

CUSTOMER SATISFACTION IN A COFFEE SHOP AT SUSANO ROAD, NOVALICHES QUEZON CITY: BASIS FOR MARKETING STRATEGY

ABSTRACT

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KEYWORDS

customer satisfaction; quezon city; retro coffee house; coffee shop; marketing strategy; gender-based marketing

ARTICLE ID

AASGBCPJMRA-B61289

This study aims to assess the level of customer satisfaction at Retro Coffee House PH, located along Susano Road, Novaliches, Quezon City, as a basis for formulating effective marketing strategies. By understanding the preferences and expectations of customers, the study seeks to provide recommendations that can enhance customer experience and business performance. This research utilizes a quantitative descriptive method, employing survey questionnaires distributed to 50 respondents, consisting of both regular and occasional customers of the coffee shop. The study evaluates customer satisfaction based on factors such as convenience, service quality, and the alignment of service delivery with customer expectations. Findings indicated that most customers appreciated the café's interior aesthetics, cleanliness, and friendly staff, making it a favorable place for social gatherings. However, concerns were raised regarding long waiting times during checkout, pricing transparency, and occasional delays in online deliveries. Statistical analysis using the Kruskal-Wallis H test and Mann-Whitney U test revealed that customer satisfaction was significantly influenced by age and gender, while frequency of purchase did not yield a substantial effect. Young adults valued fast service and ambiance, whereas older customers prioritized product quality and pricing. Based on the findings, the study recommends utilizing social media influencers for promotional campaigns, implementing gender-targeted marketing strategies, and introducing customer loyalty programs. Enhancements such as pre-order features, improved delivery systems, bundled offers, and optimized seating arrangements should be considered to further strengthen brand identity and increase customer retention. The study highlights the importance of tailored marketing strategies in the competitive coffee shop industry, emphasizing that addressing identified issues while maximizing strengths can significantly improve customer satisfaction and business growth.

RECOMMENDED CITATION

Gilber, F., Mahinay, K. R., Paculba, R., Paor, J., & Sison, A. H. (2025). Customer Satisfaction in a Coffee Shop at Susano Road, Novaliches Quezon City: Basis for Marketing Strategy. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 144.