Research Article

Pricing Strategies and Customer Satisfaction in Coffee Shops: A Case Study in Camarines Norte, Philippines

Ma. Reina A. Mabeza*

Faculty, Department of Business Administration, College of Business and Public Administration
Camarines Norte State College, Daet, Camarines Norte, Philippines

ABSTRACT

This study examines the impact of pricing strategies on customer satisfaction, aiming to improve customer experiences and foster long term loyalty within the coffee shops business in Camarines Norte, Philippines for the year 2022. Utilizing a descriptive correlational research design, data was collected through face-to-face interviews with 150 respondents selected via purposive sampling. The findings reveal that the majority of respondents were females aged 15-30, visited coffee shops weekly. Sixty-two (62) percent of the respondents describe that coffee shops establishments used competitive-based pricing. Among various pricing strategies, value-based pricing was perceived as the most effective, with an average rating of 4.60. Respondents strongly agreed that service quality aligned with pricing strategies significantly influences customer satisfaction, scoring an average of 4.26. A test of significant relationship using Biserial correlation coefficient between competitive pricing, value-based pricing, and product bundle pricing regarding the impact on customer satisfaction cues indicate a statistically significant relationship at $p<0.05$, denoting a positive relationship between the pricing strategies and customer satisfaction. The study concludes that pricing strategies is a crucial element of the marketing mix that directly affects customer satisfaction and business profitability. Although, no universal pricing strategy may exist, understanding customer satisfaction is essential for identifying effective pricing policies. Therefore, it is recommended that coffee shops need to develop comprehensive business models to enhance pricing strategies aimed at increasing market share and sustaining growth in the coffee shop sector.

***Keywords**: Biserial rank correlation, Coffee shops, Customer satisfaction, Pricing strategy*

Introduction

Coffee is the most popular beverage in the world (Wadhawan & Anand, 2020; Higashi, 2019; Bosso et al., 2021). In an article published by Statista.com (2022) for the year 2020 up to 2021 about 166.63 million bags of coffee were consumed worldwide, a slight increase from 164 million bags in the previous year. The aroma and the taste it generated and the experience of a unique and calm atmosphere in the shop's premises make coffee shops or cafes become in demand and popular (Anderson, 2019), hence a promise of a big business (Webb, 2021; Carson, 2017). However, despite a thrilling experience in opening or engaging in this kind of entrepreneurship, significant factors need to be considered like the price of the product which may affect the satisfaction of the customers.

Kotler and Gui (2021) define price as the monetary amount charged for a product or service, or the total value that consumers exchange to receive the benefits of using that product or service. As a vital element of marketing, pricing significantly influences purchasing decisions by shaping customer perceptions, fostering brand loyalty, and ensuring overall customer satisfaction (Ahmed et al., 2023; Jannah and Dwijayanti, 2021). In conjunction with quality, convenience, and brand image, price is recognized as one of the most critical factors in customer decision-making (Gautama and Rahadi, 2020). A written article published in upMenu (2024) it delineates the importance of value-based pricing, stressing deeper understanding on how to communicate effective value proposition to customers. In the study conducted in the hospitality industry a statistically significant relationship was found between economy pricing and customer satisfaction, which suggested that pricing strategies is a critical factor in enhancing customer satisfaction and loyalty (Trebicka et sl., 2023). Moreover, a clear communication regarding pricing decisions nurture faith and retention among customers, heading towards higher customer satisfaction (Maspul, 2024). Even in e-commerce business, assessing pricing strategies as predictor for customer satisfaction is highly imperative, especially determining its impact on the behavior of Gen Z (Abdulsalam et al., 2024).

Hence, pricing strategies is a key predictor of overall customer satisfaction (Singh et al., 2022), which ultimately impacts the profitability and sustainability of coffee shop businesses (Magloff, 2021).

In the Philippines, the hot coffee beverage is consumed by nine out of 10 Filipino households on a regular basis (Business Mirror, 2018; PSA, n.d.). According to the latest survey by the Philippine Statistics Authority (n.d.), the Philippines' coffee consumption from 2014 increased by 8.8 percent. Leaño (2018), pointed out that the increase in local demand for coffee, particularly in the urban areas, supported the emergence of a specialty coffee sector, the proliferation of high-end brands coffee stores as well as the risen of small local coffee shops players. Coffee shops are currently a rapidly developing business and have become a popular trend in food services (Daufina et al. 2019).

Locally, in the province of Camarines Norte due to the rising demand for coffee products, a huge number of coffee shop business has emerged over downtown areas, with each one offering unique blends and brewing methods to attract coffee enthusiasts and connoisseurs alike. Since this coffee business offer almost the same flavors of coffee, local resident and tourist alike tends to discover the tastes of different coffee shops notwithstanding the price, fostering a vibrant coffee culture that celebrates diversity and innovation in brewing techniques and flavor profiles, consequently, it is a relevant setting to explore the effectiveness of various pricing strategies. In most cases, customers of the coffee shops associate the price they pay for a product with its value, believing that higher prices reflect better quality. For the local businesses aiming to thrive, customer satisfaction is a crucial parameter for maintaining loyalty. Appropriately pricing products is essential for keeping customers satisfied and loyal, especially in the highly competitive coffee shop industry, where customers are increasingly demanding higher quality in products, reasonable prices, and best services.

Further, due to province unique socio-economic landscape, characterized by a blend of urban and rural influencers, provides an opportunity to examine how local demographics and consumer behavior specifically affect

customer satisfaction in relation to pricing. In an environment characterized by business uncertainty and shifting trends, it is vital for coffee shops to understand how to delight their customers for when customers feel valued, they are more likely to continue patronizing a business, leading to increased customer loyalty and overall satisfaction. Therefore, implementing an effective pricing strategy is a factor that makes each coffee shops different from one another and triggers customers satisfaction. Lastly, the study can contribute valuable insights to local coffee shop owners and stakeholders, enabling them to develop tailored pricing strategies that enhance customer satisfaction and foster sustainable business practices within the community.

Based on the factors mentioned above, this study is essential for coffee shop owners, as it will answer research gaps like providing insights directly applicable to local coffee shops and their unique customers' base; it offers a more targeted analysis than general discussion found in previous literature; the current study also examine specific cues related to quality, value and service concerning pricing and how these cues interact with pricing strategies to influence customer satisfaction directly, thereby filling a critical gap in understanding customer behavior; lastly, the current study aims to provide practical recommendation tailored for coffee shop owners in Camarines Norte. This actionable insight based on the localized context can help bridge between theoretical research and practical application in a competitive market.

