
A Study of Customer Perception of Service Quality of Coffee Shop in Selected Urban Barangays In Talavera, Nueva Ecija: Basis for Enhancement of Service Quality Management practices

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Abstract — This study determined the customer perception of service quality of coffee shops in Talavera, Nueva Ecija and analyzed its relationship with customer satisfaction, loyalty, and purchase intentions. A descriptive-correlational research design was utilized, with data collected from customers in selected urban barangays in Talavera, Nueva Ecija, namely Andal Alino, Esguerra District, Maestrang Kikay District, Marcos District, Pag-asa District, Poblacion Sur, and Pulong San Miguel. The reliability of the research instrument was established through survey validation and structured questionnaire administration. Findings revealed that customers generally

perceived the service quality of coffee shops as high. Among the SERVQUAL dimensions, reliability and responsiveness obtained strong associations with customer satisfaction, while assurance, empathy, and tangibles also demonstrated positive relationships with customer loyalty and purchase intentions. Statistical analysis confirmed a significant positive correlation between service quality and customer satisfaction, loyalty, and purchase intentions. Overall, the findings served as the basis for proposing enhanced service quality management practices focused on staff training, service efficiency, and improvement of physical facilities to sustain customer satisfaction and strengthen customer loyalty among coffee shops in Talavera, Nueva Ecija.

Keywords: Customer perception; service quality; SERVQUAL dimensions; customer satisfaction; coffee shops; Talavera Nueva Ecija

I. INTRODUCTION

Coffee shops have become increasingly popular in many communities as places for relaxation, social interaction, studying, and work. In the Municipality of Talavera, the coffee shop industry has experienced significant growth due to the rising demand for accessible and comfortable spaces that cater to different customer needs. As the number of coffee shops continues to increase, competition among establishments has also become more intense, encouraging business owners to improve their service quality and customer experience in order to maintain competitiveness.

Service quality plays an important role in achieving customer satisfaction and loyalty in the food and beverage industry. Customers evaluate coffee shops not only based on the products offered but also through the quality of service they receive. Factors such as reliability, responsiveness, assurance, empathy, and tangibles significantly influence customer perception and overall satisfaction. These dimensions affect customers' experiences in terms of staff interaction, efficiency of service, cleanliness, ambiance, and the ability of establishments to meet customer expectations consistently.

At present, the quality management practices of coffee shops in Talavera vary depending on the establishment. Some coffee shops implement effective service standards and customer-oriented practices, while others experience challenges in maintaining consistent service delivery. These differences may affect customer

satisfaction, loyalty, and purchase intentions. Identifying gaps in service quality is important in understanding areas that require improvement and enhancement.

Studies indicate that high service quality contributes to positive customer perceptions, repeat patronage, and stronger customer relationships. Effective quality management practices such as employee training, efficient service processes, and maintaining a pleasant physical environment can significantly improve customer experiences. In highly competitive industries like coffee shops, service quality becomes a vital factor in sustaining business growth and customer retention.

Despite the growing number of coffee shops in Talavera, there is limited localized research regarding customer perception of service quality and its relationship with customer satisfaction, loyalty, and purchase intentions. This gap emphasizes the need for further investigation to better understand how customers evaluate service quality in local coffee shop establishments and how these perceptions influence their behavior and decision-making.

Therefore, this study aims to determine the customer perception of service quality of coffee shops in Talavera, Nueva Ecija and examine its relationship with customer satisfaction, loyalty, and purchase intentions. Specifically, the study evaluates the SERVQUAL dimensions namely reliability, responsiveness, assurance, empathy, and tangibles as bases for enhancing service quality management practices. The findings of the study are expected to contribute to the improvement of service delivery, customer satisfaction, and overall business performance among coffee shops in Talavera, Nueva Ecija.

