

Customer Retention Strategies of Café De Lipa in Market-Market, Taguig City: Basis for Improved Customer Experience

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Abstract

Customers are the fortitude of firms hence their main agenda is to produce a customer. Firms would not be able to uphold and increase their performance without customers as firms are believed to have no revenues, no profits, and therefore no market value. Coffee shops are undeniably popular in many countries. That's why people tend to consume a cup of coffee every day. cafe de lipa is one of the emerging coffee shops here in the Philippines by offering local coffee products and since competitors are extremely maintaining their customers smoothly this can affect the generation of their sales. This study focuses on assessing the effectiveness of customer retention strategies of cafe de lipa among its regular customers and how it helps the company in terms of sales generation and building customer relationship management. the researchers used a descriptive-correlational design method, with a quantitative type of survey questionnaire to collect, analyze, and interpret the data through the distribution of questionnaires to the regular coffee consumers of cafe de lipa. the researchers used purposive sampling or also known as judgmental sampling. The chosen population with a total of 50 sample sizes, making the overall sample size of the study. The findings of testing the relationship between the effectiveness of customer retention strategies to the level of perception of the customer show a very strong correlation between the two variables and it is statistically significant.

Keywords: Customer retention strategies, customer experience, firms, Coffee shops