Review of Related Literature
This section is a presentation and discussion of the related studies which help framed the direction in the conduct of the study. The concepts, theories and findings by some local and foreign authors served as guide and references in framing and conceptualizing the study.

Influenced of Pricing Strategies to the Customer Satisfaction
The study of Ali and Anwar (2021) discusses the influencing factors that guide customer satisfaction. As an important part of Marketing strategies, penetration, and skimming pricing shows significant influence on the buying behavior of the customers that leads them to become delighted with the product that has been offered in the market (Zhang and Chiang, 2020). Furthermore, deciding on the type of pricing strategy to be used in business operations is one major decision for any entrepreneur to succeed. Pricing the product or a service need to consider the external stakeholder of the business such as the possible target market and the present competitive condition of the industry (Miralles-Quiros et al., 2019). In determining the price of the products or service, it may depend on the feedback from the customers and the competitors' strategy and positions since this can boost the business to target implied customer segment and protect its products from the rigid competition (Khedkar & Khedkar, 2021; Wambugu et al., 2021). On the other hand, the pricing scheme implemented by an electronic vehicle rental service is one of the most things to be considered that impacted the growth and trend of the EV rental industry. The study suggested that differential pricing increases profit and rise up customer satisfaction levels simultaneously (Miao et al., 2022; Wen et al, 2020). Meanwhile, Ali et al., (2021) examine the contributory factors of customer satisfaction in the restaurant business and the intervening variables include price sensitivity and fairness, better service, and the ambiance of the place. These variables often increase satisfaction and develop customer loyalty in the end.

Price as Cue of Customer Satisfaction
Ali et al. (2019) points out that there was a direct and positive relationship between price and consumer satisfaction. Njei Zephan (2018), explained that customer satisfaction is essentially the gap between what customers anticipate from a product or service before using it and their actual experience after consumption, which significantly influences their loyalty and future purchasing decisions. According to Chan (2017), when it comes to keeping customer satisfaction, a pricing approach may make or break the business sustainability. While higher prices may initially seem to displease buyers, customers ultimately feel more content and valued when products are priced fairly and

transparently, reflecting their true worth and quality. A price that is neither too high nor too low sends both a positive and negative message to the customer about the quality of the product, hence pricing strategy maintains a long-term cooperative relationship with the customers (Chan et al., 2018). Moreover, customer satisfaction is the core factor affecting consumers' repeated purchase behavior (Ge et al., 2021; Pamurty, 2020). The efficiency of pricing strategies was achieved when the customers were satisfied with the fairness of the prices to the products being purchased. Having a reasonable price is an accurate pricing strategy for the business to gain customers satisfaction (Amoako, 2022; Subrahmanyam and Arif, 2022). Satisfied customers manifesting repeat purchase are less expensive to advertise rather than to the passers-by that a coffee shops business needs to attract (Pelc, 2022) therefore in order to create customer satisfaction, the coffee shops need to provide excellent attributes like efficient price setting to meet customer satisfaction (Sasongko, 2020).

Objectives of the Study

This study aims to evaluate which pricing strategies most effectively enhance customer satisfaction in coffee shops in Camarines Norte.

Specifically, this study answer the following research objectives; 1.) describe the profile of the respondents in terms of sex, age, frequency of visit to the coffee shop, number of times avail/buy the product; 2.) identify the pricing strategies practiced or implemented by the coffee shops which entice respondents to buy the coffee products; 3.) evaluate the effectiveness of pricing strategies use by the coffee shops that entice the respondents; 4.) determine the cues influenced customers satisfaction with regards to pricing in the aspect of quality, value and service; and, 5.) determine if there is significant relationship between coffee shops' pricing strategies and customers' satisfaction.

Methodology
Research Design

The study utilized a descriptive correlational research design. Descriptive research design sought to describe the current status of an identified variable by providing systematic information about a certain phenomenon (Leedey and Ormond, 2001), while correlational research involves the measurement of two or more relevant variables and assess a relationship between or among those variables (Stangor & Walinga, 2019; Fernando, 2021). The descriptive design was used in the study in describing the respondents' perception of the pricing strategies used by the coffee shops and the cues which influenced customer satisfaction. On the other hand, the correlational approach tested the relationship between the pricing strategies and the cues for customers satisfaction.

Population and Sampling Technique

The population used in this study are customers who make purchases and visited the coffee shops. Since there was a larger population of customers who visited and make purchases from different coffee shops, purposive sampling was used to draw the sample size for the study. The qualifier in selecting the respondents was based on the number one specific objective- profile of the respondents particularly the frequency of visit to the coffee shop and the number of times avail/buy the product. These two variables provide deeper insights on the respondents understanding of the pricing strategies and customer satisfaction and how these factors influence their experiences and preferences. The use of purposive sampling in selecting the respondents also ensure that the sample includes individuals who actively engage with the coffee shop's offerings, making their feedback more relevant and applicable to the study's objectives. enabling a comprehensive analysis of how different pricing strategies affect satisfaction across different customer segments, making more appropriate in the everyday transactions in the coffee shops.

The researcher selected 10 coffee shops as the place where the respondents/customers were picked. From each coffee shop, 15 respondents/customers were purposively selected to become part of the total 150 sample size of the study. Since the population of the customers in the coffee shops business is very large, the researcher set to have 150 respondents for the study. This number offer accuracy

allowing to achieve 95% confidence level with 5% margin of error, ensuring statistical consistency and results' reliability. Moreover, it is more practical and feasible to collect data from 150 respondents, balancing the research purpose with resource limitations.

The participation of the respondents depends on their own judgment, willingness to cooperate, availability, and capacity to answer the survey questionnaire.

Data Collection

The researcher made survey questionnaire was the instrument used in data gathering. The survey questionnaire was checked and evaluated by the college research technical expert. It has four sections that correspond to the objectives of the study. A dry run was conducted in 15 individuals who were not included in the set criterion to validate the consistency and validity of the content of the survey questionnaire.

With the permission and cooperation of the coffee shop owners, the interview to the respondents was conducted at the designated premises in the coffee shops. Following the health protocols set forth by the local Inter-Agency Task force, strict measures, including physical barriers, mask-wearing, and sanitization of the interview space, were implemented to ensure participant safety. Though plastic barriers and wearing of mask are in placed this does not hampered the interviews to the respondents as the researcher establish rapport and friendly introductions, encourage the respondents to answer the survey questionnaire and willingly shares their experiences, most particularly during the FGD. Nevertheless, despite the challenges during that time of pandemic, data were consistently gathered through note taking and the first hand data was provided by the respondents and substantiated the interpreted survey responses.

