
RESEARCH ARTICLE

The Role of Purchase Behavior in Consumers' Intent to Revisit and Recommend Coffee Shops in Manila: A Mediation Analysis

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ABSTRACT

The study investigates the influence of purchase behaviour on customers' intentions to revisit and recommend coffee shops in Manila, utilizing a mediation analysis. In light of coffee shops' growing significance as social and recreational venues, this study attempts to comprehend the all-encompassing experience that fosters patron loyalty. The study specifically examines how characteristics such as product, service, price, and physical environment quality influence consumer satisfaction and buying behaviour. These factors then influence consumers' inclination to recommend and return. We employed a causal quantitative research methodology to gather data from 235 customers of coffee shops located in Metro Manila through a structured survey. We used a structural equation modelling technique known as partial least squares (PLS-SEM) to examine the correlations between the variables. The results indicate that the quality of the product and the pricing significantly influence customer satisfaction and purchasing behaviour, two major factors that determine intents to return and recommend. However, there was no substantial direct effect of either physical environment or service quality on purchasing behaviour, indicating the possibility of other factors at play. The study emphasizes how crucial it is to uphold fair pricing policies and excellent standards for products in order to increase client loyalty. It also emphasizes how intricate client experiences may be and how important it is for coffee shops to concentrate on the whole experience rather than just their product lines. For coffee shop owners and managers looking to improve consumer advocacy and retention in a cutthroat industry, the findings offer insightful information.

KEYWORDS

Purchase Behavior, Customer Satisfaction, Intent to Revisit, Intent to Recommend.

ARTICLE INFORMATION

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1. Introduction

Coffee shops now serve purposes beyond simply providing a quick dose of coffee. They serve as places to catch up with friends, work from home, or just unwind after a long day. But what keeps the customer faithful to the coffee shop when there are so many other options? The researchers are aware that some factors are important, such as the atmosphere, the helpful staff, and the excellent coffee (Factors Affecting Customer's Behavior Intention, 2021). Studies have demonstrated what prompts us to come through the door in the first place, such as the Bangkok coffee consumer survey (Godiya, 2017). Research on customer satisfaction in Jakarta's coffee scene has shown that we also know what makes us want to return (Haifa et al., 2022). The problem is that these studies frequently focus on specific jigsaw pieces. They fail to explain how the entire coffee-buying experience, from choosing the beverage to interacting with the barista, shapes customers' loyalty. It's similar to observing the components but without the recipe's inherent magic.

The researchers are delving into the sometimes-disregarded relationship between the purchasing habits and the allegiance to coffee businesses. We're looking beyond just the products being bought, but, more importantly, to see how the overall coffee experience affects the likelihood of making another purchase and recommending it to friends. Consider this: even if two people purchase the same latte, their experiences could differ greatly. One quickly leaves after grabbing a pre-made cup. The other person enjoys the occasion, converses with the barista, and customizes their order. Will their opinions about the coffee shop change later? The researcher's study, "The Role of Purchase Behavior in Consumers' Intent to Revisit and Recommend Coffee Shops: A Mediation Analysis," examines these subtleties. Knowing these unspoken relationships is, in opinion, essential for coffee businesses to prosper in a highly competitive industry. The researchers may contribute to the development of more intriguing and fulfilling experiences that entice consumers to return time and time again by learning how buying behavior translates into loyalty.

Although coffee businesses profit from the devotion, there's a secret simmering beneath the surface. The purpose of this study is to understand how quality factors that can affect customer purchase behavior towards customer experience satisfaction can influence their intent to revisit and recommend the coffee shop. Specifically, the study will address the following research questions:

- a) Do product quality, service quality, price quality, and physical environment quality affect customer purchase behavior and customer experience satisfaction when purchasing coffee?
- b) Do customer purchase behavior and customer experience satisfaction affect their intention to revisit and intention to recommend the coffee shop?
- c) What framework can be proposed to describe the role of purchase behavior in customer intent to revisit and recommend coffee shops?

