

RESEARCH ARTICLE

Effects of Experiential Quality on Experiential Loyalty: Evidence from Starbucks Coffee Chains in Pampanga, Philippines

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Abstract: The study examines the effect of experiential quality on experiential loyalty among customers in Starbucks coffee chains in Pampanga, Philippines. Five hundred ninety-five customers were purposively sampled as respondents. By way of causal-predictive design and partial least squares path modeling, the results showed that experiential quality significantly and positively predicts experiential satisfaction, perceived value, and experiential trust. Concomitantly, it was found that perceived value is a trifocal predictor of experiential satisfaction, experiential trust, and experiential loyalty. The impact of experiential trust on experiential loyalty garnered the highest path coefficient, indicating its strong impact compared to the effect of experiential satisfaction on experiential loyalty, as well as perceived value on experiential loyalty. The mediation analysis showed that experiential satisfaction and experiential trust are both mediators of the relationship between experiential quality and experiential loyalty. However, experiential satisfaction has a stronger mediating effect compared to experiential trust.

Keywords: Coffee shops, interaction quality, physical environment quality, outcome quality, affective quality, experiential quality, experiential loyalty, experiential satisfaction, perceived value, and experiential trust

The coffee chain industries have thrived significantly across the globe, with a market size of at least NT\$25 to NT\$30 billion annually (Hung, 2012). As part of culture and way of life, coffee is an indispensable commodity that people take daily. Notably, caffeine is the most widely consumed psychostimulant in the world (McCusker et al., 2006). Coffee's size market is expanding, and competition among players has become more intense (Fang, 2012). However, the experience in terms of quality, satisfaction, perceived value, and trust in the product and services varies with people

and places. Loyalty to the brand is another thing to be considered because there are several coffee players in the industry that position themselves to become number one.

One of the biggest coffee chains is Starbucks Corporation, which began in 1971 as a small shop in Seattle Pike Place Market. It became a phenomenal company when Starbucks positioned itself to not only sell coffee but also offer an experience. Notably, it successfully Americanized the European coffee tradition through its current form (latte,

frappuccino, mocha, and espresso) and became a permanent part of the urban and gastronomic landscape (Sakal, 2018).

In the Philippines, the company has approximately 300 branches, which is a testament that Starbucks has won the hearts of Filipinos. There are three qualities that made Starbucks coffee and the Filipino people jive: the tradition of warm hospitality, constant need for connection, and the love for coffee (Starbucks Philippines, 2019). The rapid expansion of Starbucks coffee chain stores has transformed the Philippine coffee consumption landscape in almost all provinces across the nation. The province of Pampanga, where evidence was derived, has 15 Starbucks outlets strategically located in metropolitan centers (Starbucks Philippines, 2020). The Pampanguenos (people of Pampanga, Philippines), who boast of being culinary experts (Lacap, 2019a, 2020), are also coffee enthusiasts.

There are several studies in the hospitality, service, and marketing industries that identified models of quality (Altunel & Erkurt, 2015; Brady & Cronin, 2001; Britton & Rose, 2004). In these studies, experiential quality connotes either product quality or service quality. Notably, service quality and product quality relate positively to numerous variables such as customer satisfaction, perceived value, trust, and loyalty (Wu, 2017). Other variables like service reliability, customer buying intentions, commitment, well-being, and brand also interrelate with one another to a certain degree. Their relationships are vividly described in studies involving airlines (Wu & Cheng, 2013), transport (Wu et al., 2011), hotels (Wu & Ko, 2013; Nadiri & Hussain, 2005), restaurants (Bigné et al., 2005; Wu & Cheng, 2013), food services (Wu & Mohi, 2015), events, sports (Theodorakis et al., 2009), theme parks (Kao et al., 2008), museums (Wu & Li, 2015), heritage sites (Wan & Cheng, 2011; Wu & Li, 2017; Bigné et al., 2005), and festivals (Wu & Ai, 2016). Meanwhile, there are also studies involving the same variables in the medical fields (Rortveit et al., 2015), engineering fields (Paryani, 2011), and banking industries (Wu et al., 2019).

However, studies related to coffee industries explored the continuous improvement and service quality evaluation in coffee shops (Yuan et al., 2015), the effect of corporate brand image and customer satisfaction on loyalty (Tu et al., 2012), the impact of service quality and atmosphere on customer

satisfaction and loyalty (Shin et al., 2015), product quality, service reliability and management of operations (Paryani, 2011), the global consumer culture (Lin, 2004), consuming behaviors (Hung, 2012), customers perceptions of service quality (Doukoure & Supinit, 2016), consumer perceptions towards coffee (Fang, 2012), and performance analysis of international coffee outlet service quality (Adinegara & Turker, 2016). Despite the gamut of information on the different determinants of success of any coffee industry, more information needs to be uncovered and examined primarily in the context of Asian countries, like the Philippines.

The customer perception of the quality of the coffee chain is most likely associated with people's overall experiences. Unlike service quality, there are still limited studies examining customer experiential quality of specific hospitality participation, such as partaking in coffee stores such as Starbucks (Chen & Chen, 2010; Wu, 2017). According to Wu (2017), the dimensions of experiential quality vary across industries and cultures, and its original notion of service quality had numerous criticisms in terms of measurement.

Little was done to test the dimensionality of experiential quality using causal-predictive design in explaining the relationship with satisfaction, perceived value, trust, and experiential loyalty in the coffee industries in the Asian context, particularly in the Philippines. As such, these dimensions are multiple, and their complex relationships must be uncovered. Studies on coffee chain industries must explore the primary dimension and its sub-dimensions in the context of a cultural setting (Wu, 2017). Notably, experiential loyalty has become an essential factor in the hospitality industry because it is here where repeat order is observed and spells out the sustainability of a business (Wu & Ai, 2016; Yuan et al., 2015). According to Wu (2017), the applicability of the theoretical relationships to the sector of coffee chains remains scarce, especially with the pioneering notion of experience added to the construct, which is typically a Starbucks mode, such as experiential quality, experiential satisfaction, experiential trust, and experiential loyalty.

In this study, the theoretical framework posited by Wu (2017), referring to the multidimensional and hierarchical construct of experiential quality as drivers of loyalty, was adapted. According to Wu (2017),

the multidimensional and hierarchical model reflects the proposition that customers form their perceptions of each of the sub-dimensions and pertaining primary dimensions – interaction quality, physical environment quality, outcome quality, and affective quality – in order to form an overall experiential quality perception. (p. 472)

Through causal predictive analysis and structural equation modeling (SEM) using partial least squares (PLS) path modeling, the relationships of the higher-order construct of experiential quality with other latent variables such as satisfaction, value, trust, and loyalty were analyzed in the context of Starbucks coffee shops in the Asian-Filipino context. There is a need to infer if the multidimensional construct of experiential quality significantly influences experiential satisfaction, perceived value, and experiential trust. Moreover, there is a need to validate if customer perceived value affects experiential satisfaction, trust, and loyalty. More importantly, it is necessary to identify if experiential satisfaction and experiential trust are determinants of experiential loyalty, and at the same time, mediators between experiential quality and experiential loyalty—the primary endogenous variable in the study.

Hence, the purpose of the paper is to examine the interrelationships and the effects of experiential quality on experiential satisfaction, perceived value, and experiential trust as well as their direct and mediating effects on experiential loyalty.

