
| **RESEARCH ARTICLE**

Customer Service and its Impact on the Customer Satisfaction on the Selected Cafes in Cagayan De Oro City

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| **ABSTRACT**

Customer service plays a crucial role in shaping customer satisfaction, particularly in the competitive café industry. This study explores the relationship between customer service quality and customer satisfaction in selected cafés in Cagayan de Oro City. This aims to look at the various aspects of service delivery, customer preferences, and the factors that contribute to overall satisfaction levels. The quality of interactions, the consideration of staff, and the overall ambiance are key factors in customer happiness and repeat encouragement. This study utilized random sampling and were based on the total average population of 716 regular customers from the 5 selected cafes in Uptown North wing in Cagayan de Oro City and the list will be taken from the different managers in the selected cafes. In this manner, the researchers were able to determine the sample size of 257 respondents using the Sloven formula by Sloven (1960) the total sample size of 257 respondents wherein, Café A 65 customer respondents, Café B 88 customer respondents, Café C 31 customer respondents, Café D 32 customer respondents. Using a descriptive research design, data were analyzed through descriptive and inferential statistics using mean and standard deviation, inferential statistics, T-test, and ANOVA in determining the significant difference, Person R was used to test the significant relationship. Findings revealed that the overall mean of customer service is 3.49 (3.47+3.50+3.49) with interpretation of "Very good customer service". The overall mean of customer satisfaction is 3.55 (3.53+3.55+3.58) with an interpretation of "Very high customer satisfaction". This correlation is categorized as "Strong," and the p-value indicates a "Highly Significant" association, per the legend provided. Nonetheless, a correlation value of 0.708745 indicates that customers happiness tends to rise in tandem with improvements in customer service quality. The study focuses on how customer service affects consumer satisfaction. According to the statistics, customer satisfaction in terms of customer expectations, perceived value, and service quality is significantly correlated with customer service in terms of responsiveness, reliability, and empathy. This research highlights the growing expectations of customers in today's competitive café industry, where quality service is as essential as a food and beverages industries.

| **KEYWORDS**

Customer Service, Customer Satisfaction, Responsiveness, Service Quality, Customer Expectation, Perceived Value.

| **ARTICLE INFORMATION**

ACCEPTED: 17 October 2025

PUBLISHED: 29 December 2025

DOI: 10.61424/rjbe.v3.i4.638

1. Introduction

Customer Service and the concept of providing support and assistance to customers is as old as trade itself. But it became a game changer in the 20th and early 21st centuries due to technology advancements and evolving customer expectations. As business grew, interactions became more complex. Customer service pertains to aid support by a business to its customers prior to, during, and following a purchase. It covers a range of interactions, including responding to questions, solving inquiries, and offering tailored advice. Many studies, excellent customer service is vital for several reasons, first, exceptional customer satisfaction resulting in a substantial increase in customer loyalty 96 percent (96%) and retention 94 percent (94%) (Biloshkura, 2023).

Further, happy customers are more prone to revisit a brand for upcoming purchases and evolve into loyal advocates, thus reinforcing the company's lasting accomplishment. Second, delivering excellent customer service for customer establishes a positive brand image encouraging satisfied customer to share their experiences through word-of-mouth referrals. Favorable word of mouth serves as potent marketing instrument, drawing in new customer and naturally expanding the grand customer community (Biloshkura, 2023). Furthermore, but just importantly proficient customer service forms the foundations for establishing trust and credibility with customers when a brand consistently provides reliable support and assistance (Biloshkura, 2023).

In Tagbilaran, Bohol, Philippines. Café as an establishment primary sells refreshing drinks, snacks, and light meals with coffee being their flagship. Customers have linked to business success as well as customer satisfaction and customer loyalty (Cunado, 2020). Further, Camarines Sur growing coffee culture was one of the factors that within the encouraged to opening of the local coffee shop in the province. Local coffee producers have faced an intense competition to produce flavored coffee and provide valued to customer perhaps local café are thriving today. Undoubtedly customer service is directly linked to customer satisfaction and anchored in the expectancy confirmation (Nunkoo, 2019).

Conversely, The core competency of the service sector is customer support, which goes beyond the basic transaction of goods and services; it all embodies a commitment to comprehend, anticipate, and meet client demands with the greatest precision and care (Nunkoo, 2023).

By comprehending the complex nature of customer service within the context of selected cafes, researchers prepare the way for enhanced delivery, increased customer loyalty, and a flourishing café culture that thrives on a foundation of extra ordinary customer satisfaction. However, it depends on services from selected cafes within customer satisfaction and their consistency, efficiency, and overall performance.(Nunkoo, 2023).

