

MARKETING MIX ASSESSMENT OF CAFE AGAPITA: BASIS FOR DIGITAL MARKETING STRATEGY

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Abstract: People nowadays use the internet more than before, and when they want to know more about a business's products and services, they immediately head to search engines and social media. Digital marketing has transformed the way businesses promote their products and reach out to their target customers. The study wanted to identify which of the 7 Ps of the Marketing Mix motivated customers' decisions to visit Cafe Agapita. There are 7 variables for the framework of this study that were derived from the 7 Ps of the Marketing Mix and these are Food Taste for Product, Accessibility for Place, Price of the Food for Price, Promotional Strategy for Promotion, Ambience of the Place for Physical Evidence, Customer Service for Process, and Employees for People. The study used a qualitative type of research-descriptive analysis method. The data collected by the researchers was gathered from various credible sources and is mostly from Cafe Agapita's main page. Most of these reviews were from actual customers who have experienced the Cafe firsthand and left these reviews on Facebook, Google Reviews, and Instagram. The study did not require validation because the data gathered was secondary data derived from Facebook, Instagram, and Google reviews. According to customer reviews, the ambience or physical evidence of Cafe Agapita is the most influential factor that influenced them to visit the place.

Keywords: online reviews, digital marketing, marketing mix.

1. INTRODUCTION

Digital marketing refers to advertising that is generated at a high level across digital platforms such as search engines, websites, social media, and mobile applications. Using these electronic media outlets, digital marketing is the mechanism by which companies advertise goods, services, and profiles. Although digital marketing today is an enormous network of channels that advertisers must inevitably integrate into their products, online advertisement is much tougher than the platform themselves. In order to achieve the full potential of digital marketing, advertisers have to dive deep into today's vast and diverse cross-channel world to find strategies that make an impact through engagement marketing (Marketo, 2019). The promotion of tourism is one of the factors that benefits both local and national economies around the world in terms of economic development. The more visitors visit a city or state, the more profit they receive. This makes the local economy grow and draws investors (Picincu, 2019).

Social media platforms allow consumers to share their personal experiences and own critique of the product of one's business through the use of electronic word of mouth or eWOM (Gunden, 2017). This creates a credible source for other customers who are also interested in purchasing the product. Gunden (2017) also said that online reviews are commonly used as an additional source of information by restaurant customers every time they are unfamiliar with the restaurant. Thus, online reviews have the power to help customers to carefully select a restaurant that can satisfy their needs.

According to EHL Faculty (2020), reviews towards restaurants have their own advantages and disadvantages. Restaurants can now trace the consumer's impression and judgement towards their product with the help of online reviews. Online customer reviews can have an impact in terms of customers' decisions. It is a necessity for the restaurant administrator to be sensible enough when it comes to the reviews because it is commonly trusted by consumers nowadays. Restaurant reviews are sometimes not absolute, but they can definitely help to reform and improve the different services of a restaurant.

Cafe Agapita is the chosen setting for the researchers. Cafe Agapita is a newly established cafe-restaurant located in Silang, Cavite, and has gained its popularity through the constant sharing of information about this cafe-restaurant by social media users. Nowadays, people rely on online reviews from different review sites such as TripAdvisor, Zomato, Yelp, and many more. Customers trust these review sites because they give them transparency about the restaurant they want to dine in. However, the study only focused on three different review sites, specifically Facebook, Google, and Instagram, because of the availability of reviews towards Cafe Agapita. The study's goal is to determine what aspect of Cafe Agapita makes the cafe-restaurant popular during the quarantine.

The significance of the study is to identify the importance of reviews in choosing Cafe Agapita consumers. It will be significant and most likely become beneficial to the following: a. to the consumers, wherein this study will help them in terms of decision making by the use of online reviews; and b. to the researchers, wherein this study will benefit the researchers by means of providing knowledge about the marketing mix.