Hypothesis Development and Research Framework

Experiential Quality

Experiential quality was concerned not only with features delivered by a provider but also with characteristics provided as an opportunity by the customer. Previously, it pointed only to the attributes of service quality that the enterprise brings to its customers. But today, the notion of experiential quality shifted on the overall judgment of customer experiences regarding the services they received. Previous studies show that individual perceptions of experiential quality are not only considered subjective (Graefe & Fedler, 1986) but are also affected by

socio-demographic factors (Graefe & Fedler, 1986) and psychological worldviews (Driver & Cooksey, 1977).

Several studies have presented different components of experiential quality. Dimensions of it include entertainment, education, and community (Cole & Scott, 2004); immersion, surprise, participation, and fun (Kao et al., 2008); physical surroundings, service providers, other customers, customer companions, and the customers themselves (Chang & Horng, 2010); the hedonism of product category, involvement, product complexity, and relationality (Lemke et al., 2011); customer processes, other customers, physical environment, contact personnel, provider processes, and the wider environment (Pareigis et al., 2011); learning, enjoyment, and escape (Altunel & Erkurt, 2015); interaction quality, physical environment quality, and outcome quality (De Rojas & Camarero, 2008); and interaction quality, physical environment quality, outcome quality, access quality, administration quality, and perceived enjoyment (Wu & Ai, 2016; Wu & Li, 2015; Wu, Li et al., 2016; Wu, Ai et al., 2016b).

In this study, experiential quality was measured based on the latest multidimensional and hierarchical model (Wu, 2017) to appropriately determine the holistic perception of customer experiential quality in the coffee industry. The dimensions of experiential quality are interaction, physical environment, outcome, and affective quality.

Interaction Quality

Brady and Cronin (2001) described interaction quality as the process of how the service is delivered to the customers. They further elaborated that interpersonal interaction is the most significant determinant of customers' positive perceptions of experiential quality. In this paper, interaction quality constitutes four sub-dimensions: attitude, behavior, expertise, and problem-solving. Attitude pertains to employee traits such as friendliness and helpfulness, whereas behavior relates to the manifest function that influences the customer's perception of interaction quality (Clemes et al., 2009). Expertise refers to the degree to which the interaction is influenced by the crew's task-oriented skills (Crosby et al., 1990). Lastly, problem-solving pertains to the employee's ability to handle customers' problems and concerns (Dabholkar et al., 1996; Wu & Mohi, 2015).

Physical Environment Quality

This second sub-dimension refers to the quality of the physical environment or the constructed facility where service delivery takes place (Bitner, 1992). According to literature in the food industry, there are seven dimensions of the physical environment quality: atmosphere and aesthetics, food and beverage, cleanliness, temperature/lighting, facility, design, and location. Atmosphere pertains to the conscious design of space to create specific effects in customers to increase their purchase likelihood (Kotler, 1973), whereas aesthetics refers to the subjective preference on how the product looks, feels, sounds, tastes, or smells to the beholder (Ojasalo, 2010). Food and beverage are described as the degree of excellence based on adequate indices by experts (Cardello, 1995). Cleanliness is the condition of being free from dirt and pollution, or disease and other similar infectious agents (Spiegelberg, 2006). Temperature, on the one hand, refers to the concept of cold and hot (Wang et al., 2013), whereas lighting pertains to both indoor and outdoor illumination, which brings good ambiance to the place (Kim et al., 2012). Facility refers to the human-made physical setting relative to the state-of-the-art equipment, machinery, and even the pleasing employee appearance (Kuldeep et al., 2014). Design, the sixth sub-dimension, pertains to the functional and aesthetic component that constitutes the facility (Bitner, 1992; Brady & Cronin, 2001; Theodorakis et al., 2009). Lastly, location refers to the provision of an inclusive and strategic blueprint for the entire area (Coltman, 1989).

Outcome Quality

Outcome quality refers to what customers gain from the service rendered, particularly the positive satisfaction they experience in satisfying their needs and wants (Coltman, 1989). This dimension is comprised of three sub-dimensions: valence, waiting, and social factors. Valence pertains to the customer's post-consumption assessment, whether the outcome of the service is positive or negative (Brady & Cronin, 2001). Waiting time pertains to the extent of time that the customer spends waiting in line or queuing for service (Hornik, 1982; Katz et al., 1991). The last sub-dimension, social factors, refers to the variety of favorable social experiences as a consequence of communal enjoyment of being with others who also expressed delight in the same activity (Milne & McDonald, 1999).

Affective Quality

Affective quality refers to the capacity of influencing change in a customer's central emotional functions (Russell & Pratt, 1980). It also concerns a series of stimuli-responses controlling a person's reactions, such as being pleasant, unpleasant, exciting, annoying, upsetting, or soothing. Based on the literature, there are two sub-dimensions: happiness and excitement. Happiness pertains to the customer's judgment on the extent of the contribution of the company to their quality of life (Merunka & Sirgy, 2011). Excitement is the simultaneous experience of immense pleasure and high arousal, resulting in personal contentment (Liljander & Bergenwall, 1999).

Experiential Satisfaction

Experiential satisfaction refers to the subjective assessment of a customer on the quality of products or services delivered or rendered. Assessment ratings are based on the customer experience on a particular transaction based on prior expectations of the excellent delivery of products and services. Customer satisfaction and dissatisfaction are based on the emotional response of conformity and disconformity with explicit or implicit indicators of the quality products and services (Bigné et al., 2005). In earlier studies, customer satisfaction only paid attention to the assessment of products and services of companies (Johnson et al., 1996).

Perceived Value

Perceived value refers to the consumers' general assessment of the utility of a product or service based on perceptions of what is received and what is given (Zeithaml, 1988). The usefulness and benefits of the products and services are measured through observed indicators. Previous studies showed that perceived value is a critical factor in customer satisfaction (Wu, 2017; Wu, Ai et al., 2016a).

Experiential Trust

Experiential trust refers to an individual's general confidence in the company pertinent to the reliability of services, durability of products, and integrity of management, and a strong belief that actions of the company are in the best interest of and shall yield favorable outcomes for the trusting consumer (Britton & Rose, 2004). In short, it refers to the overall reliance of a person based on their experience on the total

package (delivery of the quality product and customer services) provided by the company. In the service industry, trust is experienced when customers are taken care of and delighted with the service, perennial problems in the service delivery are addressed and resolved immediately, and the customer experiences satisfaction through direct service experience (Wu & Cheng, 2013; Wu & Ko, 2013).

Prior studies have identified that experiential quality influences experiential satisfaction (Liu et al., in press; Wu & Ai, 2016; Wu & Li, 2017; Wu, Cheng et al., 2018; Wu, Li et al., 2018), perceived value (Feng et al., 2020; Wu & Li, 2017; Wu, Li et al., 2016), and experiential trust (Wu, 2017; Wu et al., 2016a; Wu, Cheng et al., 2018). Therefore, it is hypothesized that:

- H1a. Experiential quality has a significant and positive effect on experiential satisfaction.
- H1b. Experiential quality has a significant and positive effect on perceived value.
- H1c. Experiential quality has a significant and positive effect on experiential trust.

