the formula Service Quality = Performance - Expectations, the SERVPERF model (Yapa & Fernando, 2023) utilized the formula Service Quality = Performance. In a research by Vasquez et al. (2023), the SERVPERF theory is utilized inside a 5-Likert scale framework to gather tourist opinions in order to assess service quality and customer satisfaction. Their study sought to assess both the influence of service quality on hotel patron satisfaction and the level of service quality offered by the hotels along the Albanian coast. Wsowicz-Zaborek (2023) suggested utilizing an outcomes-only method to assess service quality rather than the SERVQUAL scale, which uses the idea of gaps. So, as an alternative to the SERVQUAL scale, the SERVPERF tool was presented. The modified approach makes use of the same scale based on the same service quality categories (i.e. tangibles, responsiveness, assurance, dependability, and empathy), but it leaves out expectations and only assesses perceived service quality. The SERVPERF scale, which is simpler for practitioners to use, has been used in recent years to gauge service quality in a number of service sectors, including hotels. Yapa and Fernando (2023) used both metrics for a single engineering institution in India to compare SERVQUAL and SEVPERF models experimentally. They came to the conclusion that the results of the two models' service quality measurement were very different. However, Wsowicz-Zaborek (2023) reveals that rather than implementing the recommended tool with the original operationalizations of its constructs (dimensions of service quality), many authors adapt and modify the scale to fit the specifics of the analyzed service industries. Researchers investigating service quality in specific industries, such as hospitality services, indicated a need to expand the list of quality dimensions to include more items or interpreted those already identified by the authors of the SERVQUAL and SERVPERF methods in different ways.

G. Conceptual Framework

Table 6 Independent Variables and Dependent Variables

Construct	Definition	Source
Responsiveness	The capability of management to react swiftly and thoughtfully to consumer demands and requests is known as responsiveness. As a result, it's critical for organizations to be adaptable (Song et al., 2022).	Song, N. H., Wuryaningrat, N. F., binti Mohd Ibrahim, A. F., Hung Kee, D. M., binti Md Nasir, A. I., San San, A. L., A/P Edward George, A. R., & Kawung, R. (2022, January 20). Manpower and Service Quality of Fast-Food Restaurant: KFC Restaurant Song Journal of Community Development in Asia. Manpower and Service Quality of Fast-Food Restaurant: KFC Restaurant Song Journal of Community Development in Asia. https://doi.org/10.32535/jcda.v5i1.1385
Assurance	According to Kant and Jaiswal (2017), assurance is the outcome of employees' expertise and polite conduct.	Kant, R., & Jaiswal, D. (2017). The impact of perceived service quality dimensions on customer satisfaction: An empirical study on public sector banks in India. <i>International Journal of Bank Marketing</i> , 35(3), 411-430.

Table 7 Independent Variables and Dependent Variables (Continuation)

Construct	Definition	Source
Tangibility	Anwar (2017) defines tangibility as "the appearance of physical facilities, equipment, personnel, and communication materials." He also states that Physical appearance includes the way that furniture, people, and renovated buildings look.	Anwar, K. (2017, December 30). ANALYZING THE CONCEPTUAL MODEL OF SERVICE QUALITY AND ITS RELATIONSHIP WITH GUESTS'SATISFACTION: A STUDY OF HOTELS IN ERBIL The International Journal of Accounting and Business Society. ANALYZING THE CONCEPTUAL MODEL OF SERVICE QUALITY AND ITS RELATIONSHIP WITH GUESTS'SATISFACTION: A STUDY OF HOTELS IN ERBIL the International Journal of Accounting and Business Society. https://doi.org/10.21776/ub.ijabs.2017.25.2.01
Empathy	According to (Putra, 2019), empathy includes understanding customer needs and challenges by the business and its personnel, as well as effective communication, personalized attention, and straightforward communication.	PUTRA, M. G. (2019). PENGARUH RELATIONSHIP MARKETING DAN KUALITAS LAYANAN TERHADAP LOYALITAS PELANGGANTOKO DJAJAR PUTRA SURABAYA (Doctoral dissertation, STIESIA SURABAYA).
Reliability	According to a specific definition, reliability refers to the capacity to provide consumers with the services they require in a timely, accurate, and reliable manner as well as the capability to resolve issues that they may have. Reliability as a service factor guarantees that clients receive the finest and appropriate services (Pakurár et al., 2019).	Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The Service Quality Dimensions that Affect Customer Satisfaction in the Jordanian Banking Sector. <i>Sustainability</i> , 11(4), 1113. https://doi.org/10.3390/su11041113 Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The Service Quality Dimensions that Affect Customer Satisfaction in the Jordanian Banking Sector. <i>Sustainability</i> , 11(4), 1113. https://doi.org/10.3390/su11041113
Quality of Coffee	The quality of the coffee, which includes factors like the coffee's freshness, portion size, and taste, has a substantial impact on how satisfied a customer feels after drinking a coffee, according to the findings of a study conducted by Sundari et al. (2019).	Sudari, S., Tarofder, A., Khatibi, A., & Tham, J. (2019). Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products &Raquo; Growing Science. Measuring the Critical Effect of Marketing Mix on Customer Loyalty Through Customer Satisfaction in Food and Beverage Products &Raquo; Growing Science. Retrieved June 4, 2023,from http://m.growingscience.com/beta/msl/3217-measuring-the-critical-effect-of-marketing-mix-on-customer-loyalty-through-customer-satisfaction-in-food-and-beverage-products.html

Table 8 Independent Variables and Dependent Variables (Continuation)

Construct	Definition	Source
Ambiance	As per Han & Hyun (2017). Customers are more likely to be happy when they are at ease in the environment of the store. When customers feel comfortable in the café setting, customer satisfaction will increase.	Han, H., & Hyun, S. S. (2017). Impact of hotel restaurant image and quality of the physical environment, service, and food on Satisfaction and intention. <i>International Journal of Hospitality Management</i> , 63, 82 – 92. doi:10.1016/j.ijhm.2017.03.006
Value for Money	In order to guarantee that they can maintain their competitiveness in an increasingly difficult economic climate, hotels also need to evaluate the price value of their goods (Zaman et al., 2022).	Mustafeed Zaman, Tan Vo-Thanh, Rajibul Hasan, S. M. Riad Shams & Darko B. Vukovic (2022). How can hotels create sustainable competitive advantages? A resource-based view, <i>Journal of Strategic Marketing</i> , DOI: 10.1080/0965254X.2022.2066558

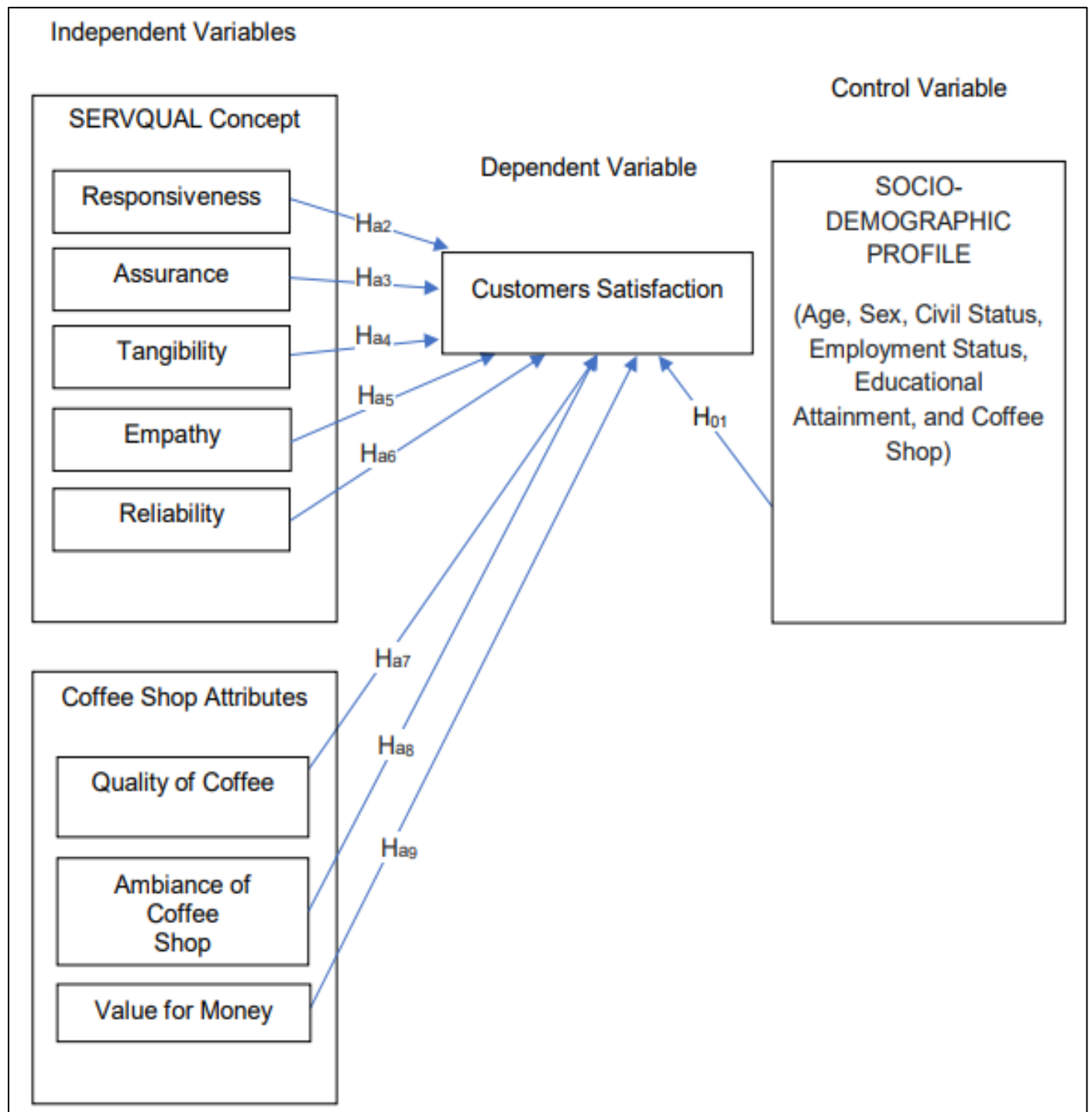


Fig 1 Conceptual Framework of Independent Variable and Dependent Variable

Note. This research is based on two sets of variables: SERVQUAL concepts (responsiveness, assurance, tangibility, empathy, and reliability) and coffee shop attributes (coffee quality, ambiance, and value for money). Several independent variables affect customer satisfaction, the major dependent variable. To fully understand how service quality dimensions, coffee shop attributes, and demographic variables affect customer satisfaction, the research acknowledges the need of accounting for demographic characteristics.

H. Significance of the Study

The generalizations of this present study could contribute to the vast knowledge about the correlation assessing the relationship between service quality and the attributes of the selected coffee shop in the City of Valencia to customer service. The vital result of this investigation could be highly significant and beneficial specifically to the following: To the Food Business Industry; this study will serve as an evaluation tool that could ensure the continued growth and stability of the entire food business industry. This research could serve as a foundation for the independence of the food industry and the quest for the truth that justifies the relationship between service quality and its attributes to customer satisfaction in coffee shops. To the Company, the study's findings may help the company improve the quality of their service, product, and ambiance to satisfy their customers. It may also assist in developing their knowledge and their communication skills in promoting the business.

To the Coffee Shop Employees, the study's findings would guide the coffee shop employees on what dimensions contribute significantly to the preferred choices of the people living in the City of Valencia, Bukidnon. Similarly, the coffee shop employees would be able to understand and identify the needs of the people and the recommended actions to supply in favor of their needs. To Future Researchers, the ideas presented will serve as knowledge-based or reference data for another research study relevant to this topic. It could also act as a source of research analysis and associated literature.

I. Definition of Terms

- **Ambiance** – refers to the place's personality or the impression it makes.
- **Correlational** – refers to explores correlations between variables without allowing the researcher to alter or control any of them.
- **Customer Satisfaction** – refers to a measure of how well a company's products, services, and overall customer experience meet customer expectations.
- **Q-graders** – refers to professionals skilled in sensory evaluation of green coffee and are employed throughout the industry.
- **Service Quality** – refers to a measure of how an organization understands its users' needs and fulfills their expectations.
- **SERVQUAL Model** – refers to the service provider must be able to provide five critical elements of service: reliability, responsiveness, tangibility, assurance, and empathy.

CHAPTER TWO

RESEARCH METHODOLOGY

The methods and processes used to carry out the study are detailed in this chapter. It provides a clear and comprehensive description of the research design, locale, population and sample, research instrument, data collection, statistical tools, and ethical considerations used in the study. Ensuring the analysis is legitimate, dependable, and performed ethically depends on the methodology chapter. This chapter is crucial to any research endeavor since it lays a road map for readers to follow to comprehend the data collection, analysis, and interpretation processes. This chapter will break down each component, explaining why they were crucial to the study's effectiveness.

➤ *Research Design*

Quantitative research methods were used in Valencia City, Bukidnon, and the study on determining how a particular coffee shop's service quality and other attributes affected consumer satisfaction was considered essential for more than one reason. First, Amier et al., (2022) stated that a researcher who wanted to learn more used quantitative research methods to show data in the form of statistics. Quantitative research was a planned and organized method that gave a clear path to collect, analyze, and understand data. This method worked well for the study because it allowed the researcher to get numbers from many customers and examine how service quality and other aspects of the chosen coffee shop affected customer happiness.

Second, quantitative research gave a framework for testing theories and finding patterns and relationships in the data. This was important for the study because it aimed to find out if there was a link between the level of service and how satisfied consumers were. By using statistical tools and methods, this was able to figure out the type and strength of the relationship between these factors. This gave a clearer picture of how the quality of service and other aspects of the chosen coffee shop affected the satisfaction of customers.

Lastly, quantitative research gave a way to collect and analyze data that was objective and easy to repeat. This was important to ensure that the results were correct and reliable. Using a standard survey form and statistical analysis methods made the study less likely to have errors and biases. This showed the relationship between service quality and customer happiness in Valencia City, Bukidnon.

The discussion was about using quantitative research methods to determine how the quality of service and other factors at a particular coffee shop affected consumer satisfaction in Valencia City, Bukidnon, showing the different types of studies in terms of their goals and length of time. The reason or goal of the research was objective. In this study, the aim was to figure out how the service quality and other features of the chosen coffee shop affected the satisfaction of customers. This type of study was called "correlational research," which looked for links between multiple variables. Quantitative research methods allowed ideas to be tested and trends and connections in the data to be found, making them a good choice for this type of research.

When it came to picking the units (such as individuals, cases/organizations, events, or bits of data) that would be investigated, stratified sampling was a collection of sampling procedures that relied on the researcher's judgment. Other names for this kind of sampling included judgmental, selective, or subjective. Extreme (deviant) case sampling, entire population sampling, and expert sampling were examples of purposive sampling procedures (Sharma, 2017).

With stratified sampling, people who met certain factors critical to the study goals were chosen as subjects. In this case, the researchers picked a group of people from certain coffee shops in Valencia City, Bukidnon, based on how often they went to coffee shops and what they liked about them. Purposeful sampling allowed for a targeted and focused approach, ensuring that the people picked for the study had the correct views and opinions about service quality, coffee shop attributes, and customer satisfaction. Using this sampling method, the researchers could get detailed and helpful information from people with experience in the area of interest. The researchers thoroughly understood the factors relating to customer satisfaction in Valencia City's coffee shops in line with the research's goals.

➤ *Research Locale*

Poblacion, Valencia City, Bukidnon, is a vibrant urban center in the heart of Bukidnon, Philippines, known for its picturesque landscapes and cool climate. Our thesis, "Assessing the Service Quality and Attributes of Selected Coffee Shops to Customer Satisfaction in Poblacion, Valencia City, Bukidnon," investigates the relationship between service quality, coffee shop attributes, and customer satisfaction.

By examining factors like Responsiveness, Ambiance, Tangible, Empathy, and Reliability, we seek to provide insights to coffee shop owners and customers in Poblacion, Valencia City, helping them understand the key elements influencing customer satisfaction.

Through surveys and data analysis, our research will contribute to the existing literature on service quality and customer satisfaction, providing actionable recommendations to enhance the local coffee industry and improve the overall customer experience.



Fig 2 The Philippine Map

- *Note.* The Philippine Map With An Arrow Pointing To The Specific Locale. (<https://ph.images.search.yahoo.com/search/images?>)



Fig 3 The Map of Valencia City, Bukidnon, Philippines

- *Note. The Local Map Of Valencia City, Bukidnon, Philippines* (<https://goo.gl/maps/1fsQvvhkfK2Pxxmu6>)

➤ *Population and Sample*

The population of interest for this study was the customers of coffee shops in Poblacion, Valencia City, Bukidnon. People who frequented coffee shops in Valencia City, Bukidnon, Philippines, including locals and tourists, made up the study's population. People of all ages, walks of life, and ethnic origins could be found at the city's coffee shops, thanks to the popularity of this beverage.

The study focused significant emphasis on inclusion by focusing its research on coffee shop clients in Valencia City as the major target population. By doing so, the study aimed to provide a holistic understanding of the many elements that influenced customer satisfaction within this particular and diverse population.

This method guaranteed the inclusion of diverse viewpoints and experiences in the study, enabling a comprehensive analysis of all the variables that contributed to customer satisfaction within the coffee shop industry in Valencia City.

For the sake of reliability, this research did not include individuals who had never visited or lived in Valencia City or who had never frequented a coffee shop. Respondents who might provide vague or contradictory responses were also disqualified to ensure data quality.

The researcher employed stratified sampling to ensure a representative sample from different coffee shops in Valencia City. The population was divided into different strata based on the selected coffee shops, including BK, CI, CC, PP, LK, M3, JC, and TS.

