

Perceived Service Quality and its Relationship with Customer Satisfaction in Coffee Shops

¹Go, Josh Reggie B., ²Crisologo, Joyceanne, ³Magbiro, Rec Louise,
⁴Sir Mario Luis, Jamoralin

^{1,2,3} Research scholar, ^{4,5} Adviser

DE LA SALLE UNIVERSITY - DASMARINAS
College of Tourism and Hospitality Management
Hospitality Management Department

Abstract: This Study focuses on service quality and customer satisfaction in coffee shops in Imus City, Cavite. The purpose of the study is to identify the perceived service quality and customer satisfaction of the chosen coffee shops, and to identify whether the service quality varies depending on the respondents' demographic profile. A 4-point likert scale is used in the research questionnaire to be answered by the study's target respondents which are people who purchased products or experienced the services of the selected coffee shop in Imus, Cavite. The research questionnaire determines the level of customer satisfaction in each of the five dimensions of SERVQUAL of the chosen coffee shops. With a total of 214 respondents, the results show the respondent's demographic profile and determine whether age, gender, civil status, employment status, and educational attainment have significant differences in perceiving a service quality. The results also suggest the level of service quality offered by the selected coffee shops, as well as which demographic profile are more inclined to visit a coffee shop. The study identified that the only demographic profile of respondents that shows a significant difference in perceiving a service quality are people of 49-year-old and above age and people with college level and post graduate degrees. The study also identified that the respondents perceived the chosen coffee shops' Responsiveness, Assurance, Empathy, and Reliability as High Level and perceived the coffee shop's Tangibility as Very High Level.

Keywords: Coffee Shops, Customer Satisfaction, Service Quality.

1. INTRODUCTION

SERVICE QUALITY, also known as SERVQUAL, is measured using expectation of the customer to the service prior their interaction and the thought of the customer or feedback after the actual service. It is used to identify how well the service and performance meets the customer's expectations or needs. Service Quality can be used as a tool for assessing how well a service is delivered aligned with the expectations of the customers. A food establishment with a high level of service quality is more probably regarded as competent as it can meet the needs of customers while also catering to many people.

Customer Satisfaction is the feedback or the outcome of receiving products and service from an establishment or a company. A positive customer satisfaction is the outcome of having a quality of product and services, or from meeting or exceeding the customers' expectation of the products and service of the establishment or company, while a negative customer satisfaction shows how the establishment or company failed to meet the customers' expectation.

A café is a type of restaurant that serves coffee, tea, and light foods along with pastries or snacks. Originally, cafés simply served coffee and had a limited menu, and the establishment is typically small. The word "café" is derived from the French word "coffee" and a café can also be referred to as a coffee house or a coffee shop.

As the years passed by, the market of cafés has increased and has showed that there is a developing market in the Coffee Industry in the Philippines according to the "Market Trends and Prospect Overview section" of the Philippine Coffee

Industry Roadmap created by the Department of Agriculture & DTI. In fact, the Philippines have produced estimated 60,000 metric tons of Coffee nationwide based on the data of the Philippine Statistics Authority (PSA) dated 2019. These led Researchers wonder whether if cafés in Imus, Cavite can deliver high quality of service to their customers with regards to the growing coffee industry in the Philippines.

The selected cafés of the study are Café A, Café B, Café C, and Café D. The thought for selecting the mentioned café is that they are popular in Imus, Cavite and in their social media platform, specifically their Facebook pages.

Café A is open starting from 2pm until 10pm in the evening and is open every day from Monday to Saturday. Café A has “3,930” likes and 5.0 positivity rating with 5 reviews.

Café B is operational starting from 10 am to 9 pm and it is open from Monday to Sunday. Café B has “2,630” likes and has 4.6 positivity rating with 70 reviews.

Café C is open starting from 1pm until 10pm in the evening and is open every day from Tuesday to Sunday. Café A has “2,065” likes and 4.7 positivity rating with 28 reviews.

Lastly, Café D is open from 3pm until 7pm in the evening and it is open from Monday to Saturday. Café D has “1,389” likes on their Facebook page and 5.0 positivity ratings with 18 reviews.

The motivation for conducting this study is that there is limited research or journals about measuring the service quality and customers’ satisfaction of cafés. With the use of advanced search option of Google Scholar, the Researchers only found 70 studies with the filter Service Quality & Café in the title of studies.

The concern or gap for doing the study is that the objective of the study only answers specific questions; the related literature’s area of study is in a different operational setting.

The Researchers conducted this study to determine and measure the perceived service quality of the selected café and identify whether if service quality varies based on the customer’s demographic profile.

The purpose of the research is to measure service quality and see whether it varies depending on the demographic profile of the respondents. This would benefit the café owner or food establishment owners for they would have a basis from what area they should focus on improving so that they can be capable of meeting the customers' expectation and be able to satisfy them.

Quality service and satisfying a customer are related with each other, but the significance of its effects may vary. Customer satisfaction measure not only the service quality of an establishment, but also products such as food and drink, and experience of the customers whether they feel uncomfortable or convenient, thus the study identifies whether service quality and its connection between customer satisfaction has a significant difference when grouped according to their demographic profile. The selected café are Café A, Café B, Café C and Café D.

Service quality is a measurement on how well a service and performance meets a customer’s expectations or needs, and it is used as a basis for improvements for the company. To get a soft measurement of service quality, the researchers must gather data from surveying customers and employees of the selected café. Customer satisfaction refers to the customer’s reaction about the quality of the product, service, and ambiance of an establishment. To get the measurement of customer satisfaction of the selected café, the researchers must gather data from surveys and ratings of customers of the said establishments. The researchers aim to assess how important perceived service quality is and can it be differently assessed when grouped according to their demographic profile.

In the global study of Bhatnagar D. & Kumar S. (2017), customer satisfaction and service quality are important variables in any success of business. It is stated that Customer perception is used to assess or measure service quality. Customer satisfaction refers to how satisfied a customer is with the received product or service he or she has experienced. Customers in the food service industry play a vital role. Customers must be happy or satisfied for a business to succeed. A positive customer service is one factor that contributes to a company's success. It is important to identify and anticipate the needs of the customers, as well as be able to fulfill them, to attain customer satisfaction. The study of Kumar S. & Bhatnagar D. lacks in determining the level of customer satisfaction in each of the five dimensions of SERVQUAL. The researchers filled the gap of Kumar S. & Bhatnagar D.’s study by adding an assessment of customer satisfaction on Responsiveness, Assurance, Tangibles, Empathy, and Reliability.