1.1 Theoretical and Conceptual Framework

The study of consumer purchasing behavior, especially in coffee shops, draws on several established theories. Among the several theories available, the researchers are particularly drawn to the hooked model (Niyar, 2014). The hooked model informs the current research on understanding purchase behavior, including the intent to revisit. Drawing from the hooked model, in this research, trigger – which represents the external stimulus that prompts potential customers to engage the product – can be taken as the variables that led to purchase behavior. This includes product quality, service quality, price quality, and physical environment quality. The research contends that, in one way or another, these variables are themselves the triggering factors that led to action. Action, in this study, is represented by understanding customer's purchase behavior. It reflects the customer's response to the triggers which are again the four variables mentioned previously. Variable reward is linked to customer experience satisfaction. This highlights the rewards or, in this research, satisfaction. The customer's unique experience of satisfaction enhances, or at least awakens in the customer a certain sense of loyalty to the product. Consequently, as the hooked model contends, investment is connected to the long-term behavior of keeping the customer hooked as it were to the product. In this research, intent to revisit and "intent to recommend" are both seen as by-products of "investment" that hooks the customer to the product. Both variables are concrete indicators that a customer is actually hooked, and that a certain habit is formed in the customer.

In this study, the researchers adapted the hooked model (Niyar, 2014). According to this model, the four stages of the hooked model (trigger, action, variable reward, and investment) are integrated into the existing components. First, the trigger should be included as influencing factor for purchase behavior, representing and external stimulus that prompts customer to engage with the service. Next is the action that corresponds to the purchase behavior, reflecting the customer's response to the trigger. Then, variable reward is linked to customer experience satisfaction, highlighting the variable rewards that enhance customer satisfaction and loyalty. And lastly, investment that can be connected to the long-term behaviors such as intent to revisit and intent to recommend, where customers invest time, effort, or money for making them likely to return and recommend the coffee shop service to other.