The researcher gathered data from each coffee shop regarding their average number of customers per day. Based on the information provided, the average number of customers per day for each coffee shop was as follows:

To estimate the population, the researcher multiplied the average number of customers per day by 7 (assuming a week) for each coffee shop:

Table 9 Estimated Population of Respondents

Coffee Shops	Customers per day	Customer for a Week	Sample Size
BK	20	140	
CI	10	70	
CC	30	210	
PP	30	210	
LK	10	70	
M3	10	70	
JC	10	70	
TS	30	210	
TOTAL		1,050	282

Note. Sample Size Calculation: To determine the sample size needed for the study, the researcher uses a sample size calculator such as Raosoft. The sample size calculation depends on factors such as the desired confidence level, margin of error, and population size. These specific parameters should be determined based on the study's requirements and research objectives.

Based on calculations, the estimated population size of 1,050 would be 282 customers. With a margin of error of 5%. Confidence level of 95%, and the response distribution of 50%. All calculated at Raosoft.

➤ *Research Instrument*

The research instrument used in this study demonstrated notable consistency and stability, as seen by the findings of the reliability analysis. The Cronbach's Alpha coefficients for all variables, which ranged from 0.842 to 0.937, exceeded the required threshold of 0.7, thus confirming their substantial reliability. This indicated that the survey questions were successful in assessing the desired constructs, which included dimensions of service quality (responsiveness, assurance, tangibility, empathy, and reliability), attributes of coffee shops (quality of coffee, ambiance, and value for money), and overall customer satisfaction.

With the use of a strong and reliable research instrument, the study was adequately equipped to collect precise and trustworthy data, enabling a comprehensive examination of the correlation between service quality, coffee shop attributes, and customer satisfaction in Poblacion, Valencia City, Bukidnon.

Table 10 Independent and Dependent Variable Reliability Analysis

Construct	Description	Source	Cronbach's Alpha Result for Pilot Testing (30 Samples)	Remarks
Responsiveness	The ability of management to respond quickly and carefully to customer wants and requests.	(Song et al., 2022).	0.858	There are 5 item questions run using Scale > Reliability Analysis, the Cronbach's alpha was higher than the standard 0.7.
Assurance	The range of skills, knowledge, and behavior that workers possess and without danger, risk, or uncertainty.	(Pangkey, M. L., et al., 2023)	0.858	There are 10 item questions run using Scale > Reliability Analysis, the Cronbach's alpha was higher than the standard 0.7.

Table 11 Independent and Dependent Variable Reliability Analysis (Continuation)

Construct	Description	Source	Cronbach's Alpha Result for Pilot Testing (30 Samples)	Remarks
Tangibility	The appearance of physical facilities, equipment, personnel, and communication materials.	(Anwar 2017)	0.862	There are 10 item questions run using Scale > Reliability Analysis, the Cronbach's alpha was higher than the standard 0.7.
Empathy	The ability to connect with other people, effectively communicate one's views, attention to the specific needs of others, and demonstrate regard for those serves.	(Atmaja, 2018).	0.842	There are 5 item questions run using Scale > Reliability Analysis, the Cronbach's alpha was higher than the standard 0.7.
Reliability	The ability to do and perform the service a customer needs reliably, accurately, and as promised, as well as the ability to deal with problems that customers look for.	(Pakurár et al., 2019)	0.875	There are 5 item questions run using Scale > Reliability Analysis, the Cronbach's alpha was higher than the standard 0.7.
Quality of Coffee	A single-origin, highest-grade, organically grown coffee is referred to as quality coffee. It is distinguished by its greater flavor and costs a higher price	(Minten et al., 2018)	0.850	There are 4 item questions run using Scale > Reliability Analysis, the Cronbach's alpha was higher than the standard 0.7.
Ambiance of Coffee Shop	The physical attributes of the store that are used to create impressions and draw customers.	Purwadi, P., Devitasari, B., and Caisar Darma (2020)	0.923	There are 4 item questions run using Scale > Reliability Analysis, the Cronbach's alpha was higher than the standard 0.7.
Value for Money	The most important consideration for students with tight budgets when choosing a foodservice service provider and they claimed that patrons are more inclined to come back to a restaurant if they feel the value for money is reasonable.	(Seong-Soo and Seo, 2018).	0.918	There are 4 item questions run using Scale > Reliability Analysis, the Cronbach's alpha was higher than the standard 0.7.

Table 12 Independent and Dependent Variable Reliability Analysis (Continuation)

Construct	Description	Source	Cronbach's Alpha Result for Pilot Testing (30 Samples)	Remarks
Customers Satisfaction	The customer's evaluation of a product or service in terms of whether that product or service has addressed the customer's needs and expectations.	(Ok et al., 2018).	0.931	There are 4 item questions run using Scale > Reliability Analysis, the Cronbach's alpha was higher than the standard 0.7.
Overall Cronbach's Alpha	0.937			All 51 item questions for independent variables & dependent variables will be used for actual data collection

Note. Table 12 displays the results of the study's reliability analysis of the independent and dependent variables. These analyses evaluate the consistency and stability of the employed measurement scales. The table provides construct, description, source, and Cronbach's Alpha coefficient information for each variable, based on a pilot testing sample of 30 participants. The Cronbach's Alpha coefficients for all variables ranged between 0.84 and 0.90, indicating satisfactory reliability. These coefficients exceed the recommended threshold of 0.7, indicating a high degree of dependability. The results indicate that the survey questions measure the intended concepts accurately. Consequently, all 51 item inquiries for the independent and dependent variables will be included in the actual data collection, ensuring accurate and reliable measurements for further study analysis.

Table 13 Part II: Indicators of Service Quality in Recently Visited Coffee Shops

Construct	Item Questions	No. of items
Responsiveness	R1: Willingness of staff/s to serve customers.	5
	R2: The staff/s in the coffee shop is consistently courteous.	
	R3: The staff/s always serve with a smile	
	R4: The staff/s has ability to answer your questions.	
	R5: The staff/s is attractiveness to requests.	
Assurance	A1: Courtesy of service staff.	10
	A2: A bunch of knowledgeable staff	
	A3: Provides customer feedback services	
	A4: Operates on the best time scale for customers	
	A5: The staff/s makes you feel safe to handle your food.	
	A6: The staff/s show sincere interest in solving customer problems.	
	A7: The staff/s of the coffee shop is trustworthy.	
	A8: The actions of the staff/s instill confidence in you.	
	A9: The staff/s of the Coffee shop is approachable.	
	A10: Makes your personally safe.	
Tangibility	T1: Going an extra mile asking the guest whether he/she enjoyed the stay	10
	T2: Smartly dressed staff	
	T3: Availability of clean physical facilities (tables, lounge)	
	T4: The Employees has pleasing appearance	
	T5: The tables and chairs in the Coffee Shop are in good quality	
	T6: The coffee shop has a pleasing appearance in its overall facilities.	
	T7: The coffee shop has a hygienic eating environment.	
	T8 The utensils of the café are clean.	
	T9: The coffee shop has the menu that is easily readable.	
	T10: The coffee shop has a rest room that is thoroughly clean.	
Empathy	E1: Convenient payment modes.	5
	E2: Employee understanding of the customer.	
	E3: Creating a bond with the guest.	
	E4: The staff/s is able to provide individual attention	
	E5: The staff/s has the ability to inform you and recommend products to help you in making decisions.	
Reliability	RE1: Correct record keeping	5
	RE2: Service is completed at promised time	
	RE3: Accuracy of billing	
	RE4: The staff/s is ready to deliver any special needs customers have.	
	RE5: The staff/s is able to perform the service right the first time.	

Note. This section assessed the quality of service at the coffee shop based on the staff's responsiveness, assurance, tangibility, empathy, and reliability. Its reliability was assessed using Cronbach's alpha test, yielding a coefficient of .921. The questions were graded using a Likert scale of seven, from one (very unsatisfactory) to seven (excellent).

Table 14 Indicators of Attributes of Coffee Shop Recently Visited

Construct	Item Questions	No. of items
Quality Coffee	QC1: The taste of this coffee shop coffee is great.	4
	QC2: The coffee of this coffee shop has a good smell.	
	QC3: The aroma of coffee in this coffee shop is pleasant.	
	QC4: I like the smell and taste of coffee in this coffee shop.	
Ambiance of the Coffee Shop	ACS1: This coffee shop has a comfortable atmosphere.	4
	ACS2: The atmosphere of the coffee shop is familiar to me.	
	ACS3: It is comfortable to spend my time at this coffee shop.	
	ACS4: This coffee shop makes me relaxed.	
Value for Money	VM1: The price was reasonable.	4
	VM2: The product was good for the price paid.	
	VM3: The service was good for the price I paid.	
	VM4: Overall, I felt value for the money I paid.	

Note. This section evaluated the coffee shop the customer had recently been to, focusing on the coffee, the ambiance, and the amount spent. The instrument used for this part was also taken from another piece of writing, but the source needed to be given. The Cronbach's alpha test was used to determine this tool's reliability, and the result was .833. People could answer the questions on a 7-point Likert scale, 7 (Strongly Agree) being from 1 (Strongly Disagree) to.

Table 15 Indicators of Customer Satisfaction

Construct	Item Questions	No. of items
Customer Satisfaction	CS1: The cafe experience was beyond my expectation.	4
	CS2: The café experience was better than most of my past café experiences.	
	CS3: I am satisfied with my most recent café experience.	
	CS4: I enjoyed my most recent café experience.	

Note: This part assesses customer satisfaction based on the overall coffee shop experience, utilizing a reliable tool. The tool utilized a 7-point scale from 1 (Very Dissatisfied) to 7 (Very Satisfied). The results indicated a high level of reliability, with a Cronbach's alpha coefficient of .931. A questionnaire was made based on the variables and indicators used in this study. Before sending the questionnaire to all participants, the researcher will do pilot tests to determine its reliability and accuracy. A carefully planned questionnaire will be sent out to thirty different coffee consumers so that it can be pre-tested. An SPSS analysis was done on this result from the pre-test to see if the data was correct and reliable. If the number of reliability and validity tests show that they are higher than the allowed percentage, a final questionnaire will be given again to coffee consumers.

Questionnaires were made using indicators for each of the variables that were used. In this study, a Likert measure is used. Researchers can use a Likert 7 scale to determine how strongly people feel about a specific topic and how strongly they feel about each statement. The standard survey questionnaire form used in this study was to discover the service quality, characteristics, and customer satisfaction of coffee shops in Valencia City, Bukidnon.

Table 16 Service Quality Interpretation Analysis

Scale	Range Interval of Weighted Mean	Scale Description	Interpretation
7	5.148 – 6.000	Strongly Agree	Very Extensively Observed in a coffee shop
6	4.290 – 5.147	Agree	Extensively Observed in a coffee shop
5	3.432 – 4.289	Somewhat Agree	Observed in a coffee shop
4	2.574 – 3.431	Neutral	Moderately Observed in a coffee shop
3	1.716 – 2.573	Somewhat Disagree	Rarely Observed in a coffee shop
2	0.858 – 1.715	Disagree	Almost not Observed in a coffee shop
1	0.000 – 0.857	Strongly Disagree	Not Observed in a coffee shop

Note. The table 16 present the interpretation of the data in Assessing the relationship of service quality and attributes of selected coffee shop to customer satisfaction that the strongly agree are the very extensively observed, the agree are extensively observed in a coffee shop, while somewhat agree are the observed in a coffee shop. The neutral is the moderately observed in a coffee shop, somewhat disagree are the rarely observed while disagree are the almost not observed and lastly strongly disagree are not observed in a coffee shop.

Table 17 Customer Satisfaction Interpretation Analysis

Scale	Range Interval of Weighted Mean	Scale Description	Interpretation
7	5.148 – 6.000	Very Satisfied	Very Satisfied Experience in a coffee shop
6	4.290 – 5.147	Satisfied	Satisfied Experience in a coffee shop
5	3.432 – 4.289	Slightly Satisfied	Slightly satisfied experience in a coffee shop
4	2.574 – 3.431	Neutral	Moderately satisfied experience in a coffee shop
3	1.716 – 2.573	Slightly Dissatisfied	Rarely dissatisfied experience in a coffee shop
2	0.858 – 1.715	Dissatisfied	Almost not satisfied experience in a coffee shop
1	0.000 – 0.857	Very Dissatisfied	Very Not satisfied experience in a coffee shop

Note. The table 17 present the interpretation of the data in Assessing the customer satisfaction of selected coffee shop that the very satisfied are the very satisfied experience, the satisfied are extensively satisfied experience in a coffee shop, while slightly satisfied are the slightly satisfied experience in a coffee shop. The neutral is the moderately satisfied experience in a coffee shop, slightly satisfied are the rarely dissatisfied experience while dissatisfied are the almost not satisfied experience and lastly very dissatisfied are not satisfied experience in a coffee shop.

➤ *Data Collection*

Table 18 Timeline for Data Collection

Steps	Task Description	Duration	Start Date
1	Getting approval letter in data collecting.	1	18- Sept.
2	Producing of Survey Questionnaire	2	25-Sept.
3	Distribution of Survey Questionnaire to Selected Coffee Shops	14	10- Oct.
4	Gathering of Data to the Respondents	14	15-Oct.
5	Tabulated into the database system.	14	21- Oct.
6	Analyzing the data gathered.	14	5- Nov.
7	Discuss and interpret the result of the data.	14	20-Nov.
8	The conclusion will be made.	16	24- Dec.
9	Recommendation about the result of the data.	16	31- Dec.

Note. The timeline for the data collection process begins with obtaining the approval letter for data collection, which is estimated to take 1 day. Next, 2 days will be allocated for producing the survey questionnaire. The distribution of the survey questionnaire to the selected coffee shops will require 14 days, followed by a 14-day period for gathering data from the respondents. Once the data is collected, it will be tabulated into the database system over a period of 14 days. The data will then be analyzed for a duration of 14 days, and the results will be discussed and interpreted over the next 14 days. A conclusion will be made based on the findings, and recommendations will be formulated in 16 days. The entire process is estimated to be completed in approximately 116 days, starting from September 18th and concluding on December 31st.

➤ *Statistical Tools*

The data for the research on coffee consumers in Poblacion, Valencia City, Bukidnon, was analyzed using SPSS version 25. The study was conducted in the Philippines. The reliability of the data will be the primary focus of the research, which will be carried out with a reliability test. This will be accomplished by computing Cronbach's alpha coefficient and assessing the survey items' internal consistency; both measures will be satisfactory.

Table 19 Research Objective Analysis

Objective	Analysis	Statistical Tool
Objective 1: To determine the frequency of the respondent's demographic profile in terms of; Age, Gender, Civil Status, Employment Status, Educational Attainment, and Coffee Shop.	Descriptive Analysis	Descriptive Statistics > Frequencies
Objective 2: To identify the significant difference between the control variables (Age, Gender, Civil Status, Employment Status, Educational Attainment, and Coffee Shop) to customer satisfaction in the selected coffee shop in Valencia City, Bukidnon.	Comparative Analysis	Compare Means> Compare Means>Independent - Samples T-Test Compare Means> One-Way ANOVA
Objective 3: To determine the level of customer satisfaction with the service quality and attributes of the selected coffee shop in Valencia City, Bukidnon.	Descriptive Analysis	Descriptive Statistics > Descriptive (Mean)
	Correlational Analysis	Regression > Linear Correlation > Bivariate

<p>Objective 4: To investigate the relationship to which service quality and selected attributes of the coffee shop have an influence on customer satisfaction in Valencia City, Bukidnon.</p>		
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Note. Descriptive analysis is a statistical technique used to summarize and describe the primary characteristics of a dataset. It entails organizing, analyzing, and presenting data in a meaningful manner to provide insights into the characteristics of the studied variables. Descriptive analysis concentrates on central tendency measures (such as mean, median, and mode) and variability measures (such as standard deviation and range). It assists researchers in comprehending the data's distribution, frequency, and patterns.

Correlational analysis investigates the relationship between two or more variables to determine if a statistical association exists. Using correlation coefficients, typically denoted by the symbol "r", the strength and direction of the relationship is measured. Correlational analysis does not imply causation, but it does provide valuable information about how changes in one variable are associated with changes in another. It assists researchers in determining the degree to which variables move together or in opposite directions, enabling them to make predictions or draw conclusions based on observed associations.

Comparative analysis is the process of comparing and contrasting various groups, conditions, or variables to determine their similarities and differences. It seeks to comprehend the differences and relationships between groups or variables and may involve statistical tests to establish the significance of observed differences. Comparative analysis is used to examine the effects of interventions, evaluate the performance of distinct groups, and determine the influence of multiple factors on an outcome. It provides researchers with insights into the distinct characteristics, strengths, and shortcomings of various groups or conditions, aiding in decision-making and highlighting improvement opportunities.

➤ *Ethical Consideration*

When it comes to safeguarding the rights and well-being of research participants, ethical issues play a vital role in preserving study validity. Several ethical precautions have been taken in this thesis's study.

First, we've been using tools like Grammarly and Turnitin to prevent plagiarism in our study (similarity index of 5% or lower for final manuscript, Chapters 1 to 4). The clarity and quality of the study is improved by using Grammarly, which helps to preserve precise and grammatically correct writing. Turnitin, on the other hand, is a piece of software that helps check for plagiarized text and discourages both accidental and deliberate instances of copying. The researcher may be certain that their work is completely unique and up to snuff with academic requirements if they use these methods.

Second, approval was sought and received from institutions like schools and the chosen coffee shop. Seeking official clearance to investigate coffee shop patrons displays a dedication to moral behavior. Such approvals do more than just show that you're following the rules; they also set the tone for a productive working relationship with the relevant institutions.

In addition, maintaining participants' anonymity is crucial to the success of any study. Before giving their permission, participants will be advised of their rights, including those to privacy and confidentiality. The researcher will stress the significance of maintaining participant anonymity and will take measures to protect the confidentiality of all acquired data. During the data processing and reporting phases, any personally identifying information or sensitive information will be deleted or anonymized to protect the privacy of the participants.

This thesis study follows ethical concerns, maintains research integrity, and respects the rights and privacy of the individuals engaged by using tools like Grammarly and Turnitin, collecting permits, and emphasizing participant anonymity.