According to the local study of Zalatar W. (2017), using the SERVQUAL dimensions, satisfaction of a customer can be predicted. This implies that a satisfaction of a customer can be influenced by the quality of service they receive. It has also mentioned that quality service is a key aspect in determining the happiness of a customer, and that it has five major dimensions: Reliability/Responsiveness, Assurance Tangibles, Empathy, and Recovery. In Zalatar’s study, gender is the only demographic profile. In our case, additional demographic profiles were added to fill in the gap left by Zalatar’s study. The demographic profile included in the study are age, gender, civil status, and educational attainment.

According to Republic Act No. 7394 which can also be called as the Philippine Consumer Act, it discusses that the law protects the interest of its consumer, promote the general welfare of consumers, safeguard consumers from hazards to health and safety, and to provides a standard of conduct for businesses and industries. It supports the study as it was stated in Article 7 of the consumer act of the Philippines that, “the Promulgation and Adoption of Consumer Product Standards, That the concerned department shall establish consumer product quality and safety standards,” it implies that businesses must follow the safety standards to protect consumers, thus consumers or the customers of the mentioned café in the study must be able to receive standard product quality and must be protected from hazards that can potentially threaten them while consuming products or staying in the establishments.

In a local perspective, Suarez A. N. et al. (2017), a café or coffee shop is similar to either a bar or a restaurant. Although the name implies that coffee is the main product, cafés or coffee shops now as well sell light snacks and drinks. Cupcakes, cakes, pastas, muffins, soup, cold drinks, sandwiches, and other baked goods are now available at some cafés to offer other food options to customers. Cafés in Batangas have an impact on the tourism industry in terms of the environmental, economic, and socio-cultural. For socio-cultural impact, the surveyed respondents from the province of Batangas would more likely avoid emotional traumas and insecurities because of café establishments and has good behavioral patterns and solidarity among families.

A global perspective of Won Seok L., Joonho M. & Myungkeun S. (2018), café is a representative domain of the hospitality industry, as it is regarded the third most significant location for Americans after home and office. Cafés also has a high contribution to the US economy, and it is regarded as popular worldwide because it offers not only the products but also the experience. Cafés have multiple purpose such as being a place for eating, chatting, studying, and so much more. Cafe businesses are regarded as highly competitive and labor intensive.

Conceptual Framework

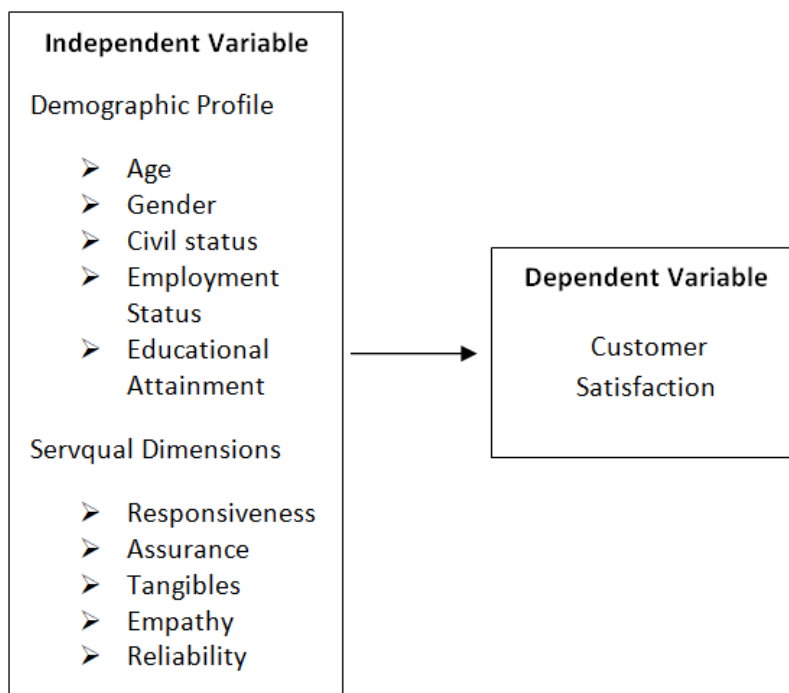


Fig. 1# IVDV model

Figure #1 indicates the steps that the Researchers would follow in conducting the study.

The researchers would measure the perceived service quality of the selected cafes using the five dimensions of service quality and would identify whether if customer satisfaction varies depending on the demographic profile of the customer. From the results, the researchers would then propose suggestions and recommendations to the selected cafes to improve their quality of service.

The researchers would measure the perceived service quality of the cafes with the use of a research questionnaire and respondents who are willing to participate. Before proceeding to measure the perceived quality service, the respondents would be grouped depending on their demographic profile.

Statement of the Problem

The study's objective is to assess service quality and its relationship to customer satisfaction on the chosen coffee shops.

Specifically, this research aims to answer these set of questions:

1. What is the demographic profile of the respondents in terms of their?
 - 1.1 Age
 - 1.2 Gender
 - 1.3 Civil Status
 - 1.4 Employment Status
 - 1.5 Educational Attainment
2. How do the respondents assess level of Perceived Service Quality and its Relationship with customer Satisfaction?

In terms of the following:

- 2.1 Responsiveness
 - 2.2 Assurance
 - 2.3 Tangibles
 - 2.4 Empathy
 - 2.5 Reliability
3. Is there a significant difference between the respondents' assessment on the level of Perceived Quality of Service and its relationship with Customer Satisfaction on the selected cafes when grouped according to their demographic profile?
 4. Based on the results of the study, what suggestions, and recommendations can be made to address the level of Perceived Service Quality and its Relationship with Customer Satisfaction on selected cafes?

Statement of Hypothesis:

When the selected cafes are grouped based on their demographic profile, there is no significant difference in the level of Perceived Quality of Service and its Relationship with Customer Satisfaction.

Scope and Delimitations of the Study

The research aims to measure the level of perceived service quality and its connection with customer satisfaction in the selected coffee shops, the research is to be conducted in School Year 2020-2021. Since the study would require the experiences of customers on the mentioned Coffee shops, the study would only include respondents who are regular customers or people who have consumed the food that the 3 Coffee Shops offer. The study would be conducted on the second semester of S.Y. 2020-2021.

The possible limitations that the Researchers foresee are the lack of honesty in answering the questionnaires, declining to answer the following questions given by the Researchers, and delays caused by unknown factors while conducting the study.

