

Customer Satisfaction and Product Quality at Drink Up Café Masinloc, Zambales

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Abstract

Product quality plays a significant role in achieving customer satisfaction and business sustainability in the competitive café industry, particularly among small local cafés in rural communities such as Masinloc, Zambales. This study examined the relationship between product quality and customer satisfaction at Drink Up Café using a quantitative-correlational research design. Data were collected from 100 customers through structured survey questionnaires using snowball sampling. Descriptive statistics and Pearson product-moment correlation analysis were conducted using JASP at a 0.05 level of significance. Results revealed that most respondents were female (64%) and aged 19–22 years (38%). Product quality was rated as high quality ($M = 3.39$), while customer satisfaction was rated very satisfied ($M = 3.42$). A significant strong positive relationship was found between product quality and customer satisfaction ($r = 0.696$, $p < .001$), leading to the rejection of the null hypothesis. The findings support Expectation-Confirmation Theory and emphasize the importance of sustaining product quality, enhancing café visibility, and implementing loyalty strategies for rural café sustainability.

Keywords: Customer Satisfaction, Product quality, Café industry, Correlation analysis, Rural Philippines



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INTRODUCTION

Background of the Study

Customer satisfaction has become an essential factor in determining the success of businesses especially when it comes to the food and beverage industry where the customer expectations continue to evolve. As consumers become more selective, the businesses are required to consistently deliver high-quality products to meet their needs and preferences (Yum & Kim, 2024). Product quality, which includes aspects such as taste, presentation, and consistency, also plays an important role in shaping customer perceptions and overall satisfaction. In highly competitive markets, businesses that fail to maintain product quality risk losing customers to competitors (Bhowmick & Seethaamanan, 2023). Globally, the coffee industry has shown continuous growth, with the International Coffee Organization (2026) reporting that the world coffee exports amounted to 13.59 million bags in March 2026, compared with 13.37 million in March 2025. Exports in the first six months of coffee year 2025/26 (October 2025 to March 2026) increased by 3.3% to 70.91 million bags compared to 68.67 million bags in the same period in 2024/25. In the twelve months ending March 2026, exports of Arabica totalled 82.70 million bags compared to 86.94 million bags last year, whereas Robusta exports amounted to 59.85 million bags compared to 51.92 million bags. The studies have indicated that product quality is a key determinant of customer satisfaction because the customers evaluate coffee based on their flavor, aroma, and consistency which all directly affect their experience (Lone & Bhat, 2023). Furthermore, studies also suggests that the high product quality leads to increased customer satisfaction and repeat patronage which makes it to be a

crucial factor for sustaining business growth in the market. Statista (n.d) explains that Filipino's attachment to Coffee is widespread daily through the coffee shop's incorporation into their daily routine, in part due to the younger generation's growing interest in specialty coffees. The coffee market in the Philippines is experiencing a significant shift towards integrating more specialty coffees into daily life because consumers are becoming increasingly discerning and are demanding higher-quality coffees and unique flavours. This is driving the trend toward developing specialty coffee shops, which will provide consumers with higher quality products. The rise of RTD (ready-to-drink) coffee products represents another aspect of the developing coffee trend in the Philippines. The increasing consumption and variety of RTD coffee is a direct reflection of the convenience of on-the-go lifestyles. Locally, it has created a competitive environment where establishments offer similar products such as coffee beverages and snacks. As a result, customers tend to compare cafés based on product quality, taste, presentation, and overall experience. Many customers associate the quality of the product with their level of satisfaction which they expect that there is consistency and value for the price they pay. For businesses aiming to remain competitive, maintaining high product quality is essential in ensuring customer satisfaction and encouraging repeat patronage in a market where customer expectations continue to increase (Lapitan, 2022). Therefore, the study aims to examine the relationship between product quality and customer satisfaction in a café setting. As competition continues to increase and customer expectations become higher, it is important to understand how product quality influences customers' level of satisfaction.

Review of Relevant Literature

Product quality is a considered a key factor in achieving customer satisfaction because it influences how customers perceive a product's performance. When the products meet or exceed customer expectations, they create a sense of trust and confidence, leading to higher levels of satisfaction. Satisfied customers are more likely to continue purchasing and develop a preference for the brand. This shows that fair price perception and consistent product quality are key factors in enhancing customer satisfaction (Apriyanti & Ramadhan, 2025). It also reflects how well a product performs and meets customer expectations. When products are reliable, durable, and deliver good value, the customers are more likely to feel satisfied with their purchase. This positive experience builds trust and encourages repeat buying and helps create a better overall customer experience and supports higher levels of customer satisfaction (Dubo, 2024). The study that is conducted by Meeprom and Kokkhangplu (2025) examined how customer experience influences customer satisfaction in specialty coffee cafés in Thailand. The findings revealed that customer satisfaction is positively influenced by different types of experiences, particularly affective, sensorial, and intellectual aspects. These experiences also contribute to customer advocacy and repurchase intentions which shows that when customers have positive perceptions and interactions within a café, they are more likely to be satisfied and continue supporting the business.