CHAPTER THREE RESULTS AND DISCUSSION

In this chapter, the data collected from the questionnaires that were given to the chosen coffee shop in Valencia City, Bukidnon, is analyzed and presented along with the findings. In compliance with the specific questions posed in the problem statement, the aforementioned data were tabulated and presented.

A. Results

Table 20 showed the result of research study objective 1 which states that to determine the frequency of the respondent's demographic profile in terms of age, gender, civil status, employment status, educational attainment, and coffee shop.

Table 20 Respondent Profiling of the Study

Demographic Variable	Categories	Frequency	Percentage
Age of the Respondent	15 - 20 years old	71	25.18
	21 - 30 years old	154	54.61
	31 - 40 years old	48	17.02
	41 - 50 years old	9	3.19
Gender of the Respondent	Male	116	41.13
	Female	166	58.87
Education Attainment of the Respondents	Elementary	1	0.4
	Highschool	46	16.3
	College	219	77.7
	Masters/doctorate	16	5.7

Table 21 Respondent Profiling of the Study (Continuation)

Demographic Variable	Categories	Frequency	Percentage
Civil Status of the Respondents	Single	199	70.6
	Married	79	28.0
Occupation of the Respondents	Widowed	4	1.4
	Student	125	44.3
	Self-employed	82	29.1
	Government employee	43	15.2
	Supervisory/managerial	17	6.0
	Other specify	15	5.3
	Not Applicable	1	0.4
Monthly Income of the Respondents	P10,000 And below	117	41.5
	P10,001 - P15,000	55	19.5
	P15,001 - P20,000	40	14.2
	P20,001 - P25,000	22	7.8
	P25,001 - P30,000	17	6.0
	P30,001 - P35,000	14	5.0
	P35,001 - P40,000	4	1.4
	P40,001 - P45,000	3	1.1
	Above P45,000	9	3.2
Frequency of Visit of the Respondents in the Coffee Shop	Once A Week	63	22.3
	2 To 3 Times A Week	163	57.8
	4 To 5 Times A Week	34	12.1
	6 To 7 Times A Week	20	7.1
	More Than 7 Times A Week	2	0.7
Amount Spent by the Respondents per visit in the Coffee Shop	Below P150	21	7.4
	P150- P200	94	33.3
	P201-P250	40	14.2
	P251-P300	41	14.5
	P301-P350	19	6.7
	Above P350	67	23.8

Table 22 Respondent Profiling of the Study (Continuation)

Demographic Variable	Categories	Frequency	Percentage
Coffee Shop Visited	PP	56	19.9
	M3	22	7.8
	JC	8	2.8
	BK	43	15.2
	CC	57	20.2
	LK	33	11.7
	CI	34	12.1
	TS	19	6.7
	OTHER PLEASE SPECIFY	10	3.5
Note: n = 282			

Table 20 showed that 25.18% of respondents who were between the ages of 15 and 20 had answered the questionnaire, followed by 54.61% who were between the ages of 21 and 30, 17.02% who were between the ages of 31 and 40, and 3.19% who were between the ages of 41 and 50. As a result, the majority of respondents (54.61%) were between the ages of 21 and 30. The table indicated that 41.13% of respondents were male, and 58.87% were female. Since the percentage of female respondents was higher than the percentage of male respondents, the majority of respondents (58.87%) were female. According to the table, 0.4% of respondents were from elementary school, 16.3% were from high school, 77.7% were from college, and 5.7% were from master's or doctoral programs. It appeared that the majority of respondents (76.7%) to the questionnaire had a college degree in education.

According to the results, there were 70.6% single respondents, 28.0% married respondents, and 1.4% widowed respondents. As a result, the majority of respondents (70.6%) were single. As indicated by the table, students made up 44.3% of the respondents, followed by self-employed people (29.1%), government workers (15.2%), supervisory/managerial workers (6.0%), and others (15.3%). Thus, students made up the majority of respondents (44.3%).

Table 20 showed that 0.4% of respondents indicated that their income was not applicable, 41.5% indicated that their income was P10,000 or less, 19.5% indicated that their income was P10,001 – P15,000, 14.2% indicated that their income was P15,001 – P20,000, 7.8% indicated that their income was P20,001 – P25,000, 6.0% indicated that their income was P25,001 – P30,000, 5.0% indicated that their income was P30,001 – P35,000, 1.4% answered that their income was P35,001 – P40,000, 1.1% indicated that their income was P40,001 – P45,000, and 3.2% indicated that their income was above P45,000. That meant that P10,000 and below, or 41.5% of the respondents' monthly income, made up the majority.

Table 20 illustrated that 22.3% of the respondents made a weekly visit to the coffee shop, while 57.8% of the respondents made two to three visits, 12.1% of the respondents made four to five visits, 7.1% of the respondents made six to seven visits, and 0.7% of the participants made more than seven visits. As a result, 57.8% of the respondents visited the coffee shop two or three times per week.

According to the result, 7.4% of the respondents spent less than P150 per visit to the coffee shop, 33.3% spent between P150 and P200 per visit, 14.2% spent between P201 and P250 per visit, 14.5% spent between P251 and P300 per visit, 6.7% spent between P301 and P350 per visit, and 23.8% spent more than P350 per visit. Hence, P150 to P200 was spent by the majority of respondents on each visit to the coffee shop, which had 33.3%.

According to the table, 19.9% of the respondents visited PP, 7.8% of the respondents visited M3, 2.8% of the respondents visited JC, 15.2% of the respondents visited BK, 20.2% of the respondents visited CC, 11.7% of the respondents visited LK, 12.1% of the respondents visited CI, 6.7% of the respondents visited TS and 3.5% of the respondents visited other coffee shops. Therefore, most of the respondents visited CC, which had 20.2%.

Table 23 Reliability and Validity Test of Research Instrument

		Standard Value			
Construct	Item	>0.6 FL	>0.7 CR	>0.5 AVE	> or = to 0.7 Cronbach's Alpha
Responsiveness	RQ1	0.773	0.872	0.576	0.894
	RQ2	0.768			
	RQ3	0.743			
	RQ4	0.778			
	RQ5	0.731			
Assurance	AQ5	0.709	0.861	0.504	0.881
	AQ6	0.767			
	AQ7	0.720			

	AQ8	0.629			
	AQ10	0.768			
Tangibility	TQ3	0.735	0.897	0.557	0.899
	TQ4	0.701			
	TQ5	0.766			
	TQ6	0.742			
	TQ8	0.762			
	TQ9	0.752			
Empathy	EQ1	0.708	0.865	0.563	0.863
	EQ2	0.747			
	EQ3	0.756			
	EQ4	0.787			
	EQ5	0.739			
Reliability	REQ1	0.758	0.883	0.597	0.895
	REQ2	0.824			
	REQ3	0.758			
	REQ4	0.780			
	REQ5	0.787			

Table 24 Reliability and Validity Test of Research Instrument (Continuation)

Construct	Item	Standard Value			
		>0.6 FL	>0.7 CR	>0.5 AVE	> or = to 0.7 Cronbach's Alpha
Quality of Coffee	QC1	0.694	0.849	0.591	0.898
	QC2	0.792			
	QC3	0.797			
	QC4	0.744			
Ambiance of Coffee	ACS1	0.825	0.860	0.607	0.887
	ACS2	0.808			
	ACS3	0.735			
	ACS4	0.738			
Value for Money	VM1	0.772	0.858	0.601	0.917
	VM2	0.823			
	VM3	0.767			
	VM4	0.742			
Customer Satisfaction	CS1	0.781	0.856	0.596	0.888
	CS2	0.792			
	CS3	0.772			
	CS4	0.753			
OVERALL					0.948
<i>Note: n = 282</i>					

Table 21 presented the outcomes of the validity and reliability tests conducted on a research tool, a survey, or a questionnaire used to assess service quality and attributes contributing to customer satisfaction. With a factor loading of 0.773, Responsiveness exhibited a good correlation with the construct; its Composite Reliability (CR) was 0.872; its Average Variance Extracted (AVE) was 0.576, above the usual values; and its Cronbach's Alpha was 0.894, which was superior. Assurance exhibited a good correlation with the construct, as seen by its factor loading of 0.709, Composite Reliability (CR) of 0.861, Above-Normal (AVE) of 0.504, and a very high Cronbach's Alpha of 0.881. Due to low factor loading, the AQ1, AQ2, AQ3, and AQ4 items were eliminated.

With a factor loading of 0.735, Tangibility showed a substantial correlation with the construct; its Composite Reliability (CR) was 0.897; its Average Variance Extracted (AVE) was 0.557, above the normal value; and its Cronbach's Alpha was 0.899, extremely good. Due to low factor loading, the TQ1, TQ2, and TQ10 items were eliminated. Empathy exhibited a strong correlation with the concept, as seen by its factor loading of 0.708, Composite Reliability (CR) of 0.865, Average Variance Extracted (AVE) of 0.563, above the standard value, and an excellent Cronbach's Alpha of 0.863. With a factor loading of 0.758, Reliability exhibited a strong correlation with the construct; its Composite Reliability (CR) was 0.883, its Average Variance Extracted (AVE) was 0.597, above the normal value, and its Cronbach's Alpha was 0.895, suggesting excellent quality.

The factor loading for Quality of Coffee is 0.694, suggesting a significant correlation with the construct; its Composite Reliability (CR) is 0.849; its Average Variance Extracted (AVE) is 0.591, above the standard value; and its Cronbach's Alpha is 0.898, showing a very good correlation. The factor loading for Ambiance of Coffee is 0.825, suggesting a significant correlation with the construct; its Composite Reliability (CR) is 0.860; its Average Variance Extracted (AVE) is 0.607, exceeding the normal value; and its Cronbach's Alpha is 0.887, showing excellent quality. A strong correlation with the construct is indicated by Value for Money's factor loading of 0.772, its Composite Reliability (CR) of 0.858, its Average Variance Extracted (AVE) of 0.601, which is higher than the normal value, and its maximum Cronbach's Alpha of 0.917.

A strong relationship between Customer Satisfaction and the construct is indicated by the factor loading of 0.781, the Composite Reliability (CR) of 0.856, the Average Variance Extracted (AVE) of 0.596, which is higher than the standard value, and the excellent Cronbach's Alpha of 0.888. With an overall Cronbach's Alpha value of 0.948, the research instrument has outstanding overall reliability, indicating great internal consistency across all constructs.

Table 25 The Significant difference between the Control Variables in Customer Satisfaction

Variable	p-value	Hypothesis Decision
Age	0.089	Ho1 accepted
Gender	0.448	Ho1 accepted
Civil Status	0.584	Ho1 accepted
Employment Status	0.134	Ho1 accepted
Educational Attainment	0.326	Ho1 accepted
Monthly Income	0.193	Ho1 accepted
Frequency of Visit	0.525	Ho1 accepted
Amount Spent per Visit	0.105	Ho1 accepted
Coffee Shop	0.000	Ho1 is not accepted; there is a significant difference
<i>Note: n = 282</i>		

If there was a substantial difference between the control variable and customer satisfaction, the results were displayed in Table 22.

A p-value was a statistical measure used to compare a hypothesis to the available data. With the null hypothesis being true, a p-value indicated the probability of obtaining the observed results. As the p-value decreased, the observed difference's statistical significance rose.

The Age result indicated that the null hypothesis was accepted with a p-value of 0.089. The gender control variable had a p-value of 0.448, and the null hypothesis was also supported.

The null hypothesis was accepted with the Civil Status p-value of 0.584. Employment Status yielded a null hypothesis and a p-value of 0.134. With a p-value of 0.326 for educational attainment, the null hypothesis was accepted.

With a p-value of 0.326, Educational Attainment was found to agree with the null hypothesis. The probability score of 0.193 indicated that the null hypothesis was likewise accepted based on the respondents' monthly income. The control variable, frequency visit, had a p-value of 0.525, and the null hypothesis was accepted.

The coffee shop displayed a p-value of 0.000, indicating that the null hypothesis was not accepted and that there was a significant difference, but the amount spent each visit had a probability value of 0.105 and an accepted null hypothesis.

The results in Table 22 indicated that while age, gender, marital status, employment status, level of education attained, monthly income, frequency of visits, and amount spent each visit did not significantly affect customer satisfaction, the coffee shop had a significant impact on customer satisfaction due to a null hypothesis that was not accepted.

In this particular scenario, it means that when investigating the factors influencing customer satisfaction, the null hypothesis might have been that the coffee shop itself (as a variable) has no significant impact on customer satisfaction.

However, the data analysis showed that this null hypothesis was not supported by the evidence. Instead, the alternative hypothesis, which presumably suggested that the coffee shop does have a significant impact on customer satisfaction, was supported by the data.

Table 26 Level of Interpretation of Research Instrument per Variable

Descriptive Statistics				
Construct	Mean	Std. Deviation	Scale Description	Descriptive Interpretation
Assurance	5.525	0.573	Excellent	Very Extensively Observed in a coffee shop
Tangibility	5.589	0.548	Excellent	Very Extensively Observed in a coffee shop
Empathy	5.390	0.594	Excellent	Very Extensively Observed in a coffee shop
Reliability	5.387	0.639	Excellent	Very Extensively Observed in a coffee shop
Quality of Coffee	5.507	0.610	Strongly Agree	Very Extensively Observed in a coffee shop
Ambiance of Coffee Shop	5.543	0.591	Strongly Agree	Very Extensively Observed in a coffee shop
Value for Money	5.390	0.667	Strongly Agree	Very Extensively Observed in a coffee shop
Customer Satisfaction	5.440	0.635	Very Satisfied	Very Satisfied Experience in a coffee shop
<i>Note: n = 282</i>				

With a mean score of 5.589 (SD=0.548) and a verbal interpretation of excellent, the Tangibles obtained the highest rank in Table 23's interpretation of the research instrument on service quality. Reliability, on the other hand, was ranked lowest and had a mean of 5.387 (SD=0.639), or outstanding, according to spoken interpretation. All constructs had a verbal interpretation of "excellent," which suggested that the respondents saw the coffee shop as having a clean dining area in tangible terms (see appendix C). They also observed the coffee shop as having an attractive overall in terms of its facilities (see appendix C).

A lot of customers were particularly interested in visiting coffee shops that offered a clean and aesthetically beautiful dining area as well as well-maintained facilities. Tangibles positively impacted client satisfaction. To connect this to the provided data, the study by Birhanu, T. (2017), one of the top two things that customers looked for in a hotel or restaurant was tangibility. Because of this, owners of coffee shops shouldn't undervalue tangibility. To meet the high standards of their customers, management should have been able to maintain a tidy facility with tasteful interior designs or themes. This suggested that in terms of reliability, the respondents observed excellent, accurate billing (see appendix no. C) and excellent, on-time service (see appendix no. C). Tcvetkova, D. (2017) claimed that the most important factor in service quality was reliability. This meant that companies had to serve or deliver customers' orders on time and with the appropriate goods; otherwise, the company would be seen as unreliable and might have difficulties in doing business.

Table 3.4 displayed the level of interpretation of the study instrument for the coffee shop's attributes. The top-ranking attribute was the ambience, with a mean score of 5.543 (SD=0.591) and a verbal interpretation of "strongly agree." On the other hand, value for money was ranked lowest, with a mean score of 5.390 (SD=0.667) and a verbal interpretation of "strongly agree". The respondents verbally interpreted all constructs as "strongly agree," which suggested that they strongly agreed that spending time at the coffee shop was comfortable and relaxing (see Appendix C); additionally, they strongly agreed that the coffee shop's atmosphere was familiar to them (see Appendix C).

Despite this, the respondents overwhelmingly thought that the service was reasonable and good for the amount they paid (see Appendix C). Berman et al. (2018) defined ambience as the physical elements of a store. According to a study by Kusumawathi et al. (2019), clients were happier in a store with a nice ambience. Customers were better satisfied in a store with a good ambience, claimed Setiawan and Rastini (2021).

According to studies by Sudaryanto et al. (2020), Pratiwi et al. (2020), and Gonibala and Tumewu (2018), consumers' opinions of the store's ambience influenced their choices to return. Effendy et al. (2019), Rohwiyati and Praptiestrini (2019), Wantara and Tambrin (2019), and Sutrisno and Darmawan (2022) all demonstrated that price had a significant and positive impact on consumer satisfaction.

Table 23 displayed the level of interpretation for the customer satisfaction study instrument in the coffee shop, with a mean score of 5.440 (SD=0.635). With a mean score of 5.312 (SD=0.621 and 0.644), which could be verbally interpreted as "very satisfied," Statements 1 and 3 (see Appendix C) had the highest rank. With a mean score of 5.230 (SD=0.636) and a verbal interpretation of "very satisfied," statement 2 (see Appendix C) received the lowest rank.

This suggested that the latest café experience had exceeded their expectations, and since it has exceeded their previous café experience, they were satisfied with it. Before encountering products and services, consumers had expectations and/or past experiences that affected the process of experiencing products and services and their subsequent satisfaction (Kim et al., 2021). As a result, one primary factor that raised satisfaction was the positive experiential value that customers experienced.

Table 27 Table of Correlations Coefficient Interpretation

Range of Coefficient		Description
From	To	
±0.81	±1.00	Very Strong
±0.61	±0.80	Strong
±0.41	±0.60	Moderate
±0.21	±0.40	Weak
±0.00	±0.20	Weak to No Correlation
Note: n = 282		

To facilitate the interpretation of the relationship strength between two variables, Hair et. al. (2017) have proposed criteria outlined in the table above. The correlation coefficient served as a dual indicator, denoting both the strength and direction of the linear relationship between variables.

As observed by Purwanto et. al. (2020), a positive correlation suggested a unidirectional relationship, meaning that when variable X attained a high value, variable Y was likely to exhibit a high value as well. Conversely, a negative correlation implied an inverse relationship, where a high value of variable X corresponded to a low value of variable Y, and vice versa. It is noteworthy that the results presented here were derived using SPSS analysis, contributing to the statistical robustness and reliability of the findings.

Table 28 Summary of Correlation Coefficient Between Two Variable Construct with Interpretation.