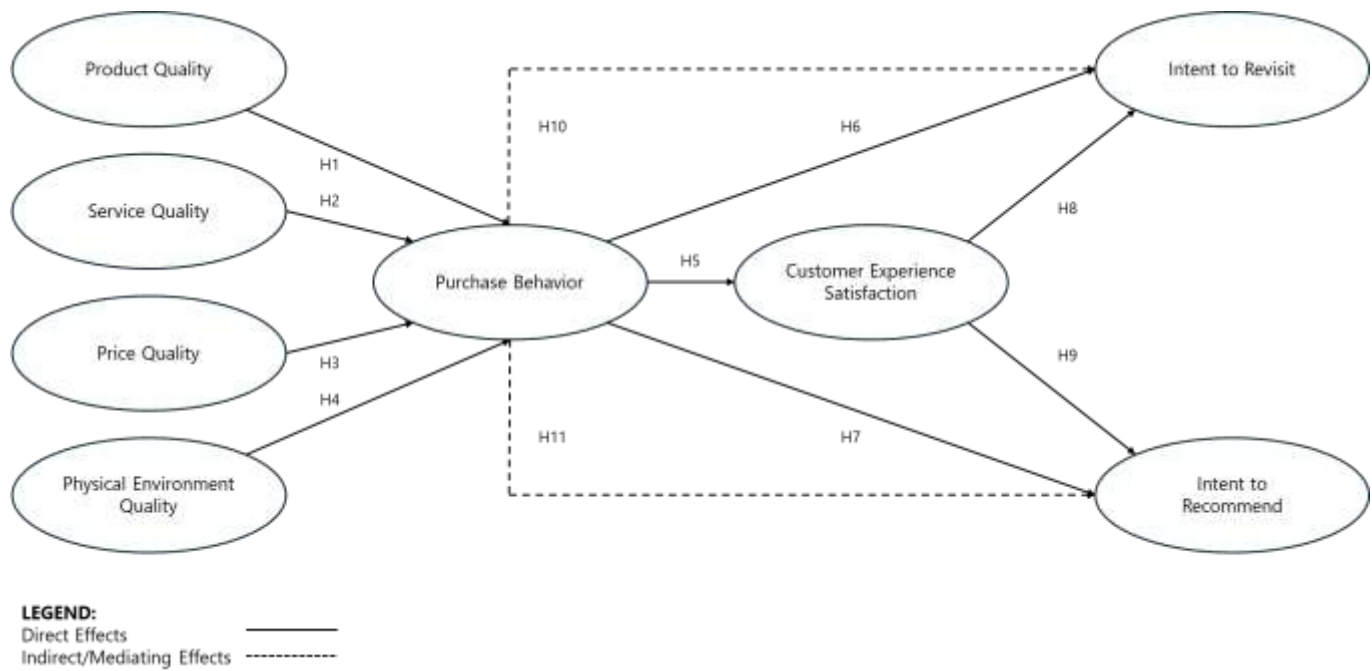


Figure 1. Research Framework

To incorporate this hooked model into this conceptual framework which can be seen in Figure 1, product quality, service quality, price quality, and physical environment quality can all be considered as triggers that influence purchase behavior. These factors can serve as external triggers that prompt the customer to make a coffee purchase. Then action fits well with the purchase behavior, representing the customer response to the triggers stated earlier. For the variable reward, this can be linked to the customer experience satisfaction, emphasizing the variable rewards that enhance customer satisfaction and loyalty. And finally, investment which can be connected to long-term behaviors such as intent to revisit and intent to recommend, where customers invest time, effort, or money, which making them more likely to return and recommend the coffee shop to others.

2. Literature Review

As part of the café industry, coffee shops distinguish themselves as shops that highlight coffee in their main menu along with other dishes – e.g. food, snacks and other beverages, which are served as complimentary products (Ting and Thurasamy 2016). More than just a dining place, coffee shops become a place for personal time, social interaction and experiencing a new atmosphere (Ting and Thurasamy 2016; Kang et al. 2011). Based on that argument, a coffee shop is supposed to be designed as a place where customers may get more in-store experience compared to other conventional cafés. The in-store experience can be created through comfortability and quality – both service and product, which nowadays most of the coffee shops have done (Ganea 2012). "Product Quality" is defined as numbers of products – both goods and services, provided by the business (Pattarakitham 2015). Further, the menu is described as a list of food and beverages available at the restaurant (Labensky et al. 2001). From the customer's perspective, they prefer to be offered various numbers of food items available on the menu due to three reasons: the feeling of satisfaction, external situation (e.g. promotional stimuli), and preference for uncertainty in the future (Kahn 1995). Sulekand Hensley (2004) have proved that menu variety plays a role in customer satisfaction. In Goyal and Singh's (2007) study, variety is one of the main reasons why customers revisit a fast food restaurant. Therefore, the study hypothesize the following:

H1. There is no significant relationship between product quality and purchase behavior.

"Price Quality" refers to the cost charged by a brand in return for their products or services. It also represents the amount customers are willing to pay for the perceived value they expect to receive (Zeithaml, 1988). Previous studies have highlighted the impact of service price on customer satisfaction, indicating that customers often assess their satisfaction based on the perceived value they receive in relation to the price paid (Luo & Homburg, 2007). Widely adopted "Service Quality" description is the SERVQUAL model proposed by Parasuraman et al. (1988). Specifically, they describe service quality as a gap between the expectation of the customer with services provided by the business. The model proposed by Parasuraman et al. (1988) consists of 5 dimensions: tangibility, reliability, responsiveness, assurance and empathy. The staff behavior and service quality they serve become the distinctive point of one business and a tool to accelerate business performance (Bharadwaj et al. 2014). Additionally, the overall quality of the restaurant – service provider, was also measured by the service level and quality (Chow et al. 2007). Price is a component of the

marketing formula alongside product, location, and promotion. In addition, from a business perspective, the marketing mix is a crucial instrument for firms and organizations to achieve marketing objectives and boost sales and financial performance (Luo & Homburg, 2007). Therefore, the study hypothesizes the following:

H2: There is no significant relationship between service quality and purchase behavior.

H3: There is no significant relationship between price quality and purchase behavior.

"Physical Environment Quality" may enhance the attributes of a café or store (Sitinjak et al. 2019). According to Ballantine et al. (2010), the elements of a spatial design are manipulated to create affective responses for human sensors, i.e. sight, sound, scent, and touch. To create an impactful in-store experience by designing a specific and "right" physical environment is crucial since the service provided is being consumed at the same time (Brady and Cronin, 2001; Ryu and Jang, 2008). Yusof et al. (2016) found that customers tend to spend more money in a café with a good atmosphere and even spend longer time there. Therefore, the study hypothesizes the following:

H4: There is no significant relationship between the physical environment quality and purchase behavior.

