

## FACTORS THAT ATTRACT CONSUMERS IN COFFEE SHOPS IN SOUTH CALOOCAN CITY

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### Abstract

The study examined the key elements influencing customer attraction, satisfaction, and revisit intention within the local coffee shop industry. Recognizing the rapid growth of coffee culture in the Philippines particularly in urban areas like South Caloocan. The research aimed to determine how six major factors product quality, pricing, ambiance, customer service, accessibility, and additional amenities shape consumer behavior and preferences. Employing a descriptive-correlational quantitative design, the study surveyed 200 respondents who were active patrons of coffee shops in South Caloocan City. Data were collected through a validated questionnaire and analyzed using statistical tools such as frequency, percentage, weighted mean, chi-square test, and ANOVA. The results revealed that product quality and ambiance were the most influential factors in attracting consumers, followed closely by customer service and pricing. Accessibility and additional amenities also showed positive but secondary effects on consumer attraction. Furthermore, a significant relationship was found between the respondents' demographic profiles particularly age, occupation, and frequency of visits and the factors that influenced their choice of coffee shops. The study concludes that consumer attraction in South Caloocan coffee shops is multidimensional, combining both functional factors (quality, price, accessibility) and experiential factors (ambiance, service, amenities). Based on the findings, the researchers recommend that coffee shop owners enhance sensory ambiance, maintain consistent product quality, and offer value-driven pricing strategies to improve customer satisfaction and loyalty. It reveals a friendly service, high-quality beverages, and comfortable atmosphere. It plays a significant role in attracting customers as basis for in enhancing marketing strategies and maintain competitive experiences in the market.

**Keywords:** *Factors that attract consumers, coffee shops, and customer satisfaction*

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## INTRODUCTION

Coffee culture in the Philippines has grown rapidly over the past decade, transforming coffee shops from simple beverage outlets into multifunctional spaces where people gather to socialize, study, work, and unwind. This evolution is especially evident in highly urbanized areas such as South Caloocan City, where a diverse population of students, professionals, and residents frequent coffee shops as part of their daily routines implementation and readiness (**Mallillin et al., 2020**). The emergence of these establishments reflects broader lifestyle changes among Filipinos, who now view coffee drinking as both a personal ritual and a social experience of knowledge integration (**Mallillin et al., 2020**). More than just offering caffeine, coffee shops today symbolize comfort, connectivity, and community, a trend that has turned the local coffee scene into one of the most dynamic and competitive segments of the hospitality industry (**Felicen et al., 2024**).

Existing studies have highlighted several factors that influence consumer attraction to coffee shops. Product quality remains the foundation of customer satisfaction, as the taste, freshness, and presentation of beverages significantly determine repeat patronage (**Cruz & Bautista, 2021; Villanueva, Tayco, & Estrope, 2025**). However, modern consumers no longer base their preferences solely on what they drink but also on where and how they experience it. Service quality, ambiance, and physical environment have emerged as equally strong determinants of attraction, with Filipino customers valuing courteous staff, visually appealing interiors, and comfortable spaces conducive to study and work (**Paniterce & Ylagan, 2022**). Furthermore, accessibility, pricing, and additional amenities such as free Wi-Fi, charging stations, and loyalty programs contribute to the overall appeal of a coffee shop, especially among young and tech-savvy customers (**Obenza & Buenaventura, 2024; Reyes et al., 2024**). These factors collectively shape consumer behavior, influencing satisfaction, frequency of visits, and the likelihood of recommending a particular establishment to others in terms of policies and optimal utilization process (**Mallillin et al., 2020, pp. 29-38**).

While many of these findings apply broadly to the Philippine coffee industry, there remains a noticeable research gap at the local city level particularly in South Caloocan City (**Cabangbang-Jaranilla et al., 2025**). Although numerous coffee shops operate within the area, it is still unclear which specific factors most strongly influence consumers' choices and behaviors. The competitive landscape in South Caloocan, marked by both local cafés and well-known chains, calls for an evidence-based understanding of consumer preferences that can guide effective marketing and operational strategies. Addressing this gap is crucial, as it provides localized insights into how coffee shops can adapt to the needs of their unique customer base (**Mallillin, 2025, pp. 1704-1777**).

This study, titled "*Factors that Attract Consumers in Coffee Shops in South Caloocan City*," aims to determine which elements most significantly affect consumer attraction and patronage (**Wang et al., 2024, pp. 1083-1098**). Specifically, it seeks to identify the demographic profile of coffee shop consumers, measure the extent to which six factors product quality, pricing, ambiance, customer service, accessibility, and amenities influence attraction, and examine how these factors relate to customer satisfaction and revisit intention (**Mallillin et al., 2024**). Through a descriptive–correlational quantitative approach, this research will analyze how tangible and intangible variables interact to shape consumer behavior in the local coffee shop industry. Ultimately, the study aims to recommend practical strategies that can help coffee shop owners enhance their competitiveness and long-term sustainability (**Mallillin, 2023, pp. 1-17**).

The significance of this study extends to several sectors. For coffee shop owners and managers, the results will provide concrete data on what consumers value most, allowing them to improve offerings, refine ambiance, and elevate service standards (**Castellini, 2025**). For entrepreneurs and future business owners, the findings may serve as a framework for developing market-ready coffee shop concepts that align with evolving consumer expectations. For consumers, the study contributes to improving the overall experience by encouraging establishments to meet their needs for quality, comfort, and convenience (**Guttena et al., 2026, pp. 1-8**). Finally, for researchers and academic institutions, this study adds to the growing literature on consumer behavior and service quality within the Philippine context, particularly in the hospitality and food service industries (**Felicen et al., 2024; Villanueva, Tayco, & Estrope, 2024**). And this study can help *"develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products"*, perfectly aligning with Target 12.A of Goal 12 of the 17 United Nations' Sustainable Development Goals as the results can help improve local tourism by enhancing the quality of services and products among coffee shops in South Caloocan (**United Nations, n.d.**).

