

Analyzing the Factors Influencing Customer Decision to Revisit Coffee Shops: A Combined Analysis Using Service Quality Model and the Theory of Planned Behavior

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Abstract

The rapid growth of the coffee shop industry has intensified competition, making customer retention critical for business sustainability, particularly among local and small-scale coffee shops. This study addressed this gap by analyzing the factors affecting customers' decisions to revisit coffee shops in Metro Manila using an integrated framework of the Service Quality model and the Theory of Planned Behavior. A total of 509 valid responses were collected through an online survey using stratified sampling. The data were analyzed using Partial Least Squares–Structural Equation Modeling to examine the relationships among SERVQUAL dimensions, TPB components, customer experience, and customer revisit intention. The results indicated that customer experience is the strongest predictor of customer revisit intention. Customer experience was strongly influenced by attitude and perceived behavioral control, while subjective norms showed a weaker effect. Among the SERVQUAL dimensions, empathy, responsiveness, reliability, and tangibles significantly influenced customer attitude, whereas assurance was found to be insignificant. The study concluded that enhancing customer experience through consistent service quality and effective workforce performance is essential for improving customer retention. These findings provide practical insights for coffee shop managers aiming to achieve sustainable competitive advantage.

Keywords

Coffee Shops, Service Quality, Revisit Intention, Customer Experience

1. Introduction

An estimated 2.25 billion cups of coffee are consumed around the globe every day (FHA-Food & Beverage, 2025). From farmers and traders to baristas and consumers, coffee became a popular beverage and a significant industry that drives economic growth. In today's world, coffee shops have evolved into multifunctional spaces, becoming an essential part of modern living. However, the truth about start-up businesses is that they are risky. 90 percent of start-up businesses fail before reaching their full potential, and 70 percent crumble between their second and fifth year of operation (Cecilia, 2022). In the Philippines, coffee shops hold a unique position in urban culture. While the market is projected to have a compound annual growth rate of 9.87% from 2025 to 2029, local small and medium-sized coffee

shops struggle to remain sustainable and profitable, especially when competing with commercial chains (Luat et al., 2021). To survive, regional and medium-sized coffee shops need not only to attract customers but also to compel them to return, a challenge where service quality and customer psychology intersect.

In order to assess the five dimensions of the Service Quality model of service quality: Reliability, Assurance, Tangibles, Responsiveness, and Empathy, and how these dimensions relate to customers' intentions to return to a coffee shop, there is a need for research that will identify the factors that drive customers' perceptions of revisiting the coffee shop. A combination of analysis utilizing the Service Quality model and the Theory of Planned Behavior (TPB) is employed to determine which factors drive a customer's intention to return to the coffee shop. By assessing the relationship between service quality and the customer's attitude, subjective norms, and perceived behavior control, this study provides strategic recommendations for coffee shop owners to enhance service quality, meet customer expectations, and improve customer retention in a highly competitive market.

1.1 Objectives

The study aimed to determine how factors and aspects of coffee shops across Metro Manila affect customers' behavior and intention to revisit the coffee shop and refer it to others. Specifically, the study aims to:

- Identify the factors that affect customer visit/revisit intentions in coffee shops across Metro Manila.
- Construct a self-administered survey questionnaire to gather data, which the researchers disseminated across multiple social media platforms to collect as many responses as fast as possible.
- Analyze the data gathered to find the trends and correlations among the variables constructed.

2. Review of Related Literature

2.1. Introduction to the Coffee Industry and Research Problem

The coffee industry has experienced continuous growth due to increasing consumer demand, rising disposable income, and the expansion of major coffee chains. According to a trend analysis report by Grand View Research (2023), the global coffee market size is expected to grow at a CAGR of 5.4% from 2024 to 2030 and reach USD 430.02 billion. Coffee consumption has become a habit for many, with specialty and third-wave coffee cultures influencing how consumers perceive quality and their overall experience. As people go to cities for work and education, lifestyle changes create a high demand for quick, convenient, and social experiences. In many countries, including the Philippines, coffee shop culture has evolved beyond simple coffee consumption, becoming a hub for social interaction, remote work, and leisure. Thus, rapid urbanization is one of the most significant factors driving the coffee market. Urbanization introduces a time-strapped workforce that highly values coffee-on-the-go convenience and fast service, making Quick Service Restaurants (QSR) and takeaway coffee outlets highly successful. According to statistics from Fortune Business Insights, QSRs dominate the food and beverage industry with a market share of 37.4%.