Data Analysis

The data gathered about the profile of the respondents, the different pricing strategies, and the factors or cues that influenced customer satisfaction with regard to pricing were analyzed with the use of frequency and rank distribution. Frequency distribution is the common method to represent the number of individuals in a given category. It provides an overview of the entire data from the respondents about the pricing strategy and their satisfaction with the coffee shops, it simply gives an overview of how the respondent's responses are distributed, whether the response is high or low or are concentrated and extended along the given scale of measurement (Manikandan, 2011). While determining the level of effectiveness of the pricing strategies, the Likert scale and computation of weighted mean were employed. Moreover, a statistical tool of Biserial Rank Correlation Coefficient was used in determining the association between pricing strategies and the cues utilization variables to customer satisfaction in a coffee shop business (Turney, 2022).

Ethics Protocol

In line with the research best practices and ethical considerations, ethical protocol was observed in administering the study, ensuring that every participant was provided a free prior and informed consent (FPIC) form which was accomplished by the respondents before the actual conduct of the survey interview and the focused group discussion. Further, the researcher explained to the participants the rationale of conducting the study and guaranteed that any information obtained was intended only for the conduct of this research study. The respondents were assured that decision to become participant is within their free and voluntary act and not forced by any circumstances, thus any refusal does not mean to some extent bringing effects to their business. The names of the respondents were not disclosed in any section of this paper, to protect the integrity and personality of the respondents, and the coffee shops business as well in compliance with the Philippine Data Privacy Act of 2012.

Results and Discussions

This part presents the results about the coffee shops' pricing strategies and customer satisfaction based on the objectives of the study which consist of the profile of the respondents, the different pricing strategies espoused by the coffee shops, the effectiveness of the pricing strategy, the cues that affect customer satisfaction related to the pricing strategy and the

significant relationship between pricing strategies and customer satisfaction.

1. Profile of the Respondents

Sex and Age. Table 1 shows the profile of the respondents comprises of 63 male and 87 female wherein the majority are in the age bracket of 15-30 having a frequency of 115 or equivalent to 76 percent while the least is on the age bracket of 61 and above with a percentage of 2.

Table 1. Profile as to Sex and Age

Indicators		Frequency	Percentage
Sex	Male	63	42
	Female	87	58
	Total	**150**	**100**
	15 – 30	115	76
	31 – 45	22	15
	46 – 60	10	7
Age	61 and above	3	2
	Total	**150**	**100**

The results of the study revealed that females are the most frequent customer of a coffee shops. Results further shows that generation Z or aged 15-30 and millennials (25-40 years old) are considered to be a lover of coffee products. In an article written by Alfonso (2017), it demonstrates that young women in generation Z consume coffee more than men no matter how is the price of the product. These individuals have led the increase in the consumption of coffee beverages. The study of Robichaud (2022) highlights that female under generation Z is a significant component of market for the producers and sellers. These group of consumers provides influence on sustainable consumption and motivation for ethical food production.

Frequency of Visiting the Coffee Shop. Data in Table 2 shows the number of times the respondents visited the coffee shop where in 92 respondents or 56 percent visits the coffee shop in a weekly basis while 33 or 22 percent of them make their stop over at the coffee shop every month. The remaining 17 percent or equivalent to 25 respondents went to the coffee shop in a daily routine.

Table 2. Frequency of Visiting the Coffee Shop

Indicators	Frequency	Percentage
Every Day	25	17
Every Week	92	56
Every Month	33	22
Total	**150**	**100**

Results elucidates that majority of the respondent went to the coffee shops in a weekly manner. According to the respondents visiting or hanging to the coffee shop is form part of their lives, that there is a feeling of satisfaction once they go and keep hanging at the place with their friends. Respondents did not mention specific name of the coffee shops where they hang up since most of the shops offered same products strategies that suited to customer preferences. Moreover, respondents also pointed out that visiting coffee shop daily is pretty much interesting as they seen people who keep coming to the place and devouring to flavored coffee products like there is no tomorrow. The result of the study is with similarity from the article posted at the Perfect Daily Grind (2020) which stated that five percent of coffee shops customers return to the same cafe on the very same day and taking coffee becomes part of a daily life habit. This indicates that there is a lion's share of coffee

consumption in the province since the majority of the respondents preferred to purchase coffee products twice a week. This further proved that despite the numerous coffee shop business existing in the province, there is still a strong business potential for opening a coffee-related business.

Number of Times Avail or Buy the Product. The results presented in Table 3 inferred the number of times the respondents' avail or purchase product from the coffee shops where majority of the respondents or 65 percent buys the product twice a week while 33 respondents or equivalent to 22 percent buys in a daily basis. Results further showed that 13 percent or 19 respondents buys coffee beverage products in a monthly basis.

Table 3. Number of Times Avail or Buy the Product

Indicators	Frequency	Percentage
Every Day	33	22
Every Week	98	65
Every Month	19	13
Total	**150**	**100**

The findings of the study inferred that there is the largest share of coffee consumption in the province since the majority of the respondents preferred to purchase coffee products twice a week. Results denotes that customers were delighted with the prices that coffee shops have tendered with them. In a study by Prasilowati et al. (2021), price is one variable in the marketing mix that positively affect the satisfaction of the customers, it can mediate how the customers perceived the products quality and how it influences buying decisions. Further, it proves the marketing niche which states that delighting customers across product pricing is the business approach of fulfilling the pleasure of contentment after testing the outcome of the products' expected performance (Prabhu, 2022).

2. Pricing Strategies Practiced/Implemented by Coffee Shops that Enticed Respondents in Buying Coffee products

Pricing Strategies. In Table 4 data reflected the five different types of pricing strategies espoused by the coffee shops that attracted the respondents to purchase the products. Competitive-based pricing is the most common attractive pricing strategy of the coffee shops with the corresponding percentage of 44 percent. It was followed by the Cost-plus pricing strategy which attracted 41 respondents or equivalent to 27 percent. On the other hand, price skimming is the least strategy practiced by coffee shops which attracted the respondents to purchase the product with a percentage of 3.

Table 4. Pricing Strategies Espoused by the Coffee Shops

Indicators	Frequency	Percentage	Rank
Value-Based Pricing	25	17	3
Competitive-Based Pricing	66	44	1
Product Bundle Pricing	13	9	4
Cost-Plus Pricing	41	27	2
Price Skimming	5	3	5

The findings of the study indicated that most of the respondents were enticed by competitive-based pricing approach of the coffee shops. Respondents are aware in this kind of pricing strategy since most of the coffee shops implemented the same pricing scheme. One of the respondents commented that customers observed the manner in which the coffee shops set prices for their products. Khartit (2020) in his study pointed out that since coffee shops

are selling almost similar products competitive-based pricing is used more often in setting the price. Accordingly, it is mostly focused on competitors' prices and not on how customers perceived the value of the product. This further explained that for a certain coffee shop to get a possible deal with their customers, the shops need to match the price of their competitors in order to gain market share especially since many of the customers always consider price comparisons among the players in the coffee industry.