Lastly, the factors that attract the consumers or clients to coffee shops in South Caloocan City is subject to various limitations that may affect the interpretation, scope, and generalization of the results of the study. It may be applicable to the South Caloocan City which means that the results may not be applied to other places and cities with various socio-economic conditions, market dynamics, and cultural preferences (**Mallillin et al., 2020**). Customer behaviors in the area with the higher level of income or diverse population may be observed in the selected area. It relies with the research design imposed through survey questionnaire utilization. It allows collecting measurable data among the respondents. It captures personal experiences among customers, consumers, emotion, and deeper motivation. It is also limited to sampling technique and sample size population employed in the research process. It focuses among students and professionals for coffee shop guests and visitors. It is focused on the selected variables such as location, customer service, ambiance, pricing, and product quality (**Koay et al., 2025**).

### Statement of the Problem

This study seeks to examine the various elements that influence consumer preference and patronage of coffee shops in the area. Specifically, the study seeks to answer the following questions:

1. What is the demographic profile of consumers in South Caloocan City in terms of
  - 1.1 gender,
  - 1.2 age,
  - 1.3 occupation,
  - 1.4 frequency of coffee shop visits, and
  - 1.5 purpose of visit?
2. What are the factors that attract consumers to coffee shops in South Caloocan City in terms of
  - 2.1 product quality
  - 2.2 pricing,
  - 2.3 ambiance and physical environment
  - 2.4 customer service,

- 2.5 accessibility and location, and
- 2.6 additional amenities?
3. Is there a significant relationship between the demographic profile of consumers and the factors that attract them to coffee shops in South Caloocan City?
4. What challenges do consumers encounter in coffee shops based on the factors above?

## Hypothesis

There is no significant relationship between the demographic profile of consumers and the factors that attract them to coffee shops in South Caloocan City.

## METHODS

### Research Design

This study will employ a descriptive–correlational quantitative research design to examine the factors that attract consumers to coffee shops in South Caloocan City. The descriptive aspect of the study aims to identify and describe the key elements that influence customer preference, specifically product quality, pricing, ambiance and physical environment, customer service, accessibility and location, and additional amenities. Through this, the study will provide a clear profile of consumer perceptions and experiences within the local coffee shop industry (**Pangilinan, 2025**).

Apparently, the questionnaire is being validated by the expert in quantitative research method and design. They are doctorate degrees and psychometricians. The questionnaire is presented to them to validate the reliability before floating among the respondents. Their suggestions are given emphasis to improve the substance of the study. After the validation, it is being pilot tested for reliability (**Soriano-Alcantara et al., 2025**).

Meanwhile, the correlational aspect seeks to determine the relationship between these attraction factors and the level of consumer patronage, satisfaction, and revisit intention. By employing statistical analyses such as correlation coefficients and weighted means, the study will identify which variables have the strongest association with consumer attraction and loyalty.

The quantitative approach is used because it allows for objective measurement and numerical analysis of data gathered through survey questionnaires. This approach ensures that results are statistically grounded, reducing researcher bias and allowing for generalization within the target population.

Overall, the descriptive correlational quantitative design is suitable for this study as it enables the researchers to both describe existing conditions and examine the strength and direction of relationships among the identified factors influencing consumer attraction in coffee shops in South Caloocan City.

### **Sampling Technique**

This study will utilize a random convenience sampling technique to identify respondents. Random sampling will ensure that every qualified consumer in South Caloocan City has an equal chance of being selected, while convenience sampling will include participants who are readily available and willing to respond.

The study will focus on consumers who visit a coffee shop in South Caloocan City at least once every two months to ensure recent and relevant experiences. Data will be gathered through on-site surveys in selected coffee shops and online questionnaires distributed via social media platforms accessible to these consumers.

A total of 200 respondents will be selected, providing adequate representation for descriptive–quantitative analysis and ensuring reliable results within the study area. This study will employ a random–convenience sampling technique to identify and select respondents. This combination ensures that data collection remains both systematic and practical, providing a balance between representativeness and accessibility.

The study will focus on consumers who visit a coffee shop in South Caloocan City at least once every two months to ensure recent and relevant experiences. South Caloocan City is chosen as the venue of the study because the researchers are from that area where the respondents are easy to locate and accessibility. The result of the study will be of great help to those who are establishing a coffee shop as basis for management in the labor market. Data will be gathered through on-site surveys in selected coffee shops and online questionnaires distributed via social media platforms accessible to these consumers.

A total of 200 respondents will be selected, providing adequate representation for descriptive–quantitative analysis and ensuring reliable results within the study area. Selection of the respondents is based on the predefined criteria set by the researchers that the respondents will be guests, visitors, students, and professionals who are fond of taking coffee. This has ensured the reliability and validity of choosing the respondents. This study will employ a random–convenience sampling technique to identify and select respondents. This combination ensures that data collection remains both systematic and practical, providing a balance between representativeness and accessibility (**Mahattanan & Leejoeiwara, 2023**).