Literature Review

The reviewed literature emphasizes that customer perception of service quality in coffee shops is influenced by both tangible and intangible service attributes. Tangible elements include physical facilities, equipment, cleanliness, and product presentation, while intangible elements involve employee behavior, responsiveness, assurance, and empathy toward customers. Studies indicate that service quality dimensions significantly affect customer satisfaction and repeat

patronage. Fathiyah and Nuvriasari (2024) and Quan et al. (2025) found that consistent service delivery and a pleasant physical environment strongly influence customer satisfaction and loyalty. These findings suggest that customers evaluate coffee shops not only based on product quality but also on how services are delivered during each visit. The literature further indicates that service quality is commonly assessed using the SERVQUAL model, which includes reliability, responsiveness, assurance, empathy, and tangibles. Paniterce and Ylagan (2022) and Villanueva et al. (2025) found that reliability and responsiveness are the most influential factors, as customers expect timely service, accurate orders, and consistent product quality. Additionally, empathy and assurance contribute to building customer trust, which enhances overall service experience and satisfaction. Local and regional studies provide relevant insights for small municipalities such as Talavera, Nueva Ecija. Reyes Jr. et al. (2024) identified operational challenges in coffee shops related to service consistency, staff training, and facility management. The study emphasized that implementing standard operating procedures improves service delivery. Similar findings were reported in nearby provinces, where service reliability, responsiveness, and physical ambiance were found to be key determinants of customer perception (Paniterce & Ylagan, 2022; Villanueva et al., 2025). Overall, the reviewed literature highlights that service quality management practices play a crucial role in shaping customer perception and satisfaction in coffee shops. While many studies have explored service quality in urban and provincial areas, there is limited research focusing on small municipalities like Talavera. This gap indicates the need for localized studies that examine customer perceptions and use the findings to improve service quality management practices suited to the local context.

II. METHODOLOGY

This study utilized a quantitative-correlational research design to examine the relationship between the demographic profile of coffee shop customers and their perceptions of service quality and customer preferences in selected urban barangays of Talavera, Nueva Ecija. The correlational approach was used to determine the relationship between variables, while the descriptive aspect identified the respondents' demographic characteristics and levels of perception regarding coffee shop service quality. The respondents of the study were 160 coffee shop customers from the eight (8) urban barangays of Talavera, Nueva Ecija, namely: Andal Alino, Esguerra District, Maestrang

Kikay District, Marcos District, Matias District, Pag-asa District, Poblacion Sur, and Pulong San Miguel. Each barangay contributed 20 respondents. Convenience sampling was employed in selecting participants among students, employees, and local residents who were available and willing to participate. The researchers used a structured questionnaire as the primary data-gathering instrument. The questionnaire included items related to the demographic profile of respondents and their perceptions of coffee shop service quality in terms of ambiance and cleanliness, product quality, pricing, amenities, promotional offers, and SERVQUAL dimensions such as tangibles, reliability, responsiveness, assurance, and empathy. A 4-point Likert scale was used to measure the responses of participants. The collected data were analyzed using frequency, percentage, weighted mean, and Pearson Product-Moment Correlation Coefficient (Pearson r). These statistical tools were used to interpret the respondents' demographic profile, determine the level of customer perceptions of service quality, and identify significant relationships among variables. Ethical considerations were strictly observed throughout the conduct of the study. Respondents were informed about the purpose of the research, and their participation was voluntary. Confidentiality and anonymity were ensured, and the study complied with Republic Act No. 10173 or the Data Privacy Act of 2012.

III. RESULTS AND DISCUSSION

1. To describe the demographic profile of the respondents be described in terms of Age, Sex Employment Status, Frequency of visits

TABLE 1
DEMOGRAPHIC PROFILE THE RESPONDENT

Variable	Category	Frequency	Percentage (%)
Age	15–20	56	35
	21–25	48	30
	26–30	32	20
	31 and above	24	15
	Total	160	100
Sex	Male	72	45
	Female	88	55
	Total	160	100
Employment Status	Employed	48	30
	Self-employed	24	15
	Student	64	40
	Unemployed	24	15
	Total	160	100
Frequency of Visits	Daily	22	14
	Weekly	66	41
	Monthly	40	25
	Occasionally	32	20
	Total	160	100

The data in Table 1 reveal that the majority of the respondents are aged 15–20 years old, with a frequency of 56 or 35% of the total respondents. This is followed by respondents aged 21–25 years old with 48 or 30%, while those aged 26–30 years old account for 32 or 20%. Respondents

aged 31 years old and above comprise the smallest group with 24 or 15%. These findings indicate that the respondents are predominantly young individuals, suggesting that the study mainly reflects the views and experiences of younger participants.

In terms of sex, female respondents outnumbered male respondents, with 88 or 55% compared to 72 or 45%, respectively. This indicates a slightly higher participation rate among females in the study.