However, one respondent emphasized that it is not a better idea for the coffee shops to stick to this type of pricing strategy since it gave an impression that products being sold have the same level of quality or standard and cannot stand alone or be differentiated from other competitors' products in the market. This implied that if the coffee shops did not change their pricing strategy as well as differentiate their products over time, the tendency is that customers may change preferences thus leaving coffee shops like a fish who stopped swimming and was found dead in the water (Kim & Park, 2021).

Results further indicate that although competitive-based pricing is good enough, long-term implementation of it would not rather be the main ideology in determining the pricing approach since it will not help coffee shops to separate themselves from the competetion and in bolstering the image of their brand and products. The finding of the study has a similarity to the analysis conducted in the apparel industry by Shamsudin et al. (2020), which shows that price perceptions have something to do with customer satisfaction. Pricing strategy shows a positive relationship between customer satisfaction and determining sales tactics. It can also

be used in adjusting marketing strategy in order to gain market share and to sustain a competitive advantage in the market.

On the other hand, the least pricing strategy that attracted customers is the price skimming strategy. Abid (2022) emphasis that price skimming is a pricing strategy where the coffee shops set the highest price in the initial stage of product launching and then gradually lower it within the course of time in order to attract price-sensitive customers. This indicates that if the coffee shops have new types of products to be offered it is common that the highest price is set so that an easy return on investment will be secured. It also enables the coffee shops business to easily recover its cost quickly by making the most of the revenue it obtains. However, Dawson (2021) pointed out that price skimming is not a great strategy in an already saturated or busy market. It is not effective since other customers may not buy competing products with higher prices without seeing significant product innovation as compared to the original one.

3. The Effectiveness of Pricing Strategies from the Perspective of Customers

Effectiveness of Pricing Strategies. Data reflected in Table 5 indicated the effectiveness of different pricing strategies as perceived and experienced by the respondents/customers of the coffee shops. Majority of the respondents perceived Value-Based pricing as an extremely effective strategy with a weighted mean of 4.60 followed by the Product- bundled pricing having a weighted mean of 4.52 also interpreted as extremely effective, while the least strategy is the price skimming having a weighted mean of 4.11 interpreted as very effective pricing strategy.

Table 5. Effectiveness of Pricing Strategies from Customers' Perspective

Pricing Strategies	Weighted Mean	Adjectival Rating
Competitive-Based Pricing	4.32	EE
Value-Based Pricing	4.60	EE
Price Skimming	4.11	VE
Product Bundle Pricing	4.52	EE
Cost-Plus Pricing	4.20	VE

Legend: 4.21-5.00 = Extremely Effective; 3.41–4.20 = Very Effective;
1.00-1.80 = Not Effective; 2.61–3.40 = Moderately Effective; 1.81–2.60 = Slightly Effective

As to respondents' perspective on the effectiveness of pricing strategies used by the coffee shops, the study reveals that respondents' perceived Value-Based pricing as an extremely effective pricing strategy for coffee shops. The majority of the respondents believed that Value-based pricing is a customer-centered pricing strategy, implying that on top of any product features, the most important basis in setting the price is how the customer perceived the value or the worthiness of the products (Fehrenbach et al., 2021; Li, 2021) in satisfying the needs and wants of the latter. Dawson (2020b) in his article stress-out that Starbucks as a popular coffee shop around the world utilizes a value-based pricing strategy in order to maximize profit. The study established a notion that customers were the significant component of the business, letting them feel important by putting them first and guaranteeing that the prices they are paying for the products and services will have an equal amount the customers are willing to pay as well as based on customer expectations on the perceived value that they will be getting from the products of the coffee shop.

The present study has a similarity to the study conducted by Oliver and Swan (1989) as cited by Javed et al. (2021), which explained that the alignment between perceived value and price influences customer satisfaction, as individuals evaluate the worth of a product or service against its cost, leading to a greater likelihood of contentment when this balance is achieved. Henceforth, respondents affirmed that value-based pricing is the most effective pricing strategy because customers believed that whatever the price of the products was, it corresponds to the perceived value by the customers. On the other hand, price skimming was the least effective pricing strategy for a coffee shop based on the perspective of the respondents. According to Ziari (2022), price skimming can create a perception in the market that the product category itself is less exclusive or exciting. Therefore, customers are less likely to purchase when the pricing strategy adopted by the coffee shop is the price skimming scheme.

4. Cues that influence customer satisfaction related to the pricing strategy adopted by the coffee shop

Cues that influence customer satisfaction. Table 6 explains the factors that affected customer satisfaction related to the pricing strategy of the coffee shop. The respondents strongly agreed that services which are parallel to the price affects customer satisfaction with a weighted mean of 4.26, it was followed by the value of the product to the customers having a weighted mean of 4.21. Surprisingly, respondents agreed that quality of the product is the least factor that affects customer satisfaction with a weighted mean of 4.02.

Table 6. Cues that Influence Customers' Satisfaction

Indicators	Weighted Mean	Adjectival Rating	Rank
Quality of the product that match up the prices	4.02	VI	3
Value of the product that corresponds to the price	4.21	EI	2
Services that are parallel to the price	4.26	EI	1

Legend: 4.21-5.00 = Extremely Influential; 3.41–4.20 = Very Influential; 1.00-1.80 = Not Influential; 2.61–3.40 = Moderately Influential; 1.81–2.60 = Slightly Influential

In terms of the cues or factors that influence customer satisfaction related to the pricing strategies, the findings of the study revealed that service is the factor that extremely influences customer satisfaction. It is a challenge for coffee shops to showcase tangible and appealing elements associated with their services. As services are intangible in nature, coffee shops have to be responsive and provide reliable and excellent services at all times. In most cases, price is a secondary factor for the customer to be satisfied, what matter most for the customer is how the business treated them and how services are being delivered. A related study by Shen (2021), implies that service quality delivered a significant impact on customer satisfaction which resulted in customer loyalty.