The study was anchored on Customer Delight and Market Segmentation Theory (Matzler, 2018). The author discussed that there is growing evidence that the characteristics of product and services may be divided into three fundamental categories and exciting aspects, each of which has a distinct impact on overall satisfaction. These categories include customer delight, market segmentation, and application of the three component theory satisfaction. This has received a great deal theoretical support as well as empirical confirmation.

This significance of differentiating this aspect has been acknowledge by researchers and practitioners as means of enhancing customer satisfaction management, interestingly, no one has discussed market segmentation in this setting up until now. This research presents a comprehensive empirical investigation that explores the various function of performance, enthusiasm, and basic elements in various market categories (Matzler, 2018).

The study was supported by the Asian market and Customer Satisfaction Theory. (Natarraajan, 2018). Focuses on asian market and customer satisfaction and is incredibly well suited to research customer service and how it affects consumer satisfaction. This is due to the fact that it specifically tackles the special difficulties and chances brought forth by Asia's varied cultural and economic environment. The idea recognizes that Asian markets are expanding quickly and that customer satisfaction models must be modified to account for these unique features, demands, behaviors, and improved service delivery.

This is important since, in comparison to their Western counterparts, Asian customers have frequently different values, expectations, and purchasing habits. The idea offers a basis for comprehending how customer service needs to be customized for the Asian setting by identifying these distinctions (Natarajaan, 2018).

In contemporary marketing theory and practices, customers' happiness is a fundamental idea that stresses satisfying customers and making money in the process. Searching the suitability of customer satisfaction models and theories in Asian nations which differ from Western nations in terms of their economies and culture becomes more crucial in light of the rapidly expanding Asian marketplace (Natarajaan, 2018).

Thus, scholars interested in developing consumer satisfaction research in Asia are brought together for this special issue from a variety of disciplines. When taken as a whole, these articles offer helpful information for anyone wishing to comprehend the essential components of effective customer satisfaction management in Asia (Natarajaan, 2018).

According to the Trust and Customer Services Theory (Gruenewald, 2020). This theory suited in this research, because in order to achieve business success in the rapidly expanding Asian markets, this theory directly supports and relates to the concept of customer service and its significant impact on customer satisfaction. It emphasizes the importance of understanding cultural contexts, providing excellent customer service, and measuring customer satisfaction.

This theoretical overview begins with searching of the theoretical underpinnings of trust and then focuses on the major theories of trust that synthesize the formation, violations and restorations of service industries. Based on this, suggestions are made for further study as well as service companies and their representative in terms off of fostering client trust and customer satisfaction.

This theory fits the study well since it directly addressed the important role that client trust plays in the service industry, especially when it comes to Asian markets. The idea highlights the necessity of tailoring customer satisfaction models to the particular characteristics of Asia by acknowledging the distinct problems.

Furthermore, this study offers a strong framework for comprehending the dynamics of trust in a service environment by examining the theoretical foundations of trust and important theories that summarize the establishment, betrayal, and restoration of trust in service sectors.

Additionally, in line with the study's objective of providing actionable advice, the paper provides helpful suggestions for service providers and their representatives for cultivating client trust, and for businesses, it can develop culturally customer service strategies that resonate with consumers.

By implementing culturally relevant customer service strategies that align with customer expectation, organization can enhance their service delivery and foster strong, trust-based relationship with their clientele. By leveraging this insight, businesses can better navigate the complexities of customer trust, reinforce reliability and credibility (Gruenewald, 2020).

1.1 Research Questions:

This study seeks to answer the following core question: *How does customer service and its impact on the customer satisfaction on the selected cafes in Cagayan De Oro City?* Supporting questions examine the demographic profile of respondents in terms of age, sex, educational attainment, and average monthly income; the respondents assessment of customer service regarding, responsiveness, reliability, and empathy; and customer satisfaction based on customer expectation, perceived value, and service quality. The study also explores the significant difference on the impact of customer service when respondents are grouped according to their profile, the significant relationship between customer service and customer satisfaction, and what intervention plan can be formulated to improve customer service for customer satisfaction.

1.2 Purpose of the Study:

This study aims to look at how customer service affects customer satisfaction in Cagayan de Oro City. Understanding how people use services, what they like, and what's make them happy. Aim to look at the various aspects of service delivery, customer preferences, and the factors that contribute to overall satisfaction levels. On the otherhand, Inquiring cooperation between customer service and customer satisfaction on selected cafés, searching key factors that influences consumer perceptions and experiences. The quality of interactions, the consideration of staff, and the overall ambiances are key factors in customer happiness and repeat encouragement. The quality interactions, the considerations of staff, and the overall.