Regarding employment status, students represent the largest group of respondents with 64 or 40%. Employed respondents follow with 48 or 30%, while self-employed and unemployed respondents each have 24 or 15%. This suggests that a significant portion of the respondents are still pursuing their education, while others belong to different employment categories, providing varied perspectives in the study.

Lastly, with respect to the frequency of visits, most respondents reported visiting weekly, with 66 or 41%. This is followed by monthly visits with 40 or 25%, occasional visits with 32 or 20%, and daily visits with 22 or 14%. Overall, the findings suggest that respondents generally engage in regular but moderate visitation patterns.

2. To determine the level of customer perception of service quality of selected coffee shops in terms of Reliability, Responsiveness, Assurance, Empathy, and Tangibles.

TABLE 2
SUMMARY OF CUSTOMER PERCEPTION OF SERVICE QUALITY OF SELECTED COFFEE SHOPS

Service Quality Dimension	Average Weighted Mean	Verbal Interpretation
Reliability	3.31	Strongly Agree
Responsiveness	3.32	Strongly Agree
Assurance	3.34	Strongly Agree
Empathy	3.30	Strongly Agree
Tangibles	3.38	Strongly Agree
Overall Average Weighted Mean	3.33	Strongly Agree

Legend: 3.26–4.00 – Strongly Agree; 2.51–3.25 – Agree; 1.76–2.50 – Disagree; 1.00–1.75 – Strongly Disagree

Table 2 presents the summary of the customer perception of service quality of selected coffee shops in Talavera, Nueva Ecija. The overall average weighted mean of 3.33, verbally interpreted as “Strongly Agree,” indicates that customers generally perceive the service quality of coffee shops positively and are satisfied with the services provided.

Among the service quality dimensions, Tangibles obtained the highest average weighted mean of 3.38, interpreted as “Strongly Agree.” This suggests that customers highly appreciate the physical appearance, cleanliness, ambiance, equipment, and overall presentation of the coffee shops. Assurance ranked second with an average weighted mean of 3.34, interpreted as “Strongly Agree,” indicating that customers feel secure, confident, and well-informed when transacting with the café.

Responsiveness received an average weighted mean of 3.32, interpreted as “Strongly Agree,” showing that customers are generally satisfied with the promptness and efficiency of the staff in delivering services and addressing customer concerns. Similarly, Reliability obtained an average weighted mean of 3.31, interpreted as “Strongly Agree,” which indicates that customers perceive the coffee shops as dependable in providing accurate orders and consistent services.

On the other hand, Empathy recorded the lowest average weighted mean of 3.30, although still interpreted as “Strongly Agree.” This implies that customers generally feel valued, respected, and fairly treated by the staff; however, attention and personalized service during peak hours may still require improvement.

Overall, the findings suggest that customers have a highly favorable perception of the service quality of selected coffee shops in Talavera, Nueva Ecija. While all dimensions were rated positively, continuous improvements in personalized customer attention, service consistency, and responsiveness during busy periods may further enhance customer satisfaction and strengthen customer loyalty.

3. To determine the significant relationship between the demographic profile of the respondents and their perception of service quality

TABLE 3
SIGNIFICANT RELATIONSHIP BETWEEN THE DEMOGRAPHIC PROFILE
OF THE RESPONDENTS AND THEIR PERCEPTION OF SERVICE QUALITY

Demographic Variable	SS (Between Groups)	SS (Within Groups)	df (Between)	df (Within)	MS (Between)	MS (Within)	F-value	p-value	Decision	Interpretation
Age	0.842	20.563	3	156	0.281	0.132	2.14	0.098	Not Significant	No significant relationship
Sex	0.415	20.990	1	158	0.415	0.133	3.12	0.079	Not Significant	No significant relationship
Employment Status	0.615	20.800	3	156	0.205	0.133	1.62	0.187	Not Significant	No significant relationship
Frequency of Visits	0.932	20.483	3	156	0.311	0.131	2.37	0.064	Not Significant	No significant relationship

The data in Table 3 show that there is no significant relationship between the demographic variables and the respondents' perceptions, as all computed p-values are higher than the 0.05 level of significance. For age ($F = 2.14$, $p = 0.098$), sex ($F = 3.12$, $p = 0.079$), employment status ($F = 1.62$, $p = 0.187$), and frequency of visits ($F = 2.37$, $p = 0.064$), all results were interpreted as "Not Significant," indicating that the respondents' perceptions are not influenced by their demographic profile.