The Philippines' coffee consumption has steadily increased, driven by urbanization, changing lifestyles, and the growing preference for cafe-style beverages. According to Mellejor (2020), the country has historically been a significant producer of coffee and has also experienced a rise in domestic consumption. The PH coffee industry is in a "good trend," with robust growth in both quality and production. Multiple projects, such as those by ACDI-VOCA, have been providing technical support to Philippine coffee farmers, with a focus on the Mindanao region, including Bukidnon, SOCCSKSARGEN, Davao, Caraga, and parts of the Autonomous Region in Muslim Mindanao (ARMM). However, despite this growth, competition within the coffee industry has intensified, with businesses needing to differentiate themselves through superior service quality and enhanced customer experiences.

2.2. Attributes of Service Quality

To comprehensively assess service quality in the context of local and small coffee shops, this study adopts selected dimensions of the SERVQUAL model tailored to the unique characteristics of the coffee shop experience. For this study, specific attributes under each dimension were selected based on their practical relevance to customer satisfaction and loyalty in coffee shop settings. The following subsections will review the existing literature on each selected SERVQUAL attribute, exploring how it has been defined and measured in previous studies and evaluating its impact on perceived service quality and customer behavior. This focused review aims to establish a theoretical basis for assessing these factors in the context of local coffee shops in the Philippines.

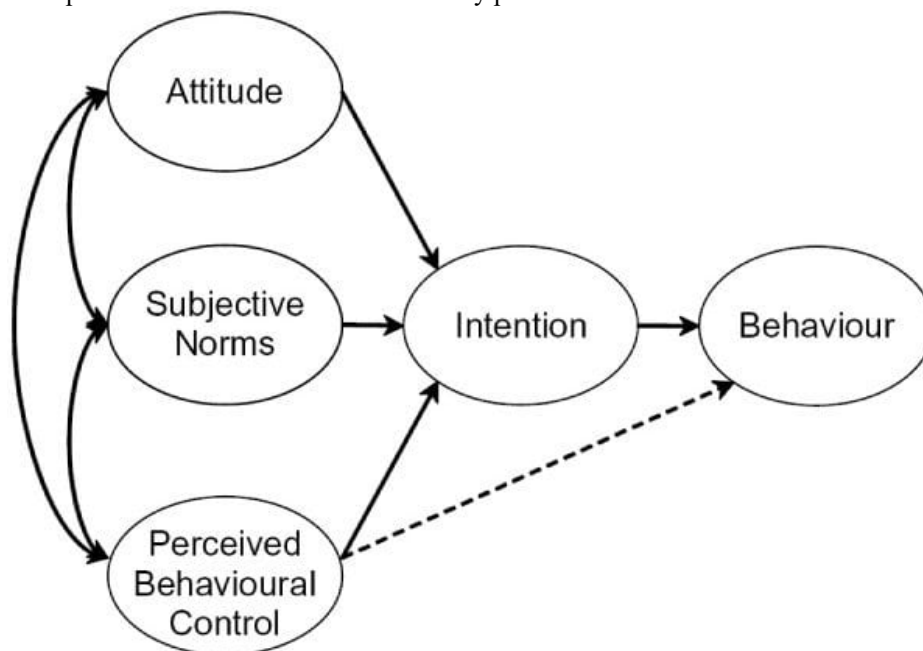
1. Tangible

- Uniqueness and quality of drinks
- Location and ambiance of the coffee shop

2. Empathy
 - Patience of staff
 - Friendliness and approachability of staff
3. Assurance
 - Expertise of staff
4. Responsiveness
 - Serving time
 - Accessible assistance
5. Reliability
 - Good and stable internet connection
 - Order Accuracy

2.3. Theory of Planned Behavior (TPB) and Customer Decision-Making

The Theory of Planned Behaviour (TPB), developed by Ajzen (1991), is a psychological framework for predicting human behavior. It states that intentions influence behaviors. Attitudes, subjective norms, and perceived behavioral control determine these behaviors. External factors are also considered, which may directly affect or prevent behaviors, regardless of the intention. This depends on the degree to which the individual controls the behavior and the degree to which perceived behavioral control accurately predicts actual behavior