Review of Related Literatures

Customer satisfaction has been known to influence service quality, with the use of the SERVQUAL dimensions, the satisfaction of a customer can be predicted (Zalatar, 2017). One of the business owners' focuses on improving is service quality; it is regarded as a key to success. Having a high assessment of service quality perceived by customers creates opportunities that lead to good behavioral intentions, whereas having a poor level of service quality tends to be the source of bad behavioral intentions (Del Castillo et al., 2016). In a competitive restaurant industry, enticing customers with high service quality and high food quality, as well as delighting or satisfying and converting them into loyal customers, is crucial to a business's advancement or success (Keshavarz Y. et al., 2017). In the study of Chi H. et al. (2019), it concluded that quality service has shown a beneficial influence on the perception of a customer. And it was advised that food enterprises should improve the dining ambience and service to get the customer's desirable image of the place.

Customer satisfaction is important in restaurant management and marketing. It is one of the variables that influence customer loyalty, profits, return patronage, complaint behavior, and word of mouth (Del Castillo et al., 2016). Valuing customers' satisfaction and making an action to improve it is one of the factors in making the business successful. Customer satisfaction is at the heart of all businesses. Furthermore, customer profitability, reputations, sales, service, and image are all dependent on customers, so they must be treated with the best service possible and utmost care to achieve positive customer satisfaction (Tcvetkova, 2017). Customers' needs can be met, and they can be satisfied with the service that they have received when a restaurant provides a good quality of service, a reputable brand image, and customer perception (Chi H. et al., 2019). Customer satisfaction is essential for developing a long-term relationship with a customer because satisfied customers would be most likely to avail the service again, recommend, and encourage other potential customers to avail the products of a business (Birhanu T., 2017). According to Prof. Krishna G. and Orthodox T. (2017), the relationship between qualities of service, satisfaction of customer, and brand loyalty is strong. The satisfaction of a customer can be significantly influenced by the quality of service and can massively impact customers' happiness (Masri A.L. et al., 2020).

Measuring service quality uses The Service Quality Measurement Scale (SERVQUAL). It is a method for determining on how successful a service is performed in relation to the customers' expectations. The SERVQUAL measurement was determined by dividing 22 attributes of service into five categories, these categories are responsiveness, assurance, tangibles, empathy, and reliability (Parasuraman et al., 1988). To produce the highest quality service possible, business owners should always consider all dimensions (Tcvetkova, 2017). Masri Abdul Lasi et al. (2020) argued that there are four dimensions that play a major role in increasing customer satisfaction and would make customers loyal and happy while experiencing the services of companies in Malaysia, these are namely, responsiveness assurance, tangibility, and reliability. Customers will consider various dimensions when assessing the service quality of a business (Tcvetkova, 2017). The service quality dimensions include:

Responsiveness, it implies willingness of employees to respond to customers right away, being alert or providing them their full attention, and providing services for their demands. By measuring the responsiveness, the researchers would be able to identify whether the staffs or baristas of the selected cafés have the ability to respond to the customer's questions or requests right away, and whether they are attentive or not.

Assurance involves crew's knowledge, competency, and skills, as well as their capacity to build trust with their customers. The researchers would measure the assurance of the selected cafés to determine whether they handle the food safely, make the customers feel comfortable, and show interest in solving customer problems.

Tangibles comprises of the service's physical surroundings It might be the architecture of the building or the setting of the establishment, or the look of the employees. Machines and other physical features that provide service are also tangibles. Through measuring tangibles, the researchers would identify whether the facilities of the cafés have a pleasing appearance, clean utensils, hygienic environment, the staff or baristas have a pleasing personality, and the tables and chairs are in good quality.

Empathy demonstrates barista's individual service or approach to customers. Caring, personal attention, and offering services to customers are all examples of empathy. For measuring empathy, the researchers would identify if the staff or baristas of the selected cafés provides individual attention, shows ability of understanding customers' needs, and able to inform customers and recommend products to customers you in making decisions.

Reliability implies that the café provides service accurately and right the first time and being careful about the outcome. It is providing the service in the manner which it was promised to the customer. By measuring reliability, the researchers would identify if the selected cafés provided the customers' order correctly or precisely, and if the staffs are able to perform their services right the first time.

To keep customer loyalty for a long time, and ensure long-term profit and success in the market, one must satisfy and meet the customers' expectations (Birhanu T., 2017). Improvements in visual appeal, the taste of food, freshness, and service that is precise and trustworthy may assist restaurant managers in meeting or exceeding customer expectations, resulting in increased customer loyalty and willingness to refer (Chi H. et al., 2019). Meeting the customers' expectation is important to keep the customers satisfied and it may keep the customers loyal to the product of the business, failure to meet the customers' expectation results in a negative customer satisfaction. In the study of Orthodox Tefera and Professor Krishna Govender (2017), it is recommended that Hotels should not raise customer expectation too high in order to improve customer satisfaction. If customer expectation were higher than the service they received, a customer gets disappointed, thus the level of customer satisfaction of a business becomes low, dissatisfied customers tend to spread an unpleasant word of mouth which negatively affects the business. Customers' service and food quality expectations may be higher if they have a positive perception of the restaurant's brand image (Chi H. et al., 2019).

From the results of the study of Bakhtazma, F., Jamshidi, D., & Keshavarz, Y., (2016), customers' expectations about the quality of service offered by restaurants have an impact on customers perception of the quality of services delivered. This implies that the image or the quality of the brand that a customer expects from a business is a factor that affects customer perceptions. The quality of service has a significant impact on customers' perceptions of the restaurant's image. Restaurant owners and managers should work to improve the eating experience and service because it's one of the factors that determine or affect the customer perceptions, according to the findings of the study of Chi H. et al. (2019).

2. METHODOLOGY

Research Design

The study will generate a Quantitative Research wherein it focuses on statistical information that will be appropriate for the study. A Quantitative Research is a type of research that collects and makes use of numerical data to identify relationships, patterns, and effects between variables using statistical treatments. The data in this type of study would be in the form of numbers and statistics, and it would be collected through instruments like questionnaires or surveys.

It will circulate on the perceived quality of service and its connection with customer satisfaction on Selected Coffee shops. The study would make use of the 4-point likert scale to be used to rank people's perceptions of objects, events, or people on a scale of low to high. The data acquired from the respondents can be used to establish the perceived quality of service and its connection with customer satisfaction on Selected Coffee Shops as a basis for suggestions and recommendations using the said research design.

The study would apply descriptive survey method in conducting the research. Descriptive Research is a type of research that describes the status of the study's focus. In simpler terms, Descriptive Research is used to narrate/tell characteristics of the participants being studied. It is a study that was designed to gather the necessary information from the respondents in an accurate way.

By using this, the Researchers would let the respondents included in the study to use the situations and experiences they have encountered during the time they were at the Cafés mentioned as background in answering the questionnaire.

Sampling Method

Quota Sampling Method is defined as a sampling method in which researchers are to create a sample involving individuals that makes a representation of the population. The researchers would establish criteria to be followed in choosing for the respondents to be included in the study.