Another study by Ejika Sambo et al. (2022) examined the impact of product quality on customer satisfaction and loyalty and found that product quality is a major determinant of customer satisfaction. The results revealed that changes in product quality can directly affect the level of customer satisfaction, which in turn influences customer loyalty. When product quality meets customer expectations, satisfaction increases, while a decline in quality may lead to decreased satisfaction and loyalty. Similarly, the study by Lone and Bhat (2023) examined the impact of product quality on customer satisfaction and found that product quality has a positive and significant effect on customer satisfaction. The findings revealed that specific dimensions of product quality and emphasized that when products meet customer needs and

expectations, satisfaction increases which leads to having better business outcomes. On the other hand, this study examined customer satisfaction in local coffee shops in Batangas and found that customers are generally highly satisfied, particularly in terms of product quality, price, place, and promotion. Results showed that product quality plays a significant role in customer satisfaction, as respondents expressed high satisfaction when products meet their expectations. Additionally, pricing was positively perceived when it matched the quality and remained affordable, while the café environment and promotional strategies also contributed to overall satisfaction (Guerra et al. 2024).

The study by Go et al. (2022) examined the relationship between perceived service quality and customer satisfaction in coffee shops in Imus City, Cavite. The findings showed that customers generally perceived high levels of service quality across dimensions such as responsiveness, assurance, empathy, and reliability, while tangibility was rated very high. The results also indicated that customer satisfaction is influenced by how well the service meets or exceeds customer expectations, emphasizing that both service quality and overall experience contribute to positive satisfaction. Another study by Bombita et al. (2026) examined consumer perception of products and services in a coffee shop and found that product quality, service quality, and ambiance significantly influence customer satisfaction. The findings showed that product quality like the visual appeal and presentation of items helps to have a more enjoyable customer experience, while friendly service and a comfortable environment further enhance satisfaction. These results highlight that customers' perceptions are shaped by both product and service factors, emphasizing that maintaining high product quality and a positive overall experience is essential in achieving customer satisfaction.

Similarly, the study by Villagonzalo Jr. et al. (2025) examined the factors affecting students' preferences for local coffee shops and found that pricing, environment, service, and product quality all influence customer choices. Among these, product quality still played an important role in shaping customer preference, as it contributes to overall satisfaction with the products offered. The findings also showed that customers consider multiple factors when choosing a coffee shop, but product satisfaction remains a key element in their decision-making. Overall, it shows that product quality is a major factor influencing customer satisfaction, as it affects how customers perceive a product's performance, reliability and value. The findings consistently indicate that when products meet or exceed expectations, customers experience higher satisfaction which can lead to repeat purchases, loyalty, and positive word-of-mouth. In addition, customer satisfaction in café settings is also influenced by other factors such as service quality, environment, pricing, and overall customer experience. However, despite these factors, the studies emphasize that product quality remains a central element in determining customer satisfaction which shows the importance of maintaining high product quality to achieve customer satisfaction.

Research Questions

This study aims to determine the relationship between customer satisfaction and product quality in Drink Up Café in Masinloc, Zambales. Specifically, this study seeks to answer the following questions:

1. What is the demographic profile of the respondents in terms of: Age; Gender; Frequency of visit to Drink Up Café
2. How do the respondents assess the product quality of Drink Up Café in terms of: Taste of beverages; Variety of products; Presentation of drinks; Consistency of quality
3. What is the level of customer satisfaction of the respondents with Drink Up Café in terms of: Café Location; Price of beverages; Ambiance; Service quality

4. Is there a significant relationship between customer satisfaction and product quality in Drink Up Café?

METHODOLOGY

Research Design

The purpose of this study was to investigate whether or not there was a correlation between customer satisfaction and product quality at Drink Up Café, therefore a quantitative-correlation research design was chosen as the means to answer this question. The quantitative-correlation research design involved the collection and analysis of numerical data utilizing the quantitative-methodology in order to provide an objective and measureable source of information about the relationship between the variables (customer satisfaction and product quality) being investigated. In addition to this, the quantitative-correlation research design further utilized a correlational approach for the purpose of identifying the strength and direction of the relationship between the two variables (customer satisfaction and product quality) after they had already been measured without the manipulation of the two variables. The study was able to determine whether or not there is a statistical (correlation) relationship between customer satisfaction and perceived product quality of the café's customers through correlation analysis. The quantitative-correlation research design allowed for the presentation of systematic and clear evidence-based (quantitative) findings on the effects of product quality on customer satisfaction which can be used as a guide for improvement of Café's product offerings and services.