1.3 Significance:

The result of the study will benefit the student for having a recent experience as customer themselves, allowing them to offer insight in to current trend and customer expectation. Researcher by analyzing customer feedback, reviews, and complaints to identify pattern and trends related to customer service issues. Future researcher can contribute by refining existing theoretical framework, developing new model, and exploring innovative research methodologies to gain a deeper understanding of customer dynamics. Businessman that can proved valuable insight into the practical challenges of their own businesses. Customers so they can provide into their satisfaction.

2. Methods

2.1 Research Design

This study used descriptive quantitative correlation research design. Researchers collect data to explain the variables of interest and figure out how they relate. Moreover, research offers a powerful approach by the strengths of quantitative methods.

This integrated approach provides a more comprehensive understanding of a research problem, allowing researchers to probe deeper into complex phenomena through quantitative methods while quantifying and generalizing findings with quantitative methods.

Further, research design, the blueprint for any empirical study, serves as a guide for achieving research objectives in a manner (Gupta, 2020). A research design is a framework or plan that outlines the methods and techniques a researcher uses to conduct this study.

It is essential for the blueprint on how the research was carried out, ensuring that the research problem is thoroughly investigated. A well-designed study prioritizes the creation of investigations that yield convincing results (Bowers & Kuklinski, 2020). The study Included the collection of data that delivered information on customer service and its impact on the customer satisfaction on selected cafes in Cagayan de Oro City.

2.2 Participants and Sampling Method

The respondents of this study were regular customers of Café A, Café B, Café C, Café D, and Café E in Masterson Avenue Cagayan de Oro City. This study utilized random sampling and were based on the total average population of 716 regular customers from the 5 selected cafes in Uptown North Wing in Cagayan de Oro City and the list was taken from the different managers in the selected cafes. In this manner, the researchers were able to determine the sample size of 257 respondents using the sloven formula by Sloven (1960) with a 5% of the desired margin of error, and N is the population size.

2.3 Inclusion criteria included:

- (1)** Individuals who are regular customers of Café A, Café B, Café C, Café D, or Café E.
- (2)** Customers who are 18 years old and above and capable of giving informed consent to participate in the study.
- (3)** Customers who are honestly and voluntary participation with complete survey responses.

These respondents were identified as appropriate participants because of their direct experiences with the cafés' service quality, customer interaction, and overall satisfaction, aligning with the objectives of this research.

2.4 Research Instrument

Data were gathered using a structure questionnaire with two main sections:

Part I: contained items pertaining to the demographic profile. According to age, sex, educational attainment, and average monthly income.

Part II: covered questions relating to the customer service and its impact on the customer satisfaction.

The customer service questionnaires were adjusted and adapted from a prior study conducted by Crisologo (2022). Additionally, the customer satisfaction surveys were taken from a prior study by Kabir (2019) and adjusted to fit the factors of the current investigation. In order to properly recognize their work, the researchers asked the aforementioned legitimate proprietors of the instrument for permission.

2.5 Data Gathering Procedure

The researchers sought the approval of Head managers and Supervisors to formally inform regarding the intention to conduct a survey and consequently the inclusion of the selected cafes are respondents of the study. The aforementioned letter was supported by the research instructor of the Bukidnon State University of Baungon Campus. Additionally, key informant interviews were conducted to gain more valuable insights and wider perspectives pertaining to the customer service and its impact on the customer satisfaction.

2.6 Ethical Considerations

The study ensured ethical compliance by:

- Informed Consent
- Confidentiality and Anonymity
- Voluntary Participation
- Minimization of Risk and Responsible Data Handling
- Ethical Approval

2.7 Data Analysis

Collected data were encoded and analyzed using SPSS software. The following statistical tools were used:

- **Descriptive Statistics** - frequency and percentage, mean and standard deviation to determine the profile of the respondents.
- **Pearson R** to test significant relationship between the customer service and customer satisfaction.
- **T-test and ANOVA** determining the significant difference in the customer service when grouped according to their profile
- Responses were qualified using a four-point Likert scale, interpreted as follows:

Scale	Range of Means	Response	Interpretation
4	3.26-4.00	Strongly Agree	Very High
3	2.51-3.25	Agree	High
2	1.76-2.50	Disagree	Poor
1	1.00-1.75	Strongly Disagree	Very Poor