Construct	Coefficient	p-value	Description	Hypothesis Decision
Responsiveness ↔ Assurance	.553**	0.000	Moderate	
Responsiveness ↔ Tangibility	.429**	0.000	Moderate	
Responsiveness ↔ Empathy	.409**	0.000	Weak	
Responsiveness ↔ Reliability	.346**	0.000	Weak	
Responsiveness ↔ Quality of Coffee	.306**	0.000	Weak	
Responsiveness ↔ Ambiance of Coffee Shop	.240**	0.000	Weak	
Responsiveness ↔ Value for Money	.267**	0.000	Weak	
Responsiveness ↔ Customer Satisfaction	.348**	0.000	Weak	H2 accepted

Table 29 Summary of Correlation Coefficient Between Two Variable Construct with Interpretation (Continuation)

Construct	Coefficient	p-value	Description	Hypothesis Decision
Assurance ↔ Tangibility	.386**	0.000	Weak	
Assurance ↔ Empathy	.376**	0.000	Weak	
Assurance ↔ Reliability	.432**	0.000	Moderate	
Assurance ↔ Quality of Coffee	.372**	0.000	Weak	
Assurance ↔ Ambiance of Coffee Shop	.245**	0.000	Weak	
Assurance ↔ Value for Money	.398**	0.000	Weak	
Assurance ↔ Customer Satisfaction	.357**	0.000	Weak	H3 accepted
Tangibility ↔ Empathy	.315**	0.000	Weak	
Tangibility ↔ Reliability	.341**	0.000	Weak	
Tangibility ↔ Quality of Coffee	.375**	0.000	Weak	
Tangibility ↔ Ambiance of Coffee Shop	.390**	0.000	Weak	
Tangibility ↔ Value for Money	.339**	0.000	Weak	
Tangibility ↔ Customer Satisfaction	.303**	0.000	Weak	H4 accepted
Empathy ↔ Reliability	.423**	0.000	Moderate	
Empathy ↔ Quality of Coffee	.295**	0.000	Weak	
Empathy ↔ Ambiance of Coffee Shop	.233**	0.000	Weak	
Empathy ↔ Value for Money	.335**	0.000	Weak	
Empathy ↔ Customer Satisfaction	.382**	0.000	Weak	H5 accepted
Reliability ↔ Quality of Coffee	.196**	0.001	Weak to No Correlation	
Reliability ↔ Ambiance of Coffee Shop	.205**	0.001	Weak to No Correlation	
Reliability ↔ Value for Money	.282**	0.000	Weak	
Reliability ↔ Customer Satisfaction	.412**	0.000	Moderate	H6 accepted
Quality of Coffee ↔ Ambiance of Coffee Shop	.563**	0.000	Moderate	

Quality of Coffee ↔ Value for Money	.605**	0.000	Moderate	
Quality of Coffee ↔ Customer Satisfaction	.484**	0.000	Moderate	H7 accepted
Ambiance of Coffee ↔ Value for Money	.559**	0.000	Moderate	
Ambiance of Coffee ↔ Customer Satisfaction	.367**	0.000	Weak	H8 accepted

Table 30 Summary of Correlation Coefficient Between Two Variable Construct with Interpretation (Continuation)

Construct	Coefficient	p-value	Description	Hypothesis Decision
Value for Money ↔ Customer Satisfaction	.513**	0.000	Moderate	H9 accepted; with the highest significant relationship
<i>Note: n=282</i>				

In Table 25, an exhaustive account of the correlation coefficients between distinct pairs of constructs was presented, accompanied by corresponding p-values and rigorous interpretations. The outcomes revealed statistically significant relationships among diverse dimensions of service quality within the context of a coffee shop. Specifically, the construct of Responsiveness manifested moderate positive correlations with Assurance (55.3%, $p < 0.001$), Tangibility (42.9%, $p < 0.001$), Empathy (40.9%, $p < 0.001$), Reliability (34.6%, $p < 0.001$), Quality of Coffee (30.6%, $p < 0.001$), Ambiance of Coffee Shop (24.0%, $p < 0.001$), Value for Money (26.7%, $p < 0.001$), and Customer Satisfaction (34.8%, $p < 0.001$), thereby corroborating the acceptance of Hypothesis 1.

Assurance exhibited weak to moderate positive correlations with Tangibility (38.6%, $p < 0.001$), Empathy (37.6%, $p < 0.001$), Reliability (43.2%, $p < 0.001$), Quality of Coffee (37.2%, $p < 0.001$), Ambiance of Coffee Shop (24.5%, $p < 0.001$), Value for Money (39.8%, $p < 0.001$), and Customer Satisfaction (35.7%, $p < 0.001$), substantiating Hypothesis 2.

Tangibility demonstrated weak to moderate positive correlations with Empathy (31.5%, $p < 0.001$), Reliability (34.1%, $p < 0.001$), Quality of Coffee (37.5%, $p < 0.001$), Ambiance of Coffee Shop (39.0%, $p < 0.001$), Value for Money (33.9%, $p < 0.001$), and Customer Satisfaction (30.3%, $p < 0.001$), aligning with Hypothesis 3.

Furthermore, Empathy revealed moderate positive correlations with Reliability (42.3%, $p < 0.001$) and weak positive correlations with Quality of Coffee (29.5%, $p < 0.001$), Ambiance of Coffee Shop (23.3%, $p < 0.001$), Value for Money (33.5%, $p < 0.001$), and Customer Satisfaction (38.2%, $p < 0.001$), in concordance with Hypothesis 4.

Reliability demonstrated weak to no correlation with Quality of Coffee (19.6%, $p = 0.001$) and Ambiance of Coffee Shop (20.5%, $p = 0.001$), but a moderate positive correlation with Value for Money (28.2%, $p < 0.001$) and Customer Satisfaction (41.2%, $p < 0.001$), affirming Hypothesis 5.

Quality of Coffee established moderate positive correlations with Ambiance of Coffee Shop (56.3%, $p < 0.001$), Value for Money (60.5%, $p < 0.001$), and Customer Satisfaction (48.4%, $p < 0.001$), supporting Hypothesis 6. Ambiance of Coffee Shop manifested moderate positive correlations with Value for Money (55.9%, $p < 0.001$) and Customer Satisfaction (36.7%, $p < 0.001$), validating Hypothesis 7.

Lastly, Value for Money demonstrated a moderate positive correlation with Customer Satisfaction (51.3%, $p < 0.001$), signifying the acceptance of Hypothesis 8. These findings yielded profound insights into the intricate interrelationships of various service quality dimensions within the coffee shop industry, offering nuanced implications for managerial strategies and avenues for future research.

Table 31a Simple Linear Regression (Enter Method) results between Service Quality, Coffee Shop Attributes, and Customer Satisfaction

Model	Variable	R	R ²	Adjusted R ²	R ² Change	F Change	Durbin Watson
1		0.634	0.403	0.385	0.403	22.994	2.008
	Responsiveness						
	Assurance						
	Tangibility						
	Empathy						
	Reliability						
	Quality of Coffee						
	Ambiance of Coffee Shop						
	Value for Money						
<i>Note: n = 282</i>							
Constant to all Models. Dependent Variable: Customer Satisfaction (CS)							

In Table 31a, the Enter Method was employed to conduct a Simple Linear Regression analysis, assessing the impact of service quality, coffee shop attributes, and their influence on customer satisfaction. The model demonstrated significant explanatory power, with an r-squared value of 0.403, indicating that around 40.3% of the variability in customer satisfaction could be explained by the selected variables. The Adjusted r-squared value, accounting for the number of predictors, stood at 0.385, providing a more accurate assessment of the model's fit. The individual contributions of service quality dimensions and coffee shop attributes were examined through the coefficients (r), revealing the strength and direction of their relationships with customer satisfaction. Specifically, Responsiveness, Assurance, Tangibility, Empathy, Reliability, Quality of Coffee, Ambiance of Coffee Shop, and Value for Money were assessed within this analytical framework.

Furthermore, the model's statistical significance was emphasized by the F Change statistic of 22.994, indicating that the inclusion of the specified predictors significantly enhanced the model's explanatory capacity. The Durbin-Watson statistic of 2.008 affirmed the absence of substantial autocorrelation in the model residuals, confirming the independence of observations. It is crucial to highlight that these insights, derived from a sample size of 282, contributed to a nuanced understanding of the intricate dynamics governing the relationships among service quality, coffee shop attributes, and customer satisfaction. These identified relationships underscore the multifaceted nature of factors influencing customer satisfaction within the context of a coffee shop setting.

Table 31b Simple Linear Regression Enter Method) results between Service Quality, Coffee Shop Attributes, and Customer Satisfaction

Model	Variables	Standardized Coefficients (β)	t	p-value	Hypothesis Decision
1	Responsiveness	0.108	1.796	0.074	H1 accepted; but not a significant predictor of CS
	Assurance	-0.021	-0.346	0.730	H2 not accepted; not a significant predictor of CS
	Tangibility	-0.022	-0.390	0.697	H3 not accepted; not a significant predictor of CS
	Empathy	0.099	1.777	0.077	H4 accepted; but not a significant predictor of CS
	Reliability	0.230	4.127	0.000	H5 accepted; a significant predictor of CS
	Quality of Coffee	0.232	3.603	0.000	H6 accepted; a significant predictor of CS
	Ambiance of Coffee Shop	0.011	0.179	0.858	H7 accepted; but not a significant predictor of CS
	Value for Money	0.255	3.933	0.000	H8 accepted; with the highest positive influence and significant predictor of CS
<i>Note: n = 282</i>					
Constant to all Models. Dependent Variable: Customer Satisfaction (CS)					

Table 31b presents the outcomes of a Simple Linear Regression analysis utilizing the Enter Method, offering insights into the nuanced relationships between service quality dimensions, coffee shop attributes, and customer satisfaction. The standardized coefficients (β) shed light on the strength and direction of these associations, along with their respective statistical significance and decisions regarding hypotheses.

Notably, with the Enter Method, Responsiveness maintained a positive but non-significant relationship with customer satisfaction (β = 0.108, t = 1.796, p = 0.074), supporting Hypothesis 1 while recognizing its limited predictive capacity. Conversely, Assurance and Tangibility did not prove significant predictors (β = -0.021, t = -0.346, p = 0.730; β = -0.022, t = -0.390, p = 0.697, respectively), leading to the rejection of Hypotheses 2 and 3. Empathy was accepted as a predictor, though not statistically significant (β = 0.099, t = 1.777, p = 0.077), supporting Hypothesis 4. On the other hand, Reliability (β = 0.230, t = 4.127, p = 0.000), Quality of Coffee (β = 0.232, t = 3.603, p = 0.000), and Value for Money (β = 0.255, t = 3.933, p = 0.000) were all considered significant predictors, substantiating Hypotheses 5, 6, and 8, respectively. While the Ambiance of the Coffee Shop was acknowledged as a predictor, it did not exhibit statistical significance (β = 0.011, t = 0.179, p = 0.858), resulting in a nuanced decision in Hypothesis 7.

In summary, the results underscored the varied impact of service quality dimensions and coffee shop attributes on customer satisfaction using the Enter Method, providing valuable insights for coffee shop management. The observed significance emphasized the pivotal role of Reliability, Quality of Coffee, and Value for Money in influencing customer satisfaction within this context.

B. Discussion

The survey results provided a detailed look at who the respondents are and what they like in coffee shops. Now, let's dive into the discussion. We'll break down the reliability of our survey, checking how well it measured things like responsiveness, assurance, and more. We'll also see if certain factors like age, gender, or monthly income impact how satisfied people are with their coffee shop experience. The goal is to understand the connections between different aspects and figure out what matters to customers. This discussion not only helps us understand the findings better but also offers insights for coffee shop owners on how to improve and keep customers happy.

The exploration of the demographic profile within the study serves as a crucial lens through which to comprehend the characteristics of the respondents and is inherently tied to the study's overarching objectives. This analysis resonates profoundly with the primary aim of understanding the relationships between service quality, coffee shop attributes, and customer satisfaction in Valencia City, Bukidnon.

The first specific objective, focusing on the frequency of respondents across various demographic dimensions, unfolds essential insights into the composition of the study's participant pool. Age distribution reveals a majority falling within the 21 to 30-year-old bracket, shedding light on the youthful inclination of the coffee shop patrons under scrutiny. This aligns seamlessly with the broader societal trend wherein younger demographics often form a significant consumer base for coffee establishments.

Furthermore, the substantial representation of females in the study, constituting nearly 59% of respondents, accentuates the gender dynamics within the coffee shop clientele. Understanding this gender disparity becomes pivotal in crafting targeted strategies, marketing efforts, and even refining aspects of the coffee shop experience to cater to the preferences of this predominant demographic.

The prevalence of college-educated respondents, accounting for over three-quarters of the participants, underscores the significance of educational attainment in delineating the customer base. Such findings prompt consideration of the intellectual and cultural preferences of this educated cohort, thereby guiding the formulation of an ambiance, menu, and overall experience that resonates with their expectations.

The civil status distribution, primarily indicating that a significant portion of respondents is single, points to the importance of recognizing the social dynamics within the coffee shop space. This demographic detail holds implications for the design of communal spaces, seating arrangements, and even the potential for social events within the coffee shop.

Examining the occupation data further elucidates that students and self-employed individuals constitute a substantial portion of the respondents. This insight delves into the lifestyle and time constraints of these groups, emphasizing the need for efficient service and possibly tailored offerings that align with the preferences and schedules of these specific segments.

In summary, the detailed analysis of the demographic profile not only provides a snapshot of the respondents but also becomes a compass guiding the formulation of strategies for coffee shop owners in Poblacion Valencia City. By aligning the findings with the study's primary objectives, a narrative unfolds that connects the demographic nuances with the broader context of service quality and customer satisfaction, paving the way for targeted improvements and customer-centric initiatives in the local coffee shop landscape.

The meticulous analysis of control variables stands as a crucial component in understanding the nuanced dynamics influencing customer satisfaction within the context of Poblacion Valencia City, Bukidnon. This scrutiny, as delineated in Table 22, involves an exploration of diverse factors such as age, gender, civil status, occupation, educational attainment, monthly income, the amount spent per visit, frequency of visits, and the specific choice of a coffee shop.

The study's second specific objective, aiming to ascertain whether there exists a difference between these control variables and customer satisfaction, is met with a distinctive pattern in the results. The discernment of non-significant impacts of most demographic variables on customer satisfaction resonates with the overarching study goal. It implies that factors like age, gender, civil status, occupation, and educational attainment do not exert a statistically significant influence on the overall satisfaction of coffee shop patrons in Poblacion Valencia City, Bukidnon.

However, the standout exception lies in the specific choice of a coffee shop. The statistical significance attributed to this variable underscores its critical role in shaping customer satisfaction. The acknowledgment that customers' overall satisfaction is intricately tied to the particular coffee shop they opt for aligns with industry observations. It accentuates the significance of the unique offerings, ambiance, and service quality that each coffee shop brings to the table. Coffee shop owners and managers can derive strategic insights from this observation, focusing on enhancing distinctive aspects that set their establishments apart from others in the local landscape.

Furthermore, the findings imply that the customer experience transcends mere demographic characteristics, emphasizing the need for coffee shop operators to prioritize the unique attributes of their establishments. The data suggests that customer satisfaction is a nuanced outcome, driven more by the specific offerings and experience a coffee shop delivers rather than the general demographic attributes of its patrons. This insight can guide targeted marketing strategies and operational improvements, allowing coffee shops to tailor their approach to the distinctive preferences and expectations of their clientele in Poblacion Valencia City, Bukidnon.

The analysis of various attributes in a coffee shop, as detailed in Table 23, serves as a pivotal component in achieving the third specific objective of this study. This objective aims to discern the level of customer satisfaction concerning service quality dimensions and attributes within the selected coffee shops in Poblacion Valencia City, Bukidnon. The insights extracted from this table illuminate the nuanced perspectives of customers, shedding light on aspects that significantly influence their satisfaction levels.

The results reveal a noteworthy trend in the perceived excellence of tangibility, implying that customers place substantial importance on the physical aspects of the coffee shop environment. This encompasses factors such as cleanliness, aesthetics, and overall ambiance, indicating that these tangible attributes significantly contribute to the overall satisfaction of patrons. The outstanding reliability, as reflected in the mean scores, suggests that customers highly value dependability and consistency in the services provided by the coffee shop.

The interpretation of mean scores from Table 23 not only identifies areas where the coffee shop excels but also offers valuable guidance for improvement. For instance, the highest mean score attributed to tangibility implies that investing in the enhancement of the physical space, perhaps through interior design upgrades or meticulous cleanliness maintenance, could yield substantial gains in customer satisfaction. Similarly, the outstanding reliability score highlights the importance of consistent and reliable services, emphasizing the need for coffee shop owners to focus on maintaining high service standards.

Moreover, the detailed evaluation of mean scores provides coffee shop owners with a customer-centric lens through which they can prioritize improvements. By understanding which attributes are valued the most, owners can strategically allocate resources and efforts to areas that have the greatest potential to elevate the overall customer experience. This customer-centric approach aligns with contemporary business strategies, where customer satisfaction is increasingly recognized as a key driver of success.

In summary, the findings from Table 23 contribute significantly to the fulfillment of the study's objectives by offering a comprehensive understanding of customer perspectives on service quality dimensions and coffee shop attributes. The insights derived not only highlight areas of excellence but also provide actionable guidance for coffee shop owners in Poblacion Valencia City, Bukidnon, enabling them to make informed decisions for enhancing customer satisfaction and, consequently, the success of their establishments. The exploration of correlation coefficients, as detailed in Table 25, serves as a pivotal link to our overarching goal of understanding the intricate relationships among different dimensions of service quality and coffee shop attributes. Each correlation value within this table offers valuable insights into how these factors interact, contributing to the broader aim of elucidating their collective impact on customer satisfaction.