2. LITERATURE REVIEW AND CONCEPTUAL/THEORETICAL FRAMEWORK

One of the integral elements of a business is advertising. The aim of advertising is to inform consumers of the product or service, boost the company's reputation, and attract customers. According to Entrepreneur Asia Pacific (n.d.), advertising is described as bringing the public's attention to one's business by using different types of media such as newspapers, and radio & television broadcasting to attract customers and sell products or services. However, when social media was introduced, digital marketing began to rise, changing the advertising landscape and even the business world forever (Cole et al., 2017). Over the past decade, digital marketing has changed how companies develop and execute their marketing efforts. In today's age, the focus of the market is now on reaching out to customers across the digital world since this is where people spend their time and do most of their activities like shopping. (Robertson, 2018). According to a report made by Simon Kemp (2020), there are 4.54 billion internet users all over the world in 2020, 73 million of which are from the Philippines. This just makes it easier for the business to reach its target customers by fully utilizing the digital platforms. There are several ways to connect with prospects and clients online and some of these include Social Media Marketing and Search Engine Optimization (SEO) Marketing. Customers nowadays are becoming more reliant on social media sites like Facebook and Instagram when it comes to finding products or services that could satisfy their needs. That is the reason why it is important for a business to establish its brand and create a presence that will be noticed by the customers by making use of social media platforms (Marketing Evolution, n.d.). Another way to attract customers online is by using Search Engine Optimization, which essentially makes the business and its website visible in search engines such as Google and Bing.

The marketing mix is a conceptual framework that illustrates the key choices made by the marketing manager to adjust their products to meet the needs of consumers. Thus, this mix can be used to develop long-term plans as well as short-term tactical strategies. In short, Marketing mix is a tool to decide based on what to prioritize and where to spend the funds on a business such as restaurants. The marketplace is highly competitive for restaurants with local competition and a large chain presence. To ensure that it operates at the highest quality, it is important that the marketing mix is consistently checked and improved (Behera, 2019). As the traditional marketing mix has been criticized, additional Ps such as People, Process and Physical evidence have been introduced by Bitner in 1990. With this addition, the structure changed from 4P's to 7P's, which is known as the Service Marketing Mix. In 2000, a model that discusses the likely impact of the elements of marketing mix on a customer's chosen product or services was developed by Rama Yelkur and those elements are place, physical evidence, people, and process are the elements that affect the satisfaction of a customer. As for the remaining elements, such as product, price, and promotion, still have the potential to affect one's satisfaction. The study found that the Service Marketing Mix is essential for the implementation of marketing strategies of service organizations, specifically restaurant owners, as it enables the effective arrangement of marketing strategies. For this study, the framework adopted the concept of the 7P's of Marketing Mix.

From the marketing mix that the researchers have assessed, there are 7 variables for the framework of this study, namely: food taste, price of the food, accessibility, promotional strategy, ambience of the place, customer service, and the employees. The taste of the product is what makes the restaurant known. The price of the food may vary, and it actually depends on the quality of it, but that is also one of the customer's concerns. The establishment or the location of the place should be accessible to everyone. With the help of social media, people can now easily promote their products and services. Having the right ambience helps consumers to look forward to enjoying themselves, which will most likely inspire them to stay longer than they planned. Indeed, it is important to ensure that all employees have outstanding customer service and go the extra mile for customer needs and demands. On a daily basis, employees who are involved at work are more likely to be efficient and contribute to more sales. The researchers chose the 7P's marketing mix because it is more detailed and will help an organization identify discrepancies that hinder the marketing of products. Every study has its own uniqueness. What makes this study unique is that Cafe Agapita is one of the newest and well-known cafe-restaurant in Silang, Cavite today. It became famous last year during the quarantine period and the researchers were curious about how Cafe Agapita managed to make their cafe-restaurant popular at that time. Also, with the help of using the marketing mix, the researchers found out which P in the 7P's urged the customers to visit Cafe Agapita.