3. Results

Table 1. Demographic Profile of Respondents

Factor	Frequency	Percentage (%)
Age		
18 years old and below	48	19
19 - 24 years old	93	36
25 - 30 years old	76	30
31 and above	40	15
Sex		
Male	128	50
Female	129	50
Educational Attainment		
Elementary	2	1
High school	11	4
Senior High School	54	21
College	190	74
Average Monthly Income		
Php 5,000.00-Php 10,000.00	101	40
Php 10,100.00-Php 15,000.00	73	28
Php 15,100.00-Php 20,000.00	36	14
Php 20,100.00-Php 30,000.00	15	6
Php 30,100.00 and above	32	12

Table 2. Summary Results of Customer Service

Customer Service was evaluated in four domains: **Responsiveness, Reliability, and Empathy.**

Customer Service	Mean	Std. Deviation	Interpretation
Responsiveness	3.47	0.04	Very Good Customer Service
Reliability	3.50	0.06	Very Good Customer Service
Empathy	3.49	0.10	Very Good Customer Service
Overall	3.48	0.01	Very Good Customer Service

Table 3. Summary Results of Customer Satisfaction

Customer Satisfaction was evaluated in four domains: **Customer Expectation, Perceived Value, and Service Quality.**

Customer Satisfaction	Mean	Std. Deviation	Interpretation
Customer Expectation	3.53	0.05	Very High Customer Satisfaction
Perceived Value	3.55	0.07	Very High Customer Satisfaction
Service Quality	3.58	0.05	Very High Customer Satisfaction
Overall	3.55	0.02	Very High Customer Satisfaction

Table 4. Significant Difference in the Customer Satisfaction When Grouped According to their Demographic Profile

	Customer Satisfaction					
	Customer p-value	Expectation Decision on HO	Perceived p-value	Value Decision on HO	Service p-value	Quality Decision on HO
Age	<0.05	Reject	<0.05	Reject	<0.05	Reject
Sex	>0.05	Accept	>0.05	Accept	>0.05	Accept
Educational Attainment	<0.05	Reject	>0.05	Accept	<0.05	Reject
Average Monthly Income	<0.05	Reject	<0.05	Reject	<0.05	Reject

Table 5. Significant Relationship Between Customer Service and Customer Satisfaction

Variables	Customer Satisfaction	
	R	P
Customer Service Strength Interpretation	0.708745	< 0.01 Strong Highly Significant

4. Discussion

This study examined how customer service affects customer satisfaction among selected cafés in Cagayan de Oro City. The results of the study aim to improve customer service for customer satisfaction and to provide insights for café businesses on how to maintain service excellence while meeting customer needs and expectations. Furthermore, the findings serve as a guide for developing an intervention plan that strengthens customer engagement, promotes service reliability, and ensures consistent satisfaction through effective customer service strategies.

4.1 Interpretation of the Results

The findings of the study revealed that customer service has a strong and positive relationship with customer satisfaction. This indicates that the quality of customer service directly influences how satisfied customers feel toward the cafés they visit. The results show that the selected cafés provide very good customer service characterized by timely assistance, dependable staff performance, and genuine concern for customers' needs.

Similarly, customers expressed very high satisfaction with the cafés' ability to meet their expectations, provide good value for money, and deliver consistent service experiences. This suggests that the cafés effectively combine product quality, fair pricing, and personalized service to ensure customer happiness.

However, the study also revealed differences in satisfaction among customers from various age groups, educational backgrounds, and income levels, implying that these groups perceive service quality differently. This highlights the importance of tailoring café services to suit different customer preferences and lifestyles. Offering flexible pricing options, targeted promotions, and personalized interactions can help maintain satisfaction across diverse customer segments.

Both male and female respondents displayed similar levels of satisfaction, showing that service quality is valued equally across genders. Still, differences in perceptions based on income and education suggest that affordability and perceived value remain important factors influencing customer loyalty. Cafés that not only provide quality products but also create meaningful experiences through responsiveness, reliability, and empathy are more likely to retain loyal customers.

Overall, the results emphasize that excellent customer service—marked by reliability, responsiveness, and empathy—is the foundation of customer satisfaction. While product quality and pricing contribute to a positive experience, the human aspect of service remains the most vital factor in building customer trust and long-term loyalty. The findings affirm that when cafés consistently demonstrate care, attentiveness, and dependability, they strengthen customer relationships, encourage repeat visits, and promote positive word-of-mouth.