Experiential Loyalty

Indicators of experiential loyalty, according to the studies of Cronin and Taylor (1992) and Wu and Ai (2016), are assessed by positive word-of-mouth, recommendation to others, repurchase intention, and a high tolerance for a price premium. In this study, the first three indicators were adopted to depict the crucial traits of experiential loyalty (Wu & Li, 2015). Studies show that experiential quality and satisfaction are critical determinants in influencing loyalty among customers (Wu & Ai, 2016). Satisfaction is an antecedent of loyalty because of how it affects customers to recommend the product and services, thus, enabling the organization to thrive and profit (Heskett et al., 2008). Caruana (2002) and Wu (2017) concluded in their papers that satisfaction mediates the effect of quality on loyalty. In the study, experiential satisfaction is inferred to have a positive influence on loyalty. As a result, we postulate that:

- H2. Experiential satisfaction has a significant and positive effect on experiential loyalty.

Wu (2017) argued that the perceived value of coffee shops affects experiential satisfaction, experiential trust, and experiential loyalty of customers. It has been

noted by prior studies that perceived value influences experiential satisfaction (Lee et al., 2019; Prebensen & Xie, 2017), experiential trust (Wu, Li et al., 2016; Wu, Cheng et al., 2018), and experiential loyalty (Hussein et al., 2018; Molinillo et al., 2017). Hence, it is postulated that:

- H3a. Perceived value has a significant and positive effect on experiential satisfaction.
- H3b. Perceived value has a significant and positive effect on experiential trust.
- H3c. Perceived value has a significant and positive effect on experiential loyalty.

Furthermore, experiential trust is considered an antecedent of experiential loyalty (Wu et al., 2019). In the case of coffee shops, a rise in experiential trust leads to higher experiential loyalty (Wu, 2017). Even in the context of green products consumption, experiential loyalty is significantly affected by experiential trust (Wu & Cheng, 2019). Therefore, it is postulated that:

- H4. Experiential trust has a significant and positive effect on experiential loyalty.

In the current research, experiential satisfaction and experiential trust are hypothesized as mediating factors between experiential quality and experiential loyalty. Prior studies previously established the relationships between experiential quality and experiential satisfaction (e.g., Wu, 2017; Wu & Li, 2015; Yang et al., 2014) and between experiential satisfaction and experiential loyalty (e.g., Wu & Ai, 2016; Wu & Li, 2015). Hence, we hypothesize that:

- H5. Experiential satisfaction mediates the significant and positive relationship between experiential quality and experiential loyalty.

The same is true with previous studies on the links between experiential quality and experiential trust (e.g., Leiphart & Barnes, 2005; Wu & Cheng, 2013; Wu & Ai, 2016) and experiential trust and experiential loyalty (e.g., Nguyen et al., 2013; Wu & Ai, 2016). We also posit that:

- H6. Experiential trust mediates the significant and positive relationship between experiential quality and experiential loyalty.

Based on the six research hypotheses formulated, a model of experiential loyalty was conceptualized (see Figure 1). The proposed model assesses the influence of experiential quality on customers' experiential satisfaction, perceived value, experiential trust, and experiential loyalty. It hypothesizes whether experiential satisfaction has a direct influence on experiential loyalty. Moreover, the model assesses the influence of perceived value on customers' experiential satisfaction, experiential trust, and experiential loyalty. Aside from the investigation of the direct effects, the current study also examines the mediating roles of experiential satisfaction and experiential trust in the relationship between experiential quality and experiential loyalty.

Method

Participants of the Study

There are 595 respondents in the study who were sampled as customers of Starbucks coffee outlets in Pampanga. Given the number of questionnaires (n=700) that were administered, a response rate of 85% suggests an appropriate data gathering process with a two-month timeline before the end of 2019, and that non-response error is not a significant issue (Nulty, 2008; Richardson, 2005). Prior to the formal data

gathering, a pilot test was conducted on 30 individuals to ensure the efficiency of the procedure. After which, a face-to-face survey with respondents was facilitated with the assistance of trained enumerators. Every respondent of legal age (18 years old and above) was asked whether he or she has experienced being a regular customer of Starbucks at least once every two months. Those who satisfied this essential inclusion criterion were considered as the respondents of the study.

Table 2 provides the demographic characteristics of the respondents. Six in every 10 respondents are female, whereas only four are male. Seventy-five percent are single, and only a minority are married. The majority of respondents belong to the young generation, which falls between the age range of 18 to 30 years old (76.8%). Few respondents from the old generation (age 51 and above) experienced being customers of Starbucks (3.2%). Many of the avid customers are at the tertiary level or have at least completed their bachelor's degree in terms of their education (67.7%). Two in every 10 respondents are in high school/secondary, whereas one out of 10 is in graduate school or has completed their master's or doctorate degree. Half of the sample population of respondents have productive employment, either self-employed (8.2%) or employed in a company (46.4%), whereas 42.9% are students.

