

ELEVATING CUSTOMER LOYALTY AT BUT FIRST, COFFEE QUEZON CITY: BASIS ON IMPROVEMENT PLAN

ABSTRACT

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In the competitive coffee shop industry, enhancing customer loyalty is essential for sustained success. Loyalty programs are designed to deepen customer engagement, cultivate long-term relationships, and promote repeat patronage. This study focuses on But First, Coffee in Quezon City, aiming to analyze the current state of its loyalty initiatives, uncover key challenges, and develop an improvement plan to strengthen customer retention and satisfaction. This study employs a quantitative research approach to assess the level of customer satisfaction at But First, Coffee in Quezon City. A total of 50 respondents were surveyed, representing a diverse and adequate sample size for reliable analysis. The research further examines customer perceptions of service consistency, offering insights into how consistently the establishment delivers quality service and meets customer expectations. These findings aim to guide strategies for enhancing customer retention and loyalty. The overall mean score of 3.33 suggests that customers generally agree with the factors influencing their continued loyalty to But First, Coffee in Quezon City. Among these, the Loyalty Program received the highest rating (Mean: 3.42, Rank: 1st), indicating that it plays a key role in encouraging repeat visits and sustained engagement. Brand Value followed closely (Mean: 3.38, Rank: 2nd), reflecting the emotional connection and perceived quality that customers associate with the brand. The Unique Experience factor, such as themed promotions and personalization, ranked third (Mean: 3.13), showing a positive but moderate impact on loyalty. Lastly, Consistency in service and product quality received the lowest mean score (Mean: 3.10, Rank: 4th), highlighting an area for improvement to strengthen long-term customer trust and retention. The findings reveal that customers place high importance on loyalty programs, brand value, distinctive experiences, and service consistency in fostering brand loyalty. Among these, loyalty programs emerged as the most influential factor, with the highest mean score, demonstrating their effectiveness in driving repeat patronage through incentives and engagement. Brand value followed closely, underscoring the critical role of emotional attachment, brand trust, and identity in cultivating long-term customer relationships. Unique experiences, such as personalized services and themed promotions, ranked third—indicating their appeal, though slightly less impactful than the first two factors. Interestingly, consistency received the lowest ranking, yet it remains foundational; the result suggests that while it may be underappreciated in scoring, consistent service quality and product reliability are indispensable for sustaining customer satisfaction and loyalty over time.

RECOMMENDED CITATION

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