The sampling technique to be used by the Researchers is Quota Sampling method as the Researchers' study "Perceived Service Quality and its Relationship with Customer Satisfaction in Selected Coffee shops" would conduct and gather its data from a specific group of people; samples are selected based on whether they fit the criteria for the target respondent of the Researchers. In the case of the Researchers, the only source of valuable data would only come from those who regularly ate/drank or have availed products at the mentioned coffee shops thus making them the requirements of the Researchers in looking for the target respondents.

Research Locale

The location to be used in conducting the Research is through the online platforms available. Due to the Covid Pandemic, Researchers have decided to use the online platform as it is one of the most accessible tools in the new normal. The research is to be conducted in the 1st semester of School Year 2021-2022.

Sampling Size

The Sampling Size formula would be used by the researchers to determine the required number of samples for the study. The formula for calculating the sample size is given below.

$$\text{Sampling Size} = \frac{NV + [Se^2 \times (1 - p)]}{NSe + [V^2 \times p(1 - p)]}$$

Using the formula above, the researchers' computation resulted to a total number of 214 respondents. An independent coffee shop may sell at least 200 cups per day, according to National Coffee Association data, whereas large chain coffee shops can sell 700 cups per day (Shawn C., 2020). 200 would be multiplied to four which corresponds to the number of coffee shops that are included in the study. The population size to be used is 800; it was then computed using the formula above with a confidence interval of 2.58, sampling error of 1% and target population of 50%.

Participants of the Study

Customers of Selected Coffee Shops in Imus, Cavite are the study's specific respondents.

The research will apply the Sampling Size Formula to determine the required number of samples to be used in the study, thus the respondents that would be required to finish the study is 214, according to the sampling size calculation.

The requirements of the Researchers in choosing their participants of the study are, the respondents must be a regular customer or people who have at least consumed products from those selected coffee shops. In using them as specific respondents, the Researchers would be able to gather the necessary data they require to finish the study.

Instruments

The Researchers would use the online platform to gather the necessary data required to finish the study. The Researchers would specifically use Microsoft Forms to distribute their questionnaires to the respondents.

The researchers would make use of the 4-point likert scale in constructing their research questionnaires, it would be use in order to get specific responses and avoid having a neutral or safe option on the questionnaire.

Data Treatment and Analysis

The researchers would make use of statistical treatments to investigate the data that was gathered from the respondents, the researchers would specifically use frequency & percentage, mean, chi-square, and ANOVA in their study. The Researchers would "frequency & percentage" in the grouping of respondents according to their respective demographic profile. The researchers would use this statistical treatment so that the respondents would be individually organized and grouped according to the category they belong in. The researchers used the statistical treatment "mean" in identifying the service quality in the selected coffee shops. In using mean for assessing the measured service quality in the selected coffee shops, the researchers would be able to identify items that have the highest score and the items that got the lowest score. The Researchers would make use of "chi-square" to identify the significant differences when, comparing exactly two groups like gender. In using "chi square" in the study, the Researchers would be able to test their hypothesis and find out whether if the relationship between the measured service quality has a significant relationship on two groups like gender. Lastly, the Researchers would make use of "ANOVA" in identifying the significant differences when comparing three or more groups in demographic profile like age. In using "ANOVA", the Researchers would be able to identify the relationship that exists between three or more data group sets in the study.

3. RESULTS AND DISCUSSIONS

This section of the study will present the results of the data collected and the demographic profiles of the respondents in terms of their age, gender, civil status, employment status, and educational attainment.

Statement of the problem #1

What is the demographic profile of the respondents?

in terms of their:

1. Demographic Profile of the respondents

1.1 Age

Table 1.1: Demographic Profile according to age

Age	Frequency	Percent
18 y/o and below	24	11.111
19 - 28 y/o	122	56.481
29 - 38 y/o	29	13.426
39 - 48 y/o	24	11.111
49 y/o and above	17	7.87
Total	216	100

Table 1 shows the profile of the respondents according to their age. Majority of the respondents belong to the category 19 – 28 years old having 122 out of 216- or fifty-six-point forty-eight percent (56.48%). On the other hand, the category that got the least number of respondents is 49 years old and above which consists of 17 out of 216- or seven-point eighty-seven percent (7.87%) of the population.

This indicates that people of young age are more likely to consume coffee and enjoy the ambience that the coffeeshops offer.

The findings are similar to the study of Mina, J. C., & Campos, R. B. (2021), although the age range are not paralleled to their study, the most frequent age group in their study are of age 18 – 25 which is 35.63% of their study's respondents. The similarities are having more frequency and percentage on people of young age.

1.2 Gender

Table 1.2: Demographic Profile according to Gender

Gender	Frequency	Percent
Female	111	51.389
Male	105	48.611
Total	216	100

Table 1.2 reveals the demographic profile of the respondents according to their gender. The figure shows that 111 out of 216- or fifty-one-point thirty-nine percent (51.39%) of the respondents are female while 105 out of 216- or forty-eight-point sixty-one percent (48.61%) of the respondents are male.

The data implies that women tend to consume more caffeine than men. It is maybe due to the benefits that come along in drinking coffee as it is found to regulate sugar levels, burn fat, and contains nutrients such as magnesium and potassium.

To further analyze the data given by the proponents, the findings of Mina, J. C., & Campos, R. B. (2021) identified that although the gap between female and male respondents in their study are wide, the percentage of female is the most frequent gender among the respondents with sixty-five point sixty-three percent (65.63%) while the percentage of their male respondent is thirty-four point thirty-eight percent (34.38%). Both study finds that female gender are more likely to consume coffee.

1.3 Civil Status

Table 1.3: Demographic Profile of the Respondents according to their Civil Status.

Civil Status	Frequency	Percent
Married	52	24.074
Single	164	75.926
Total	216	100

Table 1.3 presents the demographic profile of the respondents according to their civil status. The figure presents that 164 out of 216- or seventy-five-point ninety-three percent (75.93%) are single while 52 out of 216- or twenty-four-point seven percent (24.07%) of the respondents are married.

The data shows that people who are single tend to enjoy the life of hanging in coffeeshops as their budget are much flexible and have less responsibilities than people who are married.

In comparison to the findings of Mina, J. C., & Campos, R. B. (2021), the most frequent respondents in their study are married with a percentage of fifty-three point thirteen percent (53.13%), while in this research, the most frequent respondents are single with the percentage of 75.93%, thus indicating that both findings did not parallel.