Research Locale

The study was conducted at Drink Up Café, Inside DJR Motorparts/ 4J Carwash, Kahawangan, Baloganon, Masinloc, Zambales, Philippines. The research was carried out in this café because it represented a typical example of a small-scale specialized coffee shop in a local competitive environment that mainly serves young adults and other customers looking for quality products and services. It can be conveniently reached using both private and public means of transport since the cafe is equipped with plenty of space for car parking and designed in such a way to ensure customer comfort. With its emphasis on provision of different beverages with high quality and good service, the Drink Up Café offers a perfect locale for the study about the effect of product quality in terms of taste, variety, and presentation on satisfaction of customers in terms of factors like location, prices, ambiance, and service quality.

Participants and Sampling Technique

The study utilized a snowball sampling method to select respondents from customers of Drink Up Café. It allows initial participants to refer other individuals who have also experienced purchasing products from the café. Snowball sampling is a non-probability sampling method where new units are recruited by other units to form part of the sample which can be a useful way to conduct research about people with specific traits who might otherwise be difficult to identify. The data for this study was gathered using a survey questionnaire, which will be distributed to the 100 respondents to collect relevant information about their perceptions of product quality and their level of customer satisfaction which ensures that the study gathers sufficient and relevant data from individuals who are familiar with the café's products and services.

Research Instruments / Tools

In this research study, a structured survey questionnaire was the primary tool used to gather the quantitative data regarding the demographic characteristics, product quality

assessment, and the level of customer satisfaction for Drink Up Café. The survey consisted of three major parts: the first part collected demographic information such as age, gender, and frequency of visits to Drink Up Café; the second part assessed the quality of products based on the taste of beverages, variety of products, presentation of drinks, and consistency of the quality of product by measuring four dimensions of quality with twenty items; and the third part measured customer satisfaction based on four dimensions: location of cafe, the price of beverages, ambience, and quality of service with another twenty items. All of the items on this survey utilized a four-point Likert scale where 1 was (Strongly Disagree) and 4 was (Strongly Agree) for the product quality, and 1 was (Very Dissatisfied) and 4 (Very Satisfied) for customer satisfaction. The instrument was based on Expectation-Confirmation Theory and adapted from previous research conducted on customer satisfaction with cafes. A pilot test was conducted to ensure clarity and reliability before administering the survey to the full sample, and an expert review was conducted to validate the instrument content. The instrument demonstrated high internal consistency with Cronbach's alpha of greater than or equal to 0.80 for all four dimensions. The paper-and-pen survey was administered directly to 100 respondents at the café, providing a response rate of 100% and allowing for immediate collection of data.

Data Gathering Procedure

The data gathering procedure included ethical and reliable means of collecting data from the café. Initially, the first step was to obtain ethical approval from café management before obtaining informed consent from participants. The use of snowball sampling began with ordinary customers from the café (regular and new customers) being asked onsite while they were there during busy periods to help find other customers who had also frequented the café at least one time. The targeted data to be collected were 100 participants in total for the final sample using saturation of the data. The data was gathered through completion of a paper-and-pen questionnaire. In addition to the method described above, all responses were collected directly after completion of the questionnaire to minimize loss due to early failure to respond to a questionnaire, thus resulting in a 100% response rate. All data collected was entered into an encrypted spreadsheet to ensure participant confidentiality. The data collection procedure included a period of three weeks to provide the diversity in customer groups from weekdays to weekends to gather the complete dataset of 100 customers who frequented the Drink Up Café once and was targeting groups of participants throughout this timeframe.

Data Analysis Method(s)

Both descriptive and inferential statistics were used to conduct an analysis of the data with JASP for the purpose of answering the research questions. Descriptive statistics included the use of frequencies, percentages, means, and standard deviations to evaluate respondent demographic characteristics (Table 1), as well as to measure the level of product quality (Tables 1-4) and customer satisfaction (Tables 5-8) based on predefined levels (mean of 3.26-4.20 as high quality or very satisfied) and provide descriptive interpretations. The main hypothesis was tested using the Pearson Product-Moment Correlation Coefficient methodology to determine whether there was a statistically significant relationship between the composite score of product quality and customer satisfaction score, using the established null hypothesis (H_0) at a 0.05 significance level. The results were presented in tabular format and provided with verbal interpretations as well as references to appropriate literature to substantiate the positive relationship between these two variables.