The purchase intentions or behavior of customers is a characteristic of human behavior in general. Based on pertinent theories that focus on buying behavior, this study has deployed several theories that focus on the aim of the study. Subjective norms or perceived social power to perform a particular behavior is a function of the reference view, which is the social pressure exerted on users by their family, relatives, or close friends, and is considered before the individual performs the behavior (Ajzen, 1991). People's perception of how easy or difficult it is to perform an activity is reflected in perceived behavioral control (Ajzen, 2002). It reflects perceptions of access to the resources and opportunities necessary to perform the behavior, such as money, time, and other resources, as well as the self-esteem of people who focus on their ability to perform the behavior. When consumers have more positive attitudes and intentions to stop a behavior, they are more likely to engage in that behavior (Ajzen, 1991). Then the theory of buyer behavior according to the Howard Shet model. The model includes a comprehensive list of social, psychological, and marketing aspects that influence customers' ability to comprehend product information in a logical manner. The model assumes that consumer buying behavior is logical and that the process is repeated with subsequent purchases. The model illustrates how customers make purchasing decisions after a certain amount of time has passed (Njigua, 2018). The theory is relevant to this study as it focuses on four primary variables: sensory inputs such as marketing efforts, hypothetical constructs which are psychological variables, in this case, consumer purchase intentions. And external variables that include the character traits of the consumer. Therefore, the study hypothesizes the following:

H5: There is no significant relationship between purchase behavior and customer experience satisfaction.

H6: There is no significant relationship between purchase behavior and intent to revisit.

H7: There is no significant relationship between purchase behavior and intent to recommend.

H8: There is no significant relationship between customer experience satisfaction and intent to revisit.

H9: There is no significant relationship between customer experience satisfaction and intent to recommend.

Customer satisfaction is a widely researched construct in marketing and represents the evaluation and emotional response of customers regarding their experiences with a product or service, it indicates whether customer expectations are met or exceeded (Oliver, 1980). High customer satisfaction levels contribute to customer loyalty, positive word-of-mouth, and higher customer retention rates (Anderson, Fornell, & Lehman, 1994). People have looked at how the cost of a service affects how happy customers are in different situations. According to some studies, customers tend to associate higher prices with better quality and value, leading to increased satisfaction. This suggests that there is a positive relationship between price and customer satisfaction (Homburg & Giering, 2001). On the other hand, some studies have found different results, indicating that the effect of the price of a service on customer satisfaction can be affected by things like how good the service is and what the customer expects (Dodds, Monroe, & Grewal, 1991).

The term intention to revisit is described as the willingness of customer to come back to the same place or probability of them to repurchase a product from the same place (Forgas-Coll et al. 2012; Oliver 1997). It becomes the customer's initiative to continue the relationship with the store. The revisit intention itself has some sort of relation with WOM. The customers that have revisited the place – coffee shop, would voluntarily help the marketing through WOM, e.g. giving referral to other potential customers (Wong and Kwon, 2004). Therefore, positive intention from the customers is crucial for it can lead to revisit intention and referrals, while negative intention would lead to the opposite (Cibro and Hudrasyah, 2017; Jani and Han, 2011).

The term intent to recommend is defined as person-to-person communication –orally, evaluating and recommending products to others (Hartline and Jones, 1996). Brown et al. (2005) have highlighted that the process of spreading information can be done

through person-to-person and communication medium, e.g. social media and Internet forum. Kwun et al. (2013) argued that Word of Mouth itself has an important role to help businesses introduce and market their products. Delgadillo and Escalas (2004) also suggested the role of WOM in shaping the customer behavior intention because Word of Mouth allowed people to share the evaluation of their experiences whether it is positive or negative and influence others (Sallam, 2016). Therefore, the study hypothesizes the following:

H10: There is no significant relationship between purchase behavior and intent to revisit with the mediating factor of the customer experience satisfaction.

H11: There is no significant relationship between purchase behavior and intent to recommend with the mediating factor of the customer experience satisfaction.

3. Methodology

3.1 Research Design

This study will employ a causal quantitative research design, specifically utilizing a survey-based approach. This design is deemed appropriate as it allows for the systematic collection of data from a representative sample of coffee shop consumers in Metro Manila. The survey will be meticulously crafted to gather information on consumer preferences related to coffee shops as well as their intention to revisit and recommend these establishments.