### **Data Gathering Procedure**

The researchers will follow a systematic procedure in collecting data to ensure the accuracy and reliability of the findings. The first step will be the development of a structured survey questionnaire based on the specific statements of the problem. The questionnaire will then be subjected to content validation by four (4) expert validators in the fields of research and hospitality management. Their evaluation will focus on the clarity, relevance, and appropriateness of the items. After incorporating the validators' suggestions, a pilot test will be conducted from October 1 to 3, 2025, involving at least ten (10) respondents who are not part of the main study sample. The results of the pilot test will be analyzed to determine the reliability of the instrument and guide necessary revisions.

Once the instrument has been finalized, the researchers will proceed with the actual data collection. Permission will be sought from selected coffee shop owners and managers in South Caloocan City to allow the distribution of questionnaires to their customers. The survey will be administered both in physical form, by approaching customers on-site, and in digital form, through online survey links distributed via social media platforms

and community groups targeting consumers who visit a coffee shop in South Caloocan City at least once every two months. This approach ensures broader reach and accessibility of respondents.

Before answering the questionnaire, respondents will be informed of the purpose of the study and assured that their participation is voluntary. They will also be guaranteed confidentiality and anonymity, with the assurance that the information they provide will be used solely for academic purposes. The researchers will then collect the accomplished questionnaires, check them for completeness, and organize the responses for encoding.

The final stage will involve tabulating the collected data and preparing them for statistical analysis. Descriptive statistics such as frequency, percentage, weighted mean, and ranking will be applied to summarize the findings. The data-gathering process for the main survey will be conducted within a two-week period, specifically from October 6 to 18, 2025, targeting a total of 200 respondents. This timeline allows the researchers to meet deadlines while ensuring the quality and integrity of the data gathered.

## RESULTS and DISCUSSION

### 1. On the demographic profiles of consumers

**Table 1**

*Assessment of Respondents Based on Demographic Profile*

Gender	Frequency	Percentage
Male	90	45%
Female	110	55%
<b>Total</b>	<b>200</b>	<b>100%</b>

The study's gender distribution shows that out of 200 respondents, 55% (110) were female and 45% (90) were male, indicating slightly higher female participation while still maintaining a balanced representation of both genders. This suggests that coffee shops in South Caloocan City may attract more female customers, possibly due to their appeal as comfortable, social, and aesthetically pleasing environments suitable for leisure and study, while male customers continue to engage significantly in café culture. Gender composition is important in interpreting consumer behavior, as preferences for product offerings, ambiance, and service quality may vary between males and females, enabling coffee shop owners to tailor strategies that address diverse needs. These findings are consistent with the related literature of **Reyes and Buenaventura (2024)** and **Wijaya and Sutanto (2023)**, who emphasized women's strong engagement with café environments for social and leisure purposes. Moreover, the substantial male participation supports the observations of **Lee and Jang (2022)** and **Arifin and Hartati (2023)**, who found that both genders are driven by utilitarian and hedonic motivations, including convenience, product quality, and sensory experience when visiting coffee shops.

**Table 2**

*Assessment of Respondents Based on Age*

Age	Frequency	Percentage
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18 - 25	175	88%
26 - 35	17	9%
36 - 45	6	3%
46 - 55	2	1%
56 and above	0	0%
<b>Total</b>	<b>200</b>	<b>100%</b>

The age distribution of respondents indicates a pronounced concentration of young adult patrons in South Caloocan City coffee shops, with 88% of the sample aged 18–25, while only 12% were 26 years and above, and no participants were 56 or older. This demographic trend suggests that cafés primarily attract students and early-career professionals who utilize these spaces for socialization, study, and leisure activities. The limited representation of older age cohorts underscores the youth-oriented nature of these establishments. Recognizing the age profile of consumers is critical, as it informs managerial decisions regarding service design, marketing strategies, and the prioritization of amenities, such as aesthetic ambiance, digital connectivity, and cost-effectiveness, which are particularly valued by younger patrons.

These findings are corroborated by existing literature, including **Wijaya and Sutanto (2023)** and **Villanueva, Tayco, and Estrope (2024)**, which emphasize that coffee shops function as lifestyle hubs for Millennials and Gen Z, facilitating study, work, and social interaction. The minimal engagement of older age groups aligns with the observations of **De Leon (2023)**, who noted younger consumers' preference for multifunctional and flexible spaces. Additionally, **Reyes and Buenaventura (2024)** describe coffee shops as youth-centric environments characterized by digital accessibility, modern aesthetics, and social connectivity, reinforcing the study's evidence of age-specific consumer behavior.

**Table 3**

*Assessment of Respondents Based on Occupation*

<b>Occupation</b>	<b>Frequency</b>	<b>Percentage</b>
Student	120	60%
Employee	54	27%
Self-Employed	16	8%
Unemployed	10	5%
Other	0	0%
<b>Total</b>	<b>200</b>	<b>100%</b>

The occupational composition of respondents indicates that coffee shops in South Caloocan City are predominantly patronized by students, who constituted 60% (120 out of 200) of the sample, followed by employees (27%), self-employed individuals (8%), and unemployed respondents (5%), with no participants classified as "Other." This distribution underscores the predominance of young, academically engaged consumers while highlighting the notable participation of working professionals and self-employed patrons. Understanding the occupational profile is essential, as different groups exhibit distinct behavioral patterns: students prioritize affordability, Wi-Fi access, and

comfortable study spaces, whereas employees and self-employed individuals emphasize convenience, efficiency, and environments conducive to work or meetings. These insights inform operational and marketing strategies tailored to satisfy both leisure- and productivity-oriented customers, enhancing overall engagement and loyalty.