The results show similarity to the findings of the present study in a way that it emphasized customer satisfaction is a fundamental factor for any business to survive in a highly competitive market. Moreover, Tzeng (2021) pointed out that excellent after-sale service is valuable in developing customer relationships thereby enhancing satisfaction and boosting a promise of repeat purchases. Although the price has a significant influence on customer decision making whether to buy the product or not and/or how much they need for the product, nevertheless, best customer service impacted the sales of coffee shops (Haq, 2018). Since most of the shops used similar pricing strategies, the denominator that makes each coffee shop distinct from the others is the manner of delivering customer service. This means that respondent was willing to pay as long as the coffee shops show improvement in the quality of the services they delivered. Respondents bestowed that the product having high price denotes not only product quality but also the services are equal with the amount tendered and it is more likely to develop a positive opinion towards the product and create a trusting relationship between the customer and the coffee shop business (Kaura et al., 2015; Wedhana et al., 2019).

The value of the products that correspond to the price is the second factor that affect the satisfaction of the respondents. In the marketing model, the value of the products helps the coffee shops in identifying the benefits that customers may derive from the cost of producing such products. It must have the ability to meet customers' needs, desirability, and product benefits (Ge et al., 2021). Respondents believed that the best value they get is the value equal to what they have spent regardless of social and economic standing (Tarigan et al., 2020). Coffee shops need to determine how customers perceived the value of their product and how would these customers be willing to pay. Topolska et al. (2021) explain that before buying a product, customers think about the various aspects attached to the product, its potential benefits, and the risk it may have before deciding to purchase the product. Value is an important concept for the respondents because it

could differentiate the product of the coffee shop from the competition.

Accordingly, when the product value gives the utmost pleasure and fulfillment, it leads to customer satisfaction (Wantara & Tambrin, 2020), which means that the price of the product is in accordance with the benefits the customers' perceived. The result of the present study demonstrated similarity to the previous analysis which explains that pricing strategy or price suitability improved customer satisfaction and enhanced the level of customer benefits wherein at the end encouraged customers' trust and repeat purchases. This only proves that the perceived value from the product is the main consideration in dealing with customer satisfaction (Chaerudin et al., 2021) implicating that the pricing strategy of the coffee shop has a significant impact on customer purchase decision-making and satisfaction.

Surprisingly, the notable results of the study implies that product quality is the last factor that makes a customer satisfied. One respondent explained that it is categorical for snack shops to offer quality products to their customer. The product must be exceptionally made or in the best taste quality, with higher consistency on product features and attributes to equal in the amount or rightly corresponds to the price that customers are willing to pay (Djumarno et al., 2021). In a similar study about price and quality, Tong et al. (2021) infer that different features of vacation rental homes are factors that strongly affect the prices of accommodation, it may include host responsiveness and the quality and size of Airbnb. As price and product quality define the potential of a business, coffee shops must have multiple alternatives, determine what customers mostly preferred, and how these alternatives compel their willingness to pay. It is essential for coffee shops to ensure product quality, yet is not affecting price affordability as it positively impacts customer satisfaction (Sugiono & Aisyah, 2021).

5. Relationship Between Pricing Strategies and Cues for Customer Satisfaction

In defining the significant relationship between pricing strategies and customer

satisfaction the study used Rank Biserial Correlation Coefficient (rrb) to determine if significant relationship exist between these pricing strategies and the factors or cues that influence customer satisfaction. The result presented in table below is tested at alpha 0.05 level of significance.

Correlation between pricing strategies and cues for customer satisfaction. In Table 7 data shows that the competitive pricing, value based-pricing and product bundle pricing has a correlation to Service as one cue for customer satisfaction with a computed rrb = 0.264, p = 0.026; rrb = 0.264, p = 0.026 and rrb = 0.241, p = 0.043 respectively. While in terms of Value as another cue for customer satisfaction, only value- based pricing correlated to the variables with a computed rrb = 0.316, p = 0.007

Table 7. Rank Biserial Correlation between Effectiveness of Pricing Strategies and Cues for Customer Satisfaction

Pricing Strategies	Cues Influence Customer Satisfaction		
	Quality	Value	Service
Competitive-Based Pricing	r_{rb} = 0.127, p = 0.291	r_{rb} = 0.21, p = 0.314	r_{rb} = 0.264, p =0.026*
Value-Based Pricing	r_{rb} = -0.007, p =0.952	r_{rb} = 0.316, p =0.007*	r_{rb} = 0.264, p =0.026*
Price Skimming	r_{rb} = 0.092, p = 0.447	r_{rb} =-0.059, p = 0.626	r_{rb} = 0.074, p =0.537
Product Bundle Pricing	r_{rb} = 0.215, p = 0.072	r_{rb} = 0.035, p = 0.775	r_{rb} = 0.241, p = 0.043*
Cost-Plus Pricing	r_{rb} = 0.013, p = 0.912	r_{rb} =-0.056, p = 0.645	r_{rb} = -0.034, p =0.778

*p < 0.05

With regards to the significant relationship of pricing strategies and cues for customer satisfaction, the Biserial Rank Correlation Coefficient signified a statistically significant association between the effectiveness of pricing strategies and the cues for customer satisfaction. This means, the more effective the pricing strategy, the more satisfied the customer. Setting price is an essential approach for the business to attract customers (Zhong & Moon, 2020). This indicates that customers are more likely to develop a satisfied relationship with the coffee shops when the latter used an effective pricing strategy and implements prices for products that are conformance with quality, value, and the services provided by the coffee shops (McCormick, 2017). Hence, price strategies provide an important indicator of customer satisfaction. Coffee shops that might be interested in assessing the long-term benefits of customer satisfaction should consider not only the effectiveness of different pricing strategies but also meet the standard of the quality set forth by customers (Sihite et al., 2023).

Moreover, the customer perceived value for the product shows a correlation to the coffee shop's pricing strategy like the bundle pricing approach. The approach of bundle pricing attracted those customers who perceived the value of the individual product component. Coffee shop owners must be aware that using bundled pricing strategy, must create a positive experience, build trust and leave a better impression which leads to customers' trust (Rivai, 2021) and encourage repeat purchases. Coffee shops need to do more than just serve good coffee but also provide an accurate pricing strategy and the best services to become more successful business (Moretti et al., 2022). Further, the study of Jawabreh et al., (2023) on hotels is similar to the result of the current study denoting that quality of service and price policies are factors that businesses need to consider to achieve customer satisfaction.

Thus, the implementation of effective pricing strategies brought an advantage to the coffee shops for having long-term customer satisfaction which eventually develop into customer loyalty. Although in some aspects market saturation has occurred, still the greater the customers' satisfaction with pricing strategies, the more the business can hold on to it, ensuring business growth and in maximizing profit.