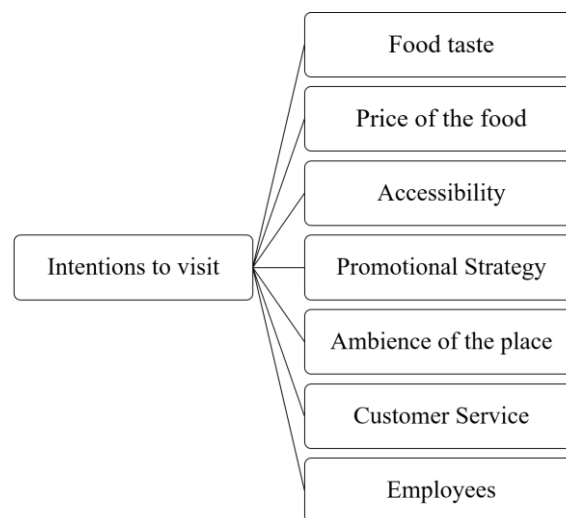


Figure 1: Conceptual Research Framework based on the 7P's of Marketing Mix

3. METHODOLOGY

The Qualitative research approach was the research design used to collect information for the study. It seeks to explain the significance of this data, which helps to understand social life through the analysis of targeted populations or locations (Crossman, 2020). This research paper used a qualitative research method because the goal was to discover the experiences of the participants in dining in Cafe Agapita and determine the effectiveness of promoting a cafe-restaurant with the use of digital marketing. The said research design was the best tool for examining the research problem of the study because the researchers were able to know what aspect of Cafe Agapita made the cafe-restaurant popular in the middle of a pandemic by analyzing, coding the collected data, and using the marketing mix.

A total of 567 reviews were collected for this research from September 2020 to January 2021, whereas 521 were positive reviews and 46 reviews were negative. These reviews came from the reviews section of the Facebook page of Cafe Agapita, Google reviews, and on Instagram with the use of # cafeagapita. The sources' names were withdrawn to protect their identities. Purposive sampling is a type of non-probability sampling in which researchers rely according to their own judgments on which data is relevant for the study. The selection criteria for this study were the reviews that only mentioned the 7P's (Product, Price, Place, Promotion, People, Physical Evidence & Process).

Since the study is qualitative, the researchers used secondary data for the data collection method. The researchers used the online reviews that have been made by consumers to be able to gather data. Through the reviews section of the Facebook page and Google reviews, using # cafeagapita on Instagram, the researchers had easy access to the data needed.

Content analysis was used by the researchers. The medium were the online reviews from Facebook, Instagram, and Google reviews of Cafe Agapita. In conducting content analysis, coding of data made it much easier for the researchers. In order to define multiple patterns and the relationships between them, coding is a method of marking and arranging the

qualitative data. In each response, assigning codes to terms and phrases helps to capture what the response is for, which in turn helps the researchers to further interpret and summarize the findings of the survey as a whole. According to Medelyan (2020), to help researchers make evidence-driven decisions due to consumers' reviews, they use coding and other qualitative data processing methods. They should quantify the prevalent trends of customer language by using coding to interpret the customer reviews. This makes it possible to interpret and evaluate customer satisfaction correctly. The researchers allotted labels for words and phrases that represent important and relevant topics in every response while coding the online reviews. Words, sequences, or numbers may be these labels, but the researchers preferred using words or short phrases, since they are easier to recall and organize (Medelyan, 2020).

4. RESULTS AND DISCUSSIONS

Through the use of marketing mix as the conceptual framework, the researchers had determined which P among the 7Ps in the marketing mix influenced customers the most to visit Cafe Agapita. The collected data was gathered from the online reviews made by the customers on Facebook, Instagram, and Google. Originally, only 250 reviews were expected to be collected. However, through further analysis, the researchers discovered that there were several 7Ps features in a single review posts, resulting in a total of 567 online reviews. Based on the gathered data, one P of the mix stood out the most among the rest of the marketing mix factors, which is the cafe's Physical Evidence.