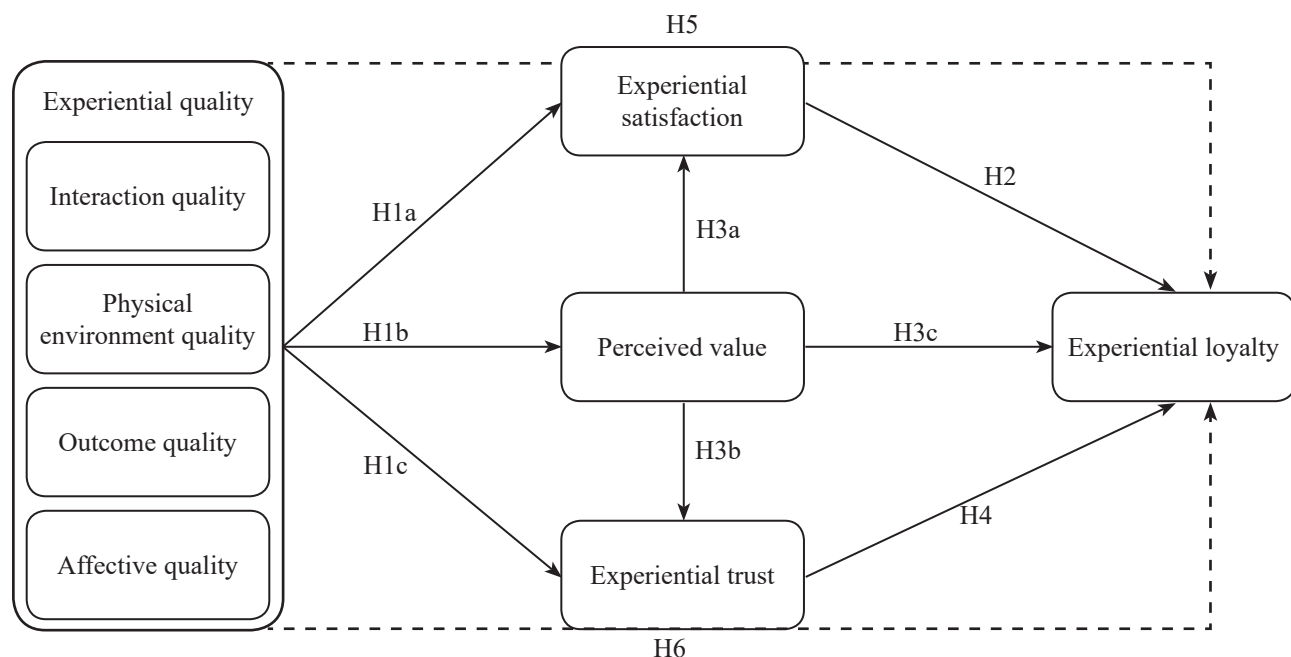


Figure 1. Proposed Model of Experiential Loyalty

Table 1*Sample Socio-Demographic Profile*

Respondents' Characteristics	Frequency	Percent
<i>Sex</i>		
Male	247	41.5
Female	348	58.5
<i>Age (in years)</i>		
18 to 20	191	32.1
21 to 25	146	24.5
26 to 30 years old	120	20.2
31 to 35 years old	60	10.1
36 to 40 years old	34	5.7
41 to 45 years old	14	2.4
46 to 50 years old	11	1.8
51 to 55 years old	10	1.7
56 to 60 years old	7	1.2
61 to 65 years old	2	0.3
<i>Civil Status</i>		
Single	446	75.0
Married	132	22.2
Separated/Annulled	7	1.2
Widowed/Widower	10	1.7
<i>Educational Attainment</i>		
High School/ Secondary	118	19.8
College / Bachelor's degree	403	67.7
Masters /Doctorate degree	69	11.6
Others	5	0.8
<i>Occupation</i>		
Senior HS	38	6.4
College student	217	36.5
Employed	276	46.4
Self-employed	49	8.2
Others	15	2.5
<i>Expenses</i>		
Php100 – 200	190	31.9
Php 201-300	215	36.1
Php 301-400	104	17.5
Php 401-500	43	7.2
Php 501-above	43	7.2
<i>Company</i>		
Alone	55	9.2
My family	144	24.2
My friends	312	52.4
My co-workers	32	5.4
My partner	52	8.7
<i>Frequency of Visit</i>		
more than 5 times in a week	18	3.0
3-4 times in a week	47	7.9
1-2 times in a week	104	17.5
2-3 times in a month	160	26.9
once a month	217	36.5
Others	49	8.2

Almost four in every 10 customers visit the coffee outlet at least once a month. Notably, there are 10.9% who have been accustomed to visiting coffee shops very frequently—three to four times a week and more than five times a week. There are seven in every 10 customers who spend 100 to 300 pesos per visit, whereas only 32% spend more than 300 pesos. Many of the respondents chose to be with their friends (52%) when visiting coffee shops. A quarter of respondents visits the place with their family (24.2%), and only a few visit either alone (9.2%), with a partner (8.7%), or with co-workers (5.4%).

Sufficiency of the Sample

To determine the robustness of the sample size ($n=595$) and in support of the results of the proposed structural model, inverse-square root and Gamma-exponential methods (Kock & Hadaya, 2018) were adapted. Based on the PLS path model, the minimum significant path coefficient is 0.161. Also, with the level of significance of 0.05 and power level of 0.80, based on statistical software WarpPLS version 7.0 (Kock, 2020), the computed sample sizes registered at 242 (inverse-square root) and 225 (Gamma-exponential), as shown in Figure 2. It can be gleaned that the sample size ($n=595$) indicates the robustness of the proposed model.

Research Instrument

The study utilized a questionnaire containing the demographics of the respondents, namely: sex, age, civil status, educational attainment, occupation, expenses, company, and frequency of visits to

Starbucks shops. The main items in the instrument are the five latent variables: experiential quality, experiential satisfaction, perceived value, experiential trust, and experiential loyalty, which were measured using a 5-point Likert scale.

The four factors comprising experiential quality have three items for each, totaling to 12 indicators. These factors were based on the study of Wu (2017), which underwent exploratory (EFA) and confirmatory analyses (CFA) as well as model fit via structural equation modeling using AMOS. The higher-order constructs of experiential quality—interaction, physical environment, outcome, and affective quality—were adopted. The other four latent variables – experiential satisfaction, perceived value, experiential trust, and experiential loyalty—were also adopted from the same study (Wu, 2017) with a modified version of the experiential trust inventory where only three items were retained. One item was excluded to simplify the construct. All these items were measured using a 5-point Likert scale (level of agreement/disagreement).

Data Analysis

The causal-predictive design was utilized to test the goodness of fit of the proposed structural model on the role of experiential quality on experiential loyalty in the coffee industry. The partial least squares structural equation modeling (PLS-SEM) was used to determine the parameter estimates of the said proposed model. As a statistical test, the PLS-SEM follows three stages: specification of the model, evaluation of the outer model, and assessment of the inner model (Lacap, 2019b). Also, the study employed mediation analysis

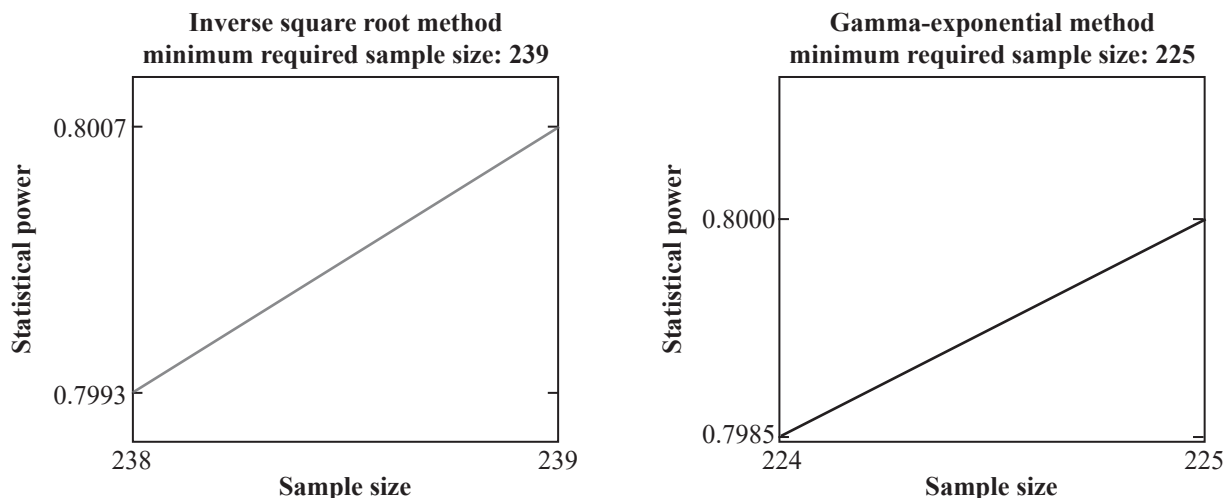


Figure 2. Sample Size Estimates

Table 2*Internal Consistency and Convergent Validity*

Construct / Item (Reflective, first order)	Factor loading	Average variance extracted	Composite reliability	Cronbach's alpha
Interaction quality				
IQ1	0.940	0.869	0.952	0.925
IQ2	0.929			
IQ3	0.928			
Physical environment quality				
PEQ1	0.910	0.827	0.935	0.895
PEQ2	0.925			
PEQ3	0.893			
Outcome quality				
OQ1	0.890	0.786	0.917	0.864
OQ2	0.867			
OQ3	0.903			
Affective quality				
AQ1	0.845	0.754	0.925	0.891
AQ2	0.911			
AQ3	0.845			
AQ4	0.872			
Experiential satisfaction				
ES1	0.894	0.815	0.930	0.887
ES2	0.919			
ES3	0.896			
Perceived value				
PV1	0.926	0.875	0.955	0.929
PV2	0.947			
PV3	0.933			
Experiential trust				
ET1	0.903	0.770	0.910	0.850
ET2	0.892			
ET3	0.837			
Experiential loyalty				
EL1	0.919	0.801	0.923	0.875
EL2	0.914			
EL3	0.849			

All factor loadings are significant at 0.001 ($p < .001$).

concerning the mediating constructs in the model. Hair et al. (2014) explained mediation analysis as the process of measuring how mediators absorb the effect of the exogenous (independent) variable on an endogenous (dependent) construct in a structural model.