The following are the factors that influence behavior:

1. Attitude towards visiting/revisiting coffee shops. For example, they are willing to try out new coffee shop spots or new types of beverages. It also refers to the positive or negative evaluation of engaging in particular behaviors. This could include perception of the coffee shop's ambiance, service quality, and product offerings.
2. Subjective norms, such as social pressures, encompass the expectations of others and the individual's valuation of these expectations. Customers may visit coffee shops due to social media influence, recommendations, or norms surrounding coffee consumption.
3. Perceived behavioral control refers to an individual's subjective sense of ability to perform a specific behavior. Location, ambiance, and affordability can influence a customer's intention to revisit.

According to a comprehensive literature analysis by Rozenkowska (2023), the Theory of Planned Behavior (TPB) is widely used in consumer behavior research to forecast customer decisions. The paper highlights the widespread application of TPB in various settings, including purchase intention, sustainable consumption, and the service sector, demonstrating its utility in understanding behavioral motivation. Using TPB in service industries can provide a strong

theoretical foundation for understanding customer retention. When returning to a particular service provider, evaluating past experiences, social influences, and external constraints is highly important.

2.4. Theoretical Framework

The first part of the theoretical framework is encompassed by the service quality model, which segregates the factors to be considered in the study into five dimensions: Tangibles, Empathy, Assurance, Responsiveness, and Reliability. The tangible dimension refers to the physical factors present in the coffee shop, including the facility, equipment, materials, and ingredients used, as well as the products sold. Next, the empathy dimension refers to the degree of care, attention, and service that the coffee shop and its staff provide to their customers. Next is the assurance dimension, which refers to the staff's knowledge, capabilities, and courtesy, and how they convey a sense of trust and confidence to customers. Subsequently, the responsiveness dimension refers to the staff's willingness to provide customer assistance and service. Lastly, the reliability dimension refers to the dependability and accuracy of the features and services provided by the coffee shop (Figure).

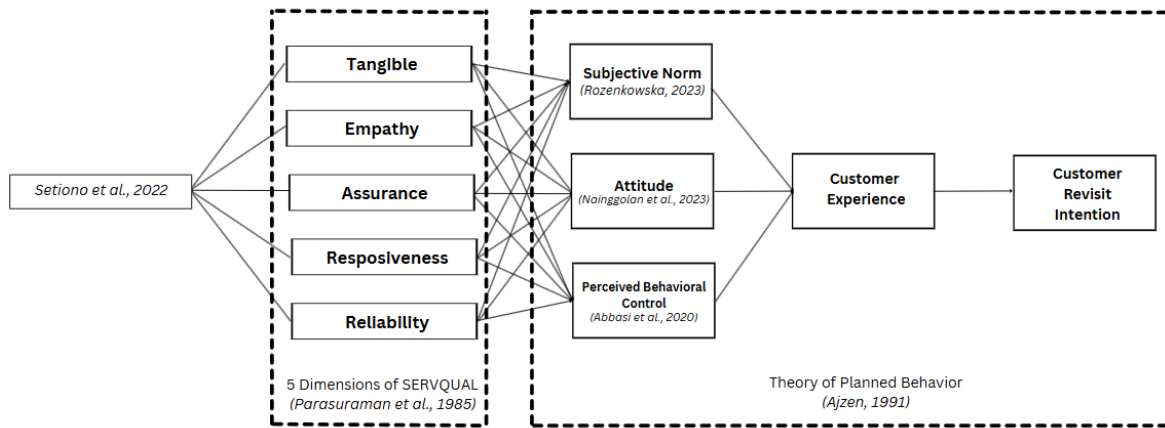


Figure 1. Theoretical Framework

SERVQUAL then connects to the framework's TPB. The five aforementioned dimensions influence the attitude of customers, which is defined as the positive or negative evaluation of factors and their impact on the customer's behavior or actions. Next, the subjective norm refers to the social pressure and influence exerted by different groups on the customer, and how it affects their action or inaction. Lastly, the perceived behavioral control alludes to the customer's belief in their ability to perform their planned behavior. These three factors are then hypothesized to have a significant impact on the customer experience.