1.4 Employment Status

Table 1.4: Demographic Profile of the Respondents according to their Employment Status

Employment Status	Frequency	Percent
Student	109	50.463
Employed	52	24.074
Self-Employed	22	10.185
Unemployed	26	12.037
Others	7	3.241
Total	216	100

Table 1.4 shows the demographic profile of the respondents according to their employment status. The figure shows that 109 out of 216- or fifty-point forty-six percent (50.46%) of the respondents are students. While the category that got the lowest number of respondents is others with 7 out of 216- or three-point twenty-four percent (3.24%) of the population.

The data shows that students have more leisure time to spend in coffeeshops to bond with their friends or have some alone time. Students tend to go to quiet places to study so that they can have much better focus in the things that they are doing and coffeeshops provide the perfect ambience for the students to do so.

To compare it to the findings in the study of Mina, J. C., & Campos, R. B. (2021), both findings have students as the most frequent respondents, although the percentage of their study are low compared to this study. The percentage of student respondents in their study is 28.13%, while in this study, the percentage of student respondents is 50.46%. Each study finds that students are more likely go to coffeeshops to consume coffee.

1.5 Educational Attainment

Table 1.5: Demographic Profile of the Respondents according to their Educational Attainment.

Educational Attainment	Frequency	Percent
High School Level/Graduate	17	7.87
Senior High School Level/Graduate	35	16.204
College Undergraduate/Graduate	151	69.907
Masters/Doctoral Degree	10	4.63
Vocational Programs	3	1.389
Total	216	100

Table 1.5 presents the demographic profile of the respondents according to their educational attainment. Most of the respondents belong to the category of College Undergraduate/Graduate with 151 out of 216- or sixty-nine-point ninety-one percent (69.91%). While the category that received the lowest number of respondents is Vocational Programs with 3- or one-point thirty-nine percent (1.39%) of the population.

The data seen in the study shows that people who belong to the category college undergraduate/graduate are more frequent customers of the coffeeshops than those belonging in other categories.

While in the study of Samoggia, A., & Riedel, B. (2019), there are only two educational levels; people with no academic degree and people with academic degree. People who have academic degree are university graduates or College Undergraduate/Graduate, and people with Masters/Doctoral Degree. In their study, 49% of the respondents have academic degrees while the remaining 51% have no academic degree. In comparison to the findings of their study, the most frequent respondents shown in the data are College Undergraduate/Graduate or people with academic degree which is sixty-nine-point ninety-one percent (69.91%) of the respondents, while in other study, the most frequent respondents are people with no academic degree. This indicates that the educational attainment is not consistent in determining the people who are most likely to consume coffee.

Statement of the Problem #2

How do the respondents assess level of Perceived Service Quality and its Relationship with customer Satisfaction?

In terms of the following:

Verbal Interpretation of the Mean		
1.00-1.49	Strongly Disagree	Very Low Level
1.50-2.49	Slightly Disagree	Low Level
2.50-3.49	Slightly Agree	High Level
3.50-4.00	Strongly Agree	Very High Level

2.1 Responsiveness

Table 2.1: Respondents’ assessment of service quality in terms of Responsiveness

Responsiveness	Mean	Verbal Interpretation	Ranking
1. The staff/s has the ability to answer your questions.	3.53	Strongly Agree	1
2. The staff/s are attentiveness to requests.	3.43	Slightly Agree	4
3. The staff/s in the cafe is consistently courteous.	3.47	Slightly Agree	2
4. The staff/s always serve with a smile.	3.44	Slightly Agree	3
5. The staff/s was never being too busy to respond to your request.	3.37	Slightly Agree	5
Overall Perception on Responsiveness	3.45	High Level	

In terms of responsiveness, Statement 1 “The staff has the ability to answer your questions” gained the highest rank and has a mean of three point fifty-three (3.53) which can be interpreted as Strongly Agree. On the other hand, the statement that received the lowest rank is statement 3 “the staff was never being too busy to respond to your request” with a mean of three point thirty-seven (3.37) which can be interpreted as Slightly Agree.

This implies that the customers strongly agree that the staff is equipped with the knowledge to answer customer inquiries regarding their products. However, the respondents slightly agrees when it comes to the availability of the staff to respond to their requests. Perhaps coffeeshops lack in terms of manpower and could not keep up with customer arrivals especially during peak hours of their operations. Although the respondents’ assessment of their availability in responding to customer request is slightly agree, the staff should find solutions to further improve it as it acquired the lowest score in terms of responsiveness.

The staff should always be available and prepared to answer any customer requests while also being able to provide right solutions/answer to their inquiries.

According to Tcvetkova, D. (2017), It is essential for businesses to be able to respond quickly to customers. With that being said, coffee shop owners should respond immediately to customers. If a customer calls with a complaint or a request about a product or service they received, the problem must be resolved promptly.

2.2 Assurance

Table 2.2: Respondents' assessment of service quality in terms of Assurance

Assurance	Mean	Verbal Interpretation	Ranking
1. The Staff/s show sincere interest in solving customer problems.	3.43	Slightly Agree	5
2. The staff/s makes you feel safe to handle your food.	3.55	Strongly Agree	1
3. The staff/s of the cafes is trustworthy.	3.47	Slightly Agree	3
4. The actions of the staff/s instill confidence in you.	3.43	Slightly Agree	4
5. The staff/s of the Cafe is approachable.	3.52	Strongly Agree	2
Overall Perception on Assurance	3.48	High Level	

For assurance, table 2.2 reveals that the statement that received the highest rank is statement 2 “The staff makes you feel safe to handle your food”. It gathered a mean score of three point fifty-five (3.55). On the other hand, the statement that acquired the lowest score in terms of assurance is statement 1 “The staff show sincere interest in solving customer problem” and statement 4 “the actions of the staff instill confidence in you”. Both statements 1 and 4 received a mean score of three point forty-three (3.43) which can be interpreted as slightly agree.

This implies that the respondents strongly agreed that the staffs can make them feel safe when it comes to handling their food. While when it comes to staff showing their sincere interest in solving customer problem and instilling confidence to the customers, it received a marking of slightly agree. This means that although the coffeeshops can assure their customers when it comes to food safety preparations, they must show that they are willing to listen and work on the concern of the customer regarding their product/service. Also, the staff should be able to keep their composure when it comes to customer inquiries/questions no matter how awkward or how irrelevant the matter is. This way it would help the customer to avoid being embarrassed or shy to ask questions regarding the products that the coffeeshops offer.

To further understand the given data, the study of Pakurar, M. et al. (2019), assurance is described as an employee's ability to inspire trust and confidence in customers via their knowledge, which has a significant impact on customer satisfaction. Therefore, customer satisfaction and assurance have a positive relationship.