RESULT AND DISCUSSION

Table 1. Demographic of Respondents

Profile Variables		Frequency (f)	Percentage (%)
Sex	Male	35	35%
	Female	64	64%
	Prefer Not to Say	1	1%
Total		100	100%
Age	15-18 years old	19	19%
	19-22 years old	38	38%
	23-26 years old	22	22%
	27 years old above	21	21%
Total		100	100%
Frequency of visit to drink up café	First time	35	35%
	Once a month	25	25%
	2-3 times a month	27	27%
	Once a week	7	7%
	More than once a week	6	6%
Total		100	100%

Table 1 presents the demographic profile of the respondents in terms of sex, age, and frequency of visit to Drink Up Café. In terms of sex, the majority of the respondents were female, comprising 64% (64 respondents), while male respondents accounted for 35% (35 respondents), and 1% (1 respondent) preferred not to disclose their sex. This indicates that females represented the larger portion of the café's customers during the conduct of the study. In terms of age, most respondents belonged to the 19–22 years old category with 38% (38 respondents), followed by 23–26 years old with 22% (22 respondents), 27 years old and above with 21% (21 respondents), and 15–18 years old with 19% (19 respondents). These findings suggest that young adults were the primary customers of Drink Up Café. Regarding the frequency of visit, 35% (35 respondents) stated that it was their first time visiting the café, 27% (27 respondents) visited 2–3 times a month, 25% (25 respondents) visited once a month, 7% (7 respondents) visited once a week, and 6% (6 respondents) visited more than once a week. This implies that most customers were either new visitors or occasional customers of the café.

The findings indicate that females and young adults are more engaged in café dining experiences, possibly due to social trends, café ambiance, and preference for beverages and social interaction. Young consumers, particularly those aged 19–22 years old, commonly visit cafés for relaxation, studying, and leisure activities. The high percentage of first-time visitors also suggests that Drink Up Café continuously attracts new customers through its products, ambiance, and marketing strategies. According to Jung et al. (2024) the study explores Generation Z's experiences and expectations regarding smart convenience stores, emphasizing their future role as dominant consumers. Similarly, in study explores the influence of demographic factors-age, gender, and education level-on consumer preferences and behaviors in online shopping (Gami et al. 2023). Furthermore, the physical environment, including elements such as aesthetics, lighting, layout, and service staff, significantly influences customer satisfaction and loyalty, with differing effects between first-time and repeat restaurant customers (Ryu & Han, 2011).

Table 2. Taste of Beverages

Indicators		Mean	Interpretation
1	Drink Up Café offers drinks that taste good.	3.56	High Quality
2	Every time I place an order, the drinks' flavors remain the same.	3.3	High Quality
3	The ingredients blend well In every drink.	3.27	High Quality

4	The drinks' degree of sweetness or bitterness appeals to me.	3.34	High Quality
5	The taste is better compared to other cafés.	3.22	Good Quality

Table 2 presents the respondents' assessment of product quality in terms of taste of beverages at Drink Up Café. The table shows that the indicator *"Drink Up Café offers drinks that taste good"* obtained the highest mean of 3.56 interpreted as "High Quality." This was followed by *"The drinks' degree of sweetness or bitterness appeals to me"* with a mean of 3.34, *"Every time I place an order, the drinks' flavors remain the same"* with 3.30, and *"The ingredients blend well in every drink"* with 3.27, all interpreted as "High Quality." Meanwhile, the indicator *"The taste is better compared to other cafés"* received the lowest mean of 3.22 but was still interpreted as "Good Quality." The composite mean of 3.34 indicates that the respondents generally perceived the taste of beverages at Drink Up Café as high quality. The findings imply that customers are satisfied with the café's beverage taste, flavor consistency, and balance of ingredients, which are important factors influencing product quality in café businesses. Customers tend to value drinks that consistently meet their taste preferences and provide enjoyable flavor experiences. The slightly lower mean regarding comparison with other cafés may suggest that while customers appreciate the café's beverages, there is still room for innovation and improvement to strengthen competitive advantage. According to Lee et al. (2012), highlighted the importance of sensory qualities in shaping consumer acceptance and product appeal. Moreover, Tirtayasa (2022) emphasized importance for coffee shop managers to prioritize customer satisfaction as a key strategy for building long-term loyalty.. Furthermore, Gluchowski et al. (2021) highlighted that modern food preparation techniques can enhance customer experience by creating unique sensory and emotional reactions, which may affect consumer acceptance and willingness to try new foods.