2.5. Research Paradigm

This framework utilized the five dimensions of SERVQUAL (tangible, empathy, assurance, responsiveness, reliability) together with TPB to analyze the factors influencing customer revisit intention. Service quality and ambiance quality significantly impact customer satisfaction (Figure 2). Therefore, tangible variables such as uniqueness, quality of drinks, location, and ambiance affect a customer's overall satisfaction. The price range of products and the positive attitude of staff significantly influence customers' overall perception of a coffee shop which indicates that price is a key factor in determining customer satisfaction. The baristas' expertise also enhances customers' confidence, boosting their desire to revisit.

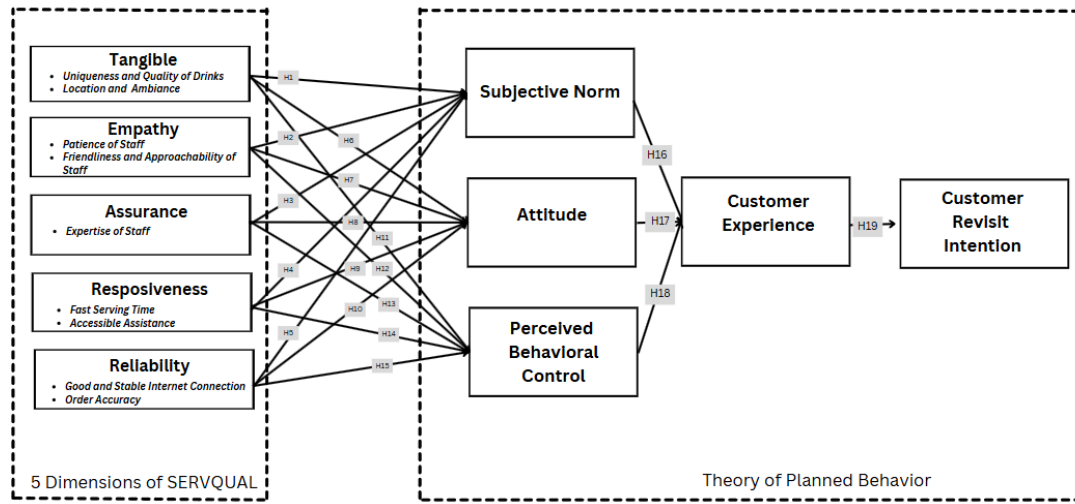


Figure 2. Conceptual Framework

3. Methodology

3.1 Research Design

The study employs a quantitative research design to analyze the factors influencing customer revisit intention in Metro Manila coffee shops, integrating the Service Quality (SERVQUAL) model and the Theory of Planned Behavior (TPB). The methodology utilizes structured surveys and PLS-SEM to evaluate how service dimensions and psychological factors drive customer revisit intention. Partial Least Squares-Structural Equation Modeling (PLS-SEM) examines the relationship between the service quality and customer revisit intention in coffee shops within the National Capital Region (NCR).

3.2 Partial Least Squares Structural Equation Modeling

Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed to analyze multiple SERVQUAL and TPB variables, utilizing the statistical application SmartPLS. PLS-SEM is a statistical technique that combines the principles of regression, factor analysis, and path analysis (Cepeda-Carrión et al., 2022). Through PLS-SEM, the study tested the service quality dimensions (Tangible, Empathy, Assurance, Responsiveness, and Reliability), the TPB constructs (Subjective Norm, Attitude, and Perceived Behavioral Control), the customer experience variable, and the outcome variable of customer revisit intention. The researchers identified the significant predictors and determined the strength of the observed variables and the latent constructs (unobserved variables) within the framework.