PLS-SEM is an appropriate statistical technique when there are mediators in the research model because it allows the assessment of the hypothesized estimates and the statistical significance of the path coefficients (Ramli et al., 2018). Furthermore, because the present study involves a complex structural model with formative and reflective constructs, PLS-SEM is suitable (Hair et al., 2019).

Results

Reflective Measurement Assessment

Table 2 indicates the assessment of internal consistency and convergent validity of the reflective latent constructs used in the study.

Analysis of the convergent validity includes the assessment of indicator loadings. Based on the rule of thumb, 0.5 or higher factor loading represents that the factor extracts sufficient variance from the construct (Pett et al., 2003). As observed in Table 2, all items have sufficient variance from the construct. The average variance extracted (AVE) is a measure of the amount of variance that is captured by a construct concerning

the amount of variance due to measurement error (Fornell & Larcker, 1981). To achieve convergent and discriminant validity, the AVE value of a construct must be greater than 0.5, and its corresponding p-value is less than 0.05 (Fornell & Larcker, 1981; Hair et al., 2019; Kock, 2014; Kock & Lynn, 2012; Velicer et al., 2000). Results show that all reflective, first-order constructs achieved high convergent and discriminant validity.

The composite reliability (CR) and Cronbach's alpha (CA) for each variable were given attention in measuring the reliability of the constructs. It must be noted that the minimum coefficients of CR and CA must be at least 0.70 (Fornell & Larcker, 1981; Hair et al., 2014; Kock, 2017; Kock & Lynn, 2012; Nunnally, 1978; Nunnally & Bernstein, 1994). Results show that the values of CR and CA for each construct are highly reliable.

Table 3 and Table 4 illustrate the assessment of discriminant validity. Discriminant validity involves the scrutiny of the correlations among constructs with square roots of AVEs (Kock, 2017; Lacap, 2019b). The diagonal values (see Table 4) must be larger than the values to their left in the same row (Kock, 2017). Results show that the all reflective, first-order constructs have discriminant validity.

The Fornell-Larcker criterion and the assessment of the cross-loadings may be inadequate in detecting discriminant validity; thus, the Henseler's heterotrait-monotrait (HTMT) criterion was also gauged to

Table 3

Discriminant Validity of Reflective, First-Order Constructs Using Fornell-Larcker Criterion

	InterQ	PhyEnQ	OutQ	AffQ	ESat	PValue	ETrust	ELoyal
InterQ	0.932							
PhyEnQ	0.624	0.909						
OutQ	0.710	0.703	0.887					
AffQ	0.578	0.636	0.687	0.869				
ESat	0.587	0.574	0.603	0.783	0.903			
PValue	0.528	0.505	0.559	0.720	0.794	0.935		
ETrust	0.684	0.590	0.664	0.657	0.741	0.722	0.878	
ELoyal	0.577	0.559	0.587	0.620	0.703	0.675	0.758	0.895

InterQ=interaction quality; PhyEnQ=physical environment quality; OutQ=outcome quality; AffQ=affective quality; ESat=experiential satisfaction; PValue=perceived value; ETrust=experiential trust; ELoyal=experiential loyalty; EQual=experiential quality. The diagonal values are the square root of AVE of constructs, whereas the off-diagonal elements are the correlation between constructs.

confirm the results of the Fornell-Larcker criterion (Henseler et al., 2015). Gold et al. (2001) argued and proposed a value of 0.90 as the threshold for HTMT criterion. Based on the result in Table 4, the HTMT values indicate clear discriminant validity (HTMT<.90).

Formative Measurement Assessment

Table 5 indicates the assessment of convergent validity of experiential quality as a higher-order construct (second-order formative construct) with four dimensions: interaction quality, physical environment, outcome quality, and affective quality. In specifying experiential quality as a higher-order construct, a disjoint two-stage approach was utilized (Agarwal & Karahanna, 2000; Becker et al., 2012). Because the present study has one higher-order formative construct (experiential quality), measurement model assessment using variance inflation factor (VIF), outer weight and the corresponding p-value, and full collinearity VIF was measured.

Table 5 manifests the variance inflation factors (VIFs), outer weight, and significance of the formative indicators for each construct used in the study. Collinearity was measured using VIFs. According to Diamantopoulos and Sigauw (2006), the threshold for VIF is equal to or lower than 3.30. It can be noted from Table 5 that all formative indicators of all constructs passed this criterion. In terms of the outer weight of each item, the requirement is that each indicator must have a corresponding p-value of equal to or less than 0.05 (Ramayah et al., 2018). Based on the results, the measurement model assessment for the second-order construct (experiential quality) passed the required thresholds.

To assess the discriminant validity of the higher-order construct (experiential quality), full collinearity was measured, as suggested by Rasoolimanesh et al. (2017). To say that the structural model does not suffer from collinearity problems, the values of full collinearity VIFs must be equal to or less than 3.30 (Kock, 2015; Kock & Lynn, 2012).

Table 4

Discriminant Validity of Reflective, First-Order Constructs Using HTMT Ratio

	InterQ	PhyEnQ	OutQ	AffQ	ESat	PValue	ETrust	ELoyal
InterQ								
PhyEnQ	0.685							
OutQ	0.794	0.799						
AffQ	0.636	0.711	0.782					
ESat	0.648	0.644	0.689	0.881				
PValue	0.570	0.554	0.624	0.791	0.876			
ETrust	0.770	0.675	0.772	0.755	0.855	0.813		
ELoyal	0.640	0.629	0.673	0.701	0.797	0.748	0.878	

InterQ=interaction quality; PhyEnQ=physical environment quality; OutQ=outcome quality; AffQ=affective quality; ESat= experiential satisfaction; PValue= perceived value; ETrust= experiential trust; ELoyal= experiential loyalty; EQual=experiential quality.

Table 5

Measurement Model Assessment of Formative Higher-Order Construct

Formative Construct (Higher-Order)	Factor weight	p-value	VIF	Full collinearity VIF
Experiential quality				
Interaction quality	0.284	<0.001	2.179	
Physical environment quality	0.289	<0.001	2.265	2.823
Outcome quality	0.304	<0.001	2.955	
Affective quality	0.283	<0.001	2.100	

VIF=variance inflation factor

PLS-Path Model

Figure 3 and Table 6 present the PLS path model and the direct effects of each structural path. Analysis of data revealed that experiential quality has significant and positive effect on experiential satisfaction ($\beta = 0.39, p < 0.01$), perceived value ($\beta = 0.68, p = 0.01$),

and experiential trust ($\beta = 0.47, p < 0.01$). The effect size for EQual and ESat is medium ($f^2 = 0.292$), for EQual and PValue is large ($f^2 = 0.466$), and for EQual and ETrust is large ($f^2 = 0.359$). Therefore, H1a, H1b, and H1c are supported.