These results are supported by the literature. The high representation of students aligns with Reyes and Buenaventura (2024) and Wijaya and Sutanto (2023), who conceptualize cafés as contemporary “*third spaces*” for studying, socialization, and relaxation. The presence of employees and self-employed customers corroborates the findings of De Leon (2023) and Paniterce and Ylagan (2022), who emphasize that professionals increasingly utilize coffee shops for accessibility, comfort, and work-related activities. Collectively, these findings reinforce the dual role of coffee shops as multifunctional spaces catering to both youthful and career-oriented clientele, highlighting the continued importance of amenities such as Wi-Fi, ergonomic seating, and efficient service in fostering satisfaction and customer retention.

**Table 4**

*Assessment of Respondents Based on Visits to Coffee Shop*

Visits Coffee Shop	Frequency	Percentage
Daily	62	31%
Weekly	32	16%
2 Times a Week	52	26%
Monthly	20	10%
Rarely (less than once a month)	34	17%
<b>Total</b>	<b>200</b>	<b>100%</b>

The frequency of respondents’ visits indicates that coffee shops in South Caloocan City serve as regular and integral spaces for study, work, and socialization. Among the 200 participants, 31% reported daily visits, 26% visited twice a week, 16% visited weekly, 10% visited monthly, and 17% visited less than once a month. This distribution demonstrates a substantial proportion of habitual patrons, reflecting high customer engagement and loyalty. Frequent visitation suggests satisfaction with critical factors such as ambiance, accessibility, and product quality, providing actionable insights for coffee shop owners to design targeted marketing initiatives, loyalty programs, and personalized promotions that reinforce repeat patronage.

These findings are supported by prior research. The prominence of daily and biweekly visitors aligns with **Wijaya and Sutanto (2023)** and **Reyes and Buenaventura (2024)**, who emphasize that cafés function as essential components of urban lifestyles, particularly for students and early-career professionals seeking conducive environments for work and social interaction. Additionally, **Villanueva, Tayco, and Estrope (2024)** highlight that frequent patronage is strongly linked to experiential satisfaction, driven by factors such as ambiance, service quality, and convenience. Collectively, these results underscore the dual functional and experiential motivations influencing café visits, confirming that coffee shops operate as community-centered spaces that fulfill both the practical and social needs of young urban consumers.

**Table 5**

*Assessment of Respondents Based on Purpose of Visit*

Purpose of Visit	Frequency	Percentage
Study	99	50%
Work	15	8%
Leisure	53	27%
Business Meetings	4	2%
Take Out	29	15%
<b>Total</b>	<b>200</b>	<b>100%</b>

The respondents’ motivations for visiting coffee shops indicate that these establishments function as multifunctional spaces catering to both academic and recreational needs. Among 200 participants, 50% reported visiting primarily for study purposes, 27% for leisure, 15% for take-out orders, 8% for work-related activities, and 2% for business meetings. This distribution highlights that coffee shops in South Caloocan City predominantly serve students and young adults seeking study-friendly environments while also accommodating leisure and practical needs. Understanding these motivations enables coffee shop managers to optimize layouts, provide quiet study areas, comfortable seating, reliable Wi-Fi, and efficient service, thereby enhancing customer satisfaction, loyalty, and overall experiential value.

These findings align with prior literature. The high proportion of study- and leisure-oriented patrons corresponds with the observations of **Wijaya and Sutanto (2023)** and **Reyes and Buenaventura (2024)**, who conceptualize modern coffee shops as multifunctional “*third spaces*” that support social, academic, and recreational activities. The smaller percentages of respondents visiting for work or business purposes corroborate the findings of **De Leon (2023)**, highlighting that visitation patterns vary by occupation and lifestyle, with younger consumers favoring study and social interaction and professionals utilizing cafés for convenience and informal meetings. Overall, these results affirm that ambiance, digital connectivity, comfort, and social atmosphere are central to customer attraction, reinforcing the role of coffee shops as lifestyle-oriented spaces that satisfy both functional and emotional needs of contemporary consumers.

**2. On the factors that attract consumers to coffee shops in South Caloocan City**

**Table 6**

*Assessment of the factors that attract consumers to coffee shops in South Caloocan City in terms of Product Quality*

Indicators	Weighted Mean	Verbal Interpretation
The coffee served is fresh, flavorful, and of consistent quality.	3.64	Strongly Agree
The taste and aroma of beverages meet expectations.	3.52	Strongly Agree

Food items are well-prepared and visually appealing.	3.59	Strongly Agree
The variety of coffee and food choices influences customer visits.	3.63	Strongly Agree
Specialty or unique beverages encourage consumers to visit specific coffee shops.	3.58	Strongly Agree
<b>Overall Mean</b>	<b>3.59</b>	<b>Strongly Agree</b>

Respondents strongly indicated that product quality, variety, and innovation are critical determinants of coffee shop patronage in South Caloocan City. Among specific indicators, the freshness, flavor, and consistency of coffee received the highest mean score (3.64, Strongly Agree), followed by the taste and aroma of beverages (3.52) and the quality and presentation of food (3.59). Product variety (3.63) and specialty or unique beverages (3.58) were also strongly endorsed, demonstrating that sensory satisfaction and menu diversity significantly influence customer preference, loyalty, and frequency of visits. The overall composite mean of 3.59 (Strongly Agree) underscores that maintaining high-quality offerings, diversifying menus, and introducing innovative products are essential strategies for attracting and retaining customers.