2.3 Tangibles

Table 2.3: Respondents' assessment of service quality in terms of Tangibles

Tangibles	Mean	Verbal Interpretation	Ranking
1. The Café has a pleasing appearance in its overall facilities.	3.49	Slightly Agree	5
2. The Café has a hygienic eating environment.	3.5	Strongly Agree	4
3. The Employees has pleasing appearance.	3.51	Strongly Agree	2
4. The utensils in the Cafe are clean.	3.5	Strongly Agree	3
5. The tables and chairs in the Cafe are in good quality.	3.54	Strongly Agree	1
Overall Perception on Tangibles	3.51	Very High Level	

When it comes to tangibles, Table 2.3 shows that statement 5 “the tables and chairs in the café are in good quality” received the highest rank with a mean score of three point fifty-four (3.54) which has a verbal interpretation of Strongly Agree. Meanwhile, statement 1 “the café has a pleasing appearance in its overall facilities” received the lowest rank and has a mean of three point forty-nine (3.49) which has a verbal interpretation of Slightly agree.

This implies that the customers strongly agreed that the café can provide good quality of tables to dine and chairs to seat upon the premises. However, despite having the capability to accommodate huge number of customers, the respondents slightly agree that the café has an overall pleasing appearance when it comes to their facilities. This implies that although the coffeeshop is capable of handling huge number of customers, they are not able to keep up with keeping the facilities clean or the design of the facilities are outdated or lacks impact to captivate the eyes of the customers.

Tangibility positively influences customer satisfaction. To relate this to the given data, the study of Birhanu, T. (2017) stated that Tangibility is one of the two highest customer expectations in a hotel/restaurant. As a result, coffee shop owners should not overlook on tangibility, the management should be able to provide a clean establishment with decent interior designs or theme to attain high customer expectations.

2.4 Empathy

Table 2.4: Respondents' assessment of service quality in terms of Empathy

Empathy	Mean	Verbal Interpretation	Ranking
1. The staff/s has the ability to understand your needs.	3.41	Slightly Agree	3
2. The staff/s is able to provide individual attention.	3.39	Slightly Agree	4
3. The operating hours of the Cafe are convenient to you.	3.41	Slightly Agree	2
4. The staffs have your best interest in heart.	3.36	Slightly Agree	5
5. The staff/s has the ability to inform you and recommend products to help you in making decisions.	3.44	Slightly Agree	1
Overall Perception on empathy	3.4	High Level	

In terms of Empathy, table 2.4 reveals that statement 5 “The staff has the ability to inform you and recommend products to help in making decisions” received the highest rank with a mean score of three point forty-four (3.44) which has a verbal interpretation of slightly agree. Meanwhile, statement 4 “the staff have your best interest in heart” received the lowest rank with a mean score of three point thirty-six (3.36) and has a verbal interpretation of slightly agree.

This implies that the respondents slightly agreed that the staffs were able to help customers in their decision making providing them knowledge about their products. also, the respondents also slightly agrees when it comes to staff having their best interest in heart. This shows that although the coffeeshops were able to recommend and inform customers about their products, they did not try to evaluate the customers' preference or ask about customers' food allergies and just recommended their best sellers. Empathy received the lowest score in terms of overall perception, The management should also focus on this area as empathy can greatly affect the impression of a customer about their customer experience. Empathy strengthens the bond between the interactions of the employee and customer which can enhance quality resulting in satisfaction and brand loyalty.

In the study of Pakurar, M., Haddad, H., Nagy, J., Popp, J., & Olah, J. (2019), it is mentioned that empathy plays a crucial role in customer satisfaction. Having a positive rating in empathy is a success for any businesses, this includes coffee shops.

2.5 Reliability

Table 2.5: Respondents' assessment of service quality in terms of Reliability

Reliability	Mean	Verbal Interpretation	Ranking
1. The food that you ordered arrives on time.	3.38	Slightly Agree	5
2. The service of the Cafe is very prompt.	3.39	Slightly Agree	4
3. The ordered items are correct and precise based on what you ordered.	3.58	Strongly Agree	1
4. The staff/s is ready to deliver any special needs customers have.	3.46	Slightly Agree	3
5. The staff/s is able to perform the service right the first time.	3.5	Strongly Agree	2
Overall Perception on reliability	3.46	High Level	

When it comes to reliability, statement 3 “the ordered items are correct and precise based on what you ordered” gained the highest rank and a mean of three point fifty-eight (3.58) which has a verbal interpretation of strongly agree. On the other hand, statement 1 “the food you ordered arrives on time” received the lowest rank and a mean of three point thirty-eight which has a verbal interpretation of slightly agree.

This implies that the respondents strongly agreed that the coffeeshops were able to be precise when it comes to their order taking. While the respondents slightly agrees that their ordered food arrives on time. Although the staff were able to accurately take their orders, the time of food arrival is taking too long to be delivered which affects the dependability of the service. There maybe instances where the staff are overwhelmed in the number of arriving orders and they lack in terms of equipment to mass produce orders.

According to Tcvetkova, D. (2017), reliability is the most critical aspect in service quality. This means that it is important for businesses to serve or deliver customers' order on time and have the right product, serving a wrong product would deem the company as unreliable and will be problematic for business.

Statement of the problem #3

Is there a significant difference between the respondents' assessment on the level of Perceived Quality of Service and its relationship with Customer Satisfaction on the selected cafes when grouped according to their demographic profile?

3.1 Grouped by Gender**Table 3.1: respondents' assessment when grouped by gender**

Perception on Gender	Female	Male	t	p
Responsiveness	3.476	3.419	0.715	0.475
Assurance	3.508	3.45	0.675	0.5
Tangibles	3.569	3.442	1.545	0.124
Empathy	3.443	3.36	1.011	0.313
Reliability	3.486	3.434	0.628	0.531
overall	3.497	3.421	0.995	0.321

The table above revealed result of the comparison of the perception of the male and female respondents on responsiveness, assurance, tangibles, empathy, reliability.

The result showed there is no significant difference in the perception of the male and female respondents on responsiveness, assurance, tangibles, empathy, reliability since the t-values of 0.715, 0.675, 1.545, 1.011 and 0.628 have p-values greater than the level of significance of 5%. This indicated that the null hypothesis of no significant difference is not rejected.

This means that the male and female respondents have the same level of perception on responsiveness, assurance, tangibles, empathy, and reliability.

Moreover, the table also shows the result of the comparison of the overall perception of the male and female respondents. The result showed there is no significant difference in the overall perception of the male and female respondents since the t-value of 0.995 has a p-value greater than the level of significance of 5%. This indicated that the null hypothesis of no significant difference is not rejected.

This implies that the male and female respondents have the same level of overall perception when it comes to service quality and its relationship with customer satisfaction.