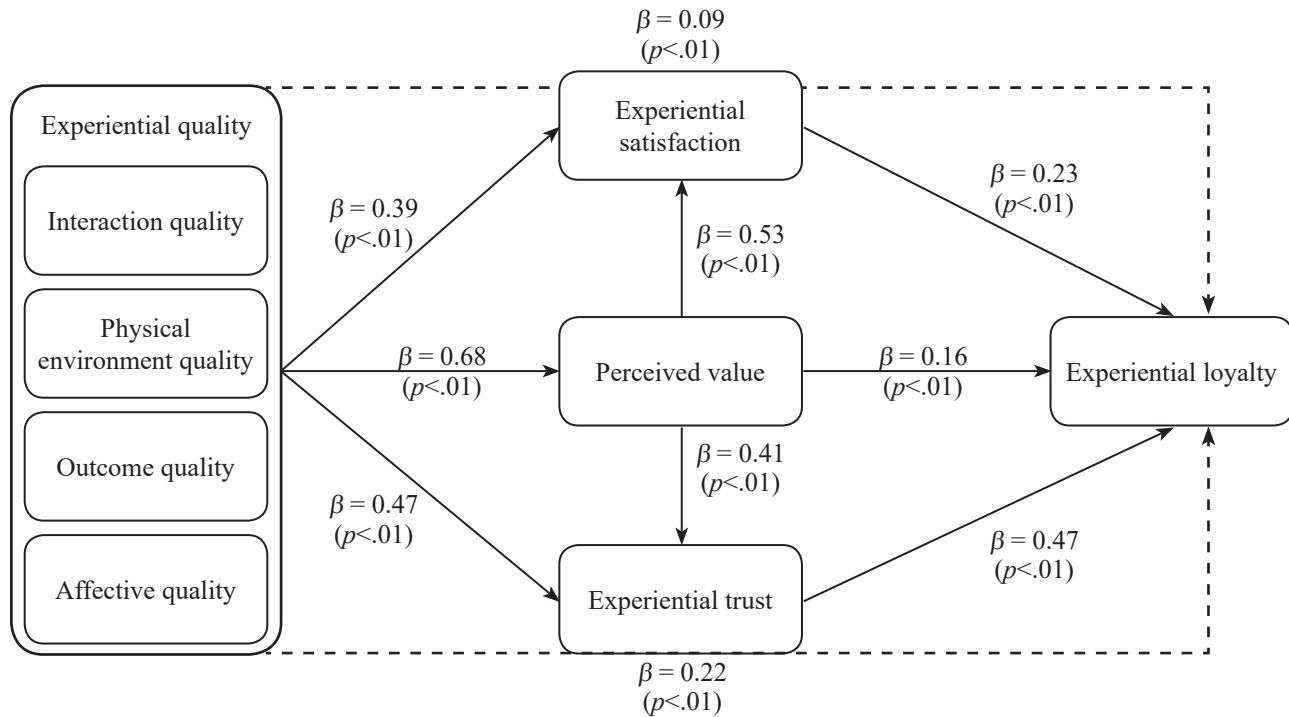


Figure 3. The PLS Path Model With Parameter Estimates

Table 6

Direct and Indirect Effect

Hypothesis	Path coefficient	Standard error	Effect size	p-value
<i>Direct effects</i>				
H1a. EQual → ESat	0.388	0.039	0.292	<0.001
H1b. EQual → PValue	0.683	0.038	0.466	<0.001
H1c. EQual → ETrust	0.475	0.039	0.359	<0.001
H2. ESat → ELoyal	0.226	0.040	0.159	<0.001
H3a. PValue → ESat	0.530	0.039	0.422	<0.001
H3b. PValue → ETrust	0.412	0.039	0.303	<0.001
H3c. PValue → ELoyal	0.161	0.040	0.111	<0.001
H4. ETrust → ELoyal	0.473	0.039	0.358	<0.001
<i>Indirect effects</i>				
H5. EQual → ESat → ELoyal	0.088	0.029	0.060	0.001
H6. EQual → ETrust → ELoyal	0.224	0.028	0.152	<0.001

ESat= experiential satisfaction; PValue= perceived value; ETrust= experiential trust; ELoyal= experiential loyalty; EQual=experiential quality is the effect sizes (Cohen, 1988) where 0.02 = small, 0.15 = medium, 0.35 = large. SE = standard error; β = standardized path coefficient

Experiential satisfaction showed a positive influence on experiential loyalty ($\beta = 0.226, p < 0.01$) with a medium effect size of ($f^2 = 0.159$). Thus, H2 is supported.

Perceived value has a significant and positive effect on experiential satisfaction ($\beta = 0.530, p < 0.01$), experiential trust ($\beta = 0.412, p < 0.01$), and experiential loyalty ($\beta = 0.161, p < 0.01$). The relationship between PValue and ESat has large effect size ($f^2 = 0.422$), whereas the relationship between PValue and ETrust has a medium effect size ($f^2 = 0.303$), and the relationship between PValue and ELoyalty has a medium effect size ($f^2 = 0.111$). Thus, H3a, H3b, and H3c are supported.

Concomitantly, the results show that experiential trust has a significant and positive effect on experiential loyalty ($\beta = 0.473, p < 0.01$) with a large effect size ($f^2 = 0.358$). Thus, H4 is supported.

Table 6 also manifests the mediation effects for H5 and H6. The results showed that experiential satisfaction mediates the significant and positive relationship between experiential quality and experiential loyalty ($\beta = 0.088, p = 0.01$) with a small effect size ($f^2 = 0.060$). In addition, experiential trust mediates the significant and positive relationship between experiential quality and experiential loyalty ($\beta = 0.224, p = 0.01$) with a medium effect size ($f^2 = 0.152$). Hence, H5 and H6 are supported.

Predictive Relevance and R-Squared

Predictive relevance was also evaluated using Stone-Geisser test or simply Q^2 (Geisser, 1974; Stone, 1974). In order to say that the measurement model has predictive validity, the values of Q^2 should be higher than 0 (Kock, 2015). As seen in Table 7, the Q^2 coefficients meet the said requirement.

The coefficient of determination or simply the r-squared (R^2) was also assessed. The R^2 coefficients are the variance percentage in the latent variable that is explained by the latent variables that are hypothesized to affect it (Kock, 2017). According to Hair et al. (2013), the values of R^2 can be classified as substantial ($R^2 = 0.75$), moderate ($R^2 = 0.50$), and weak ($R^2 = 0.25$). Based on the result reflected in Table 7, all the coefficients of R^2 of the PLS path model are within the moderate threshold.

Table 7

R-squared and Predictive Relevance

Construct	R^2	Q^2
Experiential quality		
Experiential satisfaction	0.714	0.713
Perceived value	0.466	0.466
Experiential trust	0.662	0.662
Experiential loyalty	0.628	0.629

Discussion

The evidence from Starbucks coffee shops in Pampanga, Philippines shows that customer experiential quality is significantly and positively related to experiential satisfaction, perceived value, and experiential trust in varying degrees. Based on the path coefficients, the causal link between experiential quality and perceived value registered the highest impact, followed by the link between experiential quality and experiential trust, and the weakest link is between experiential quality and experiential satisfaction. More importantly, there is a significant influence of experiential quality towards experiential loyalty through the mediating effect of experiential satisfaction and experiential trust. Based on path coefficients, experiential trust is a superior mediator as compared to experiential satisfaction. The hypothesized path framework using regression analysis via PLS modeling showed not only reliability and validity but also the goodness of fit. Standard indices and acceptable thresholds were satisfied accordingly.