4. Results and Discussion

4.1. Final SEM Model

The Figure 3 above illustrates the final PLS-SEM for the factors influencing customer revisit intention. Based on the findings, customer experience is the most significant factor determining both the likelihood that an individual will return to a coffee shop ($\beta = 0.541$, $p = 0.000$) and also that customer experiences lead customers to return. The next most significant predictor of customer experience was attitude toward the coffee shop ($\beta = 0.313$, $p = 0.000$), while the next most important variable influencing customer experiences was perceived behavioral control ($\beta = 0.293$, $p = 0.000$). Collectively, these results suggest that customer attitudes toward the coffee shop and perceived ease of getting to the shop both play an important role in enhancing customer experiences. In terms of the integrated SERVQUAL and Theory of Planned Behavior model, the two strongest predictors of subjective norms are responsive service ($\beta = 0.282$, $p = 0.000$) and reliable service ($\beta = 0.219$, $p = 0.001$), and thus both of these dimensions play a significant role in shaping customer attitudes.

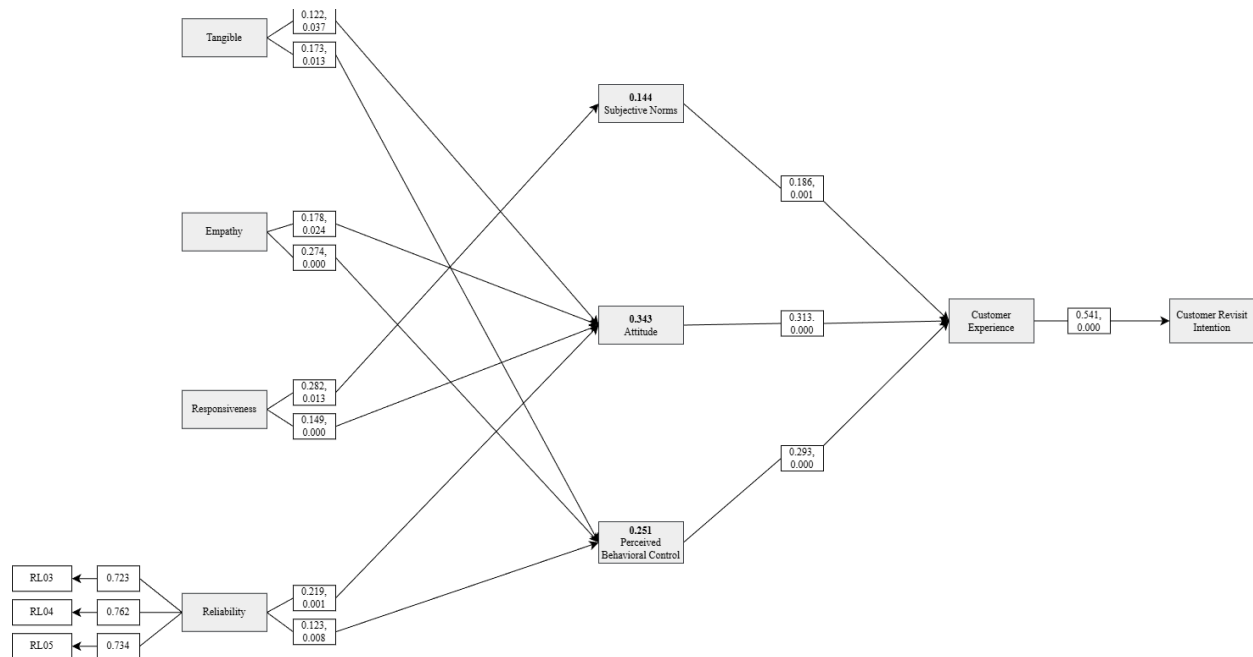


Figure 3. Final SEM Model

4.2. Model Fit Indices

The table displays the results of the model fit assessment (Table 1). Key indices saturated values were assessed to determine the potential areas of misfits (Schuberth, 2020). The Standardized Root Mean Squared Residual (SRMR) has a value of 0.070, which is below the threshold value of 0.08, indicating that the model demonstrates a good fit, according to Hair et al. (2021). The SRMR estimated value of 0.113 is slightly above the criterion of less than 0.10 but still regarded as marginally acceptable, as supported by Istighfarani (2025). Furthermore, the emphasis of PLS-SEM is on the predictive relevance and explanatory power, rather than precise model fit, as indicators of model quality (Hair & Sarstedt, 2021).