The identified correlations lay bare the complex interplay between various elements, providing a nuanced perspective on the dynamics at play within the coffee shop industry in Poblacion, Valencia City, Bukidnon. The positive correlations observed among responsiveness, assurance, tangibility, empathy, reliability, ambiance, quality of coffee, value for money, and customer satisfaction illuminate a network of connections, where the strength and direction of one factor influence another.

Among these correlations, a notable standout is the robust link between value for money and customer satisfaction. The identification of this strong correlation underscores the pivotal role that perceived value for money plays in shaping overall satisfaction among coffee shop patrons. Customers, it appears, are particularly attuned to the relationship between the cost of their coffee shop experience and the perceived value they derive from it.

This insight into the relationships among different constructs contributes significantly to our understanding of customer satisfaction dynamics. It not only highlights the importance of individual factors but also unveils the synergistic effects that occur when these elements interact. The knowledge gained from these correlations aids in strategic decision-making for coffee shop owners, allowing them to prioritize areas that have the most substantial impact on enhancing customer satisfaction.

Moreover, the comprehensive nature of these correlations prompts further reflection on the holistic customer experience. The positive correlations suggest that improvements in one dimension, such as tangibility or reliability, may positively influence other aspects, ultimately contributing to an enhanced overall customer satisfaction level. This interconnectedness emphasizes the need for a comprehensive approach to customer service and the cultivation of a positive atmosphere within the coffee shop environment.

In conclusion, the correlations outlined in Table 25 are not merely statistical associations but valuable insights into the intricate dance of factors shaping customer satisfaction in Poblacion, Valencia City's coffee shops. The revealed relationships offer a roadmap for coffee shop owners, guiding them in crafting strategies that address multiple dimensions simultaneously, with a keen awareness of the overarching influence of value for money on the satisfaction of their valued customers. The outcomes derived from the Simple Linear Regression Analysis, as presented in Table 26 a, intricately unravel the nuanced dynamics between service quality, selected attributes, and their impact on customer satisfaction. This analytical approach directly aligns with the fourth specific objective of the study, which aims to comprehensively investigate the factors influencing the overall satisfaction of patrons in Valencia City, Bukidnon.

Upon delving into the regression results, specific attributes emerge as crucial predictors of customer satisfaction. Notably, reliability, which encompasses the dependability and consistency of service, surfaces as a significant predictor. This insight implies that ensuring a reliable and consistent experience is paramount in bolstering overall customer satisfaction. Furthermore, the quality of coffee stands out as another significant predictor. The implication here is clear – the intrinsic quality of the primary product, coffee, plays a pivotal role in shaping customer contentment. Additionally, the third identified predictor, value for money, underscores the significance of perceived worth concerning the overall cost. This finding suggests that customers are not only seeking quality but also assessing the value proposition offered by the coffee shop.

The collective findings of the study hold substantial implications for coffee shop owners in Poblacion, Valencia City, Bukidnon. Notably, the revelation that demographic factors wield limited influence on customer satisfaction emphasizes the need for coffee shop proprietors to shift their focus toward elements within their control. The strategic selection of specific attributes that significantly impact satisfaction—reliability, quality of coffee, and value for money—provides a roadmap for targeted enhancements. Owners may consider investments in maintaining a clean and aesthetically pleasing space to elevate the overall customer experience. Moreover, the emphasis on reliability advocates for consistent and dependable service, urging coffee shop operators to implement robust operational practices.

Furthermore, the pivotal role of coffee quality and its influence on customer satisfaction implies that investing in sourcing high-quality beans, refining brewing processes, and maintaining consistency in taste are critical considerations for coffee shop owners. Finally, the highlighted importance of perceived value for money signifies the need for pricing strategies that align with customer expectations, offering a balance between cost and perceived quality. In essence, these actionable insights not only guide immediate improvements but also pave the way for a strategic approach to meet the evolving preferences and expectations of the local customer demographic. As coffee shop owners tailor their offerings and services based on these findings, they position themselves to not only meet but exceed the expectations of their patrons, fostering long-term loyalty and success in Poblacion, Valencia City, Bukidnon.

Contrary to previous research findings that identified a positive and significant relationship between the ambiance of the coffee shop and customer satisfaction (Zamani et. al., 2020; Lee et. al., 2018; Ong et. al., 2023;), our study unexpectedly revealed that the ambiance did not play a significant role. This suggests that, according to the respondents in our study, the comfort of the coffee shop's ambiance is not a primary factor influencing satisfaction among customers. Additionally, the study implies that a comfortable or relaxed environment does not necessarily ensure customer satisfaction (Dhisasmito and Kumar, 2020).

The prior research suggested that responsiveness has a relationship but lacks a significant impact on customer satisfaction. It can be inferred that responsiveness is essential in delivering quality service but not an absolute necessity (Gopi and Samat, 2020; Monther and Mahadevan, 2019). Therefore, it indicates that in a coffee shop setting, the counter staff must consistently be equipped with the proper skills to provide attentive and prompt assistance.

Specifically, tangibility was found to be less significant in influencing customer satisfaction in this study. This observation aligns with the findings of the study conducted by Balinado et. al. (2021).

The empathy does not have a significant connection toward customer satisfaction, and this observation is consistent with the findings of Gopi and Samat (2020), where empathy was not identified as a significant factor in influencing customer satisfaction in coffee shops. This implies that while empathy is a crucial aspect of service quality, it may not be a primary driver of customer satisfaction in the context of coffee shops.

The study's outcomes provide valuable insights into the factors influencing customer satisfaction in coffee shops, particularly in the unique context of Poblacion, Valencia City, Bukidnon. By understanding the nuanced dynamics of service quality dimensions and their impact on customer satisfaction, coffee shop owners can tailor their strategies to meet the specific preferences and expectations of their clientele, thereby fostering long-term success and customer loyalty and satisfaction in the local market.

CHAPTER FOUR

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter discusses the complex structure of customer satisfaction within the coffee culture of Valencia City, Bukidnon. We investigate the complex relationships that exist between customer satisfaction levels, coffee shop attributes, and service quality. The results that are shown capture the essence of our investigation and provide insight into the preferences and assessments of the people who frequent the local coffee scene. By carefully analyzing the demographics, service quality measurements, and the effects of certain coffee shop decisions, we want to provide useful information to coffee shop administrators as they navigate the complex terrain of client preferences in this energetic and culturally diverse area. The synopsis of our findings, along with closing thoughts and useful suggestions, establishes the foundation for tactical advancements in Valencia City's coffee shop industry.

A. Summary of Findings

The study aimed to investigate the intricate dynamics between service quality, coffee shop attributes, and customer satisfaction in Poblacion, Valencia City, Bukidnon. Firstly, the demographic analysis highlighted a predominantly youthful clientele, with a majority falling within the 21 to 30-year-old age bracket, consistent with broader consumer trends (Zamani et. al., 2020). Surprisingly, despite prior research suggesting demographic factors significantly influence satisfaction, this study found no significant impact from variables such as age, gender, educational attainment, civil status, or occupation on customer satisfaction levels. This challenges existing literature and suggests that while demographics provide insights, they may not directly influence satisfaction in this context. Furthermore, while most control variables showed non-significant impacts, the specific choice of a coffee shop emerged as a significant predictor of satisfaction, emphasizing the crucial role of the coffee shop itself in shaping customer experiences (Gopi and Samat, 2020).

Secondly, the assessment of customer satisfaction with service quality and coffee shop attributes revealed notable findings. Tangibility, reliability, and the quality of coffee emerged as significant predictors of satisfaction, indicating the importance of tangible aspects and product quality in shaping customer perceptions (Balinado et. al., 2021). Surprisingly, contrary to prior research, ambiance did not significantly influence satisfaction levels. This discrepancy challenges previous findings and suggests that in this context, factors like cleanliness and ambiance may not be primary drivers of satisfaction (Dhisasmito and Kumar, 2020).

Lastly, the study explored the influence of service quality and selected attributes on customer satisfaction, revealing strong correlations between various dimensions of service quality and coffee shop attributes. Notably, the results highlighted the crucial role of value for money in shaping overall satisfaction, aligning with theories like SERVQUAL and SERVPERF (Monther and Mahadevan, 2019). This suggests that customers are highly attuned to the perceived value they receive relative to the cost of their coffee shop experience. In conclusion, while demographic factors may offer insights, the specific attributes of coffee shops, such as reliability and quality of coffee, have a more significant impact on customer satisfaction. These findings support existing theories and emphasize the importance of tangible aspects and perceived value in shaping customer satisfaction in Valencia City, Bukidnon.

B. Conclusion

In conclusion, this study thoroughly investigated the intricate dynamics between service quality, coffee shop attributes, and customer satisfaction in Valencia City, Bukidnon. Through a comprehensive demographic analysis, it became apparent that the majority of coffee shop patrons in the area belong to the young adult demographic, predominantly aged between 21 to 30 years, in line with broader societal trends. Additionally, a significant representation of females was observed among respondents, emphasizing gender dynamics within the coffee shop clientele. Despite prior research suggesting demographic factors significantly influence satisfaction, this study found no significant impact from variables such as age, gender, educational attainment, civil status, or occupation. However, the specific choice of a coffee shop emerged as a significant predictor of satisfaction, highlighting the pivotal role of the coffee shop itself in shaping customer experiences.

Inferentially, the analysis revealed that tangibility, reliability, and the quality of coffee significantly influenced customer satisfaction, aligning with existing literature. Contrary to expectations, ambiance did not significantly impact satisfaction levels, challenging prior findings. However, a robust correlation between value for money and overall satisfaction was identified, consistent with theories like SERVQUAL. These findings suggest that customers prioritize perceived value relative to cost in their coffee shop experiences. Therefore, while demographic factors may offer insights, the specific attributes of coffee shops have a more profound impact on customer satisfaction in Valencia City, Bukidnon. Overall, the results provide valuable insights for coffee shop owners, emphasizing the importance of focusing on tangible aspects and perceived value to enhance customer satisfaction and loyalty.

C. Recommendations

To the Coffee Shop Owner in Poblacion, Valencia City, Bukidnon: Based on the findings of this study, it is recommended to focus on several key areas to enhance customer satisfaction and loyalty in your coffee shop. Firstly, prioritize maintaining a clean and aesthetically pleasing environment consistently, as tangibility emerged as a significant predictor of satisfaction. Additionally, ensure reliable and consistent service delivery to uphold customer trust and satisfaction. Secondly, emphasize the quality of coffee by sourcing high-quality beans, refining brewing processes, and maintaining consistency in taste. This aspect was found to be crucial

in shaping customer satisfaction. Thirdly, recognize the importance of perceived value for money and align pricing strategies with customer expectations. Finally, while demographic factors may not directly influence satisfaction, understanding the preferences of your customer base can help tailor offerings and marketing strategies effectively to further enhance satisfaction levels.

To Future Researchers: This study provides a foundation for future research in understanding customer satisfaction in coffee shops. Future studies could explore longitudinal trends in customer satisfaction, conduct comparative analyses across different coffee shops, and supplement quantitative findings with qualitative research methods to gain deeper insights into customer preferences and behaviors.

To the Variables of the Study: Based on the study's findings, it is recommended to ensure that responsiveness, assurance, tangibility, empathy, and reliability are consistently upheld to meet customer expectations for service quality. Additionally, continuously assess and improve the quality of coffee, ambiance of the coffee shop, and value for money to enhance overall customer satisfaction. While demographic factors may not directly influence satisfaction, monitoring changes in the demographic profile of customers and adapting strategies accordingly can help meet evolving preferences. In summary, by implementing these recommendations and refining strategies based on customer feedback and market trends, coffee shop owners can foster long-term loyalty and success in Poblacion, Valencia City, Bukidnon.

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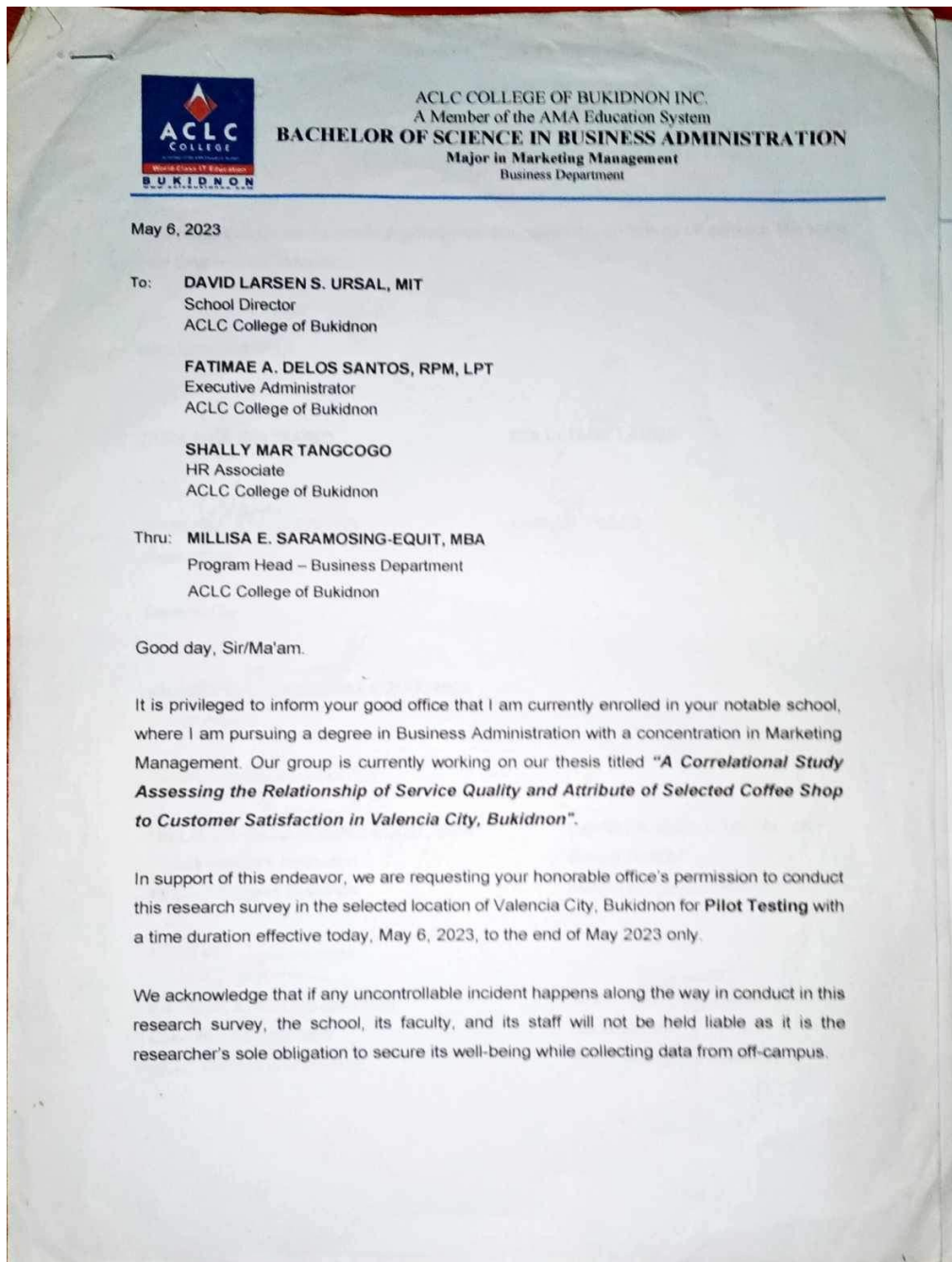
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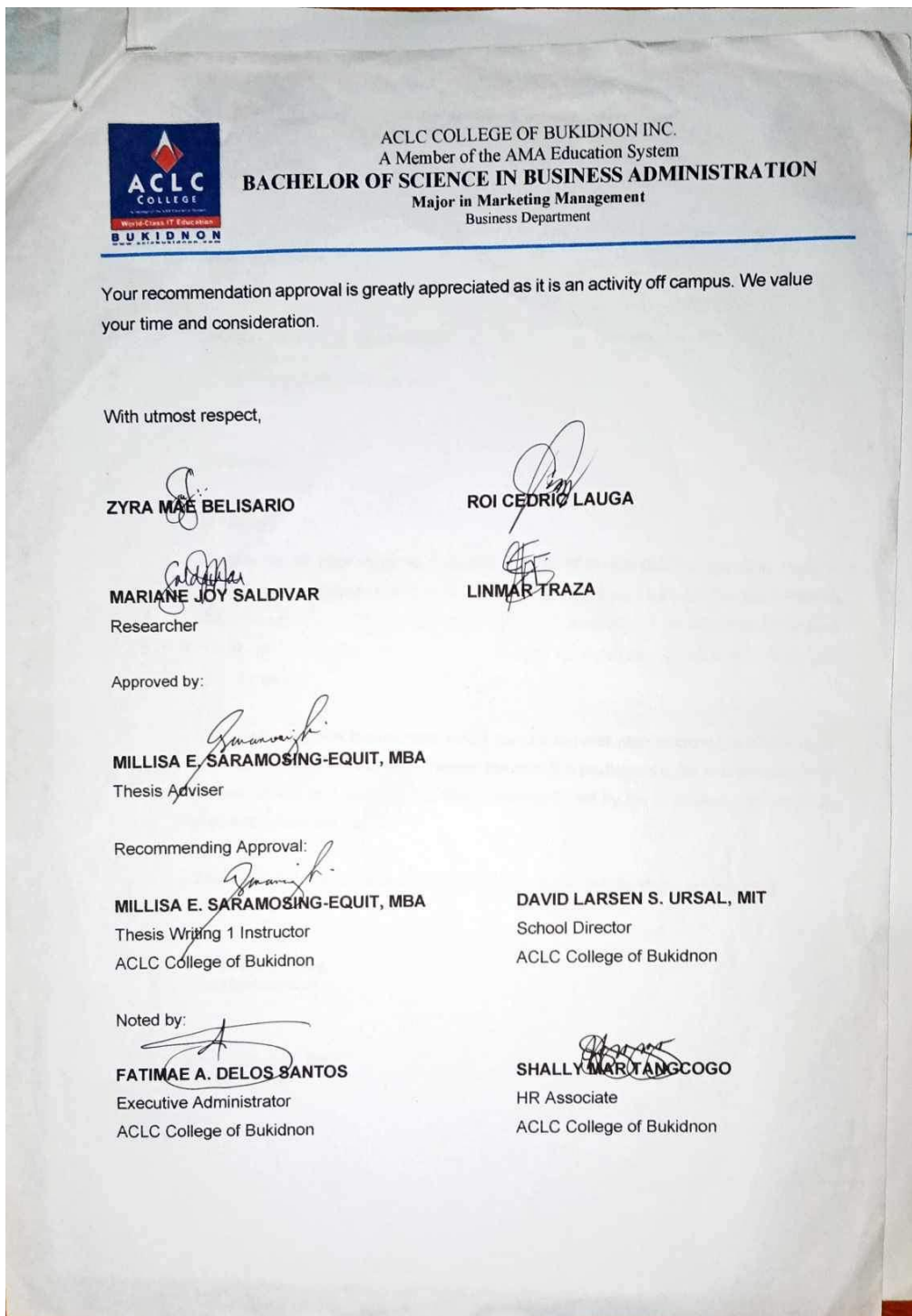
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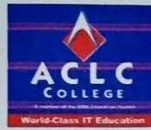
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APPENDIX A. DATA GATHERING LETTER







ACLC COLLEGE OF BUKIDNON INC.
A member of AMA Education System
COLLEGE OF BUSINESS ADMINISTRATION
BSBA Major in Marketing Management
3535 TS Bldg., Sayre Highway, Hagkol,
Valencia City 8709, Bukidnon



October 2, 2023

DAVID LARSEN S. URSAL, MIT
School Director
ACLC College of Bukidnon Inc.