Customer experiential quality in coffee chains (Wu, 2017) was tested with significant results generating direct connections to experiential satisfaction, perceived value, and experiential trust. Based on the convergent validity and collinearity index, the four dimensions of experiential quality—interaction quality, physical environment, outcome quality, and affective quality—indicate internal consistency and reliability as well relevance in explaining the primary dimension of experiential quality. Each of the sub-dimensions varies in terms of its importance to the four primary dimensions. Notably, outcome quality garnered the

highest loading and weight, indicating being the stronger dimension compared to the other three. This result is supported by outcome-based theory (Chen & Kao, 2010), indicating that favorable customer gains from the service rendered are an essential element of experiential quality. Specifically, it refers to the favorable satisfaction outcome of their needs and wants, rooted in the efficiency in the delivery of services and products. It is specifically based on the customer post-consumption assessment, reflecting the outcome of satisfactory service, the waiting time for service, as well as social factors manifesting a positive experience of enjoyment, especially being with others who experience the same delight. This result is relatively different from the study of Wu and Cheng (2018), where affective quality was identified as the most important dimension of experiential quality, and outcome quality came only third in their list.

Physical environment quality is identified as the second most important dimension of experiential quality perceived by coffee shop customers. These results are consistent with the findings of numerous studies (Wu & Ai, 2016; Wu & Cheng, 2018; Wu & Ko, 2013; Wu et al., 2011) that physical environment quality has been considered to be one of the essential characteristics of experiential quality. Among the five sub-dimensions of physical environment quality, food, beverage (Chen & Hu, 2010a), tangibles, cleanliness, comfort (Waxman, 2006), equipment, and location (Paryani, 2011) remained to be essential indicators that constitute the physical environment of coffee shops. A provision for electronic outlets, comfortable seating, no smoking policy, and other amenities ensures that the customers are comfortable with the coffee shop's physical environment.

The other two sub-dimensions of experiential quality—interaction quality and affective quality—came third and fourth, respectively. Indicators of interaction quality, such as employee attitude and behavior and problem-solving skills, are significant influencers of customer manners and acknowledgment of a good coffee shop (Hung, 2012).

The perceived value emerged as a clear antecedent to and with direct links with experiential satisfaction, experiential trust, and experiential loyalty. The main endogenous construct, which is experiential loyalty, is not just a consequence of experiential satisfaction and experiential trust but also of perceived value, which was not covered in the study of Wu (2017).

Notably, both experiential satisfaction and experiential trust have mediating effects on the relationship between experiential quality and loyalty. Based on the path coefficients, experiential trust has a more robust mediating impact as compared to experiential satisfaction. The proposed conceptual model is adequately supported based on the computed path coefficients with the varied effect size for each connection.

These results support the findings of several studies (Brady & Cronin, 2001; Dabholkar et al., 1996; Wu, 2017; Wu & Ai, 2016; Wu & Li, 2015; Wu, Ai et al., 2016b) where the use of the multidimensional and hierarchical approach in measuring customer perception of experiential quality was deemed very relevant in pursuing structural equation modeling.

The findings of the study show that experiential quality has a positive influence on experiential satisfaction. The higher the experience of interaction is (a pleasant physical environment, a favorable outcome, and affective factors), the higher the assessment of satisfaction and contentment by coffee shop customers will be. Such experiential quality affects customers to experience a positive feeling or emotion of conformity to the high standards of products and services by Starbucks coffee shops. This finding is consistent with previous studies, showing that experiential quality is a determinant of experiential satisfaction (Susanty & Kenny, 2015; Wu, 2017; Wu & Li, 2015).

Also, experiential quality is empirically tested and confirmed as having a positive impact on experiential value. The significant and positive causal relationship between experiential quality and perceived value may be interpreted as the higher the experiential quality as perceived by coffee chain customers is, the more willing the customers will be to pay a higher price and spend more time in their coffee chains because their assessment of the utility of the product and service is of high value. Several empirical studies have already concluded that experiential quality positively influences perceived value, one in the retail industry and another in the coffee industry (Wu, 2017; Wu & Li, 2015).

On the one hand, experiential quality resulted in having a positive effect on experiential trust in the context of Starbucks coffee chains. The significant and positive links between experiential quality and experiential trust may be interpreted as the higher the experiential quality as perceived by coffee chain customers is, the more confident the customers will

feel in the products and quality services offered by Starbucks. The experience of quality generates a belief that the actions of Starbucks coffee shops in Pampanga always act in the best interest of their customers. The findings are consistent with the study of Morgan and Hunt (1994). They stated that when the customers have great confidence in the company, such as being reliable, responsive, and empathetic, they are likely to perceive the service provider as having a high degree of integrity from which experiential trust is expected to grow.

Little attention has been given to perceived value in the coffee chain sector (Yu & Fang, 2009). In the current study, the causal links of perceived value with experiential satisfaction, experiential trust, and experiential loyalty were investigated because they merited attention and interest among scholars in the said industry. The finding shows that perceived value has a significant and positive influence on experiential satisfaction, experiential trust, and experiential loyalty.

However, the most influential impact is the link between perceived value and experiential satisfaction based on the high path coefficient. This direct causal link between perceived value and experiential satisfaction may be interpreted as the higher the assessment of the customers on the utility of the product and services of Starbucks is, the higher the increase will be in the general evaluation of customers on how the products and services are delivered or rendered. Customers who have a high rating of perceived value in the product and services will also state conformity to the quality and excellence of the products and services. Findings of previous studies support this claim; an example of which is in the retailing industry, where most empirical data showed that the perceived value of the material or product has a direct impact on customer satisfaction with suppliers (Anderson et al., 1994); and that satisfaction rests on perceived value (Ravald & Gronroos, 1996). This is also supported by recent studies in the coffee industry (Wu, 2017) and in the heritage tourism industry (Chen & Chen, 2010), as well as the telecommunication industry (Karjaluoto et al., 2012), where perceived value is one of the strong determinants of customer satisfaction.

Secondly, there is also a significant and positive relationship between perceived value and experiential trust, which may be interpreted as when the utility of the product and services are highly assessed, there is a tendency for customers of coffee shops to show confidence that the company is doing its best in

becoming mindful of the best interest of customers. The finding is consistent with the contention of Harris and Goode (2004) that said strong association exists between perceived value and trust in the context of online service dynamics.

Thirdly, the significant and positive influence of perceived value on experiential loyalty may be interpreted as the higher customer assessment rating on the utility of the product and services of the coffee shop is, the greater the possibility of customers to repurchase and recommend it to others will be. This finding supports the studies in the tourism and travel industry, which reveal that perceived value is one of the predictors or determinants of loyalty among travelers (Yang et al., 2014). Likewise, it also supports the study in the context of the coffee industry, which shows that the relational benefits of perceived value have an impact on customer loyalty (Chen & Hu, 2010a, 2010b).

Concomitantly, the findings also revealed that experiential customer satisfaction positively impacts experiential loyalty. The significant positive connection between experiential satisfaction and experiential loyalty may be interpreted as the higher the satisfaction of a customer in coffee shops is, the higher their repurchase intentions and commitment to recommend the product and services to friends will be. Studies for the past decades show that one of the conditions of true loyalty is total satisfaction (Akbar & Parvez, 2009; Hart & Johnson, 1999).