Table 1 Model Fit Indices

Parameters	Saturated Value	Estimated Value	Threshold	Suggested By
Standardized Root Mean Squared Residual (SRMR)	0.070	0.113	≤ 0.08	(Hair et al., 2021)
Normal Fit Index (NFI)	0.518	0.454		
Chi-Square	1612.008	1827.415		
d_ ULS	1.696	4.513		
d_ G	0.530	0.655		

The values from the squared Euclidean distance (d_ ULS) and the geodesic distance (d_ G) indicate whether there are any model misspecifications. According to Schuberth (2021), lower Euclidean and geodesic values indicate better model fit. The estimated values of d_ ULS = 4.513 and d_ G = 0.655, as well as the saturated values of d_ ULS = 1.696 and d_ G = 0.530, indicate that the results are decent and acceptable, since there is no established threshold value for Euclidean and geodesic distance. The large values of 1612.008 and 1827.415 for Chi-Square are expected due to the nature of PLS-SEM, which is variance-based and prediction-oriented. Hair et al. (2021) suggest that chi-square is not an appropriate criterion for evaluating PLS-SEM due to its nature. NFI estimated and saturated values of 0.518 and

0.454 were below the threshold of greater than 0.90 (Dash & Paul, 2021). Although earlier SEM guidelines often referenced an NFI threshold of 0.90, several methodological scholars emphasize that this cutoff should not be applied universally, especially in PLS-SEM. According to Hair et al. (2021), PLS-SEM typically yields lower values in complex models, so NFI values below the threshold do not necessarily indicate poor model performance.

4.3. Convergent Validity and Composite Reliability

AVE is commonly used to validate constructs, measuring the amount of variance captured by a construct in relation to the variance due to measurement error (Santos et al., 2021). As shown in the Table 2, all AVE values exceeded the required minimum level of 0.50 (Hair et al., 2016). This indicates that the majority of the variance in the indicators can be ascribed to their construct rather than to random error (Dash & Paul, 2021). The results support the convergent validity of all the constructs used to represent the model in measuring the factors affecting customer revisit intentions in coffee shops among Filipinos.

Table 2 Convergent Validity and Composite Reliability

	Cronbach's Alpha (A)	rho_A	Composite Reliability (CR)	Average Variance Extracted (AVE)
Attitude (AT)	0.639	0.638	0.806	0.581
Customer Experience (CE)	0.694	0.694	0.813	0.521
Customer Revisit Intention (CR)	0.595	0.597	0.787	0.552
Empathy (EP)	0.666	0.670	0.857	0.749
Perceived Behavioral Control (PB)	0.608	0.608	0.793	0.561
Reliability (RL)	0.588	0.589	0.784	0.548
Responsiveness (RP)	0.523	0.525	0.807	0.677
Subjective Norm (SN)	0.663	0.662	0.816	0.597
Tangible (TG)	0.597	0.597	0.788	0.554

Cronbach's alpha is a measure of internal consistency reliability that assumes equal indicator loadings. Cronbach's alpha represents a conservative measure of internal consistency reliability (Hair et al., 2022). As shown in the table, most of the values exceed the more relaxed criterion of 0.6, which is considered acceptable (Nunnally & Bernstein, 1994); however, Responsiveness (RP) has a value of 0.523. In this case, to provide a more precise estimation of the constructs' internal consistency, composite reliability was evaluated. Composite reliability is a measure of internal consistency reliability, which, unlike Cronbach's alpha, does not assume equal indicator loadings and is calculated using the model's final loadings (Hair et al., 2022). As shown in the table, all the values exceed the threshold of 0.70, indicating that the indicators are highly reliable and internally consistent. Overall, the indicators and constructs in the model have been proven to be valid and reliable. These analyses further ensure the credibility of the research findings.

5. Conclusion and Recommendation

5.1. Conclusion

Recent years have seen rapid growth in the Philippine coffee shop industry, driven by rising consumption, lifestyle shifts, and the increasing cultural appeal of cafés among Filipino consumers. As competition intensifies, coffee shops continually enhance service quality and prioritize customer experience in an effort to build long-term loyalty. Despite these efforts, consumer behavior remains influenced by psychological, social, and experiential factors, making revisit intention a complex construct. Therefore, this study examined the determinants of revisit intention among coffee shop customers in Metro Manila using an integrated SERVQUAL–Theory of Planned Behavior (TPB) framework. The constructs assessed included Tangibles (TG), Empathy (EP), Assurance (AS), Responsiveness (RP), Reliability (RL), Attitude (AT), Subjective Norms (SN), Perceived Behavioral Control (PB), Customer Experience (CE), and Customer Revisit Intention (CR).