Sir/Madam:

Greetings!

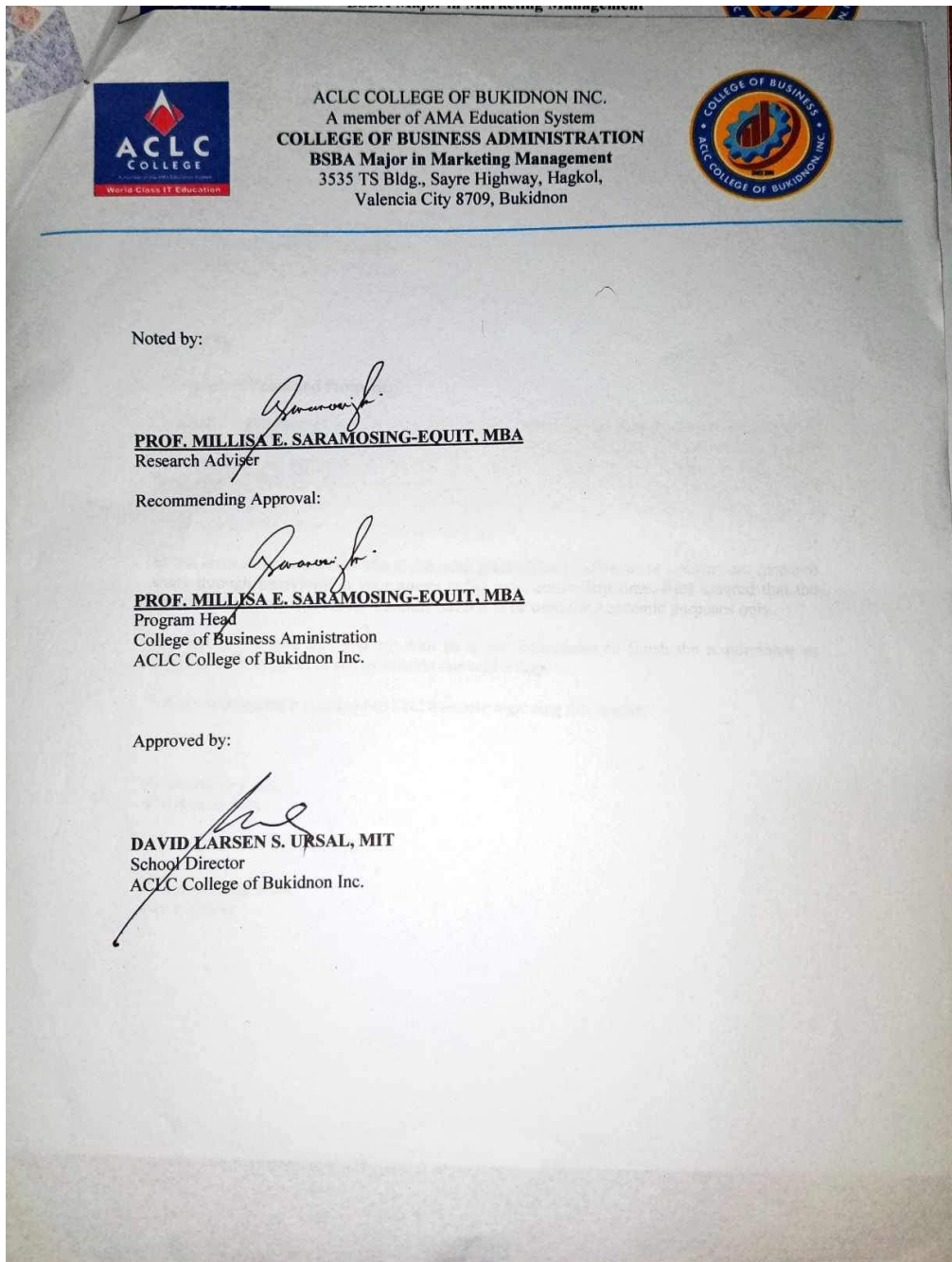
We are the 4th year students from the College of Business Administration Major in Marketing Management and have recently presented and passed the title proposal stage last June 21, 2023, for our study entitled, "Assessing the Relationship of Service Quality and Attributes of Selected Coffee Shop to Customer Satisfaction In Valencia City, Bukidnon."

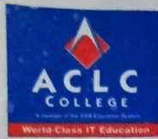
In line with this, the researchers would humbly request your approval to allow us to proceed and conduct the study among the selected participants. Be rest assured that we will comply and abide by the ethical standards set by the Institution in relation to research undertakings.

Your favorable response and approval on this matter will be highly appreciated.

Respectfully yours,
The Researchers

Belisario, Zyra Mae
Thesis Leader





ACLC COLLEGE OF BUKIDNON INC.
A member of AMA Education System
COLLEGE OF BUSINESS ADMINISTRATION
BSBA Major in Marketing Management
3535 TS Bldg., Sayre Highway, Hagko,
Valencia City 8709, Bukidnon



October 2, 2023

To the Respondents:

We are a researcher from ACLC College of Bukidnon. We are currently conducting a study on service quality and customer satisfaction in coffee shops, and we are interested in your opinion.

Your participation is voluntary, and your responses will be kept confidential. The data collected will be used for academic research purposes only, and no individual will be identified in any publications or presentations.

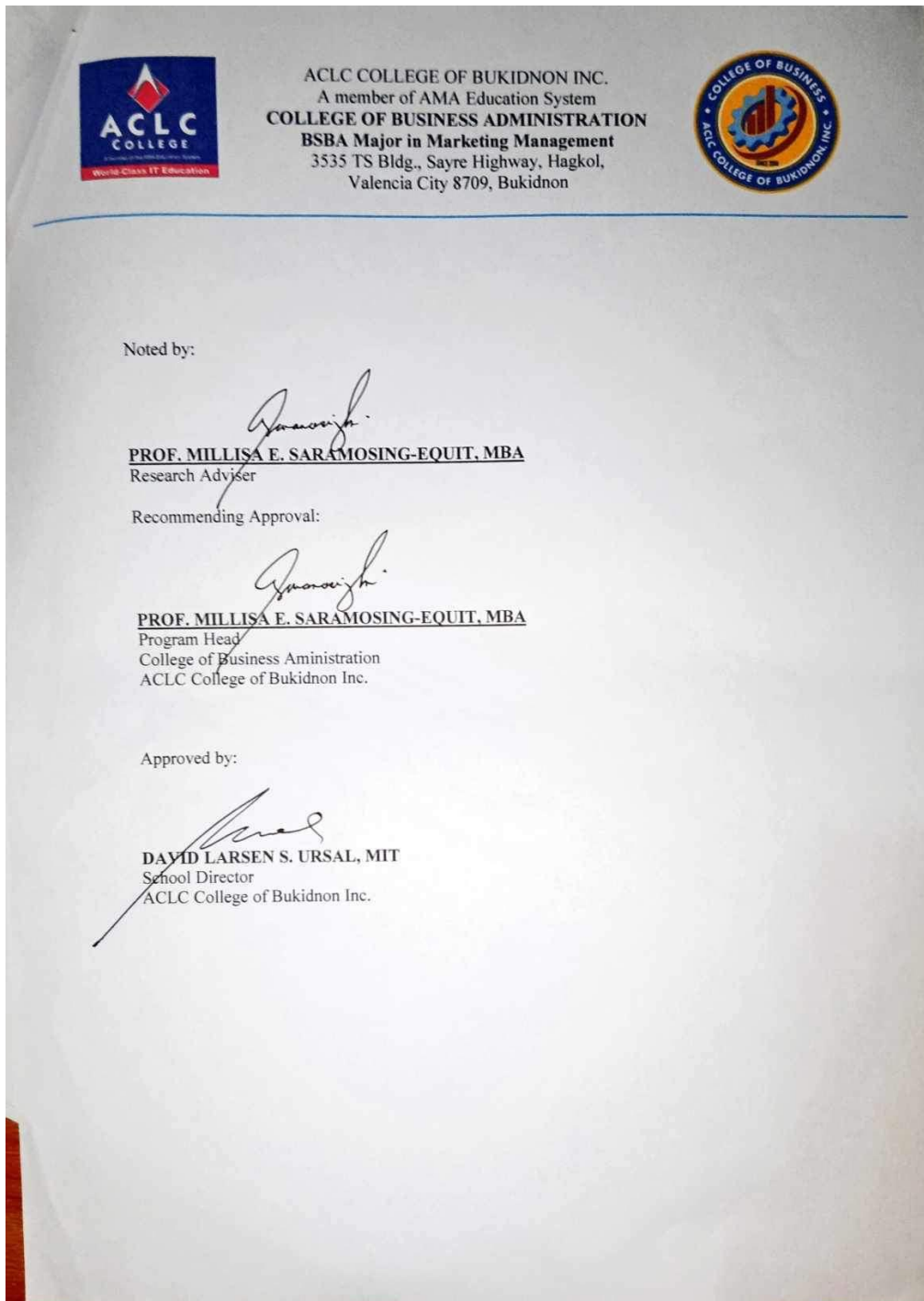
The questionnaire will take approximately 5 minutes to complete, and it includes questions about your demographic profile, perceived service quality and attributes, and customer satisfaction. Your honest responses will greatly contribute to the success of this study.

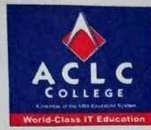
If you agree to participate, please complete this survey questionnaire as honestly as possible. If you have any questions or concerns, please feel free to contact us at +6395-097-1443.

Thank you for considering this request, and I hope to hear from you soon.

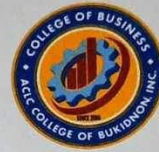
Respectfully yours,
The Researchers

Belisario, Zyra Mae
Thesis Leader





ACLC COLLEGE OF BUKIDNON INC.
A member of AMA Education System
COLLEGE OF BUSINESS ADMINISTRATION
BSBA Major in Marketing Management
3535 TS Bldg., Sayre Highway, Hagkol,
Valencia City 8709, Bukidnon



October 09, 2023

THE MANAGER

Totsy's Cales and Pastries
M.L Quezon St., Poblacion,
Valencia City, Bukidnon
tcp.dmhvalencia@mmhi.com.ph

Sir/Madam:

Greetings of Peace and Prosperity!

In partial fulfillment of the requirements of the course (BAMM6402) Thesis Writing 2 of ACLC College of Bukidnon, Sayre Highway, Hagkol, Valencia City, Bukidnon. We, the 4th year students of Bachelor of Science in Business Administration major in Marketing Management would like to ask permission to conduct a survey for our study entitled "Assessing the Relationship of Service Quality and Attributes of Selected Coffee Shop to Customer Satisfaction in Valencia City, Bukidnon."

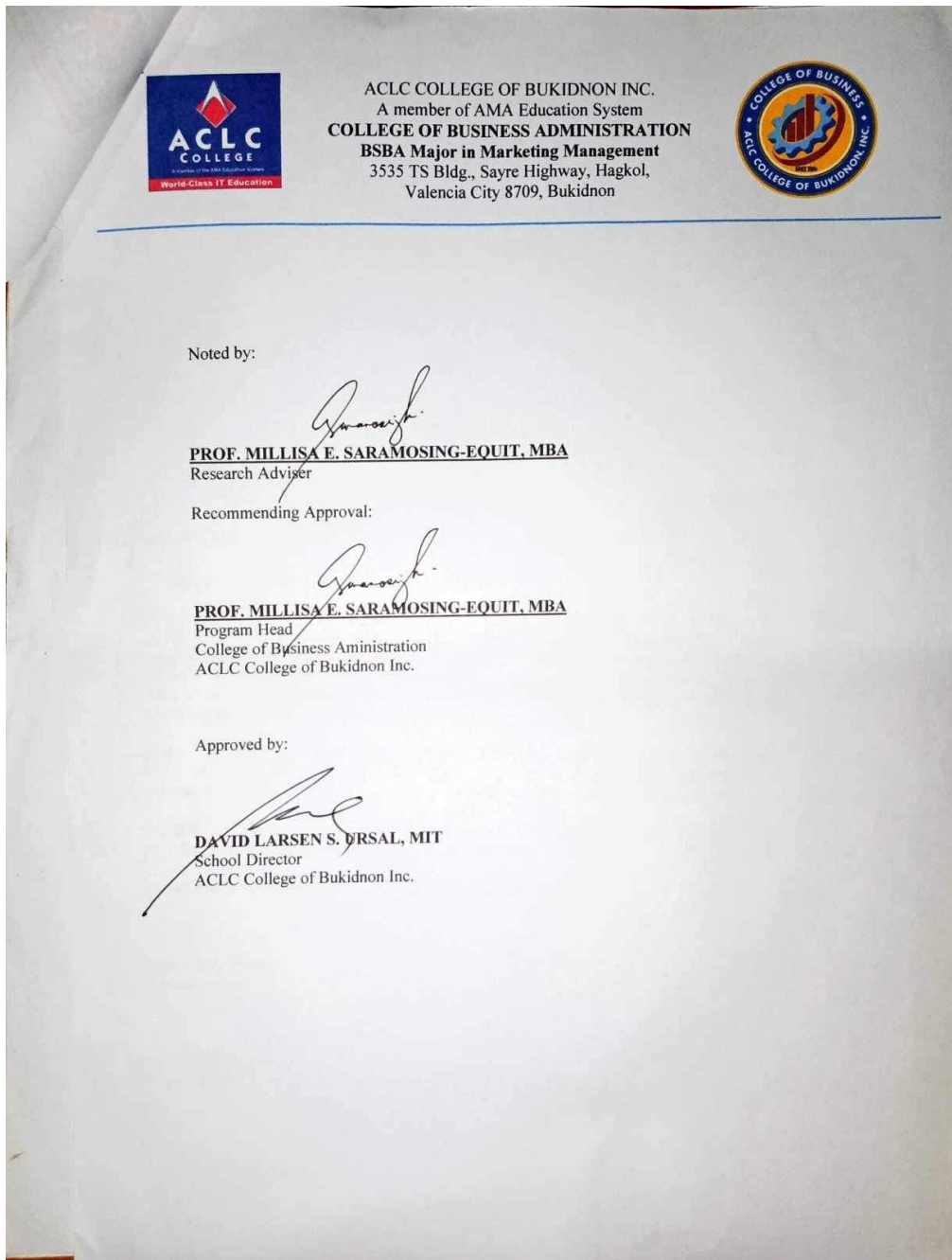
In this connection, we would like to ask your good office to allow us to conduct our research study through interviews of your guests at the most convenient time. Rest assured that the data we will gather will remain confidential and to be used for Academic purposes only.

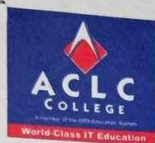
As such, we believe that you are with us in our enthusiasm to finish the requirement as compliance of our course and to develop our well-being.

We are anticipating a positive and kind response regarding this matter.

Respectfully yours,
The Researchers

Belisario, Zyra Mae
Thesis Leader





ACLC COLLEGE OF BUKIDNON INC.
A member of AMA Education System
COLLEGE OF BUSINESS ADMINISTRATION
BSBA Major in Marketing Management
3535 TS Bldg., Sayre Highway, Hagkol,
Valencia City 8709, Bukidnon



October 09, 2023

THE MANAGER

Lokal Kofi
Carsada Foodpark, Poblacion,
Valencia City, Bukidnon

Sir/Madam:

Greetings of Peace and Prosperity!

In partial fulfillment of the requirements of the course (BAMM6402) Thesis Writing 2 of ACLC College of Bukidnon, Sayre Highway, Hagkol, Valencia City, Bukidnon. We, the 4th year students of Bachelor of Science in Business Administration major in Marketing Management would like to ask permission to conduct a survey for our study entitled "Assessing the Relationship of Service Quality and Attributes of Selected Coffee Shop to Customer Satisfaction in Valencia City, Bukidnon."

