

ASSESSMENT ON THE MARKETING MIX OF BOBA HOUSE MILKTEA SHOP TOWARDS CUSTOMER SATISFACTION

ABSTRACT

AUTHORS

Florence Mae Balaoing
Jezter Espinosa
Riza May Galicia
Rhea Mae Narvaez
Jean Nicanor

RESEARCH ADVISER

Vinalyn L. Sarzata, MBA

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Marketing

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Established in 2017 during the peak of the milk tea craze, Boba House was founded by Mrs. Katrina, who saw a business opportunity in offering a wide variety of flavorful and refreshing milk tea beverages. In the competitive landscape of the milk tea industry, the strategic application of the marketing mix—product, price, place, promotion, and people—is crucial for achieving customer satisfaction and ensuring long-term business success. This study focused on analyzing how Boba House utilizes the marketing mix to meet customer needs while identifying key challenges the business faces, including limited flavor options and outdated product presentation. The primary goal of this research is to evaluate the effectiveness of Boba House's current marketing strategies and to propose an implementation plan based on insights and recommendations gathered from customer respondents. This study employed a descriptive research design to examine the relationship between the marketing mix and customer satisfaction. The descriptive method was selected to accurately present and interpret the characteristics of the variables involved. Primary data were collected through structured survey questionnaires distributed to 80 customers of Boba House. The sample size was determined using Slovin's formula, ensuring a representative and reliable subset of the customer population for analysis. The study Findings indicated that the majority of Boba House customers are young adults aged 18 to 25, showing a high level of engagement and frequent patronage, with 38.8% purchasing milk tea daily. An evaluation of the marketing mix revealed that product quality had the most significant influence on customer satisfaction, with a weighted mean of 2.71, followed by place (2.65) and price (2.64). In contrast, promotion received the lowest average score (2.58), followed by people, with a weighted mean of 2.45. Respondents expressed satisfaction with the variety of flavors and the quality of ingredients offered. However, concerns were raised regarding the effectiveness of promotional strategies and the lack of sufficient staff, which affects transaction speed. Although overall customer satisfaction was observed, specific elements of the marketing mix—such as limited menu options, pricing, interior ambiance, and promotional efforts—were identified as areas needing improvement. This study recommends several strategic actions to enhance customer satisfaction and strengthen Boba House's competitive advantage. These include introducing new product offerings to diversify the menu, improving the interior ambiance to create a more inviting customer experience, and implementing effective promotional strategies such as loyalty rewards and seasonal discounts to encourage repeat patronage. Additionally, hiring additional staff is advised to expedite service and improve overall customer experience. The results emphasize the critical role of a well-integrated marketing mix in driving customer loyalty and ensuring the long-term growth and sustainability of the business.

RECOMMENDED CITATION

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