PRODUCT / FOOD TASTE

The first factor that was examined was the Product or the Food Taste. The consumers were able to write a review about their impressions of the food products offered by Cafe Agapita.

Table 1: Positive and Negative Indicators and their Frequency for Product

Positive Indicators	Frequency	Negative Indicators	Frequency
They serve great foods.	85	Food taste seems bland.	10
They offer a wide variety of drinks and pastries.	65	A lot of unavailable items on the menu.	7
They provide generous servings.	3	Foods are not warm enough when served.	3
		Small servings.	1
Total	153		21

According to table number 1, Cafe Agapita offers a collection of delicious meals. On the positive side, one customer from Facebook said, "Good food and freshly brewed coffee and a lot more!". Also, based on the online reviews, Cafe Agapita provides a wide variety of drinks and pastries with large servings that can become their asset in attracting future customers. A restaurant can stand out because of the quality and the taste of their product. One of the things that makes a restaurant unique and special is their product. Sometimes, the taste of the food determines the popularity of a restaurant. Cafe Agapita, being a relatively new cafe-restaurant, also wants their product to have an impact on their target consumers.

Even though many customers were pleased with the cafe-restaurant's generous servings, there were some who complained that their food was not warm enough, tasted bland, and that it was served in small portions. "I just hope that they could assure customers that the food would be served hot on the table." as stated in the reviews by some of the customers. When it comes to food variety, the taste is essential (Liem, 2019). People go to restaurants for a variety of reasons, one of which is the expectation that they can get the best food. People cannot deny the fact that they have different taste buds from one another. If the food does not taste decent, they are doubtful to want to eat there anyway. After all, why would they spend their money on something they would not be eating? (A., 2019)

PLACE / ACCESSIBILITY

The next factor that was discussed is the Place or the Accessibility. The consumers were able to write a review about their opinion on how accessible Cafe Agapita is. Most of them mentioned how the location is hidden and biker friendly

Table 2: Positive and Negative Indicators and their Frequency for Place

Positive Indicators	Frequency	Negative Indicators	Frequency
The location is hidden.	9	Parking is a little chaotic.	1
Plenty of parking spaces.	6	Customer was refused to enter the shop	1
Biker friendly.	2		
Total	17		2

Table number 2 stated that the good thing about Cafe Agapita is that its location is far and away from the city. Despite its location, customers still visit the cafe to unwind. Based on the gathered reviews, Cafe Agapita is a "must visit location from the south" and is near Tagaytay, which is a hotspot for tourists. The location in general is very strategic as they are close to urbanized and well-populated areas with places for living. A restaurant's location is almost as important as its product in terms of determining its success (TigerChef, n.d.). Knowing the right location will attract more customers. If a restaurant is not accessible enough, it will have a negative effect on them as they will not be able to attract their target customers. From Cafe Agapita's point of view, even though their location is quite hidden, their customers actually really love that part of the cafe since they said that it was the perfect place to get away with the busy life in the city.

On the other hand, although Cafe Agapita's parking space is ample enough, "parking is a little chaotic", one customer said, due to the high volume of customers. Although the cafe already has its own parking space to accommodate those customers who brought their own cars, the establishment should assign someone to be their parking attendant to avoid this kind of problem again in the future.

PRICE / PRICE OF THE FOOD

Price is the next factor that was analyzed. The consumers were able to write a review about their insights towards the affordability of the products.