3.2 Sampling Technique and Sample Size

The sampling scheme that the researchers utilized in this study is purposive sampling, wherein the participants are deliberately selected. It is a non-probability sampling technique in which respondents are selected based on the characteristics of a population and the research objective. The respondents of study must be 18 years old and older, who are coffee enthusiasts and reside and work at the National Capital Region (Metro Manila). A posterior power analysis was also performed to evaluate the significance of the sample size in relation to the results of the proposed structural model (Kock & Haday, 2018). With reference to the PLS path model in Figure 2, the minimum significant path coefficient is 0.19. Utilizing WarpPLS 8.0 statistical software (Kock, N. 2017), with level of significance of 0.05 and a power level of 0.80, the computed sample sizes were determined to be 172 for the inverse-square root and 158 for the gamma - exponential, as indicated in Figure 2. Consequently, the sample size for the PLS model must be within the range of 158 to 172. This study obtained and used a sample size of 235, which is deemed to be more than adequate to support the findings of the structural model.

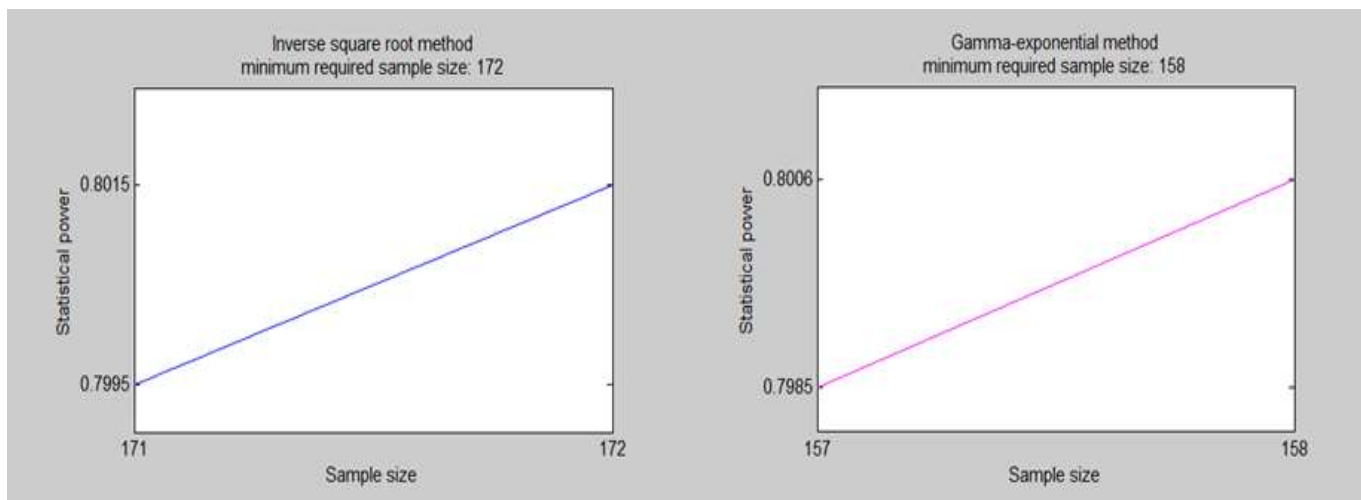


Figure 2. Inverse-Square Root and Gamma-Exponential Result
(Source: Warp PLS 7.0)

3.3 Research Instrument

The researchers provided questionnaires to acquire primary data by administering surveys to the selected respondents. Provided that the researchers are bound by temporal constraints, the use of online surveys via Google Forms is employed to efficiently reach the targeted respondents within a short period, as Evans and Mathur (2018) stated that online surveys are well known for reaching a wider group of audiences because of their convenience, speed, timeliness, and flexibility. This survey questionnaire has closed-ended questions designed to gather comprehensive data on their demographic profile, which includes their age, sex, occupation, highest educational attainment, companion during coffee shop visits, frequency of coffee shop visits, and amount spent every visit.

Part two of the questionnaire details the items for the latent constructs: product quality (Haifa et al., 2020), physical environment quality (Anh et al., 2023), service quality (Haifa et al., 2020), price quality (Anh et al., 2023), purchase behavior (Godiyaj., 2017) and customer experience satisfaction (Lacap et al., 2022), intention to revisit (Haifa et al., 2020) which is the likelihood of revisiting the coffee shop based on their experiences and preferences, and intention to recommend (Kim et al., (2018) which is the likelihood of recommending the coffee shop to others based on their overall satisfaction. All items were measured using a 5-point Likert scale where 5 means strongly agree, and 1 means strongly disagree.