Using SEM via SmartPLS on 509 respondents, the final structural model retained only statistically significant relationships, resulting in a more concise and theoretically robust framework. The analysis shows that Customer Experience remains the strongest determinant of Customer Revisit Intention ($\beta = 0.541$, $p < 0.001$), confirming that satisfaction plays the most critical role in revisit intention..

Customer Experience was significantly predicted by Attitude ($\beta = 0.313$, $p < 0.001$), Perceived Behavioral Control ($\beta = 0.293$, $p < 0.001$), and Subjective Norms ($\beta = 0.186$, $p < 0.001$). This indicates that customers' emotional evaluations of the café, their perceived ease or convenience of revisiting, and the social approval they feel from peers collectively shape their overall experience.

Among the SERVQUAL dimensions, several constructs significantly influenced the TPB antecedents. Empathy, Responsiveness, Reliability, and Tangibles were all significant predictors of Attitude, showing that warm interactions, prompt service, consistency, and physical aesthetics shape customers' favorable evaluations. For Perceived Behavioral Control, Tangibles ($\beta = 0.173$, $p = 0.001$), Empathy ($\beta = 0.274$, $p < 0.001$), and Reliability ($\beta = 0.123$, $p = 0.010$) remained significant, suggesting that ambiance, genuine staff concern, and dependable service increase the perceived ease and convenience of returning. Only Responsiveness significantly predicted Subjective Norms ($\beta = 0.282$, $p < 0.001$), indicating that timely and attentive service contributes to customers' sense of social approval or encouragement for café visits.

Consistent with the revised bootstrapping results, seven non-significant paths were removed from the model. Assurance showed no significant effect on Attitude, Perceived Behavioral Control, or Subjective Norms, indicating that staff professionalism does not meaningfully shape customer psychology in this context. Likewise, Empathy and Reliability did not significantly influence Subjective Norms, meaning genuine care and service consistency do not directly shape social pressure or expectations. Responsiveness showed no significant influence on Perceived Behavioral Control, suggesting that prompt service does not necessarily make returning feel easier or more convenient. Finally, Tangibles had no significant effect on Subjective Norms, reflecting that ambiance alone does not create social influence. Removing these non-significant paths improved the clarity and statistical strength of the final model, ensuring that only empirically supported relationships were retained.

5.2. Practical Implications

Based on the discussion and conclusions of the study, the findings offer actionable insights for small to medium-sized coffee shop owners to compete in a saturated market. The final model provides clear evidence for proper resource allocation and strategy development to enhance customer revisit intention. The study's practical implications, outlined below, focused on small to medium-sized coffee shops and their customers.

1. For Coffee Shop Owners

The findings show that not all dimensions of SERVQUAL have equal effect on driving the customer's intention to revisit. Resources should be strategically allocated to significant factors that directly influence the psychological antecedents of a customer experience. Furthermore, they can leverage Philippine-grown coffee as a tool to gain a competitive advantage through cultural empowerment and business differentiation.

- **Prioritize Staff Training:** Given that empathy significantly affects attitude and perceived behavioral control, training programs should move beyond technical training and standardized processes. Owners can prioritize giving employees training programs that transcends beyond technical skills

but also includes genuine and warm interactions to enhance customer emotional evaluation and perceived social approval for revisiting. Additionally, staff should be knowledgeable about origin, farmer story, and the unique characteristics of locally sourced coffee beans to transform simple interaction into building cultural connection that directly contributes in preserving the nation's coffee heritage while fostering local identity and community pride (Hakim & Syahban, 2022).