Table 3: Positive and Negative Indicators and their Frequency for Price

Positive Indicators	Frequency	Negative Indicators	Frequency
The prices are affordable.	14	Price not worth the food quality.	6
Total	14		6

In table number 3, a lot of customers find Cafe Agapita's products affordable, saying, "Tried their pastries, all are good quality for a reasonable price.". The price of the product is a major consideration in selecting food. A lot of people want to enjoy their meal at a very reasonably but worth the price. The owner of a restaurant spends time researching food costs in order to determine the appropriate price for their menu. Based on the reviews that the researchers have gathered, most of the customers were satisfied with the price range set by Cafe Agapita as they said that the food quality is aligned with the price. Price is the next thing that people will notice after seeing the place and its offered products. If a product is overpriced, the consumer can lose interest in learning more about it. However, if he knows a product is affordable, he will try to learn more. As a result, price plays an important role in a buyer's decision (Mayuri K, 2019). People tend to compare prices with other food service businesses and will choose the one that is more affordable, but with Cafe Agapita, they have the right price to satisfy customers with their high-quality products.

However, this is not the case for some customers, since they think that the quality of the food offered by the cafe-restaurant is not worth its price. "Just ordinary food tastes not worth the price," some of them said, and "small serving for rice bowl which does not compliment the price." This means that there are still customers who are willing to pay for high-quality products even if they are expensive. It is fine with them if they will spend a little bit as long as the food quality is aligned with the price.

PROMOTION / PROMOTIONAL STRATEGIES

The next in line that the researchers had analyzed is the Promotion or the Promotional Strategies. The consumers were able to write their thoughts in terms of recommending the cafe-restaurant to other consumers as well.

Table 4: Positive and Negative Indicators and their Frequency for Promotion

Positive Indicators	Frequency	Negative Indicators	Frequency
Highly recommended place.	21	Overrated place.	2
The place deserves the hype.	6		
Total	27		2

Based on table number 4, customers who have visited the Cafe highly recommend the place as it deserves the hype it got. One of the customers stated, "Looking for a relaxing & environmental-friendly cafe? Then, @cafeagapita is the right one for you!". The best way to promote a business is when customers share their experiences with other people, like their friends and family. Aside from Cafe Agapita's Facebook and Instagram pages, where they post and promote their offered

products, customers can help promote the cafe by tagging the cafe and using the hashtag # cafeagapita on their social media posts of the place. Without promotional strategies, a business product or service will not be able to attract the interest of consumers.

In contrast to that, another customer said, "It's just all hype" since Cafe Agapita suddenly went viral on different social networking sites and some people think that it is already overrated. Customers have their own preferences. Some might find the cafe interesting and definitely worth the hype, and some might find it just like any other ordinary cafe.

Promotional strategies are the lifeline of Cafe Agapita for publicity, starting from the publicity via word of mouth of customers. Return customers and customers who recommend the business to others would significantly improve the company's performance. As stated in the table above, recommendations have a high rate which would have a positive effect on both the publicity and performance of the business. Promotional strategies have a huge impact on consumer behavior, especially when planned thoroughly (Shamout, 2016).

PHYSICAL EVIDENCE / AMBIENCE OF THE PLACE

The next area that the researchers examined is the Physical Evidence or the Ambience of the Place. The consumers were able to write about how they loved the ambience of the restaurant. Based on the gathered data, the ambience of the Cafe Agapita is one of the top reasons why the customers decided to visit the place.

Table 5: Positive and Negative Indicators and their Frequency for Physical Evidence

Positive Indicators	Frequency	Negative Indicators	Frequency
Impressive atmosphere.	101	No Wi-Fi and aircon.	2
Amazing place	76	Just an average place.	1
		Limited seating area inside.	1
		Flies roaming around.	1
Total	177		5

At table number 5, several customers were amazed at how relaxing the ambience is at Cafe Agapita. They were also impressed with the overall surroundings of the place. Some of the reviews stated, "This place is absolutely lit. The ambience is relaxing. The ambience is superb. If you are a cafe geek and looking for some outdoor cafe, this one is a good find." and "This place is breathtakingly beautiful. If you are the kind of person who loves to chill and hang out with family and friends, then this place is for you".