Furthermore, all constructs were subjected to validity (Discriminant and Convergent Validity) and reliability (Cronbach's Alpha and Composite Reliability) tests. The demographic data are 59.15% female, 41.70% 21 to 30 years old, 60.85% single, 84.26% college graduates, 75.74% employed, 80.00% who orders an average of 1 to 2 items in a coffee shop, 34.89% who spend between Php 100 to Php 200 every visit, 59.57% who visit coffee shops with a colleague and 48.09% of who spends an average of 1 to 2 hours in a coffee shop every day.

3.4 Reliability and Validity Measures

The researchers used Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the structural connections between the variables. PLS-SEM is suitable even for non-normal or small sample sizes (Hair et al., 2014). Construct validity and reliability were assessed using Composite Reliability (CR) and Cronbach Alpha (CA). Convergent validity and discriminant validity were also examined for the research instruments. Collinearity assessment was conducted after establishing construct validity and reliability. The study ensured the reliability of each construct through CA and CR, with a minimum acceptable coefficient of 0.7 (Muhammad et al., 2017). Convergent validity was evaluated based on the acceptance criteria, requiring p-values ≤ 0.05 and loadings ≥ 0.5 (Mohamad et al., 2015). Table 1 shows the convergent validity and reliability measures for each variable.

The constructs yielded a value of greater than 0.70 for both Cronbach's alpha and composite reliability, which shows the consistency of each construct. The measurement model's discriminant validity was evaluated by examining the average variance extracted (AVE) values (Sawaeen & Ali, 2021). The AVE coefficients for all latent variables met the acceptable validity criteria of being greater than or equal to 0.5 (Kock & Lynn, n.d). Lastly, each factor loading met the minimal requirement for acceptance of convergent validity. This shows that the respondents and those who prepared the study equipment both understood the surveys. The square root of the Average variance extracted (AVE) for each latent construct should be larger than any of the correlations involving the variable (Fornell, C., & Larcker, D. F. (1981)). Put simply, any value in the same row to the left of the diagonal value should be higher (Kock, N. (2017)). In addition to the Stone-Geisser test, which further validated the measurement model (Geisser, C. (April 1974)) (Stone, M. (January 1974).

Table 1. Convergent Validity and Reliability

| Constructs | Average Variance Extract | Cronbach's Alpha | Convergent Validity |
|-----------------------------|---------------------------------|-------------------------|----------------------------|
| Product Quality | 0.695 | 0.780 | 0.872 |
| Service Quality | 0.727 | 0.812 | 0.889 |
| Price Quality | 0.519 | 0.734 | 0.826 |
| Product Environment Quality | 0.589 | 0.754 | 0.849 |
| Purchase Behavior | 0.570 | 0.622 | 0.799 |
| Customer Satisfaction | 0.765 | 0.937 | 0.951 |
| Intent to Revisit | 0.754 | 0.837 | 0.902 |
| Intent to Recommend | 0.741 | 0.821 | 0.895 |

Note: Cronbach's Alpha and Composite Reliability must be equal to or higher than 0.70 to demonstrate good reliability.

The discriminant validity of an instrument is determined by the respondents' clarity and understanding of its items or measures. The correlation between variables is evaluated using the square roots of the AVE coefficient. To establish discriminant validity, the diagonal values in Table II must be higher than those in the same row to their left (Hair et al., 2020). Table II presents the discriminant validity of the study measures. All constructs have square roots of AVE values greater than all the correlations. However, most correlations are less than the square root.

Table 2. Discriminant Validity using Fornell and Larcker

| Constructs | PROQ | SERQ | PRIQ | PEQ | PB | CS | IREV | IREC |
|-----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Product Quality | 0.834 | | | | | | | |
| Service Quality | 0.736 | 0.853 | | | | | | |
| Price Quality | 0.385 | 0.373 | 0.720 | | | | | |
| Product Environment Quality | 0.676 | 0.669 | 0.484 | 0.768 | | | | |
| Purchase Behavior | 0.244 | 0.156 | 0.362 | 0.267 | 0.755 | | | |
| Customer Satisfaction | 0.368 | 0.349 | 0.496 | 0.467 | 0.654 | 0.874 | | |
| Intent to Revisit | 0.415 | 0.368 | 0.451 | 0.483 | 0.560 | 0.817 | 0.868 | |
| Intent to Recommend | 0.545 | 0.482 | 0.540 | 0.637 | 0.429 | 0.718 | 0.841 | 0.861 |

Note: Diagonal elements are the square root of the AVE of constructs, whereas the off-diagonal elements are the correlation between constructs.