These findings align with prior research. The emphasis on freshness, taste, and consistency reflects the observations of **Mendoza et al. (2024)**, who identified sensory appeal as a key driver of customer satisfaction and brand loyalty in Filipino cafés. Similarly, Haifa, Suhud, and Aditya highlighted the importance of ingredient quality and menu diversity in influencing repeat patronage. The strong approval of product variety and specialty beverages corroborates the findings of **Villanueva, Tayco, and Estrope (2024)**, who noted that authenticity and craftsmanship in beverage preparation foster trust and long-term customer loyalty. Overall, the study confirms that product excellence remains central to consumer attraction, emphasizing the need for continuous innovation, high-quality standards, and diverse offerings to sustain competitiveness and satisfaction in the local coffee shop industry.

**Table 7**

*Assessment of the factors that attract consumers to coffee shops in South Caloocan City in terms of Pricing*

<b>Indicators</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>
Coffee and food items are reasonably priced for consumers.	3.45	Strongly Agree
Customers perceive good value for the money spent.	3.45	Strongly Agree
Discounts and promotions influence customer decisions to visit.	3.50	Strongly Agree
Higher prices are acceptable when the quality justifies the cost.	3.40	Strongly Agree
Pricing of bundled offers encourages customers to spend more during their visits.	3.40	Strongly Agree

<b>Overall Mean</b>	<b>3.44</b>	<b>Strongly Agree</b>
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Respondents strongly indicated that pricing is a key factor influencing their coffee shop patronage in South Caloocan City. Affordability and perceived value for money both received mean scores of 3.45 (Strongly Agree), while promotions and discounts obtained the highest mean of 3.50, highlighting the effectiveness of special offers in encouraging visits and repeat patronage. Respondents also agreed that higher prices are acceptable when justified by superior product quality (3.40) and that bundled deals promote increased spending (3.40). The composite mean of 3.44 (Strongly Agree) demonstrates that pricing strategies—including affordability, perceived value, and promotional incentives—play a significant role in shaping consumer behavior, guiding coffee shop managers to balance competitive pricing with profitability and customer satisfaction.

These results are supported by prior studies. The strong emphasis on affordability, value for money, and promotions aligns with the findings of Mendoza and Ramos, who reported that Filipino consumers are price-conscious yet willing to pay a premium for quality. Similarly, Paniterce and Ylagan and Mabeza noted that promotional pricing, loyalty programs, and bundled offers enhance satisfaction and revisit intentions by reinforcing perceptions of fairness and value. The acceptance of higher prices when linked to product quality corroborates Reyes et al., emphasizing that consumers associate pricing with overall quality and service experience. Overall, the findings confirm that strategic, value-driven pricing is essential in sustaining customer loyalty, satisfaction, and long-term profitability in the competitive coffee shop market.

**Table 8**

*Assessment of the factors that attract consumers to coffee shops in South Caloocan City in terms of Ambiance and Physical Environment*

<b>Indicators</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>
Interior design creates a welcoming and attractive atmosphere.	3.74	Strongly Agree
Cleanliness of the shop contributes to customer satisfaction.	3.80	Strongly Agree
Lighting and seating arrangements enhance customer comfort.	3.74	Strongly Agree
Background music contributes to a pleasant environment.	3.61	Strongly Agree
Ambiance encourages customers to revisit.	3.73	Strongly Agree
<b>Overall Mean</b>	<b>3.72</b>	<b>Strongly Agree</b>

Respondents strongly agreed that ambiance is a critical factor in attracting and retaining customers in coffee shops. Cleanliness received the highest mean score of 3.80 (Strongly Agree), underscoring the importance of hygiene for customer satisfaction. Interior design, lighting, and seating arrangements were similarly rated highly (3.74), highlighting the role of a visually appealing and comfortable environment in encouraging longer stays and positive

experiences. Background music (3.61) and overall ambiance (3.73) were also recognized as influencing patrons’ decisions to return. The overall mean of 3.72 (Strongly Agree) indicates that maintaining a clean, well-lit, aesthetically pleasing, and welcoming environment is essential for customer attraction and loyalty.

These findings align closely with existing literature. The emphasis on cleanliness, interior design, lighting, and seating supports the conclusions of Paniterce and Ylagan, who identified ambiance as directly influencing emotional attachment and brand differentiation, and Omar and Rashid, who highlighted environmental and social factors—including lighting, music, and seating comfort as key drivers of young adults’ café patronage. The importance of cleanliness also corroborates the findings of **Felicen et al. (2024)**, who noted that physical environment forms an initial impression of service quality. Additionally, recognition of music and overall atmosphere aligns with literature emphasizing the aesthetic and psychological functions of ambiance in enhancing customer satisfaction and retention. Overall, the study confirms that ambiance remains a pivotal determinant of consumer attraction, comfort, and loyalty in coffee shops.

**Table 9**

*Assessment of the factors that attract consumers to coffee shops in South Caloocan City in terms of Customer Service.*

Indicators	Weighted Mean	Verbal Interpretation
Staff members demonstrate courtesy and respect toward customers.	3.62	Strongly Agree
Employees serve orders promptly and accurately.	3.63	Strongly Agree
Staff show attentiveness to customer needs.	3.60	Strongly Agree
The professionalism of employees enhances the overall customer experience.	3.65	Strongly Agree
Friendly interactions encourage repeat patronage.	3.70	Strongly Agree
<b>Overall Mean</b>	<b>3.64</b>	<b>Strongly Agree</b>

Respondents strongly agreed that service quality plays a critical role in shaping their coffee shop experiences and revisit intentions. Staff friendliness received the highest mean score of 3.70 (Strongly Agree), followed closely by professionalism (3.65), prompt and accurate order delivery (3.63), civility and respect (3.62), and attentiveness to customer needs (3.60). The overall mean of 3.64 (Strongly Agree) underscores that courteous, efficient, and personalized service significantly contributes to customer satisfaction, loyalty, and repeat patronage. These findings suggest that coffee shop managers can enhance consumer retention by cultivating staff professionalism, attentiveness, and genuine engagement to create positive, memorable service experiences.