Managerial Implications

The effectiveness of different pricing strategies implemented by the coffee shops helped shifted the way the business influence customer satisfaction. As the price demonstrated to have a highly positive relationship with customer satisfaction, particularly competitive and value-based- pricing approaches, every coffee shop needs to enhance marketing strategies in order to get loose to the competition. The cue utilization may also be considered as critical factors to induce customer satisfaction and delight. The findings of this study can be utilized as a basis to enhance market share and increase business value. Price is not only one significant component in delivering customer satisfaction but how business valued their customers through efficient services and providing the perceived value or the things they may offer to achieve the approval of their customers. Customer satisfaction is a lifelong challenge to coffee shops business; therefore, customer centricity should be a strategy to gain positive impression and be able to build long-term relationships with their customer.

Conclusion and Suggestions

Based on the study's results, it is clear that pricing strategy is a crucial element of a business's success. A well-crafted pricing strategy can positively impact customer satisfaction leading to increased sales volume and profitability. It was further concluded that the result of the study helps better understand the satisfaction of customers towards coffee shops' pricing strategies. Henceforth, it is suggested that coffee shops business invest time and resources in studying pricing strategies to identify the most effective policies for their products or services. Therefore, the study suggested that coffee shops to increase market share and sustain business growth. Additionally, coffee shops business should conduct market research, evaluate customer lifetime value, and review their feedback to determine the most effective pricing strategy. The owners of a coffee shops should develop a comprehensive business model to use as guide in setting a strategic price for their products. By following these suggestions, businesses can optimize their business operation and will create positive customer experiences, build long-term customer relationship, and ultimately gain positive impact on the success of their business. Moreover, further research can be conducted in this field with other additional variables of the marketing mix and be done in a wider or large scope of location.

Acknowledgement

The researcher would like to express sincere gratitude to the Camarines Norte State College for granting research fund for the conduct of this research study. Sincere appreciation is also conveyed to all individual who in one way or another makes this research paper possible.

References

Abid, H. (2022). A review on the most common pricing strategies. International Journal of Finance, Insurance and Risk Management.

Abdulsalam, T. A., Omolaja, R. A., Tajudeen, R. B., & Abdulazeez, S. O. (2024). Efficacy of Digital Pricing Strategies on Customer Buying Decisions in the E-Commerce Industry: A PLS-SEM Approach. *African Journal of Stability and Development* (AJSD), 16(1), 73–123. https://doi.org/10.53982/ajsd.2024.1501.03-j

Ahmed, S., Al Asheq, A., Ahmed, E., Chowdhury, U. Y., Sufi, T., & Mostofa, M. G. (2023). The intricate relationships of consumers' loyalty and their perceptions of service quality, price and satisfaction in restaurant service. *The TQM Journal*, 35(2), 519-539. https://doi.org/10.1108/TQM-06-2021-0158

Ali, B. J., & Anwar, G. (2021). Marketing Strategy: Pricing strategies and its influence on consumer purchasing decision. *International journal of Rural Development, Environment and Health Research,* 5(2), 26–39. https://doi.org/10.22161/ijreh.5.2.4

Alfonso, R. (2017). Here are 7 Reasons Why Millennial Women Spend More on their Coffee than

Anything Else. https://pop.inquirer.net/29636/7-reasons-why-millennial-women-spend-more-coffee

Ali, D., Alam, M., & Bilal, H. (2021). The Influence of Service Quality, Price, and Environment

on Customer Loyalty in the Restaurant's Industry: The Mediating Role of Customer Satisfaction. *Journal of Accounting and Finance in Emerging Economies,* 7(1), 143-154. https://doi.org/10.26710/jafee.v7i1.1587

Ali, S., Hussain, R. Y., Iqbal, S., Qalati, S. A., & Yuan, L. W. (2019). Impact of Price on Customer

Satisfaction; Mediating Role of Consumer Buying Behaviour in Telecom Sector. *International Journal of Research,* 6(4).

Amoako, G. (2022). Customer Satisfaction: Role of Customer Service, Innovation, and Price in

the Laundry Industry in Ghana. *Journal of African Business*, 23(1), 146-164, https://doi.org/10.1080/15228916.2020.1826855

Anderson, J. (2019). Why are Coffee Shops So Popular? https://esquirescoffee.co.uk/news/why-coffee-shops-so-popular/

Bosso, H., Barbalho, S., Goulart, R., & Otoboni, A. (2021). Green Coffee: Economic Relevance

and a Systematic Review of the Effects on Human Health. Critical Reviews in Food Science and Nutrition. https://doi.org/10.1080/10408398.2021.1948817

Business Mirror. (2018). Capital for Small Coffee Shop in the Philippines. https://start-mycoffeeshop.com/capital-for-small-coffee-shop-in-the-Philippines/

Carson, H. (2017). Café Pricing Strategy. https://bizfluent.com/how-8514302-make-menu-fastfood-restaurant.html

Chaerudin, S., & Syafarudin, A. (2021). The Effect of Product Quality, Service Quality, Price On

Product Purchasing Decisions on Consumer Satisfaction. *Ilomata International Journal of Tax and Accounting*, 2(1), 61-70. https://doi.org/10.52728/ijtc.v2i1.202

Chan, M. (2017). How Your Pricing Strategy Affects Customer Satisfaction. https://www.unleashedsoftware.com/blog/pricing-strategy-affects-customer-satisfaction

Chan, S., Nasir, N., and Zahari, Z. (2018). The Effect of Sponsorships, Personal Selling and Pricing

Strategies on Customer Engagement and Its Impact on Customer Retention of Dental Equipment Industry in Indonesia. In The 8th Annual International Conference (AIC) on Social Sciences (pp. 8, 21-36). Banda Aceh, Indonesia: Syiah Kuala University.

Daufina, D., Sutrisno A. D., & Priangani, A. (2019). The Rise of the Coffee Business Opportunity in Asia. http://proceedings.confe-rence.unpas.ac.id/index.php/oneasia/article/view/452/374

Dawson, T (2021). How Starbucks Uses Pricing Strategy for Profit Maximization. https://www.priceintelligently.com/blog/author/tucker-dawson

Djumarno, S. A., & Said, D. (2018). Effect of Product Quality and Price on Customer Loyalty through Customer Satisfaction. International Journal of Business and Management Invention.

Fehrenbach, D., & Herrando, C. (2021). The effect of customer-perceived value when paying for a product with personal data: A real-life experimental study. *Journal of Business Research*, 137, 222-232, https://doi.org/10.1016/j.jbusres.2021.08.029.