In conclusion, the interpretation supports the idea that strong customer service practices enhance customer satisfaction and business success. For cafés in Cagayan de Oro City, balancing operational efficiency with genuine human interaction is essential. By fostering a service culture built on empathy, reliability, and responsiveness, businesses can maintain customer trust, encourage loyalty, and sustain growth in a competitive café industry.

4.2 Comparison with Existing Literature

The finding of the study affirms that customer satisfaction is greatly influenced by the marketing mix, customer expectations, and service quality, which aligns with the works of Guido (2015), Juquilon (2022), and Hinlayagan (2018). These authors collectively emphasized that elements such as product, place, and service experience are significant predictors of customer loyalty. Similarly, the current study confirms that these factors play a vital role in shaping customers' perceptions and satisfaction in selected cafés in Cagayan de Oro City.

Similarly, the study's results agree with the findings of Kandampully and Zhang (2020) and Lee and Lee (2023), which underline the importance of consistent and personalized service in achieving customer satisfaction. The current research also observed that maintaining reliability and delivering personalized care help strengthen emotional connections between staff and customers, thus fostering repeat patronage and loyalty—mirroring the conclusions of these previous studies.

Moreover, the findings of the present study support Apostolopoulos et al. (2020) and Kim and Lee (2023), who found that perceived value, especially the balance between price and quality, strongly influences satisfaction and loyalty. The results show that when cafés in Cagayan de Oro City provide high-quality products that justify their prices, customers perceive greater value, leading to high satisfaction and continued patronage.

Additionally, the current study validates the claims of Harris and Goetz (2020) and Sharma et al. (2023), who highlighted the role of responsiveness in developing loyalty and a positive brand image.

Similar to their findings, the study revealed that customers appreciate timely, attentive, and personalized service, which not only meets but exceeds expectations, strengthening customer trust and overall satisfaction.

Lastly, the results of the study parallel those of Oliver (2020) and Barreda (2021), who both emphasized balancing emotional and operational aspects of service—empathy, convenience, and operational efficiency—to enhance satisfaction. The study found that cafés that display empathy and adapt to customers' needs (such as flexible service hours and attentive communication) foster deeper emotional connections and long-term loyalty.

In summary, the current study affirms and aligns with existing literature by demonstrating that customer satisfaction in cafés is driven by a combination of factors—service quality, responsiveness, reliability, empathy, perceived value, and fulfillment of customer expectations. These elements collectively contribute to customer loyalty, positive word-of-mouth, and sustained business success, reflecting consistent patterns observed across prior research in the hospitality and café industries.

5. Conclusion and Implication of the Findings

The findings of the study hold significant implications for cafes in Cagayan de Oro City, emphasizing the critical need for strategic investment in customer service. Prioritizing comprehensive staff training programs that focus on enhancing communication, responsiveness, reliability, and empathy is essential to meet and exceed customer expectations. Tailoring services and marketing efforts to address the diverse needs of different demographic

segments, such as age, education, and income levels, can further improve customer satisfaction. By aligning price and quality, customizing experiences, and optimizing operating hours, cafes can enhance perceived value and cultivate a customer-centric culture that fosters loyalty and positive word-of-mouth.

These insights also have important implications for marketing strategies. Highlighting responsiveness, reliability, and empathy in marketing communications can attract and retain customers. Promoting a customer-focused culture, leveraging positive feedback, and implementing effective loyalty programs can build trust and credibility, ultimately driving sustainable business growth. By continuously monitoring customer feedback, assessing employee performance, and fostering a culture of continuous improvement, cafes can ensure they adapt to changing customer needs and maintain a competitive edge in the market.

Finally, the study contributes to the existing body of knowledge by validating established theories on customer satisfaction and service quality within a specific regional context. It provides empirical evidence of the relationship between customer service and customer satisfaction, while also offering insights into the influence of demographic factors on consumer behavior.

Future research should focus on longitudinal studies, comparative analyses, and qualitative investigations to gain deeper insights into customer experiences and the impact of technology on the cafe industry, ultimately informing best practices and strategies for enhanced customer satisfaction and business performance.

5.1 Limitation

This study was focused on the customer service and its impact on the customer satisfaction on the selected cafes in Cagayan de Oro City. To look at how customer service affects customer satisfaction. Cafe A and Cafe B are located at Masterson Avenue, Cagayan de Oro City. On the other hand, Cafe C is located at Second level SM Masterson Avenue. And Cafe D and Cafe E are located at Uptown North wing, Cagayan de Oro City. The five selected Cafe has similar offering such as frappe, pastries, hot and cold drinks, dessert and meals.

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