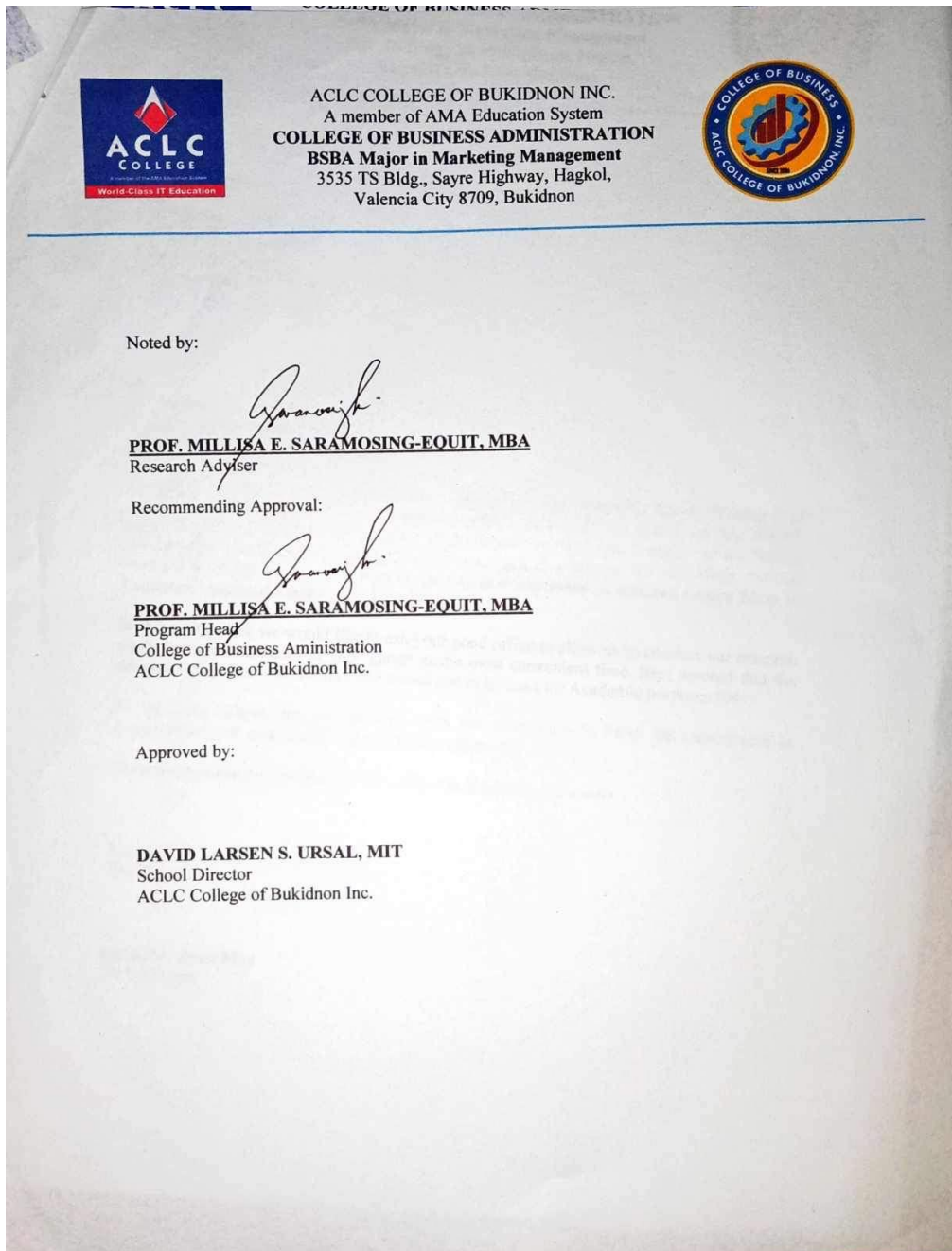
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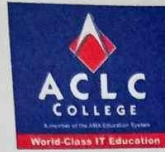
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Belisario, Zyra Mae
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3535 TS Bldg., Sayre Highway, Hagkol,
Valencia City 8709, Bukidnon



October 09, 2023

THE MANAGER

Beanukid Bake & Brew
Door 1, Kantina Food Park,
Sayre Highway, Valencia City, Bukidnon
lalocalfoods@gmail.com

Sir/Madam:

Greetings of Peace and Prosperity!

In partial fulfillment of the requirements of the course (BAMM6402) Thesis Writing 2 of ACLC College of Bukidnon, Sayre Highway, Hagkol, Valencia City, Bukidnon. We, the 4th year students of Bachelor of Science in Business Administration major in Marketing Management would like to ask permission to conduct a survey for our study entitled "Assessing the Relationship of Service Quality and Attributes of Selected Coffee Shop to Customer Satisfaction in Valencia City, Bukidnon."

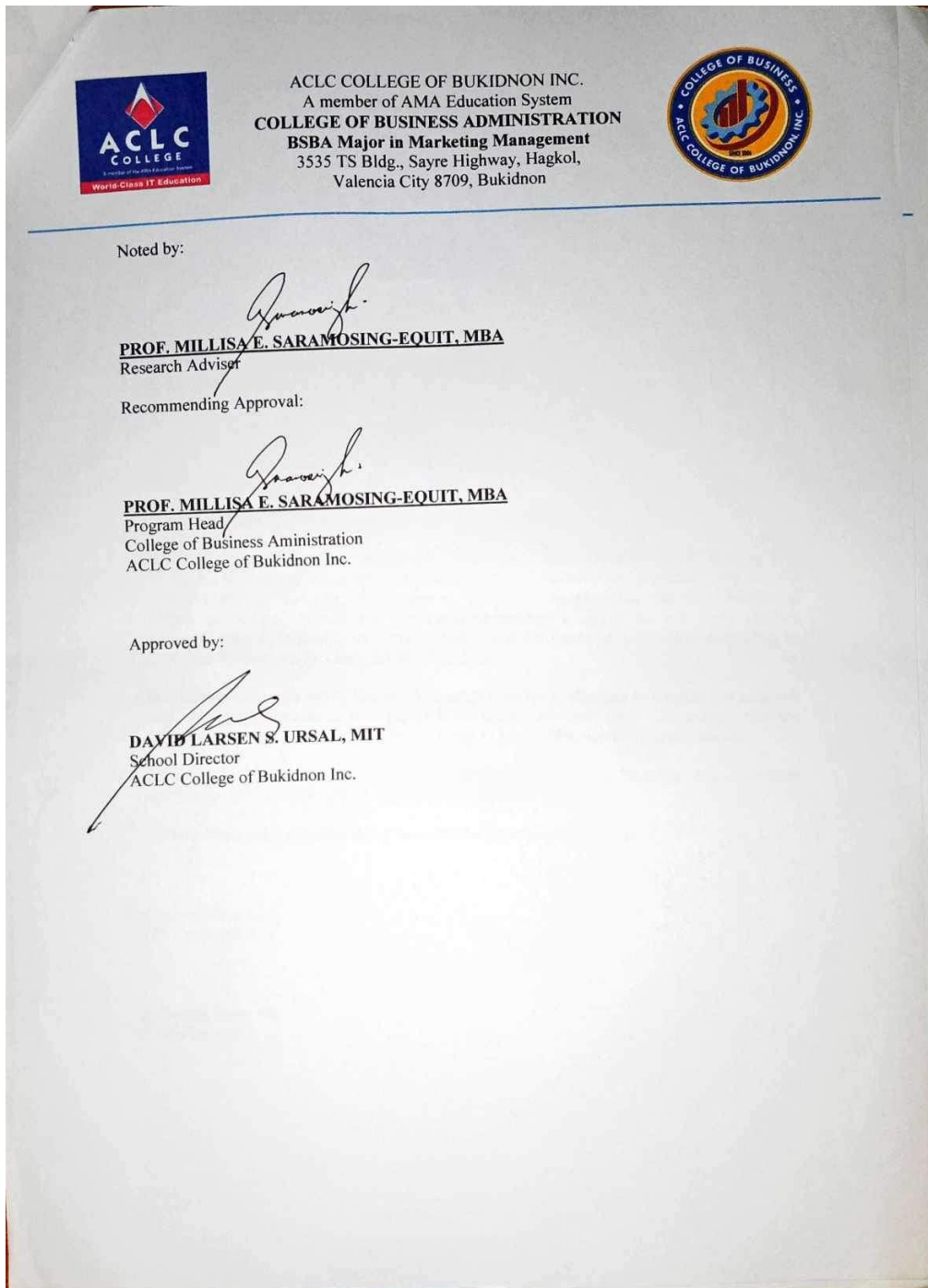
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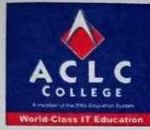
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Belisario, Zyra Mae
Thesis Leader





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3535 TS Bldg., Sayre Highway, Hagkol,
Valencia City 8709, Bukidnon



October 09, 2023

THE MANAGER

Caffè Ine
T.N. Pepito Street,
Valencia City, Bukidnon

Sir/Madam:

Greetings of Peace and Prosperity!

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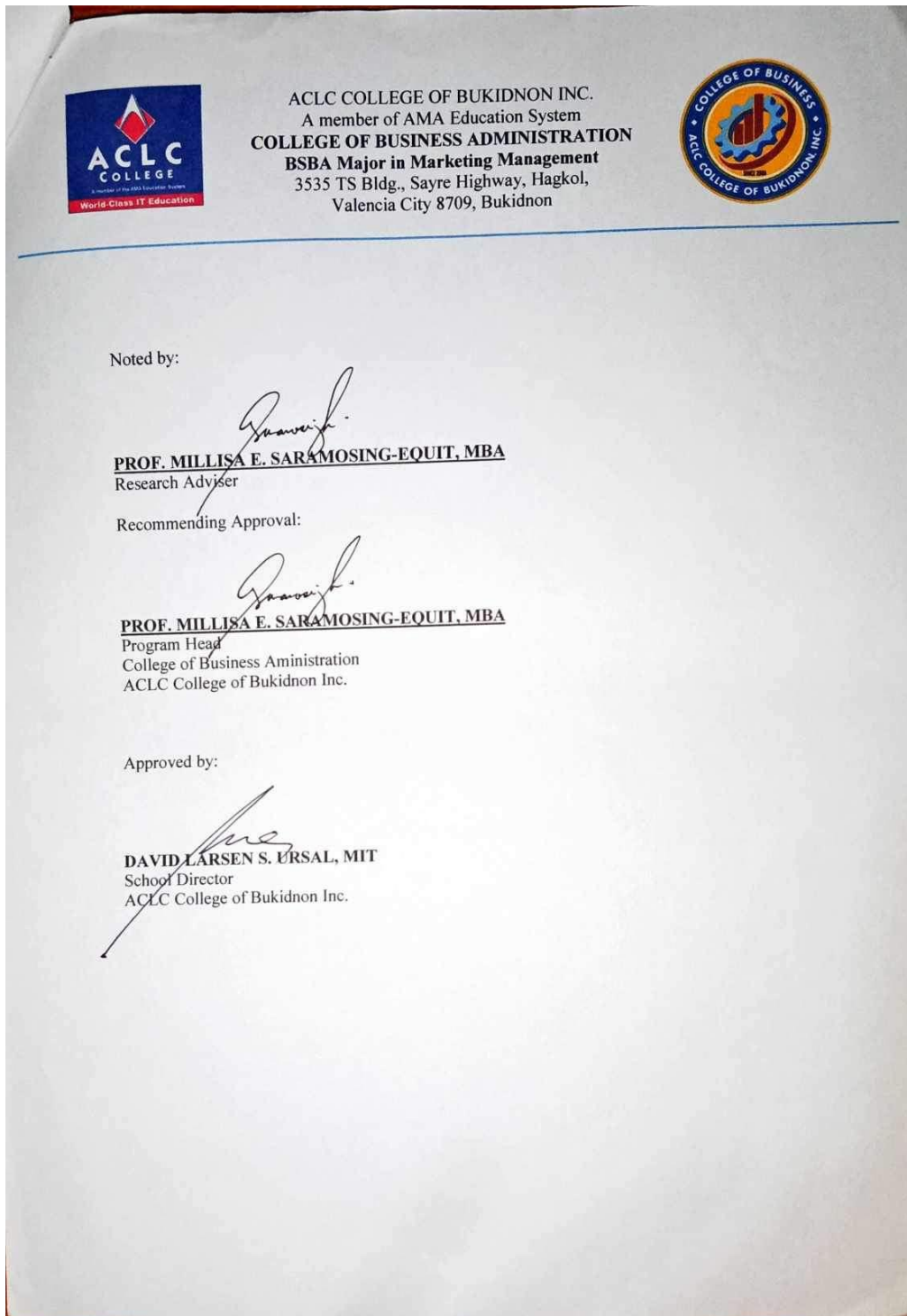
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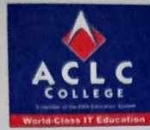
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The Researchers

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Valencia City 8709, Bukidnon



October 09, 2023

THE MANAGER

Pet Perry Suites and Cafe
P-17a, Sayre Highway,
Valencia City, Bukidnon
Petperry28@yahoo.com

Sir/Madam:

Greetings of Peace and Prosperity!

In partial fulfillment of the requirements of the course (BAMM6402) Thesis Writing 2 of ACLC College of Bukidnon, Sayre Highway, Hagkol, Valencia City, Bukidnon. We, the 4th year students of Bachelor of Science in Business Administration major in Marketing Management would like to ask permission to conduct a survey for our study entitled "Assessing the Relationship of Service Quality and Attributes of Selected Coffee Shop to Customer Satisfaction in Valencia City, Bukidnon."

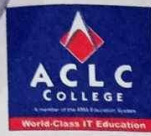
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The Researchers

Belisario, Zyra Mae
Thesis Leader



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3535 TS Bldg., Sayre Highway, Hagkol,
Valencia City 8709, Bukidnon



Noted by:

PROF. MILLISA E. SARAMOSING-EQUIT, MBA
Research Adviser

Recommending Approval:

PROF. MILLISA E. SARAMOSING-EQUIT, MBA
Program Head
College of Business Administration
ACLC College of Bukidnon Inc.

Approved by:

DAVID LARSEN S. URSAL, MIT
School Director
ACLC College of Bukidnon Inc.



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October 09, 2023

THE MANAGER

Coffee Clock
Beside Hotel Valencia, Sayre Highway,
Poblacion, Valencia City, Bukidnon
coffeeclockbukidnon@gmail.com

Sir/Madam:

Greetings of Peace and Prosperity!

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Noted by:

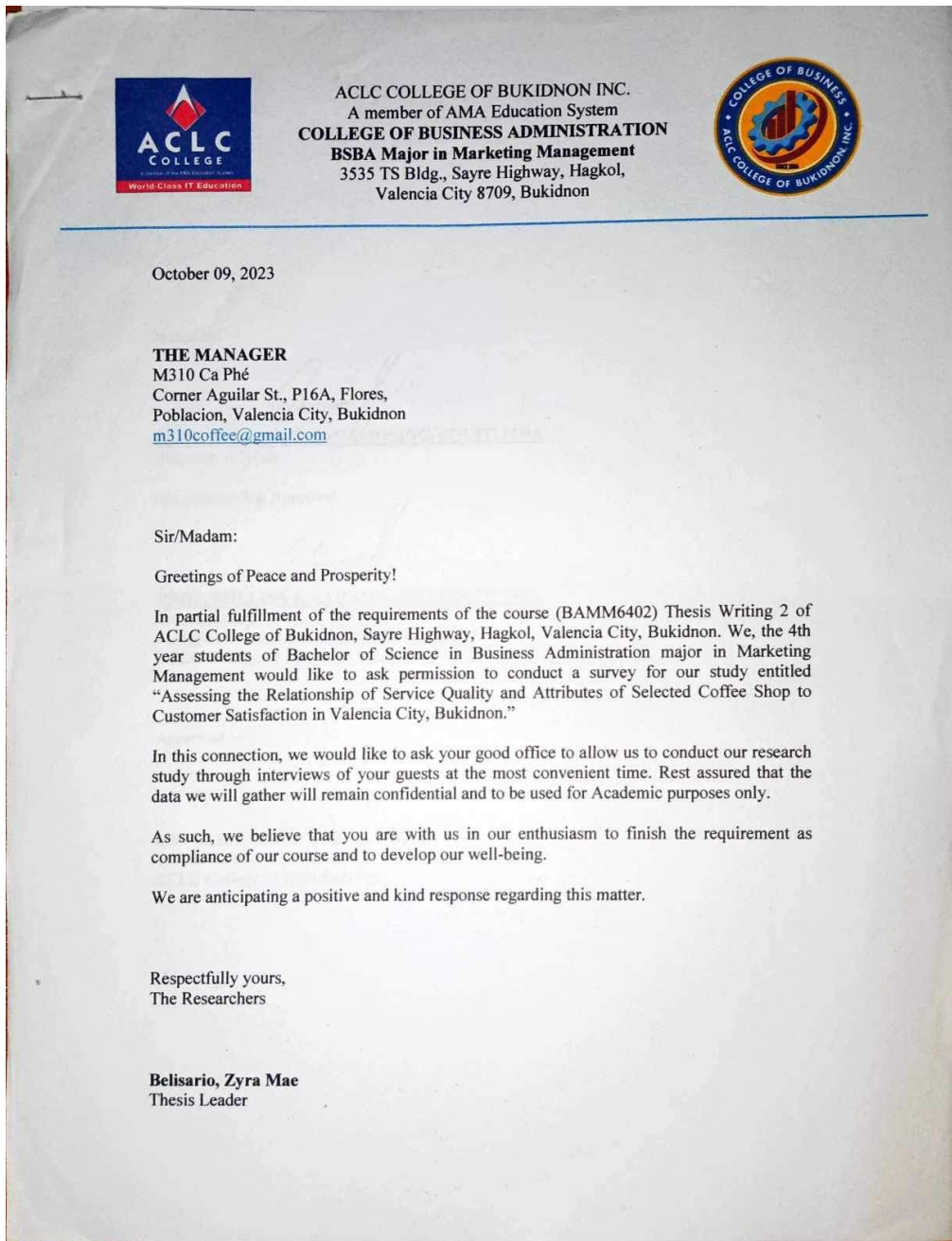
PROF. MILLISA E. SARAMOSING-EQUIT, MBA
Research Adviser