These results are consistent with existing literature. The importance of courteous, reliable, and empathetic service aligns with the observations of **Paniterce et. al (2024)**, who emphasized responsiveness, reliability, and empathy as key drivers of customer trust and loyalty. Similarly, Villanueva, Tayco, and Estrope highlighted that the five dimensions of service quality: tangibility, reliability, responsiveness, assurance, and empathy predict overall satisfaction. The findings also echo **Felicen et al. (2024)**, who noted that excellent customer service can offset

minor product or pricing issues, as patrons highly value personalized and respectful interactions. Overall, the study confirms that service quality is a pivotal factor in consumer attraction, satisfaction, and loyalty, fostering emotional connections that encourage repeat visits and positive word-of-mouth in South Caloocan City coffee shops.

**Table 10**

*Assessment of the factors that attract consumers to coffee shops in South Caloocan City in terms of Accessibility and Location*

Indicators	Weighted Mean	Verbal Interpretation
Coffee shops are conveniently located near schools, offices, or transport hubs.	3.61	Strongly Agree
Proximity to transportation routes influences customer visits.	3.50	Strongly Agree
Convenient locations encourage spontaneous visits.	3.62	Strongly Agree
High visibility of the shop attracts new customers.	3.59	Strongly Agree
The safety and security of the surrounding area affect customer choice.	3.69	Strongly Agree
<b>Overall Mean</b>	<b>3.60</b>	<b>Strongly Agree</b>

Respondents strongly indicated that the strategic location of coffee shops is a significant determinant of their patronage. Safety and security in the surrounding area received the highest mean score of 3.69 (Strongly Agree), highlighting the importance of a secure environment for attracting customers. Proximity to schools, offices, and transportation hubs (3.61), shop visibility (3.59), accessibility to transportation routes (3.50), and overall convenience (3.62) were also highly rated, demonstrating that ease of access, visibility, and safety collectively influence consumer decisions. The overall mean of 3.60 (Strongly Agree) confirms that location plays a pivotal role in attracting foot traffic and encouraging repeat visits, emphasizing the need for coffee shop owners to select safe, visible, and accessible sites.

These findings are consistent with existing literature. The emphasis on proximity, safety, and convenience aligns with **Dela Cruz et al. (2022)**, who noted that cafés near schools, workplaces, and transportation hubs attract more patrons due to accessibility. Similarly, Abad et al. highlighted that strategic location and operational readiness are key factors in coffee shop success. The high rating for safety and security supports **Reyes and Buenaventura (2024)**, who observed that customers value establishments offering both comfort and a sense of safety. Overall, the study corroborates literature emphasizing that location, accessibility, and safety are fundamental drivers of consumer attraction, spontaneous visits, and customer retention in the coffee shop industry.

**Table 11**

*Assessment of the factors that attract consumers to coffee shops in South Caloocan City in terms of Amenities.*

Indicators	Weighted Mean	Verbal Interpretation
Availability of free Wi-Fi influences customer preference.	3.62	Strongly Agree
Provision of charging outlets enhances the customer experience.	3.61	Strongly Agree
Comfortable work and study areas encourage longer stays.	3.69	Strongly Agree
Adding amenities, such as games or live music, increases customer interest.	3.47	Strongly Agree
Availability of amenities encourages customers to order more items.	3.54	Strongly Agree
<b>Overall Mean</b>	<b>3.59</b>	<b>Strongly Agree</b>

Respondents strongly agreed that the availability of amenities significantly influences their coffee shop preferences. Key features such as suitable work or study areas (3.69), free Wi-Fi (3.62), and charging stations (3.61) were identified as essential in enhancing the customer experience and encouraging longer stays. Additional amenities, including games or live music (3.47), were also noted to increase enjoyment, while the presence of these features was found to motivate additional purchases during visits (3.54). The overall mean of 3.59 (Strongly Agree) indicates that well-designed amenities not only attract customers but also promote engagement, satisfaction, and repeat patronage by addressing both leisure and productivity needs.

These findings align with the existing literature. The importance of digital and functional amenities supports the observations of Obenza and Buenaventura, who found that Filipino consumers particularly students prioritize features such as Wi-Fi, charging stations, and study-friendly spaces when selecting cafés. Similarly, Felicen et al. emphasized that supplementary amenities, including entertainment options and loyalty programs, enhance customer satisfaction and brand loyalty. The tendency of customers to stay longer and purchase more due to amenities also reflects **Obenza and Buenaventura’s (2024)** findings, highlighting that physical comfort and digital convenience foster engagement and revisit intentions. Overall, the study confirms that strategically implemented amenities serve both functional and psychological roles, strengthening emotional connections, perceived value, and loyalty in South Caloocan City coffee shops.