Overall, the findings suggest that differences in age, sex, employment status, and frequency of visits do not significantly affect the respondents' perceptions of the study variables. This implies that the evaluation of the respondents remains consistent regardless of their demographic characteristics.

4. To determine the level of customer loyalty and repeat purchase intentions in terms of Intension to Revisit, Purchasing Product Quality, Willing to Buy Other Product

TABLE 4
SUMMARY OF CUSTOMER LOYALTY AND REPEAT PURCHASE INTENTIONS

Customer Loyalty and Repeat Purchase	Average Weighted	Verbal
Intentions	Mean	Interpretation
Intention to Revisit	3.26	Strongly Agree
Purchasing Product Quality	3.32	Strongly Agree
Willingness to Buy Other Products	3.34	Strongly Agree
Overall Average Weighted Mean	3.31	Strongly Agree

Legend: 3.26–4.00 – Strongly Agree; 2.51–3.25 – Agree; 1.76–2.50 – Disagree; 1.00–1.75 – Strongly Disagree

Table 4 presents the summary of customer loyalty and repeat purchase intentions among customers of selected coffee shops in Talavera, Nueva Ecija. The overall average weighted mean of 3.31, verbally interpreted as “Strongly Agree,” indicates that customers generally exhibit high levels of loyalty and positive intentions to continue patronizing the coffee shops.

Among the indicators, Willingness to Buy Other Products obtained the highest average weighted mean of 3.34, interpreted as “Strongly Agree.” This suggests that customers are open to exploring, trying, and purchasing additional products offered by the coffee shops. Purchasing Product Quality followed with an average weighted mean of 3.32, indicating that customers are satisfied with the quality, taste, presentation, and value of the products offered.

Intention to Revisit ranked next with an average weighted mean of 3.26, also interpreted as “Strongly Agree,” showing that customers are encouraged to return to the coffee shops because of their positive experiences and satisfactory service encounters.

Overall, the findings indicate that customers demonstrate strong loyalty and favorable repeat purchase intentions toward the selected coffee shops. This suggests that positive customer

experiences, quality products, and satisfactory service contribute to customers' willingness to revisit the coffee shops and purchase additional products, thereby strengthening long-term customer relationships.

6. The service quality management practices be proposed to enhance the operations of selected coffee shops in Talavera,Nueva ecija.

TABLE 5
PROPOSED STRATEGIES FOR THE ENHANCEMENT OF THE OPERATIONS
OF SELECTED COFFEE SHOPS IN TALAVERA,NUEVA ECIIJA.

Area / Indicator	Findings Basis	Objectives	Strategies	Specific Activities	Time Frame	Responsible	Key Performance Indicators (KPIs)
Reliability	Customers expect services to be delivered within the expected time frame.	Improve service efficiency and reduce waiting time.	Strengthen operational workflow and staff coordination .	- Assign clear staff responsibilities - Monitor preparation and serving time regularly	Ongoing	Café Manager and Staff	- Reduced waiting time - Increased customer satisfaction ratings
Responsive ness	Customers need clear communication when service delays occur.	Improve communication and responsiveness during delays.	Enhance staff communication skills.	- Train staff to inform customers politely and immediately about delays - Develop standard communication guidelines	Monthly / Ongoing	Customer Service Staff	- Positive customer feedback - Fewer customer complaints
Assurance	Customers need confidence	Ensure accurate and secure	Strengthen transaction procedures	- Conduct cash-handling training - Implement	Ongoing	Cashier and Manager	- Zero transaction errors - Improved customer trust