Table 3. Product Variety

	Indicators	Mean	Interpretation
1	A variety of beverage options are available at Drink Up Café.	3.27	High Quality
2	The café offers choices to suit a variety of tastes.	3.42	High Quality
3	Traditional and unusual drinks are well-mixed.	3.28	High Quality
4	The seasonal or special drink options are satisfactory to me.	3.33	High Quality
5	I'm inspired to try new drinks because of the menu's diversity.	3.34	High Quality

Table 3 presents the respondents' assessment of product quality in terms of product variety at Drink Up Café. The results reveal that the indicator *"The café offers choices to suit a variety of tastes"* obtained the highest mean of 3.42 interpreted as "High Quality." This was followed by *"I'm inspired to try new drinks because of the menu's diversity"* with a mean of 3.34, *"The seasonal or special drink options are satisfactory to me"* with 3.33, *"Traditional and unusual drinks are well-mixed"* with 3.28, and *"A variety of beverage options are available at Drink Up Café"* with 3.27, all interpreted as "High Quality." The composite mean of 3.33 indicates that the respondents generally perceived the product variety of Drink Up Café as high quality. The findings suggest that customers appreciate the café's ability to provide diverse beverage selections that satisfy different preferences and encourage customers to explore new drinks. Product variety is an important factor in attracting and retaining café customers because consumers often seek unique and personalized beverage experiences. The availability of seasonal and specialty drinks may also contribute to customer excitement and repeat visits. According to Sari et al. (2025), the importance to emphasized and strengthening marketing strategies, particularly through the effective application of marketing mix elements, to improve competitiveness and achieve business growth in the café industry. Homyamyen et al. (2025) examined the relationship between menu diversity and the sustained use of online food delivery

services, with customer satisfaction serving as a mediating variable. Furthermore, Libiran et al. (2024) highlights the importance of maintaining high product standards and fair pricing strategies to enhance customer loyalty, while also emphasizing the complexity of customer experiences in the coffee shop industry.

Table 4. Drink Presentation

	Indicators	Mean	Interpretation
1	When served, the beverages have a pleasing appearance.	3.56	High Quality
2	Beverages are made more pleasurable by their presentation.	3.42	High Quality
3	The drinks are presented in a stylish and expert way.	3.49	High Quality
4	Drinks' attractive presentation is taken into consideration.	3.43	High Quality
5	The way drinks are decorated or garnished is impressive.	3.54	High Quality

Table 4 presents the respondents' assessment of product quality in terms of drink presentation at Drink Up Café. The results show that the indicator "When served, the beverages have a pleasing appearance" obtained the highest mean of 3.56 interpreted as "High Quality." This was followed closely by "The way drinks are decorated or garnished is impressive" with a mean of 3.54, "The drinks are presented in a stylish and expert way" with 3.49, "Drinks' attractive presentation is taken into consideration" with 3.43, and "Beverages are made more pleasurable by their presentation" with 3.42, all interpreted as "High Quality." The composite mean of 3.49 indicates that respondents generally perceived the drink presentation of Drink Up Café as high quality. The findings imply that customers highly value the visual appeal and presentation of beverages served by the café. Attractive drink presentation can enhance customers' dining experiences, create positive impressions, and increase customer satisfaction. In modern café culture, aesthetically pleasing beverages are also important because customers are often influenced by social media trends and visual experiences. Proper garnishing, creative presentation, and professional serving styles contribute to the café's image and competitiveness. In the study where customer perceived value influences both satisfaction and loyalty, while customer satisfaction significantly impacts customer loyalty (Kusumawati & Rahayu, 2020). Furthermore, Ryu, Lee, and Kim (2012) found that the quality of the physical environment, food, and service significantly influences restaurant image. Additionally, Kim, Tang, and Bosselman (2019) examined how customers' perceived innovativeness influences their value co-creation behavior in hospitality settings.

Table 5. Consistency of Quality

	Indicators	Mean	Interpretation
1	The taste of drinks is consistent every visit.	3.35	High Quality
2	The quality of beverages remains the same.	3.40	High Quality
3	I receive the same portion size every time.	3.38	High Quality
4	The drinks are prepared with the same standard.	3.33	High Quality
5	Each beverage I order is prepared with consistent attention to detail.	3.42	High Quality