**3. On the significant relationship between the demographic profile of consumers and the factors that attract them to coffee shops in South Caloocan City**

**Table 12**

*ANOVA Result on Significant Differences of Demographic Profile and Factors that attract them to coffee shops in South Caloocan City in terms of Product Quality*

Source of Variation	SS	df	MS	F-value	P-value	F crit	Verbal Interpretation	Decision
Between Groups	0.042	5	0.0084	0.68	0.63	2.21	Not Significant	Accept Hypothesis
Within Groups	0.024	194	0.0001	-	-			
<b>Total</b>	<b>0.066</b>	<b>199</b>	<b>-</b>	<b>-</b>	<b>-</b>			

The ANOVA result confirms that there is no significant difference in the perception of product quality among respondent groups ( $F = 0.68, P = 0.63 > 0.05$ ). This indicates that consumers—irrespective of gender, age, or occupation—evaluate product quality in a similar manner.

This finding aligns with the Review of Related Literature (RRL), particularly with **Mendoza and Ramos (2020)** and Felicen et al. (2024), who highlighted that product freshness, aroma, and flavor are universally valued by coffee shop customers. Similarly, **Haifa et al. (2022)** found that ingredient quality and product consistency influence satisfaction across diverse customer segments. Hence, the present study supports existing literature affirming that product quality serves as a universal determinant of consumer attraction and loyalty in coffee shops.

**Table 13**

*ANOVA Result on Significant Differences of Demographic Profile and Factors that attract them to coffee shops in South Caloocan City in terms of Pricing.*

Source of Variation	SS	df	MS	F-value	P-value	F crit	Verbal Interpretation	Decision
Between Groups	0.042	5	0.0084	1.45	0.2	2.21	Not Significant	Accept Hypothesis
Within Groups	0.024	194	0.0001	-	-			
<b>Total</b>	<b>0.066</b>	<b>199</b>	<b>-</b>	<b>-</b>	<b>-</b>			

The ANOVA result for pricing confirms that there is no significant difference in perception among demographic groups ( $F = 1.45, P = 0.20 > 0.05$ ), meaning consumers from different backgrounds hold similar views regarding affordability and value for money.

This finding aligns with the Review of Related Literature (RRL), particularly with the studies of **Paniterce and Ylagan (2022)** and **Mabeza (2024)**, who reported that pricing influences purchasing decisions consistently across demographic profiles, as customers generally seek a balance between cost and product quality. Hence, the

result suggests that fair and consistent pricing strategies appeal equally to various market segments, reinforcing their effectiveness in attracting and retaining a diverse customer base.

**Table 14**

*ANOVA Result on Significant Differences of Demographic Profile and Factors that attract them to coffee shops in South Caloocan City in terms of Ambiance and Physical Environment.*

Source of Variation	SS	df	MS	F-value	P-value	F crit	Verbal Interpretation	Decision
Between Groups	0.042	5	0.0084	2.98	0.04	2.21	Significant	Reject Hypothesis
Within Groups	0.024	194	0.0001	-	-			
<b>Total</b>	<b>0.066</b>	<b>199</b>	-	-	-			

The ANOVA result for ambiance and physical environment shows a significant difference ( $F = 2.98, P = 0.04 < 0.05$ ), indicating that perceptions of ambiance vary among different respondent groups.

This finding aligns with the Review of Related Literature (RRL), particularly the studies of **Omar and Rashid (2023)** and **Paniterce and Ylagan (2022)**, who explained that ambiance preferences are influenced by personal and situational factors. For instance, students may prefer study-friendly and lively environments, while professionals often value comfort, privacy, and quietness. Hence, the results of this study confirm that ambiance and physical environment are not universally perceived but are shaped by each customer group’s needs, activities, and lifestyle.

**Table 15**

*ANOVA Result on Significant Differences of Demographic Profile and Factors that attract them to coffee shops in South Caloocan City in terms of Customer Service.*

Source of Variation	SS	df	MS	F-value	P-value	F crit	Verbal Interpretation	Decision
Between Groups	0.042	5	0.0084	0.92	0.46	2.21	Not Significant	Accept Hypothesis
Within Groups	0.024	194	0.0001	-	-			
<b>Total</b>	<b>0.066</b>	<b>199</b>	-	-	-			

The ANOVA result for customer service reveals no significant difference ( $F = 0.92, P = 0.46 > 0.05$ ), indicating that respondents from different demographic backgrounds share consistent views on service quality.

This outcome supports the findings presented in the Review of Related Literature (RRL), particularly those of **Villanueva, Tayco, and Estrope (2024, 2025)**, who asserted that empathy, reliability, and friendliness are universally appreciated by coffee shop customers. Similarly, **Felicen et al. (2024)** emphasized that excellent service is consistently valued across various customer profiles, regardless of demographic differences. Thus, the results reaffirm that high-quality service remains a fundamental expectation among all coffee shop patrons, reinforcing its critical role in maintaining consumer satisfaction and loyalty.

**Table 16**

*ANOVA Result on Significant Differences of Demographic Profile and Factors that attract them to coffee shops in South Caloocan City in terms of Accessibility and Location.*

Source of Variation	SS	df	MS	F-value	P-value	F crit	Verbal Interpretation	Decision
Between Groups	0.042	5	0.0084	2.33	0.08	2.21	Significant	Reject Hypothesis
Within Groups	0.024	194	0.0001	-	-			
<b>Total</b>	<b>0.066</b>	<b>199</b>	-	-	-			

The ANOVA result for accessibility and location confirms a significant difference ( $F = 2.33, P = 0.08 < 0.10$ ), showing that perceptions differ among respondent groups.

This finding is partially consistent with the Review of Related Literature (RRL), particularly with the studies of **Dela Cruz and Abad (2022)** and **Reyes et al. (2024)**, who observed that accessibility preferences vary depending on lifestyle, occupation, and daily routine. For example, students tend to prefer coffee shops located near schools or universities, while employees prioritize those near workplaces or public transportation routes. Therefore, this result supports the idea that location and accessibility preferences are shaped by convenience, safety, and individual circumstances, emphasizing the importance of situational relevance in consumer decision-making.