Similarly, experiential trust is a positive predictor or determinant of experiential loyalty. The significant and positive link between experiential trust and experiential loyalty may be explained as the higher the confidence ratings of customers on the product and services of coffee chains are, the more significant opportunities for them to repurchase and recommend to other individuals who are not Starbucks customers will be. If one is highly confident of the services rendered and the product sold, then it is most likely that they will become a regular customer and advertiser at the same time. This finding supports the study in the telecommunication sector, which indicates that there is a strong positive impact of trust on loyalty in the case of the telecommunication sector (Corbitt et al., 2003).

The mediation analysis showed that experiential satisfaction acts as a mediator in the relationship between experiential quality and experiential loyalty. It indicates that when customers experience the four

dimensions of experiential quality, such experience may generate a positive impact on customer satisfaction, which in turn impacts the experiential loyalty of customers in coffee shops. The result of the second mediation analysis also showed that experiential trust mediates the connection between experiential quality and experiential loyalty. It shows that if the customers experience the four dimensions of experiential quality, then such experience would create a positive influence on experiential trust, which redounds towards experiential loyalty of customers. This significant and positive indirect impact of experiential quality on experiential loyalty may be described as the increase in the perception of the customer relative to positive interaction, good physical environment, a favorable outcome, and affective factors; it would cause an increased customer intention to recommend the product by word-of-mouth and increased repurchase intentions. Thus, with such a scenario, it increases the market share of Starbucks coffee outlets through the mediating effect of satisfaction and trust on experiential loyalty. Although this finding is found to be true and applicable in the coffee industry (Zena & Hadisumarto, 2013), it is also true in the golf industry (Wu & Ai, 2016), bank marketing (Wu et al., 2019), tourism industry (Jridi et al., 2014) and a lot more. Finally, to enable customers to return to or revisit Starbucks coffee shop, increasing experiential loyalty has become an urgent matter that is considered in this study and in numerous studies (Wu & Ai, 2016; Yuan et al., 2015), which is pivotal to the success of Starbucks' business enterprise.

Implications, Limitations, and Future Research Directions

With the increasing interest in the coffee industry, the study provides a deeper perspective on the effects of experiential quality, satisfaction, perceived value, and trust on experiential loyalty among Filipino Pampangueno customers of Starbucks. As an attestation, Pampanga has 15 Starbucks coffee outlets that contributed much to the business food sector of the province and of the country, and that has now become an integral part of the gastronomic landscape of Region III in the Philippines.

Based on the theoretical framework, all four main constructs—experiential quality, experiential satisfaction, perceived value, experiential trust—have a significant and positive influence on experiential loyalty among customers at the 15 coffee shops in the

province. These results only show how Pampanguenos appreciate not just only the act of buying coffee drinks (latte, frappuccino, mocha, and espresso) but also the experiential quality of the excellent outcome. Starbucks' experience has been illustrated as having favorable wait times for service as well as experiencing social factors, manifesting enjoyment and delight, especially being with others who experience the same outcome. It is connecting with people and enjoying the total environment and ambiance at Starbucks. For Filipinos, customer experiential quality implies the four dimensions of interaction, physical environment, outcome, and affective quality.

The overall customer positive experiences in availing the product and services of Starbucks have established a clear sign and positive indication of causal and predictive relationships of the five marketing constructs with experiential loyalty as the primary endogenous or outcome variable and experiential quality as the primary exogenous or determinant variable of interest.

Based on the model, a continuous effort on the part of Starbucks management to assess their crucial role in the market and provide customers an integral experience of the four dimensions of experiential quality may be recommended to ensure customer loyalty. The other major factors may also be considered to reinforce experiential loyalty; an example of which is strengthening the perceived value among customers in order to lead in the competition among coffee industry players in the market. The managers of local Starbucks outlets may consider partnering with different public and private organizations as well as schools in ensuring pro-active patronage, not just among the young but also with the old generation through marketing advocacies, cultural activities, and other cause-oriented platforms. These are opportunities for building perceived value, a trifocal predictor of satisfaction, trust, and loyalty. Such synergistic initiatives would offer a new perception among the people, revealing that coffee shops are not only exclusive to the elite but are open to all who love coffee, those who believe in the tradition of warm hospitality, and those who value the constant need for enjoyment and connection. Such endeavors may involve not just the rich and the middle class but also the majority of the buying public. Moreover, managers must pay attention to the experiential quality, emphasizing the experiential quality dimensions: interaction quality,

physical environment quality, outcome quality, and affective quality. Managers may provide continuing relevant trainings to their employees on etiquette, cleanliness, customer relationships, and the like. This priority may be initiated through programs, trainings, and other special initiatives that enhance people's level of trust, satisfaction, perceived value, and loyalty. Coffee chain managers may ensure the existence of a continuous customer feedback mechanism that determines customer satisfaction and trust ratings. This may become a basis for influences on enhancements mediating the relationship between experiential quality and loyalty among customers.

The study has limitations that can be addressed by future researchers. First, the respondents were purposively selected with a prior subjective bias toward customers of coffee shops, particularly Starbucks outlets. Hence, future researchers may examine the sampling of respondents to include coffee enthusiasts in other coffee chain outlets and investigate differences in their products and services. In this way, the research model will increase in terms of the generalizability of conclusions. Second, the socio-demographic profile may also be utilized in the analysis to enrich the findings of the study because there are differences among groups of customers, and people's perceptions vary.

Although the study tested the influence of the four dimensions of experiential quality on customer loyalty as well as the three essential constructs, namely experiential satisfaction, perceived value, and experiential trust, there may be other underlying factors that remain undisclosed, which may also be factors of experiential quality and influencers of experiential loyalty that need to be uncovered. Perhaps additional constructs may be investigated in the further improvement of the model.

Declaration of Ownership

This report is our original work.

Conflict of Interest

None.

Ethical Clearance

This study was approved by the institution.

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Appendix

Items for Each Construct

Interaction Quality	5	4	3	2	1
Overall, I would say the quality of my interaction with the employees is excellent.					
The interaction I have with the employees is of a high standard.					
I feel good about the interaction I have with the employees at the coffee shop.					
Physical Environment Quality	5	4	3	2	1
I believe that the physical environment is excellent.					
The physical environment is of a high standard.					
I am impressed with the quality of the coffee shop's physical environment.					
Outcome Quality	5	4	3	2	1
I feel good about what the employees provide to their customers.					
I always have an excellent experience while staying at the coffee shop.					
The quality of service I receive is excellent.					
Affective Quality	5	4	3	2	1
Staying at the coffee shop is arousing.					
Staying at the coffee shop is delightful.					
Staying at the coffee shop is relaxing.					
Staying at the coffee shop is entertaining.					
Experiential Satisfaction	5	4	3	2	1
Staying at the coffee shop goes beyond my expectations.					
I think I did the right thing when I experienced the service of the coffee shop.					
It is worthwhile to be at the coffee shop.					
Perceived Value	5	4	3	2	1
Compared to time I spend, staying at the coffee shop is worthy.					
Compared to the efforts I make, staying at the coffee shop is worthy.					
I feel happy about my choice of staying at the coffee shop.					
Experiential Trust	5	4	3	2	1
The coffee shop really takes care of my needs as a customer.					
I am sure that the employees of the coffee shop would do everything to satisfy my need.					
I believe that the price/quality ratio offered at the coffee shop is very reasonable.					
Experiential Loyalty	5	4	3	2	1
I will spread positive word-of-mouth about the coffee shop.					
I want to continue as a customer of the coffee shop.					
Even if close friends recommended another coffee shop, my preference for the coffee shop would not change.					