Table 5 presents the respondents' assessment of product quality in terms of consistency of quality at Drink Up Café. The results show that the indicator "Each beverage I order is prepared with consistent attention to detail" obtained the highest mean of 3.42 interpreted as "High Quality." This was followed by "The quality of beverages remains the same" with a mean of 3.40, "I receive the same portion size every time" with 3.38, "The taste of drinks is consistent every visit" with 3.35, and "The drinks are prepared with the same standard" with 3.33, all interpreted as "High Quality." The composite mean of 3.38 indicates that respondents generally perceived the consistency of product quality at Drink Up Café as high quality. The findings imply

that the café maintains a reliable standard in beverage preparation, portioning, and service quality. Consistency was a vital component of customer satisfaction because customers expect the same taste, quality, and presentation whenever they visit a café. The respondents' positive assessment suggests that Drink Up Café successfully follows standardized preparation procedures and pays close attention to product details. Consistency in food and beverage businesses helps build customer trust, loyalty, and repeat patronage. According to Al-Tit (2015) emphasized that maintaining high standards in both food and service is essential for satisfying customers and encouraging long-term loyalty. Furthermore, Cardoso et al. (2022) highlighted that businesses should focus on creating strong emotional connections with customers to enhance satisfaction and loyalty. In addition, Hanafi et al. (2025) highlighted that customer experience serves as a key mediator, emphasizing the importance of creating meaningful and immersive experiences to encourage repeat visits.

Table 6. Café Locations

	Indicators	Mean	Interpretation
1	There is enough parking or space available near the café.	3.39	Very Satisfied
2	The location is suitable for relaxation and dining.	3.26	Very Satisfied
3	The café is easy to find and clearly located.	3.02	Satisfied
4	The café is located in a convenient area for customers.	3.12	Satisfied
5	The location is accessible via public or private transportation.	3.30	Very Satisfied

Table 6 presents the level of customer satisfaction in terms of café location at Drink Up Café. The results reveal that the indicator "There is enough parking or space available near the café" obtained the highest mean of 3.39 interpreted as "Very Satisfied." This was followed by "The location is accessible via public or private transportation" with a mean of 3.30 and "The location is suitable for relaxation and dining" with 3.26, both interpreted as "Very Satisfied." Meanwhile, "The café is located in a convenient area for customers" obtained a mean of 3.12 interpreted as "Satisfied," and "The café is easy to find and clearly located" received the lowest mean of 3.02 also interpreted as "Satisfied." The composite mean of 3.22 indicates that respondents were generally very satisfied with the café's location. The findings suggest that customers appreciate the café's accessibility, available space, and relaxing environment, which contribute positively to customer satisfaction. A strategic and accessible location is an important factor in attracting customers and encouraging repeat visits in café businesses. However, the lower ratings regarding visibility and convenience may indicate a need for improved signage, directions, or promotional visibility to help customers locate the café more easily. According to Wibisono and Marella (2020) emphasized that developing a decision-making model for selecting the best café location, particularly for small culinary businesses. Moreover, Apriliani and Tuti (2024) emphasized that creating a pleasant and well-designed environment is essential for improving customer experience and encouraging repeat business.. Furthermore, Yen et al. (2020) emphasized that accessibility factors, beyond just parking availability, play a significant role in restaurant patronage and provides insights for urban planning and business location strategies.

Table 7. Price of Beverages

	Indicators	Mean	Interpretation
1	Beverages are reasonably priced considering their quality.	3.34	Very Satisfied
2	I think the drinks are reasonably priced when compared to similar cafés.	3.28	Very Satisfied
3	Every beverage offers good value for the money.	3.3	Very Satisfied
4	I'm willing to pay the drinks' current prices.	3.39	Very Satisfied
5	I am encouraged to make repeat purchases by the pricing.	3.25	Satisfied

Table 7 presents the level of customer satisfaction in terms of the price of beverages at Drink Up Café. The findings show that the indicator “I’m willing to pay the drinks’ current prices” obtained the highest mean of 3.39 interpreted as “Very Satisfied.” This was followed by “Beverages are reasonably priced considering their quality” with a mean of 3.34, “Every beverage offers good value for the money” with 3.30, and “I think the drinks are reasonably priced when compared to similar cafés” with 3.28, all interpreted as “Very Satisfied.” Meanwhile, the indicator “I am encouraged to make repeat purchases by the pricing” received the lowest mean of 3.25 interpreted as “Satisfied.” The composite mean of 3.31 indicates that respondents were generally very satisfied with the pricing of beverages offered by Drink Up Café. The findings imply that customers perceive the café’s beverage prices as fair and appropriate based on the quality and value they receive. Reasonable pricing is an important factor influencing customer satisfaction because customers tend to compare prices with product quality, portion size, and overall café experience. The slightly lower rating regarding repeat purchases suggests that while customers are satisfied with the pricing, additional promotional strategies such as discounts, loyalty rewards, or special offers may further encourage repeat visits. According to Alshammari and Saleh (2025) highlighted the importance for coffee shop managers to focus on product quality, appealing packaging, and fair pricing strategies to enhance customer retention and encourage repeat purchases. Moreover, Nathalia and Diayudha (2024) examined the influence of perceived service quality, price fairness, and consumer satisfaction on consumer loyalty among Starbucks customers in Jakarta. In addition, Wati and Artina (2025) emphasized the importance of maintaining high service quality, implementing appropriate pricing strategies, delivering added value, and building customer trust to enhance loyalty, particularly in small and medium-sized café businesses.