In establishing or planning a food service business, physical evidence is a thing to focus on. Cafe Agapita has both indoor and outdoor spaces to accommodate their customers and, based on the reviews, people find the place cozy and relaxing. Apart from the product and service offered by the cafe, Cafe Agapita's cozy setting is one of their greatest features in making the customers interested in their business. Physical Evidence is how a business presents itself to the customers. This is where the "first impression" begins and whether or not their interest is piqued by the presentation. Other than presentation, ergonomics (Galetzka et. al., 2019) is an important factor, and based on Table 5, those reviews are enough evidence for the successful ergonomic value of Cafe Agapita's place.

Along with the positive feedback, there were a few complaints about flies buzzing around, a small seating area inside, and the lack of wifi and air conditioning. One customer stated, "Paid for a nice place but they also set up an average". Not all customers have the same expectation regarding the physical evidence of Cafe Agapita because people tend to compare the place based on what they have seen online versus what they physically experienced.

PROCESS / CUSTOMER SERVICE

The next factor that the researchers discussed is the Process or the Customer Service. The consumers were able to write their experience about the customer service of Cafe Agapita.

Table 6: Positive and Negative Indicators and their Frequency for Process

Positive Indicators	Frequency	Negative Indicators	Frequency
Excellent customer service	27	Poor customer service.	4
Fast and organized service.	9		
Total	36		4

On table number 6, some of the customers were gratified to experience excellent and fast customer service. Several positive reviews said, "We were delighted with the quality of service from our first visit" and "Excellent customer service-

-that's what we really appreciate most in Cafe Agapita". With these responses, Cafe Agapita's quality customer service has been emphasized and the management can use these as reference for keeping their service consistent for future customers. According to Sciacca Grill (2017), to be able to have a good dining experience, and because the staff is the first point of contact in a diner, it is their duty to establish trust towards the customers. Customers were satisfied with the quality service Cafe Agapita provided and with how the cafe gave assistance to them. Being polite, attentive, available, and prompt to meet the customer's needs and demands is what good customer service in the restaurant industry means (Morley, 2019).

Unluckily, some customers stated that they had a bad experience, saying, "Customer service is good but could've been better". They said that the customer service of Cafe Agapita was not that excellent and needs improvement. This can greatly affect the management of Cafe Agapita since they are widely known on social media sites. Customers will not visit again if they have a terrible encounter with your customer service, no matter how delicious your products are. Having good customer service will always start with how the employees greet and serve their guests. Hiring people who enjoy serving is the first and the safest step towards opening a restaurant to provide excellent customer service (Morley, 2019).

PEOPLE / EMPLOYEES

The last factor from the 7Ps of Marketing Mix that was examined was the People or the Employees. The consumers were able to write their observations about the behavior of the cafe-restaurant's staff.

Table 7: Positive and Negative Indicators and their Frequency for People

Positive Indicators	Frequency	Negative Indicators	Frequency
The staff are accommodating and friendly.	97	Unwelcoming and rude staff.	6
Total	97		6

In table number 7, researchers observed that the employees of Cafe Agapita are welcoming and polite to most customers. Several customers mentioned, "The staff always check with the customers from time to time if they need anything, how long they've been waiting for the order, how are they doing and always with a SMILE." and "The service of the staff is great too. They always ensure that all safety protocols are followed while inside the venue". These are indications that employees were able to create a good rapport with customers which made their stay comfortable. Having this kind of feedback would ensure that employees are hospitable all throughout the customers' stay.

But, some customers pointed out the hostile behavior of the staff. Another customer stated, "staff seem to be busy with themselves and don't care if they served you rightly or courteously". These kinds of behavior will bring a bad reputation to the cafe. Employees should be consistent in delivering an accommodating and friendly service in order for them to build trust and loyalty between customers.

