

ROLE OF COFFEE SHOP AMBIENCE IN SHAPING CUSTOMER EXPERIENCE TOWARD BRAND LOYALTY

ABSTRACT

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This study aimed to examine how the ambience of Charnest Cafe Snack Bar & Cafeteria influences customer experience and contributes to brand loyalty among its patrons along Susano Road, Novaliches, Quezon City. This study applied Mehrabian and Russell's Stimulus-Organism-Response (S-O-R) theory to examine four key constructs: physical ambience, sensory experience, emotional connection, and marketing advantage. Using a quantitative correlational research design, the study employed convenience sampling to survey 50 actual customers of Charnest Cafe Snack Bar & Cafeteria. Data were gathered through structured questionnaires and analyzed using descriptive statistics such as frequency distribution and weighted mean, along with non-parametric tests including the Kruskal-Wallis H test and Mann-Whitney U test. About 72% of the respondents were female, and 80% were between the ages of 19 and 25. Among the ambience factors, physical ambience had the greatest impact (weighted mean = 3.53), with cleanliness (3.72), design (3.56), and overall space (3.19) rated highest. The study also found notable influence on marketing advantage (3.38), emotional connection (3.46), and sensory experience (3.45). There were no significant differences in perceptions across age groups ($p > 0.05$). However, a significant gender difference was observed ($p = 0.036$), with females reporting a stronger emotional connection to the coffee shop's ambience. The findings suggest that young female customers are particularly influenced by the ambience of coffee shops, which plays a key role in shaping their experience and fostering brand loyalty. Cleanliness and attractive interior design were the most appreciated aspects of the physical ambience, while welcoming colors, fragrances, and music enhanced the overall sensory experience. To capitalize on these insights, Charnest Café should consider marketing strategies that focus on maintaining cleanliness, refreshing the décor, incorporating signature scents, optimizing lighting and music, organizing community events, and providing comprehensive staff training to improve customer service.

RECOMMENDED CITATION

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