The findings of this study goes against Zalatar's study because according to Zalatar, W. (2017), assurance, empathy and tangibles differentiate male and female customers meaning they have different perception of the said variables depending on their gender. However, Zalatar's study focuses on fast food restaurants rather than coffee shops.

3.2 Grouped by Civil Status**Table 3.2: respondents' assessment when grouped by civil status**

Perception on Civil Status	Married	Single	t	p
Responsiveness	3.488	3.435	0.573	0.567
Assurance	3.508	3.471	0.364	0.716
Tangibles	3.623	3.471	1.58	0.115
empathy	3.504	3.371	1.386	0.167
reliability	3.573	3.426	1.524	0.129
overall	3.539	3.435	1.178	0.24

Table 3.2 revealed the result of the comparison of the perception of the single and married respondents on responsiveness, assurance, tangibles, empathy, and reliability. The result showed there is no significant difference in the perception of the single and married respondents on responsiveness, assurance, tangibles, empathy, and reliability since the t-values of 0.573, 0.364, 1.58, 1.386 and 1.524 have p-values greater than the level of significance of 5%. This indicated that the null hypothesis of no significant difference is not rejected.

This means that the single and married respondents have the same level of perception on responsiveness, assurance, tangibles, empathy, and reliability.

Moreover, the table also shows the result of the comparison of the overall perception of the single and married respondents. The result showed there is no significant difference in the overall perception of the single and married respondents since the t-value of 1.178 has a p-value greater than the level of significance of 5%. This indicated that the null hypothesis of no significant difference is not rejected.

This means that the single and married respondents have the same level of overall perception when it comes to service quality and its relationship with customer satisfaction.

This study’s findings support the findings of the study of Rahim, A. G. (2018) regarding the marital status and perceptions of service quality. In Rahim’s study, there are no significant difference between marital status and perceptions of service quality, however, the focus of Rahim’s study are the air travelers in Lagos state, Nigeria rather than the consumers of the selected coffee shop.

3.3 Grouped by Age

Table 3.3: respondents’ assessment when grouped by age

Age	18 y/o & below	19 - 28 y/o	29 - 38 y/o	39 - 48 y/o	49 y/o & up	F-value	p-value
Responsiveness	3.208	3.48	3.517	3.342	3.588	1.687	0.154
Assurance	3.183	3.531	3.51	3.333	3.682	2.318	0.058
Tangibles	3.192	3.516	3.579	3.525	3.741	2.423	0.049
Empathy	3.067	3.431	3.421	3.492	3.518	2.263	0.064
Reliability	3.133	3.474	3.545	3.558	3.553	2.178	0.073
Overall	3.157	3.487	3.514	3.45	3.616	2.298	0.06

The table above revealed result of the comparison of the perception of the respondents from different age groups on responsiveness, assurance, tangibles, empathy, and reliability. The result showed there is no significant difference in the perception of respondents belonging to different age brackets on responsiveness, assurance, tangibles, empathy, and reliability since the F-values of 1.687, 2.318, 2.263 and 2.178 have p-values greater than the level of significance of 5%. This indicated that the null hypothesis of no significant difference is not rejected.

This means that the respondents have the same level of perception on responsiveness, assurance, tangibles, empathy, and reliability across all age groups.

However, there is no significant difference in the perception of the age brackets when it comes to tangibles since the F-value of 2.423 HAS A p-value less than the level of significance of 5%. This indicated that the null hypothesis of no significant difference is rejected. This means that the 49-year-old and above respondents have the highest level of perception on tangibles.

Lastly, the table also shows the result of the comparison of the overall perception of the respondents from different age groups. The result showed there is no significant difference in the overall perception of the respondents when grouped by age since the F-value of 2.298 has a p-value greater than the level of significance of 5%. This indicated that the null hypothesis of no significant difference is not rejected.

This means that the respondents have the same level of overall perception across all age groups when it comes to service quality and its relationship with customer satisfaction.

According to Rahim, A. G. (2018), age has no significant difference in perceptions of service quality. Although Rahim’s study does not concern with coffee shop customers, it has similarities in this study’s findings regarding the relationship of age to perception of service quality. In comparison with Rahim’s study, both finds that there is no significant difference in service quality perceptions based on age.

3.4 Grouped by Educational Attainment

Table 3.4: respondents' assessment when grouped by educational attainment

	College Undergraduate/ Graduate	High School Level/ Graduate	Masters/ Doctoral Degree	Senior High School Level/ Graduate	Vocational Programs	F-value	p-value
Responsiveness	3.532	3.306	3.52	3.143	3.333	3.709	0.006
Assurance	3.574	3.329	3.52	3.137	3.467	3.785	0.005
Tangibles	3.599	3.271	3.66	3.183	3.533	4.414	0.002
Empathy	3.506	3.212	3.52	3.034	3.2	5.353	0
Reliability	3.539	3.282	3.68	3.16	3.333	3.639	0.007
Overall	3.55	3.28	3.58	3.131	3.373	4.918	0.0001

The table above revealed result of the comparison of the perception of the respondents grouped by educational attainment on responsiveness, assurance, tangibles, empathy, and reliability. The result showed there is a significant difference in the perception of the respondents with difference educational attainment on responsiveness, assurance, tangibles, empathy, and reliability since the F-values of 3.709, 3.785, 4.414, 5.353 and 3.639 have p-values less than the level of significance of 5%. This indicated that the null hypothesis of no significant difference is rejected.

This means that the respondents with college level and post graduate degrees have higher level of perception on responsiveness, assurance, tangibles, empathy, and reliability than respondents with high school level, SHS and vocational program of education.

Moreover, the table also shows the result of the comparison of the overall perception of the respondents when grouped by educational attainment. The result showed there is a significant difference in the overall perception of the respondents with different level of education since the F-value of 4.918 has a p-value greater than the level of significance of 5%. This indicated that the null hypothesis of no significant difference is rejected.

This means that the respondents with college level and post graduate degrees has higher level of overall perception than respondents with high school level, SHS and vocational program of education.

The study's findings are different compared to the findings from the study of Rahim. Because, according to Rahim, A. G. (2018), there are no significant difference exists between level of education and perceptions, while in this study, the null hypothesis of no significant difference is rejected. Therefore, the findings of this study contradict the findings of Rahim's study regarding educational attainment.