People or employees have an important role in a business. The way employees treat their customers can affect every business, but most especially in the hospitality industry. Some of the basic attitudes that every employee should have are to be respectful, professional, and friendly when serving their customers. Building a good relationship with customers is an essential part of success. As Emily Newman (2016) said, "Employee attitude does affect the way they treat customers and a good attitude would ensure a happy and loyal customer base, resulting in more business and higher spending from customers." Going to a restaurant is more than just having a meal. And it is the instances that a staff goes above and beyond for them, whether it is by talking about their day, suggesting their own favourite meals, or just taking the opportunity to be welcoming, that customers love and consider (Black M., 2020). The biggest asset in a restaurant will always be a good lineup of staff and employees.

5. CONCLUSION

Cafe Agapita, who just recently opened last December 2019, instantly became famous last year, 2020, during the quarantine period caused by the pandemic. Since everyone has been staying home for the longest time, and now that it is allowed to go out, though limited and should follow safety precautions, people are considering visiting something new other than places they have already visited before, because they want a brief entertainment and diversion. To answer the research problem, based on the online reviews that the researchers have gathered, Cafe Agapita became famous during the quarantine due to its main aspect; the ambience of the place. People find the place relaxing and cozy. Customers were

very vocal about their fascination with the cafe's atmosphere. Based on the reviews, they enjoy the food a lot more if the environment they are in is comfortable and is suitable for the food they ordered.

The results and discussion showed the most significant factor of the marketing mix that drove customers to visit Cafe Agapita. The highest rate is the Physical Evidence that has a total positive review of 177. Due to Cafe Agapita's ambiance, presentation, and ergonomic value, customers are left in awe and have given great reviews for the business due to this. Sometimes, people tend to judge the restaurant's distinctiveness by its physical appearance first before any other features. This is true since consumers usually concentrate on tangible evidence that a restaurant may provide to evaluate their service prior to making a purchase (Rao, 2019). Therefore, the researchers conclude that physical appearance is one of the most important in a restaurant, most especially in a cafe-restaurant where people tend to stay longer to chill or hang out with their friends or family. According to Goldberg (2018), physical evidence includes not just the restaurant's facade, but even the presentation of the packaging, labeling, and also how your staff portray themselves.

The results from this study could help future restaurant owners and even the already established restaurants to understand the importance of their business' physical appearance. It will be beneficial for them because they will have an idea about the customer's perspective and expectations towards the restaurant. In addition, this study will also help them effectively promote their business in the digital world. The researchers have come up with various digital marketing strategies that restaurants like Cafe Agapita can follow in order to stand out from other competitors and attract more netizens to visit their place. (1) Cafe Agapita should create its own website and other social media accounts as they have been known for quite some time now since the pandemic started. In this way, they can expand the reach of their restaurant. Having their own website allows business owners to customize the page based on their own preferences. A website can also be fully personalized to match the character of a business, unlike in social media wherein everything is limited. Other small restaurants should invest in making their own websites and should not be satisfied with what social media can offer, because, according to Aspect IT (2020), a website will help in establishing the credibility of a restaurant. (2) Working with influencers is one of the successful ways to market a food service business digitally. People enjoy documenting and sharing their happenings through photographs. For example, if influencers took a photo of themselves trying out a product from Cafe Agapita and posted it to their social media account like Instagram, their followers would consider doing the same thing, which means more customers for the business. (3) Lastly, Cafe Agapita should make use of online feedback and customer interests. One of the things people look for while evaluating restaurants online is what other consumers have to say (Simsek, 2021). Additionally, Cafe Agapita has to pay attention to such derogatory remarks for they will contribute to the cafe workers to better serve the customers. It is important that the company adhere to its mission as regards to what it provides its clients. The study is limited in its ability to gather more online reviews outside Facebook, Google, and Instagram. It is suggested that future studies employ quantitative methods. Furthermore, it is recommended to conduct the study, using the same framework, among other restaurants within the same area.

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