- **Ensure Reliability and Consistency:** Given the significant relationship between reliability and attitude, as well as perceived behavioral control, this underscores the need for a dependable service, as consistency and dependability are non-negotiable for building customer trust (Grewal et al., 2021). Therefore, owners can standardize their processes to ensure consistency and quality in drinks, and can emphasize this commitment to service excellence as a marketing message, which will help build a reputation for dependable quality.
- **Design Elements to Showcase Philippine Identity:** Considering how tangible elements significantly influence attitude and perceived behavioral control, owners can prioritize investment in creating an ambiance that embraces the Philippine coffee culture. This will transform the physical space into an immersive touchpoint, elevating tangibles not only focused on comfort but also as a direct driver of positive and culturally connected attitude. Owners can leverage this unique value proposition to increase their pricing, as customers are willing to pay more for products that contribute to the country's economic development (Eniola & Ok, 2025).
- **Integrate All Efforts to Craft a Holistic Philippine Coffee Experience:** Based on the tested relationships, customer experience is the strongest determinant of revisit intention. Therefore, elements such as consistency, dependability, empathetic and knowledgeable staff, and cultural design should be integrated to create a marketing narrative for the "Philippine Coffee Experience," which large coffee shop businesses cannot easily replicate. This unique, culturally grounded experience will be the primary brand differentiator in enhancing customer loyalty and resulting in a customer revisit intention.

For Customers

As it is the coffee shop's goal to gain more customers and to gain their loyalty, there is a need to win customers over. This can be accomplished by coffee shop owners investing further in order to improve the coffee shop - its equipment, furniture, ambience, acquisition of ingredients with higher quality, improvement and exploration of drinks and its recipes. In the goal of improving the service quality of coffee shops for small to medium sized coffee shops to remain competitive and sustainable, customers will inherently benefit as well.

- **Better Quality of Drinks and Ingredients Used:** The main product sold by coffee shops are the coffee itself. As a coffee shop invests and improves in its operations, one aspect that will constantly improve is in the making of drinks and its quality. Acquisition and use of better equipment, richer ingredients, exploration of new drinks and flavors, and the development of healthier or more personalized options. As coffee shops aim to improve its service quality, customers reap the benefits of enjoying quality drinks - a win-win for both coffee shops and their customers.
- **Better, More Aesthetic, and Sanitary Coffee Shops Spaces:** In the final model of the PLS-SEM, the SERVQUAL dimension Tangible is still present and directly affects both Attitude and Perceived Behavioral Control of TPB, as well as it indirectly affects both Customer Experience and Customer Revisit Intention. One of the factors the Tangible dimension refers to is the location and ambience of coffee shops. As the dimension affects four (4) constructs, especially Customer Revisit Intention, it is important that coffee shops invest in its improvement. Possible improvements or factors include: Location of the coffee shop and its ease of access or transportations going to and from the coffee shop, acquisition of higher quality and comfortable furniture, proper maintenance and periodic sanitation of equipment and furniture, and soothing ambience and proper lighting. Investment in this dimension of coffee shops will have a significant effect on customer's attitude and chances of revisiting the same coffee shop. As customers visit, they will experience better service as the coffee shops offer a more comfortable, soothing, and sanitary environment.
- **Better Service Experience and Interactions with Coffee Shop Staffs:** In the final model, three (3) SERVQUAL dimensions (Empathy, Responsiveness, Reliability) are retained. These said dimensions focus on the staff's skills, communication, service excellence, and serving speed to customers. Empathy refers to how the staff interacts with customers with respect, care, and patience. As well as providing them attention and hearing and prioritizing their needs and requests. Responsiveness refers to the staff's ability to provide assistance to customers whenever needed and

fast serving time. Lastly, Reliability refers to the coffee shop and the staff's capability to provide consistent and dependable service. In the context of serving customers, this focuses on the staff's order accuracy. The staff's ability to serve the drinks as ordered and specified by the customer according to personal taste and needs as well as close to how it looks and described in advertisements. As coffee shops improve in these three (3) dimensions, customers in turn experience a much improved service and interaction with the staff. This fosters a positive and respectful environment, where customers receive quick and proper service and the staff are respected for their services in return.

- Customer Needs and Personal Requests are Heard: When ordering drinks, customers may have special requests such as additional toppings, specific instructions, or customized orders that suit their taste or due to health concerns. A coffee shop focused on providing quality service to its customers will make sure that their orders will be fulfilled as instructed and will be served in a timely manner. Furthermore, the staff will listen attentively and respectfully to customers while they are ordering and when they have requests. This makes customers feel that they are respected and prioritized which will help in the process of gaining customer loyalty.

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Biographies

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