3.5 Grouped by Employment Status

Table 3.5: respondents' assessment when grouped by employment status

	Employed	Self-Employed	Student	Unemployed	Others	F-value	p-value
Responsiveness	3.538	3.509	3.418	3.377	3.314	0.632	0.64
Assurance	3.6	3.609	3.429	3.385	3.314	1.127	0.345
Tangibles	3.627	3.673	3.45	3.369	3.514	1.507	0.201
Empathy	3.535	3.527	3.328	3.308	3.543	1.533	0.194
Reliability	3.573	3.6	3.394	3.408	3.429	1.105	0.355
Overall	3.575	3.584	3.404	3.369	3.423	1.277	0.28

The table above revealed result of the comparison of the perception of the respondents grouped by employment status on responsiveness, assurance, tangibles, empathy, and reliability. The result showed there is no significant difference in the perception of the respondents with different employment status on responsiveness, assurance, tangibles, empathy, and reliability since the F-values of 0.632, 1.127, 1.507, 1.533 and 1.105 have p-values greater than the level of significance of 5%. This indicated that the null hypothesis of no significant difference is not rejected.

This means that the respondents have the same level of perception on responsiveness, assurance, tangibles, empathy, and reliability across all employment status groups.

Moreover, the table also shows the result of the comparison of the overall perception of the respondents when grouped by employment status. The result showed there is no significant difference in the overall perception of the respondents since the F-value of 1.277 has a p-value greater than the level of significance of 5%. This indicated that the null hypothesis of no significant difference is not rejected.

This means that the respondents with different employment status have the same level of overall perception when it comes to service quality and its relationship with customer satisfaction.

According to the findings in the study of Rahim, A. G. (2018), occupation has no significant difference in perceptions of service quality. This study supports Rahim's findings regarding occupation because this study has also found no significant differences in how people perceive service quality based on their work level or employment status. This implies that perceiving service quality based on employment status is consistently insignificant.

4. CONCLUSION

1. Demographic Profile

Age

The results of the study show that most of the respondents belong to the age bracket of 19 – 28 years old. This implies that people between the ages of 19 and 28 prefers going to coffeeshops more often than those belonging in other age bracket.

Gender

In terms of gender, the number of female respondents exceeded the number of male respondents and was able to gather fifty-one-point thirty-nine percent (51.39%) of the results. This means that the coffeeshops receives a greater number of female customer arrivals than male customers.

Civil Status

As for civil status, the researchers conclude that majority of the respondents consist of unmarried/single people with a frequency of seventy-five point ninety-three (75.93%) of the data. This indicates that single people tend to go to coffeeshops to enjoy the ambiance accompanied with good food more often than married people.

Employment Status

When it comes to employment status, most of the data used in the study generated from students with a frequency of fifty-point forty-six percent (50.46%). This implies that students have more vacant hours to spend on coffee shops than those who are employed, self-employed, unemployed, and others.

Educational Attainment

The results of the study show that majority of the respondents belong to the category of college undergraduate/graduate generating sixty-nine-point ninety-one percent (69.91%) of the data. This means that college undergraduates/graduates, enjoy the overall ambience of coffeeshops and the service they offer. Although the results of the study were mostly generated from college graduates/undergraduates, it does not pose any problem for people with higher or lower educational attainment to enjoy this type of restaurant setting.

2. Level of Perceived Service Quality of the Respondents

2.1 Responsiveness

When it comes to responsiveness, it received an overall perception of three point forty-five (3.45). Therefore, the researchers conclude that the coffeeshops staff can answer customer inquiries while also being able to be consistently courteous and provide service with a smile on their face.

2.2 Assurance

In terms of assurance, it obtained an overall perception of three point forty-eight (3.48) which is equivalent to high level of service. For that reason, the researchers conclude that the coffeeshop staff were able to create trust and a credible image to their customers as they have ensured their customers that they are following safety strict measures when it comes to handling their food and that the staff in the coffeeshops are approachable.

2.3 Tangibles

For Tangibles, this variable received the highest perception with a mean of three point fifty-one which is marked at very high level. Ergo, the researchers conclude that the coffee shops were able to show pleasing employee appearance, a hygienic eating environment, ensured that the utensils are sanitized, and can provide correct number of equipment (tables, chairs, utensils etc.) for the customers to use.

2.4 Empathy

When it comes to empathy, it received a mean score of three point forty (3.40) which is the lowest among all variables. Although it ranked lowest among variables, it still obtained a marking of high level of service therefore the researchers conclude that the coffeeshops were still able to provide an attentive and caring service as they were able to understand the needs of the customers and were able to identify the interests of their customers. Even though it is marked at high level of service, the management should exert extra effort to further understand the needs of the customers for them to be able to connect with the customers more.

2.5 Reliability

Lastly, the variable reliability received an overall perception of three point forty-six (3.46) which has a marking of high level of service. Thus, the researchers conclude that the coffeeshops were able to show an accurate, dependable, and consistent type of service as they were able to obtain a strongly agree mark on their precision when it comes to the ordered items of the customers.

5. RECOMMENDATIONS

To improve the service quality delivered in the coffeeshop industry, the researchers propose that the coffee shops should be able to provide a clean and pleasing appearance from its dining facility up to its employees. Furthermore, the coffee shops should be also prompt in providing an accurate and dependable service to meet the demands of the customers. Lastly, the coffee shops should know the interest of customers through latest trends and reviews so that they would be updated with what's new to stand out in the competition.

In terms of service quality variables, the following are strongly recommended to the selected coffeeshops in order to improve the existing quality of service they offer and strengthen consumer trust and loyalty.

Responsiveness

To improve the coffeeshops' responsiveness, the researchers suggest that the staff should be more attentive and knowledgeable by learning the menu by heart, being mindful of their surroundings, and providing service with a smile especially when they are in the dining area so that it wouldn't create any delays or shortcoming when it comes to providing prompt service.

Assurance

To enhance assurance, the researchers advise that the staff should be honest and transparent when dealing with customers to make them more approachable. Furthermore, the researchers also suggest developing strong listening skills as this would show sincerity especially when it comes to solving customer problems.

Tangibles

since tangibles received the highest score in terms of overall perception of the respondents, the researchers suggest keeping the clean and pleasing appearance of the facilities and make sure that the equipment available for both guest and staff use are well maintained to avoid any accidents that may lead to injury.

Empathy

To further develop the empathy that the coffeeshops deliver, the researchers propose to add additional manpower so that they can enhance in providing individual attention. Also, the researchers also suggest that the store manager should do role play scenario regarding customer problems that may happen in the workplace so that they can fully understand customer behavior patterns and empathize with them to offer an appropriate solution to their problem.

Reliability

For reliability, the researchers suggest that the store manager should conduct briefings before and after store opening & closing so that the staff would be reminded of their standard operating procedures. This way, it provides a more precise and dependable service. If possible, the management should also let the staff attend seminars such as barista training seminars to further boost the performance and knowledge of the staff in the coffee shops.

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