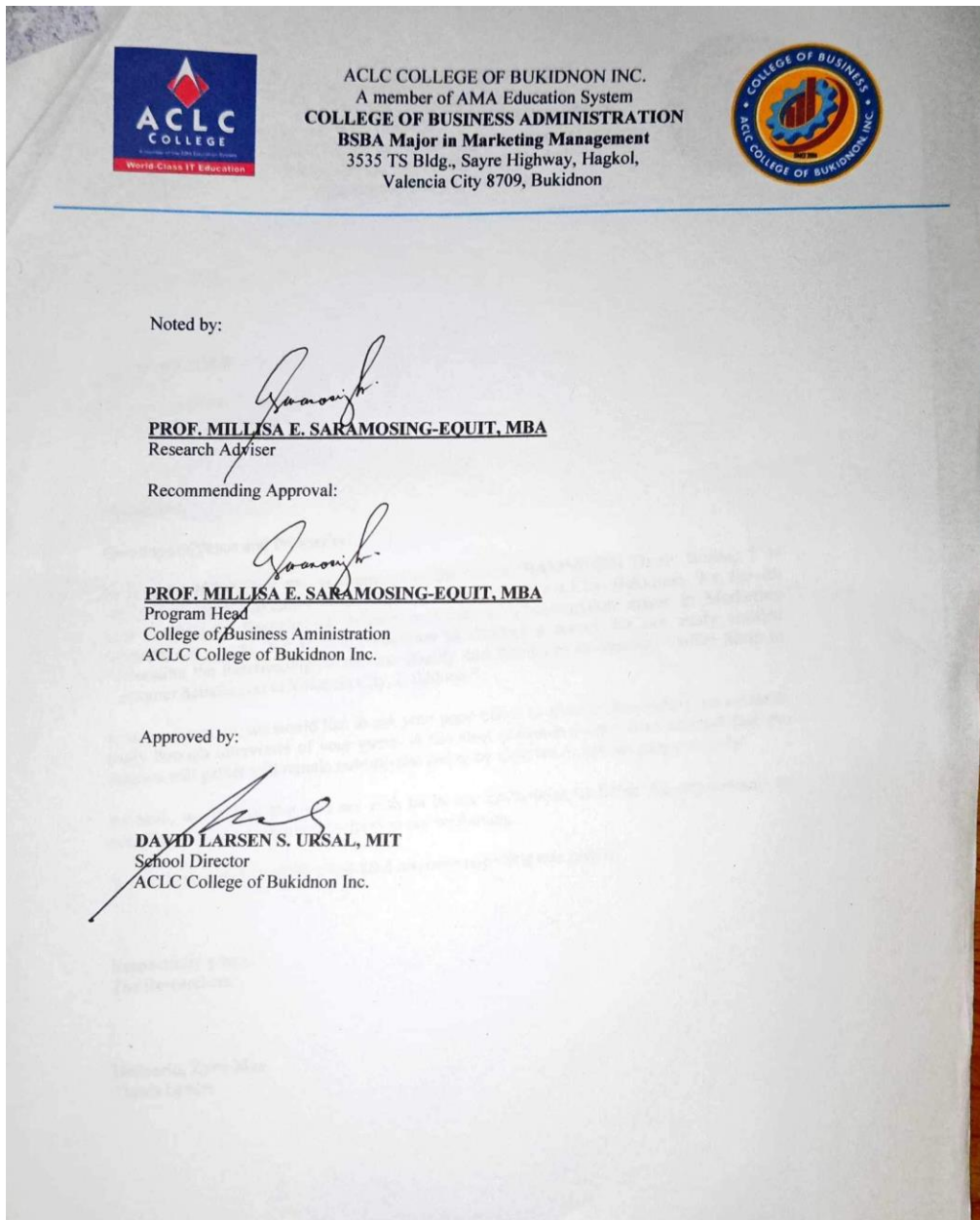
Recommending Approval:

PROF. MILLISA E. SARAMOSING-EQUIT, MBA
Program Head
College of Business Administration
ACLC College of Bukidnon Inc.

Approved by:

DAVID LARSEN S. URSAL, MIT
School Director
ACLC College of Bukidnon Inc.







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Valencia City 8709, Bukidnon



October 09, 2023

THE MANAGER

Just Coffee
Catarata St., P-4, Poblacion,
Valencia City, Bukidnon

Sir/Madam:

Greetings of Peace and Prosperity!

In partial fulfillment of the requirements of the course (BAMM6402) Thesis Writing 2 of ACLC College of Bukidnon, Sayre Highway, Hagkol, Valencia City, Bukidnon. We, the 4th year students of Bachelor of Science in Business Administration major in Marketing Management would like to ask permission to conduct a survey for our study entitled "Assessing the Relationship of Service Quality and Attributes of Selected Coffee Shop to Customer Satisfaction in Valencia City, Bukidnon."

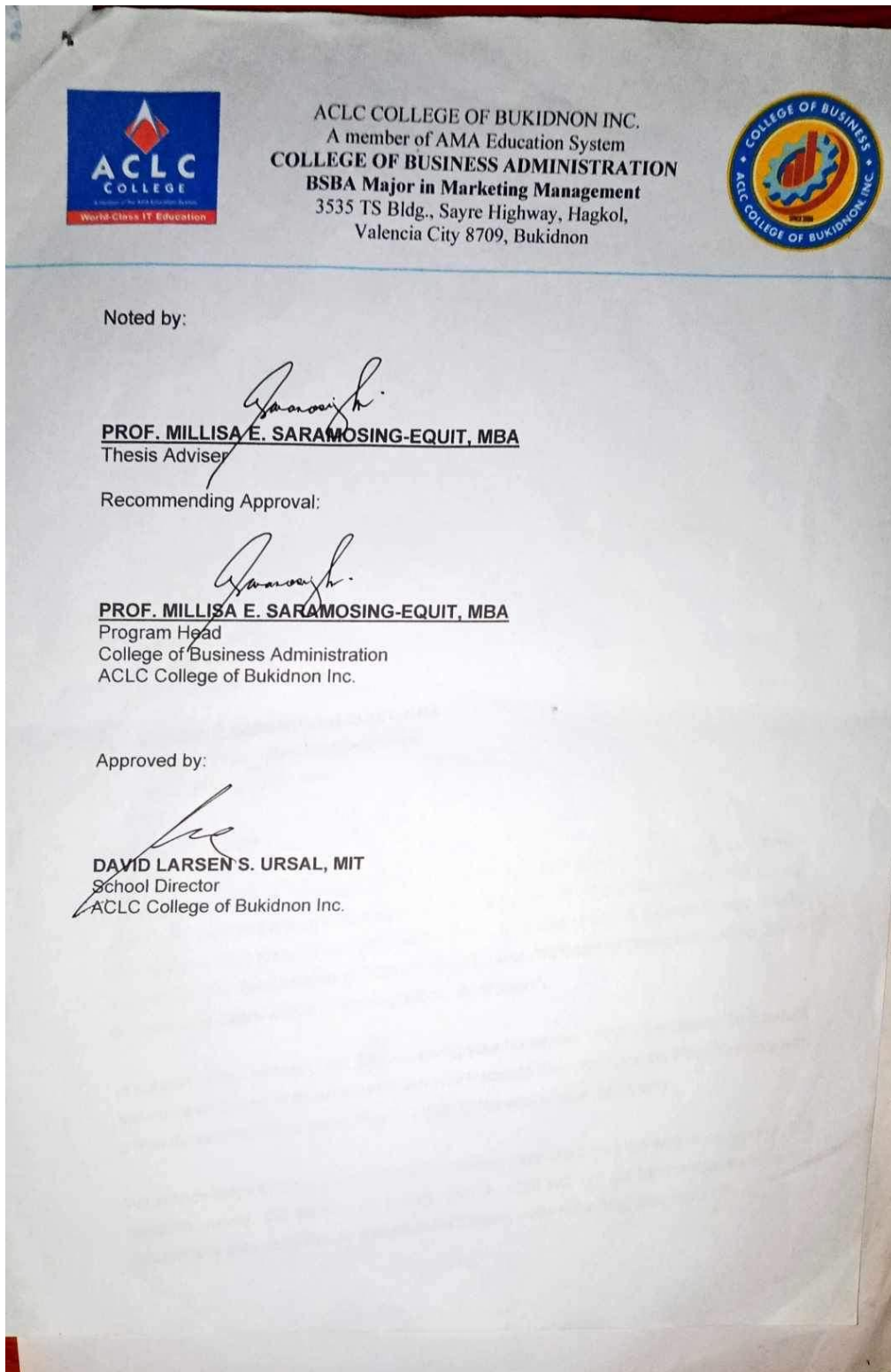
In this connection, we would like to ask your good office to allow us to conduct our research study through interviews of your guests at the most convenient time. Rest assured that the data we will gather will remain confidential and to be used for Academic purposes only.

As such, we believe that you are with us in our enthusiasm to finish the requirement as compliance of our course and to develop our well-being.

We are anticipating a positive and kind response regarding this matter.

Respectfully yours,
The Researchers

Belisario, Zyra Mae
Thesis Leader



APPENDIX B. STANDARD SURVEY QUESTIONNAIRE

SURVEY QUESTIONNAIRE

This standard survey questionnaire has been adapted from the study titled 'Perceived Service Quality and its Relationship with Customer Satisfaction in Coffee Shops' authored by Go, J.R.B., Crisologo, J., Magbiro, R.L., Jamoralin, S.M.L., and 'Students' perceptions and behavior toward on-campus foodservice operations' authored by Smith, R.A., White-McNeil, A., & Ali, F.

Part I: SOCIO-DEMOGRAPHIC PROFILE, FREQUENCY OF VISIT, AND AMOUNT SPENT PER VISIT			
Age	___ years old	Occupation	___ Student ___ Self-employed ___ Government Employee ___ Supervisory/Managerial ___ Others, please specify, _____
Gender	___ Male ___ Female	Monthly Income	_____ Pesos
Education	___ Elementary ___ High School ___ College ___ Master's/Doctorate	Frequency of Visit	_____ (Number of visits per month)
Civil Status	___ Single ___ Married ___ Widowed ___ Separated	Amount Spent per Visit	_____ Pesos

Which of the following coffee shops have you VISITED MOST RECENTLY?		
___ Pet Perry (PP)	___ Beanukid (BK)	___ Caffe Ine (CI)
___ M310 (M3)	___ Coffee Clock (CC)	___ Totsy's (TS)
___ Justcoffee (JC)	___ Lokal Kofi (LK)	___ Others, please specify,

Part II. ASSESSMENT OF SERVICE QUALITY OF COFFEE SHOP RECENTLY VISITED

Direction: Indicate how well your most recent café experience met your expectations for the following attribute by encircling the corresponding numbers below.

INDICATORS	7	6	5	4	3	2	1
	Excellent	Good	Above Average	Average	Below Average	Poor	Very Poor
RESPONSIVENESS							
1. Willingness of staff/s to serve customers	7	6	5	4	3	2	1
2. The staff/s in the coffee shop is consistently courteous.	7	6	5	4	3	2	1
3. The staff/s always serve with a smile	7	6	5	4	3	2	1
4. The staff/s has ability to answer your questions.	7	6	5	4	3	2	1
5. The staff/s is attractiveness to requests.	7	6	5	4	3	2	1

ASSURANCE							
1. Courtesy of service staff	7	6	5	4	3	2	1
2. A bunch of knowledgeable staff	7	6	5	4	3	2	1
3. Provides customer feedback services	7	6	5	4	3	2	1
4. Operates on the best time scale for customers	7	6	5	4	3	2	1
5. The staff/s makes you feel safe to handle your food.	7	6	5	4	3	2	1
6. The staff/s show sincere interest in solving customer problems.	7	6	5	4	3	2	1
7. The staff/s of the coffee shop is trustworthy.	7	6	5	4	3	2	1
8. The actions of the staff/s instill confidence in you.	7	6	5	4	3	2	1
9. The staff/s of the Coffee shop is approachable.	7	6	5	4	3	2	1
10. Makes your personally safe.	7	6	5	4	3	2	1

TANGIBILITY							
1. Going an extra mile asking the guest whether he/she enjoyed the stay	7	6	5	4	3	2	1
2. Smartly dressed staff	7	6	5	4	3	2	1
3. Availability of clean physical facilities (tables, lounge)	7	6	5	4	3	2	1
4. The Employees has pleasing appearance	7	6	5	4	3	2	1
5. The tables and chairs in the Coffee Shop are in good quality	7	6	5	4	3	2	1
6. The coffee shop has a pleasing appearance in its overall facilities.	7	6	5	4	3	2	1
7. The coffee shop has a hygienic eating environment.	7	6	5	4	3	2	1
8. The utensils of the café are clean.	7	6	5	4	3	2	1
9. The coffee shop has the menu that is easily readable.	7	6	5	4	3	2	1
10. The coffee shop has a rest room that is thoroughly clean.	7	6	5	4	3	2	1

EMPATHY							
1. Convenient payment modes	7	6	5	4	3	2	1
2. Employee understanding of the customer	7	6	5	4	3	2	1
3. Creating a bond with the guest	7	6	5	4	3	2	1
4. The staff/s is able to provide individual attention	7	6	5	4	3	2	1
5. The staff/s has the ability to inform you and recommend products to help you in making decisions.	7	6	5	4	3	2	1

RELIABILITY							
1. Correct record keeping	7	6	5	4	3	2	1
2. Service is completed at promised time	7	6	5	4	3	2	1
3. Accuracy of billing	7	6	5	4	3	2	1
4. The staff/s is ready to deliver any special needs customers have.	7	6	5	4	3	2	1
5. The staff/s is able to perform the service right the first time.	7	6	5	4	3	2	1

Part III. ASSESSMENT OF ATTRIBUTES OF COFFEE SHOP RECENTLY VISITED							
<i>Direction: On a scale of 1 to 7, indicate your level of agreement on the following statements. please add in the direction by circling their answers</i>							
INDICATORS	7	6	5	4	3	2	1
	Strongly Agree	Agree	Somewhat agree	Neither agree or disagree	Somewhat Disagree	Disagree	Strongly Disagree
QUALITY COFFEE							
1. The taste of this coffee shop coffee is great.	7	6	5	4	3	2	1
2. The coffee of this coffee shop has a good smell.	7	6	5	4	3	2	1
3. The aroma of coffee in this coffee shop is pleasant.	7	6	5	4	3	2	1
4. I like the smell and taste of coffee in this coffee shop.	7	6	5	4	3	2	1
AMBIANCE OF THE COFFEE SHOP							
1. This coffee shop has a comfortable atmosphere.	7	6	5	4	3	2	1
2. The atmosphere of the coffee shop is familiar to me.	7	6	5	4	3	2	1
3. It is comfortable to spend my time at this coffee shop.	7	6	5	4	3	2	1
4. This coffee shop makes me relaxed.	7	6	5	4	3	2	1
VALUE FOR MONEY							
1. The price was reasonable.	7	6	5	4	3	2	1
2. The product was good for the price paid.	7	6	5	4	3	2	1
3. The service was good for the price I paid.	7	6	5	4	3	2	1
4. Overall, I felt value for the money I paid.	7	6	5	4	3	2	1

Part IV. ASSESSMENT OF CUSTOMER SATISFACTION


Direction: On a scale of 1 to 7, indicate your level of agreement on the following statements, please add in the direction by circling their answers

INDICATORS	7	6	5	4	3	2	1
	Very Satisfied	Satisfied	Slightly Satisfied	Neutral	Slightly Dissatisfied	Dissatisfied	Very Dissatisfied
CUSTOMER SATISFACTION							
1. The café experience was beyond my expectation.	7	6	5	4	3	2	1
2. The café experience was better than most of my past café experiences.	7	6	5	4	3	2	1
3. I am satisfied with my most recent café experience.	7	6	5	4	3	2	1
4. I enjoyed my most recent café experience.	7	6	5	4	3	2	1

Thank you for your participation!

Respondent's Signature: _____

APPENDIX C. GRAMMARLY REPORT

 Report: Chapter 1 part 1


Chapter 1 part 1

by AALM

General metrics


20,023	2,942	154	11 min 46 sec	22 min 37 sec
characters	words	sentences	reading time	speaking time

Writing Issues

 No issues found

Plagiarism

This text hasn't been checked for plagiarism

 Report: Chapter 2


Chapter 2

by AALM

General metrics

28,199	4,300	477	17 min 12 sec	33 min 4 sec
characters	words	sentences	reading time	speaking time

Writing Issues

 No issues found

Plagiarism

This text hasn't been checked for plagiarism



Report: Chapter 3 - 4 Jan 22

Chapter 3 - 4 Jan 22

by AALM

General metrics

50,111	7,216	913	28 min 51 sec	55 min 30 sec
characters	words	sentences	reading time	speaking time

Writing Issues

 No issues found

Plagiarism

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Report was generated on Thursday, Feb 8, 2024, 08:08 AM

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APPENDIX D. CERTIFICATE OF PROOFREADING



ACLC COLLEGE OF BUKIDNON INC.
A Member of the AMA Education System
COLLEGE OF BUSINESS ADMINISTRATION
BSBA major in Marketing Management
3535 TS Building, Program Head Office, Ground
Floor, Sayre Highway, Hagkol, Valencia City,
Bukidnon 8709



CERTIFICATE OF PROOFREADING

This is to certify that I have edited this thesis manuscript entitled **“ASSESSING THE RELATIONSHIP OF SERVICE QUALITY AND ATTRIBUTES TO SELECTED COFFEE SHOP TO CUSTOMER SATISFACTION IN VALENCIA CITY BUKIDNON”** prepared by Zyra Mae Belisario, Roi Cedric Lauga, Linmar Traza and Mariane Joy Saldivar and have found it thorough and acceptable with respect to grammar and composition.

Herein reflected by professional background to attest credibility of this proofreading:

Name: Sarah Decelyn Ramos Gauzon

Course: Masters in Arts in English Language

School Name and School Year Last Attended: Central Mindanao University, 2008

Work: School Director PSALMS Inc.

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Contact Number: 09660736284


SARAH DECELYN R. GAUZON
Signature Over Printed Name

School Director, PSALMS Inc.
Affiliation

February 28, 2023
Date

APPENDIX E. DOCUMENTATION