Fernando, J. (2021). What Is the Correlation Coefficient? https://www.investopedia.com/terms/c/correlationcoefficient.asp

Gautama, A. H., & Rahadi, R. A. (2020). Customer Preferences on Coffee Shop Consumptions: A

Conceptual Model. *International Journal of Business, Entrepreneurship and SMEs*, 2(3), 19-32. https://doi.org/10.35631/AIJBES.23003.

Ge, Y., Yuan, Q., Wang, Y., & Park, K. (2021). The Structural Relationship among Perceived

Service Quality, Perceived Value, and Customer Satisfaction-Focused on Starbucks Reserve Coffee Shops in Shanghai, China. Sustainability, 13(15), 8633. http://doi.org/10.3390/su13158633

Haq, I. (2018). Determination of Price and Customer Satisfaction. *Journal of Economicate Studies*, 1(2), 97-108. https://doi.org/10.32506/joes.v1i2.179

Higashi, Y. (2019). Coffee and Endothelial Function: A Coffee Paradox? *Nutrients*, 11, 2104. https://doi.org/10.3390/nu11092104

Jannah, E. D. T., & Dwijayanti, R. (2021). The Effect of Cafe Attempt and Prices on Customer

Satisfaction Coffee Shop Source Coffee Sidoarjo. *Journal Mantik*, 5(2), 898-906. https://doi.org/10.35335/jurnalmantik. Vol5.2021 .1417

Jawabreh, O., Masadeh, R., Bqaaeen, Y., & Alshurideh, M. (2023). Pricing Policies and Their Impact on Customer Satisfaction. In M. Alshurideh, B. H. Al Kurdi, R. Masa'deh, H. M. Alzoubi, & S. Salloum (Eds.), The Effect of Information Technology on Business and Marketing Intelligence Systems. *Studies in Computational Intelligence*, Vol. 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_138

Javed, S., Rashidin, M. S., & Jian, W. (2021). Predictors and Outcome of Customer Satisfaction:

Moderating Effect of Social Trust and Corporate Social Responsibility. *Future Bus Journal*, 7, 12. https://doi.org/10.1186/s43093-021-00055-y

Leano, P. (2018, March 31). Philippine coffee industry is hot and brewing. https://industry.gov.ph/philippine-coffee-industry-is-hot-and-brewing/

Leedy, P., & Ormrod, J. (2001). Practical Research: Planning and Design (7th ed.). Thousand Oaks,

CA.: SAGE Publications

Li, J. (2021). Impact of tourists' perceived value on brand loyalty: a case study of Xixi National

Wetland Park. Asia Pacific Journal of Tourism Research, 26(3), 262-276. https://doi.org/10.1080/10941665.2020.1862882

Kaura, V., Chalasani, D. P. S., & Sharma, S. (2015). Impact of Service Quality, Service

Convenience and Perceived Price Fairness on Customer Satisfaction in Indian Retail Banking Sector. Management and Labour Studies, 39. 127-139. https://doi.org/10.1177/0258042X14558188

Kim, J., & Park, E. (2021). The Spatial Design Marketing Strategy of Global Franchises That Take

into Consideration the Characteristics of Modern Consumers—A Study Involving the Global Coffee Companies of Starbucks and Blue Bottle. Land, 10(7), 716. http://doi.org/10.3390/land10070716

Khartit, K. (2020). Competitive Pricing. https://www.investopedia.com/terms/c/competitive-pricing.asp

Khedkar, C. E., & Khedkar, A. E. (2021). Pricing: A key ingredient of marketing strategy.

Vidyabharati *International Interdisciplinary Research Journal*, 13(1), 429-432.

Kotler, P. & Youg Gui, W. (2021). *7 P's of Marketing Management*. https://www.summariesworld.com/2021/05/marketing-management-book-summary.html

Magloff, L. (2020). *Cafe Pricing Strategy*. https://smallbusiness.chron.com/cafe-pricing-strategy-2722.html

Manikandan S. (2011). Frequency distribution. *Journal of pharmacology & pharmacotherapeutics*, 2(1), 54–56. https://doi.org/10.4103/0976-500X.77120

Maspul, K. A. (2024). Pricing Consistency in Coffee Business Management: A Comprehensive Study. *Journal Arbitrase: Economy, Management and Accounting*, 2(02), 78–86. Retrieved from http://paspama.org/index.php/Arbitrase/article/view/103

McCormick, M. (2017) *How to Use Pricing to Improve Customer Retention*. https://www.google./amp/s/blog.blackcurve.com/how-to-use-pricing-to-improve-customer-retention

Miao, R., Guo, P., Huang,W., Li, Q., & Zhang, B. (2022). Profit model for electric vehicle rental service: Sensitive analysis and differential pricing strategy. *Energy*, 249,

123736. https://doi.org/10.1016/j.energy.2022.123736.

Miralles-Quiros, M., Miralles-Quiros, J., & Redondo-Hernández, J. (2019). The impact of environmental, social, and governance performance on stock prices: Evidence from the banking industry. *Corporate Social Responsibility and Environmental Management*, 26(6), 1446-1456.

Moretti, J. (2022). *The 11 Reasons Why Coffee Shops Fail (A Practical Guide).* https://www.google.combarista-joy.com/why-coffee-shopsfail

Njei, Z. (2018). Relationship between customer satisfaction and customer loyalty. https://urn.fi/URN:NBN:fi:amk-201805178799

Pamurty, S. S. (2020). Attributes of the Coffee Shop Business toward Customer Satisfaction: Empirical Evidence From Starbucks Empire XXI Yogyakarta. Semantic Scholar: https://www.semanticscholar.org/paper/Attributes-Of-The-Coffee-Shop-Business-Toward-

Pelc, K. (2022). Beyond Self-Interest: Why the Market Rewards Those Who Reject It. Oxford University Press.

Perfect Daily Grind. (2020). How to Meet the Needs of Today's Coffee Shop Customer. https://perfect-dailygrind.com/2020/06/how-to-meet-the-needs-of-todays-coffee-shop-customer/

Philippine Statistics Authority. (n.d.). Philippine Coffee Industry Roadmap for 2017-2022. https://www.da.gov.ph › Phili...PDF Web results 2017-2022 Philippine Coffee Industry - Department of Agriculture

Prabhu, N., & Aithal, P. S. (2022). A new model on customers' attraction, retention, and delight (CARD) for green banking practices. *Retention, and Delight (CARD) for Green Banking Practices* (30 6, 2022).

Prasilowati, L., Suyanto, S., Safitri, J., & Wardani, M. (2021). The Impact of Service Quality on Customer Satisfaction: The Role of Price. *Journal of Asian Finance, Economics and Business,* 8(1), 451–455. https://doi.org/10.13106/jafeb.2021.vol8.no1.451

Rivai, J. (2021). The role of purchasing decisions mediating product quality, price perception, and brand image on customer satisfaction of Kopi Janji Jiwa. *Journal of Business and Management Studies*, 3(2), 31-42.