4. Results and Discussion

The study's findings underscore the crucial and fundamental role that product quality and price-quality perception play in shaping purchasing behavior, ultimately enhancing customer satisfaction and loyalty. This is consistent with prior research indicating that high-quality products and fair pricing are critical factors in attracting and retaining customers in the food and beverage industry (Kim et al., 2017). The positive relationship between these factors and customer satisfaction supports the idea that customers are likely to revisit and recommend a coffee shop if they perceive good value for their money and enjoy the products offered. However, the study also revealed that not all hypothesized relationships were significant. Specifically, the hypotheses H2, H4, H6, and H7 did not show strong correlations, suggesting that factors other than product quality and price quality may also be influential. This aligns with findings from Panganiban et. al., (2020), who noted that other elements, such as physical environment quality and service quality, could also play a significant role in influencing customer satisfaction and loyalty behaviors such as revisit and recommend intention.

Theoretically, the study reinforces the importance of customer satisfaction as a mediator between product quality, price quality, service quality and physical environment quality, and customer loyalty behaviors, such as revisiting and recommendation. It suggests that coffee shop owners and managers should focus not only on the intrinsic quality of their products but also on how these products are perceived in terms of value for money. Also, as the researcher further investigated the study, they found out that customer satisfaction does not act as a mediator for purchase behavior or customer intention to revisit and recommend. This study also challenges the notion that lower prices always lead to higher customer satisfaction. The findings suggest that customers are willing to pay a premium for high-quality products, which is a critical insight for businesses aiming to position themselves as premium brands in the market.

Table 3. Collinearity Assessment, Coefficient of Determination, and Predictive Relevance

| Constructs | Full Collinearity | R-Squared | Q-Squared |
|-----------------------------|-------------------|-----------|-----------|
| Product Quality | 2.650 | | |
| Service Quality | 2.529 | | |
| Price Quality | 1.573 | | |
| Product Environment Quality | 2.621 | | |
| Purchase Behavior | 1.857 | 0.202 | 0.188 |
| Customer Satisfaction | 3.872 | 0.437 | 0.440 |
| Intent to Revisit | 5.354 | 0.669 | 0.671 |
| Intent to Recommend | 4.13 | 0.575 | 0.525 |

Note: Q² - value larger than zero indicates that exogenous constructs have predictive relevance over the endogenous constructs.

The analysis of full collinearity data is a component of the structural model evaluation process. Kock (2015) states that the value of the full collinearity VIF must be less than or equal to 5.0. There is no vertical or lateral collinearity in the results, as Table 4 demonstrates that all variables' coefficients of full collinearity VIF fall within the range of standard measurements. It was also determined what the coefficient of determination, or R-squared (R2), was. The percentage of variation in the latent variable is shown by the R2 coefficients. Based on the studies conducted by Hair et al. (2011), the coefficient of determination, also known as

R², is 0.75 for large, 0.50 for medium, and 0.25 for small. It means that both Purchase Behavior and Customer Satisfaction have a small predictive accuracy while Intent to Revisit and Intent to Recommend have a medium predictive accuracy.

Table 4. Evaluation of the Structural Model

| Path Coefficients | SE | β | p-value | f ² | Hypothesis |
|---|-------|---------|---------|----------------|------------|
| Direct Effects | | | | | |
| H1. Product Quality → Purchase Behavior | 0.063 | 0.192 | 0.001 | 0.059 | Reject |
| H2. Service Quality → Purchase Behavior | 0.065 | 0.058 | 0.184 | 0.010 | Accept |
| H3. Price Quality → Purchase Behavior | 0.062 | 0.290 | 0.001 | 0.109 | Reject |
| H4. Product Environment Quality → Purchase Behavior | 0.64 | 0.086 | 0.092 | 0.024 | Accept |
| H5. Purchase Behavior → Customer Satisfaction | 0.058 | 0.661 | 0.001 | 0.437 | Reject |
| H6. Purchase Behavior → Intent to Revisit | 0.065 | 0.040 | 0.271 | 0.022 | Accept |
| H7. Purchase Behavior → Intent to Recommend | 0.064 | 0.064 | 0.162 | 0.027 | Accept |
| H8. Customer Satisfaction → Intent to Revisit | 0.057 | 0.791 | 0.001 | 0.647 | Reject |
| H9. Customer Satisfaction → Intent to Recommend | 0.057 | 0.761 | 0.001 | 0.547 | Reject |
| Indirect/Mediating Effects | | | | | |
| H10. Purchase Behavior → Satisfaction → Intent to Revisit | 0.042 | 0.523 | 0.001 | 0.293 | Irrelevant |
| H11. Purchase Behavior → Satisfaction → Intent to Recommend | 0.042 | 0.503 | 0.001 | 0.217 | Irrelevant |