Table 8. Ambiance

	Indicators	Mean	Interpretation
1	The ambiance of the café is cozy and soothing.	3.55	Very Satisfied
2	The seating configuration and interior design are attractive.	3.53	Very Satisfied
3	My entire café experience is improved by the surroundings.	3.55	Very Satisfied
4	The café makes me feel comfortable and welcomed.	3.65	Very Satisfied
5	The atmosphere influences my choice to go back.	3.52	Very Satisfied

Table 8 presents the level of customer satisfaction in terms of café ambiance at Drink Up Café. The results show that the indicator “The café makes me feel comfortable and welcomed” obtained the highest mean of 3.65 interpreted as “Very Satisfied.” This was followed by “The ambiance of the café is cozy and soothing” and “My entire café experience is improved by the surroundings,” both with a mean of 3.55, “The seating configuration and interior design are attractive” with 3.53, and “The atmosphere influences my choice to go back” with 3.52, all interpreted as “Very Satisfied.” The composite mean of 3.56 indicates that respondents were generally very satisfied with the café’s ambiance. The findings imply that ambiance plays a significant role in shaping customer satisfaction and overall café experience. Customers tend to prefer cafés that provide a comfortable, welcoming, and aesthetically pleasing environment, as this enhances relaxation, social interaction, and overall enjoyment. The high ratings suggest that Drink Up Café successfully creates a positive atmosphere that encourages customers to stay longer and return in the future. In the study, where café ambiance factors—including lighting, music, decoration, cleanliness, and layout—significantly influence customers’ revisit intention, with lighting being the most impactful factor (AbuThahir & Krishnapillai, 2018). Moreover, Coronel et al. (2024) examined how physical ambiance influences customer satisfaction and revisit intention in coffee shops. Furthermore, Obenza and Buenaventura (2024) concludes that

well-designed aesthetics play an important role in attracting customers and shaping their behavior, making it a key consideration for new business developers.

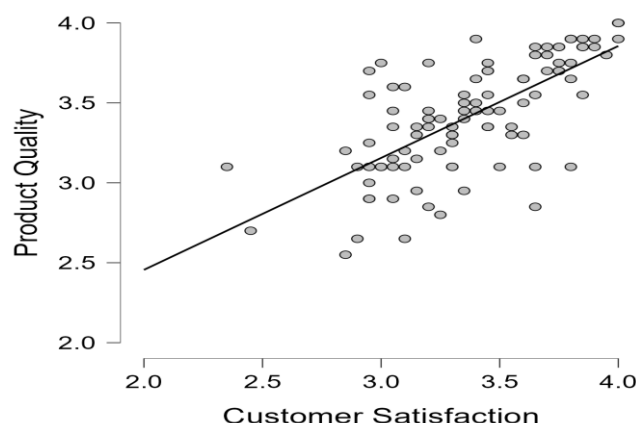
Table 9. Service Quality

	Indicator	Mean	Interpretation
1	The personnel are courteous and polite.	3.63	Very Satisfied
2	The service is quick and effective.	3.58	Very Satisfied
3	My orders are accurately prepared and served.	3.6	Very Satisfied
4	The employees pay attention to what customers need.	3.56	Very Satisfied
5	I enjoy my experience because of the quality of the services.	3.65	Very Satisfied

Table 9 presents the level of customer satisfaction in terms of service quality at Drink Up Café. The results show that the indicator “I enjoy my experience because of the quality of the services” obtained the highest mean of 3.65 interpreted as “Very Satisfied.” This was followed by “The personnel are courteous and polite” with a mean of 3.63, “My orders are accurately prepared and served” with 3.60, “The service is quick and effective” with 3.58, and “The employees pay attention to what customers need” with 3.56. All indicators were interpreted as “Very Satisfied,” with a composite mean of 3.60 indicating that respondents are generally very satisfied with the service quality of Drink Up Café. The findings imply that strong service quality significantly contributes to overall customer satisfaction. Customers value polite staff, fast service, accuracy in orders, and attentiveness to their needs, as these factors enhance their overall café experience. The high ratings suggest that Drink Up Café maintains good customer service practices that positively influence customer perception and satisfaction. According to De Guzman et al. (2025), revealed that both service quality and food quality significantly influence customer loyalty, with service quality having a stronger impact. As well, Beni Agus Setiono and Sapit Hidayat (2022) examined the influence of service quality dimensionsreliability, responsiveness, assurance, empathy, and tangibles on customer satisfaction. Furthermore, Villanueva et al. (2025) indicated that customers generally have a positive perception of service quality across key dimensions such as tangibility, reliability, responsiveness, assurance, and empathy, these dimensions were found to significantly contribute to customer satisfaction and loyalty.