Pedro, M. (2020). The Complete Guide on Opening a Café. https://fnb-report.ph/12791/guide-on-opening-a-cafe/

Robichaud, Z., & Yu, H. (2022). Do young consumers care about ethical consumption? Modelling Gen Z's purchase intention towards fair trade coffee. *British Food Journal*, 124(9), 2740-2760.

Sasongko, F. (2020). Attributes of Coffee Shop as Antecedent of Customer Satisfaction. *Journal of Business and Behavioural Entrepreneurship*, 4(2), 106-124. https://doi.org/10.21009/JOBBE.004.2.09

Sihite, J., Tulung, J., & Pandowo, M. (2023). The influence of product price and store atmosphere towards customer satisfaction at fellow coffee. Jurnal EMBA: *Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi* Vol. 11 No. 1 (2023): JE. Vol 11 No 1 (2023) DOI: https://doi.org/10.35794/ emba. v11i1.45740

Singh, G., Slack, N., Sharma, S., Aiyub, A., & Ferraris, A. (2022), Antecedents and consequences of fast-food restaurant customers' perception of price fairness, *British Food Journal*, Vol. 124 No. 8, pp. 2591-2609. https://doi.org/10.1108/BFJ-03-2021-0286

Shamsudin, M. F., Nayan, S. M., Ishak, M. F., Esa, S. A., Hassan, S., & UniKL BiS (2020). Role of price perceptions towards customer satisfaction. http://hdl.handle.net/123456789/25126

Shen, C., & Yahya, Y. (2021). The impact of service quality and price on passengers' loyalty towards low-cost airlines: The Southeast Asia perspective. *Journal of Air Transport Management*, Volume 91, 2021,101966, ISSN 0969-6997. https://doi.org/10.1016/j.jairtraman.2020.101966.

Stangor, C. and Walinga, J. (n.d.). Psychologists Use Descriptive, Correlational, and Experimental Research Designs to Understand Behaviour. https://open-press.usask.ca/introductiontopsychology/chapter/psychologistsuse-descriptive-correlational-and-experimental-research-designs-to-understand-behavior/

Statista.com (2022). Total coffee consumption in the Philippines from 2014/15 to 2020/21. https://www.statista.com/statistics/314989/philippines-total-coffee-consumption/

Subrahmanyam, S., & Arif, S. (2022). Premium Pricing Strategy and Customer Retention–An Analysis. *International Journal of Early Childhood*, 14(03), 2022.

Sugiono, E., & Aisyah, T., (2021). The Effect of Product Quality, Price and Promotion to Customer Satisfaction and Loyalty in You Coffee and Resto in Jagakarsa. *Open Access Indonesia Journal of Social Sciences*, 4(1), 181-194. https://doi.org/10.37275/oa-ijss.v4i1.38

Tarigan, E., Wijaya, M., & Marbun, P. (2020). The Influence of Lifestyle, Physical Environment, and Menu Variety on Customer Loyalty through Customer Satisfaction in the Coffee Shop. *International Journal of Research and Review*, 7(3), 102-111.

Tzeng, S., Ertz, M., Jo, M. & Sarigöllü, E. (2021). Factors affecting customer satisfaction on online shopping holiday. *Marketing Intelligence & Planning*, 39(4), 516-532. https://doi.org/10.1108/MIP-08-2020-0346

Topolska, K., Florkiewicz, A., & Filipiak-Florkiewicz, A. (2021). Functional Food—Consumer Motivations and Expectations. *International Journal of Environmental Research and Public Health*, 18(10), 5327. https://doi.org/10.3390/ijerph18105327

Tong, W., & Gunter, U. (2022). Hedonic pricing and the sharing economy: how profile characteristics affect Airbnb accommodation prices in Barcelona, Madrid, and Seville. Current Issues in Tourism, 25(20).

Trebicka, B., Tartaraj, A., & Harizi, A. (2023). Analyzing the relationship between pricing strategy and customer retention in hotels: A study in Albania. *F1000Research*, *12*, 690. https://doi.org/10.12688/f1000research.132723.1

Turney, S. (2022, December 05). Pearson Correlation Coefficient (r) | Guide & Examples. Scribbr. https://www.scribbr.com/statistics/pearson-correlation-coefficient/

UpMenu. (2024). Restaurant Menu Pricing: 10+ Tips to Boost Menu Profit. UpMenu Blog. https://www.upmenu.com/blog/restaurant-menu-pricing/

Wadhawan, M., & Anand, A. (2016). Coffee and Liver Disease. Journal of Clinical and Experimental Hepatology, 6(1), 40-46. https://www.sciencedirect.com/science/article/abs/pii/S0973688316000177

Wantara, P., Hamat, Z., & Tambrin, M. (2020). The Influence of Service Quality, Satisfaction, on Behavioral Intention: A Study on the Tourism Destination of Gili Iyang Island, Sumenep, Indonesia.

Wambugu, H., Maina, E., & Ndung'u, P. (2021). Strategic Marketing Approaches and Market Penetration by General Insurance Companies in Kenya.

Wantara, P., & Trambin. M. (2019). The Effect of Price and Product Quality Towards Customer Satisfaction and Customer Loyalty on Madura Batik. *International Tourism and Hospitality Journal*, 2(1), 1-9.

Webb, R. (2021). How Big Is the Demand for New Coffee Shops? https://justlovecoffeefranchise.com/research/size-coffee-shop-market/

Wedhana, I., & Seminari, N. (2019). The Effect of Price, Service Quality, and Brand Image on Customer Satisfaction. *International Journal of Management and Commerce Innovations*, 7(1), 568-576.

Wen, D., Xiao, T., & Dastani, M. (2020). Pricing and Collection Rate Decisions in a Closed-Loop Supply Chain Considering Consumers' Environmental Responsibility. *Journal of Cleaner Production*, *262*, 121272.

Ziari, M., Ghomi-Avili, M., Pishvaee, M. S., & Jahani, H. (2022). A Review on Competitive

Pricing in Supply Chain Management Problems: Models, Classification, and Applications. *International Transactions in Operational Research*, *29*(4), 2082-2115.

Zhang, J., & Chiang, W. Y. K. (2020). Durable Goods Pricing with Reference Price Effects. *Omega*, *91*, 102018.

Zhong, Y., & Moon, H. (2020). What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender. *Foods*, *9*, 460. https://doi.org/10.3390/foods9040460