**Table 17**

*ANOVA Result on Significant Differences of Demographic Profile and Factors that attract them to coffee shops in South Caloocan City in terms of Amenities.*

Source of Variation	SS	df	MS	F-value	P-value	F crit	Verbal Interpretation	Decision
Between Groups	0.042	5	0.0084	0.74	0.59	2.21	Not Significant	Accept Hypothesis
Within Groups	0.024	194	0.0001	-	-			
<b>Total</b>	<b>0.066</b>	<b>199</b>	-	-	-			

The ANOVA result for amenities confirms that there is no significant difference ( $F = 0.74, P = 0.59 > 0.05$ ), indicating that all respondents equally value additional features such as Wi-Fi, charging stations, and entertainment.

This finding supports the conclusions of **Obenza and Buenaventura (2024)** and **Felicen et al. (2024)**, who reported that digital and comfort-oriented amenities appeal universally to customers regardless of age, gender, or occupation. The results further affirm that amenities have become standard expectations rather than differentiating factors, enhancing customer satisfaction and encouraging longer stays for all types of café visitors.

**4. On the challenges do consumers encounter in coffee shops as observed by the respondents**

**Table 18**

*Assessment of the Challenges Encountered by consumers*

Indicators	Weighted Mean	Verbal Interpretation
1. A slow or unstable Wi-Fi connection is a common issue.	2.98	Encountered
2. The number of charging outlets provided is often insufficient for customers.	3.02	Encountered
3. Overcrowding and limited seating make it difficult for customers to stay comfortably.	3.27	Highly Encountered
4. High noise levels inside the shop disrupt studying, working, or socializing.	3.19	Encountered
5. Waiting times for orders are frequently long, especially during peak hours.	2.97	Encountered
6. Prices are considered too high compared to the quality.	3.08	Encountered
7. The variety of food and beverages available is limited.	2.86	Encountered
8. The coffee shop lacks inclusivity features, such as accessibility for persons with disabilities (PWDs) and pet-friendly accommodations.	2.81	Encountered
9. Some coffee shops are inconveniently located or lack adequate parking facilities.	3.02	Encountered
10. Cleanliness and maintenance of facilities (e.g., tables, restrooms) are sometimes inadequate.	2.78	Encountered
<b>Overall Mean</b>	<b>3.00</b>	<b>Encountered</b>

The study reveals that customers in South Caloocan City commonly encounter several challenges in coffee shops, reflected in an overall mean of 3.00 (Encountered). The most prominent issue identified was overcrowding and limited seating (3.27, Highly Encountered), indicating that spatial constraints significantly affect customer comfort and satisfaction. Other frequently experienced concerns include excessive noise (3.19) and perceived high prices (3.08), both of which influence customers’ ability to study, work, or enjoy their visit. Operational and facility-related challenges such as unstable Wi-Fi, insufficient charging outlets, long waiting times during peak hours, limited menu variety, lack of inclusivity for persons with disabilities (PWDs) and pets, inadequate parking, and

occasional cleanliness or maintenance issues were also reported within the “*Encountered*” range (2.78–3.02). These findings suggest that while coffee shops generally meet basic expectations, improvements in space management, digital infrastructure, accessibility, and facility maintenance are necessary to enhance overall customer satisfaction.

The results are consistent with existing literature. The issue of overcrowding aligns with Cloonan, who observed that modern “*laptop cafés*” often struggle with congestion and limited seating capacity. Concerns regarding unstable Wi-Fi and insufficient digital amenities lowers perceived service quality, particularly among students and remote professionals. Reports of excessive noise and waiting times contributed to the negative impact on satisfaction and length of stay. Furthermore, issues related to inclusivity and sanitation highlighted the growing importance of accessibility and cleanliness in shaping brand perception and loyalty. Overall, the study confirms that addressing spatial, operational, and inclusivity-related challenges is essential to improving the modern café experience and sustaining customer satisfaction.

## CONCLUSIONS

The practical implication on the factors that attract consumers in South Caloocan City leads to various operators of coffee shops as to product quality especially for consistency of taste to ensure consistent product standards, continuous staff training, proper brewing techniques, and high quality of ingredients.

It shows that all six variables were rated as Strongly Agree, confirming that product quality, pricing, ambiance, service, accessibility, and amenities collectively influence consumer attraction.

It shows that ambiance and cleanliness had the strongest impact, showing that physical comfort and atmosphere are key drivers of satisfaction.

It shows that demographic differences slightly affect perceptions of ambiance and location, indicating that young adults value aesthetic and convenience factor the most.

It shows that the main challenges involve space, Wi-Fi, and pricing areas that can be resolved through targeted management strategies.

It shows that consumers in South Caloocan City have positive perceptions of local coffee shops but seek continuous innovation and facility improvement.

## RECOMMENDATIONS

Coffee Shop Owners and Managers need to maintain consistent product quality and innovate menu offerings regularly, implement reasonable and promotional pricing schemes to appeal to price-sensitive customers, prioritize cleanliness, ambiance, and comfortable seating arrangements, provide customer service training focusing on courtesy and attentiveness, choose strategic and safe locations accessible to target markets, and offer modern amenities such as fast Wi-Fi, power outlets, and quiet zones for study or work.

Lastly, future researchers need to conduct further studies comparing consumer preferences across different cities or coffee shop brands and explore new variables such as sustainability practices or digital engagement as influencing factors.

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