Table 10. Correlation

<i>Pearson's Correlations</i>					
			n	Pearson's r	p
Customer Satisfaction	-	Product Quality	100	0.696	< .001



Customer satisfaction and product quality are strongly positively correlated ($r = .696$). This implies that consumer satisfaction tends to rise along with perceived product quality. Because the p-value is smaller than .001, the connection is also statistically significant. This suggests that there is a very small probability of finding this connection by chance.

Correlation Analysis

There is a relatively strong positive correlation ($r = .696$) between the quality of a product and how satisfied customers are with that product. Specifically, as customers perceive higher quality in their purchased goods, they tend to be more satisfied with them. Moreover, because the p-value is significantly less than .001, we conclude that this relationship the relationship between quality and satisfaction is statistically significant in both a practical and scientific sense; there is a very minimal chance that this correlation was found through random chance alone. The data supports previous findings that indicate a strong positive correlation between quality perception and customer satisfaction in various industries. For instance, one study revealed that smartphone feature improvements significantly increased brand value and that higher brand value resulted in more customer engagement. This suggests that increasing product feature improvements will primarily lead to increased levels of customer engagement through an increase in overall brand value (Songur, 2024). A different study also provides evidence that product attribute quality is a primary indicator of customer satisfaction within the automotive parts sector, as well as directly impacting customers' perceptions, purchasing intentions and loyalty. Furthermore, the study also has an overall strong positive correlation between product attribute quality and customer satisfaction ($r = 0.85$), demonstrating that increased product attribute quality results in significant increases in overall level of customer satisfaction (Hsu et al., 2024). A study's findings indicating that service quality is a major factor in attaining customer satisfaction demonstrates the similarity between service quality, customer satisfaction, and customer relationship management, with the satisfaction of customer requirements and expectations affecting the image and competitiveness of a company in the hospitality sector (Ali et al., 2021).

CONCLUSION

Based on the findings of the study on Customer Satisfaction and Product Quality at Drink Up Café in Masinloc, Zambales, the following conclusions were drawn:

1. The demographic profile of the respondents shows that most of the customers are female and belong to the young adult group, particularly 19–22 years old. In terms of frequency of visit, a large number of respondents were first-time visitors and occasional customers, indicating that the café continues to attract new customers while still developing customer loyalty.
2. In terms of product quality, the respondents generally assessed Drink Up Café positively. The taste of beverages, product variety, drink presentation, and consistency of quality were all rated as “High Quality.” This implies that customers are satisfied with the café’s offerings, particularly in terms of flavor consistency, aesthetic presentation, and menu diversity, which contribute to an enjoyable café experience.
3. Regarding customer satisfaction, the respondents expressed a generally high level of satisfaction in terms of café location, price of beverages, ambiance, and service quality. Among these, service quality and ambiance received the highest ratings, indicating that the café provides a comfortable environment and efficient service that enhances the overall customer experience. Although location and pricing were also rated positively, they were slightly lower compared to other indicators, suggesting areas for possible improvement such as visibility and promotional pricing strategies.

4. The findings indicate that there is a positive relationship between product quality and customer satisfaction at Drink Up Café. The results suggest that when the café maintains high-quality beverages, attractive presentation, consistent service, and a pleasant ambiance, customers tend to report higher satisfaction levels. Therefore, improving and sustaining product quality is essential in maintaining customer satisfaction and encouraging repeat patronage.

Recommendation

Based on the findings of the study, the following recommendations are presented:

1. The management of Drink Up Café should continue maintaining its high standards in product quality, service quality, ambiance, and pricing, as these were found to greatly contribute to customer satisfaction. However, they are encouraged to improve café visibility and accessibility, and strengthen promotional strategies such as signage, social media presence, and loyalty programs to attract repeat customers and enhance customer retention.
2. Employees should consistently uphold good customer service by being polite, attentive, and efficient in preparing and serving orders. Regular training and development programs are recommended to ensure consistency in service quality and product preparation.
3. Customers are encouraged to continue providing feedback and suggestions to help the café further improve its products and services, particularly in areas such as pricing strategies and product variety.
4. Future entrepreneurs and business owners should consider this study as a guide, emphasizing that product quality, service quality, ambiance, and pricing are essential factors in achieving customer satisfaction and business success in the café industry.
5. Future researchers may further expand this study by including other variables such as marketing strategies, customer loyalty programs, or conducting comparative studies among different cafés to gain deeper insights into customer satisfaction and product quality relationships.

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