The final model results are also presented which can be seen in Figure 3. It shows a more refined analysis that gets rid of factors with statistically insignificant results. This allows a focused look at the key factors that affect customers' decision to buy, their satisfaction, and their plans to return and recommend the coffee shop.

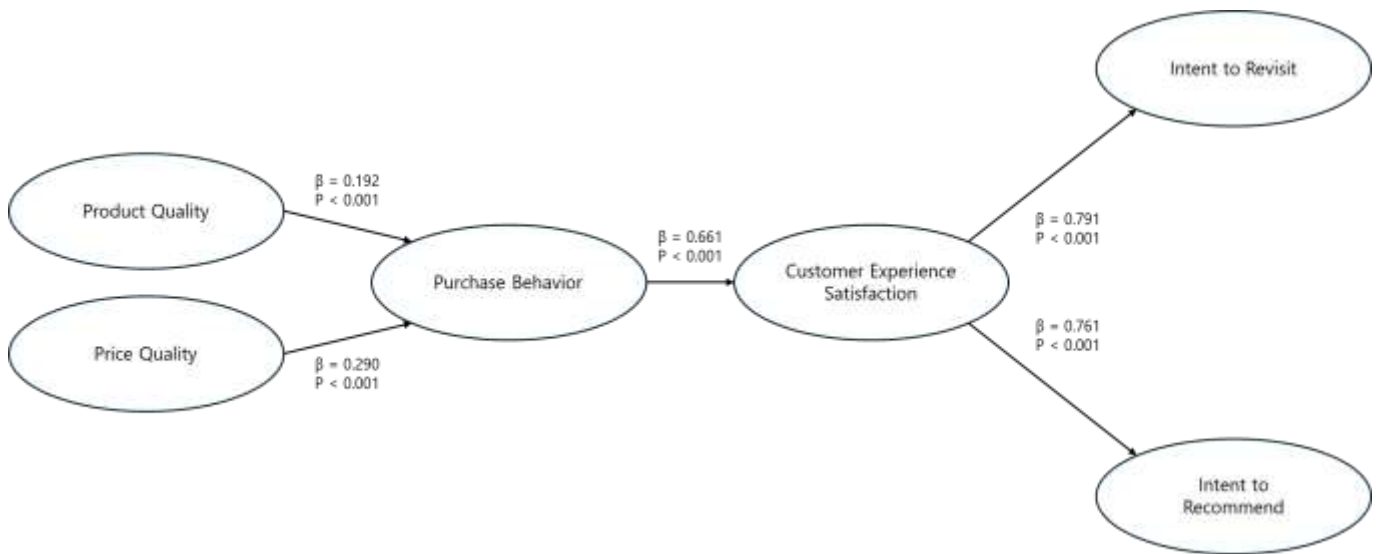


Figure 3. Final Model

5. Conclusion

This study focuses on what matters most to coffee enthusiasts like you and me: a reasonable price and even better coffee. Price and product quality are the two criteria that drive a coffee shop's success. After being satisfied with the service and price, we return and tell friends. This survey focuses on city dwellers and those working in Metro Manila; thus, it may not be a precise representation of what coffee aficionados in other parts of the Philippines are looking for. Because it focused on numbers, it may have overlooked some of the details that make a coffee experience unique. But what does this mean for coffee shops? Keep those standards high. Make certain that the coffee is good and the price is reasonable. Remember, what people like in one place may not be popular elsewhere. It's like how you drink coffee—everyone has their own preferences. The researcher recommends taking a broader look at the Philippines, from bustling cities to the peaceful countryside, to truly grasp what makes coffee aficionados tick. They also propose speaking with clients directly to acquire a sense of the specific details that statistics cannot represent. So, the next time

you're sipping your favorite brew, keep in mind that a lot goes into creating the ideal cup—from the quality of the beans to the pricing on the menu. And who knows? Your opinion could help determine the future of coffee in the Philippines.

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