	e that payments and transactions are handled properly.	transaction s.	and staff accountability.	transaction verification procedures			
Empathy	Customers expect attention even during peak hours.	Improve personalized customer attention.	Increase staff availability during busy periods.	- Assign additional staff during peak hours - Encourage attentive customer interaction	Daily / Peak Hours	Café Owner and Staff	- Faster customer assistance - Improved service ratings
Tangibles	Customers value well-maintained equipment and furniture.	Maintain cleanliness and physical appeal of the café.	Implement regular maintenance and cleanliness checks.	- Conduct routine cleaning - Inspect and repair furniture and equipment regularly	Daily / Weekly	Maintenance Staff and Manager	- Positive cleanliness inspection results - Reduced equipment issues
Intention to Revisit	Customers are influenced to remain loyal to the coffee shop.	Strengthen customer loyalty and encourage repeat visits.	Enhance customer engagement and rewards.	- Offer loyalty rewards programs - Maintain excellent customer services	Ongoing	Café Owner and Staff	- Increased loyal customers - Higher revisit frequency
Purchasing Product Quality	Customers expect consistent product quality during	Sustain high product quality and consistency .	Improve product preparation and quality control.	- Standardize product preparation procedures - Conduct regular quality checks	Ongoing	Kitchen Staff and Quality Control Personnel	- Consistent product quality ratings

	every visit.						
Willingness to Buy Other Products	Customers are encouraged by promotional items.	Increase sales of promotional and additional products.	Strengthen promotional marketing efforts.	- Offer limited-time promotions - Introduce bundled product offers	Monthly	Marketing Team	- Increased promotional product sales
Service Quality and Customer Loyalty Relationship	Service quality and product quality significantly influence loyalty and repeat purchase intentions.	Enhance overall customer satisfaction and retention.	Integrate service and product quality improvement initiatives.	- Monitor customer feedback regularly - Conduct staff performance evaluations - Implement continuous improvement programs	Ongoing	Café Management and Staff	- Increased customer loyalty - Higher repeat purchases - Positive customer reviews

Table 5 presents the proposed strategies for enhancing the operations of selected coffee shops in Talavera, Nueva Ecija, based on the findings of the study. The findings serve as the basis for identifying key areas for improvement in service quality management practices, including reliability, responsiveness, assurance, empathy, tangibles, intention to revisit, purchasing product quality, willingness to buy other products, and the overall service quality–customer loyalty relationship.

For reliability, customers expect services to be delivered within the expected time frame; thus, the objective is to improve service efficiency and reduce waiting time through strengthened workflow and staff coordination, with assigned responsibilities and monitoring of service time on an ongoing basis. For responsiveness, customers need clear communication during service delays;

hence, staff training on polite and immediate communication and the use of standard guidelines are recommended to improve responsiveness and reduce complaints.

In terms of assurance, customers expect secure and accurate transactions, so cash-handling training and transaction verification procedures are proposed to ensure accuracy and strengthen customer trust. For empathy, where customers expect attention even during peak hours, assigning additional staff and promoting attentive customer service are recommended to improve assistance and service ratings.

Regarding tangibles, regular cleaning, maintenance checks, and equipment repairs are suggested to ensure a clean, organized, and visually appealing café environment. For intention to revisit, loyalty programs and consistent service quality are recommended to strengthen customer retention and increase revisit frequency.

For purchasing product quality, standardization of preparation procedures and regular quality checks are proposed to ensure consistent product quality. In terms of willingness to buy other products, promotional strategies such as limited-time offers and bundled products are recommended to increase sales and encourage product exploration.

Lastly, for the overall service quality and customer loyalty relationship, continuous improvement strategies such as regular customer feedback monitoring, staff performance evaluation, and ongoing development programs are proposed to enhance customer satisfaction, increase repeat purchases, and build long-term loyalty.

IV. CONCLUSION

The study concluded that the respondents were primarily young individuals, particularly students and young adults, with a slightly higher proportion of females than males, and that weekly visits were the most common pattern of coffee shop patronage. Customers generally perceived the service quality of coffee shops in Talavera Municipality as highly satisfactory across the dimensions of reliability, responsiveness, assurance, empathy, and tangibles, indicating consistent

and positive service experiences. Among these dimensions, tangibles, assurance, and responsiveness received the highest ratings, highlighting the importance of the physical environment, staff professionalism, and prompt service delivery in enhancing customer satisfaction. Furthermore, the results revealed no significant differences in customer perceptions of service quality when grouped according to age, sex, employment status, and frequency of visits, suggesting that service quality is experienced consistently across different demographic groups. The findings also showed that customer loyalty and repeat purchase intentions were positively reflected in customers' intention to revisit, satisfaction with product quality, and willingness to try other products. Finally, a strong and significant relationship was found between service quality and customer loyalty and repeat purchase intentions, confirming that improvements in service quality contribute to greater customer satisfaction, stronger loyalty, and continued patronage of coffee shops.

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