

ABSTRACT

Coffee shops are categorized into informal restaurants and usually operate 24 hours. Currently coffee shops are not only a place to enjoy coffee, but are also used as a place for other activities such as doing class assignments, meetings or discussions because coffee has been proven to increase concentration. In addition to getting a stimulus from caffeine, interactions with other coffee shop visitors are better because coffee drinkers are stimulated by coffee, making it calm and able to communicate better and relaxed (Rasmikayati et., al 2021). The study aimed to determine the preference of CapSU Pontevedra employees and students during the year 2022-2023 for visiting Coffee shops. It seeks to determine the profile of student respondents and employee respondents, and the behavior of CAPSU Pontevedra employees and students in visiting coffee shops in terms of frequency and extent of visit, money spent, and consumption. It also sought to know the attributes of coffee shops preferred by the CAPSU Pontevedra employees and students in terms of atmosphere, price, employee attitude, IT service, and coffee quality. The study used a descriptive-quantitative research design. Generally, the respondents were the 100 selected CapSU Pontevedra employees and students. Findings of the study shows that, overall, the preferences of both respondents group have an overall mean of 4.62 which is verbally interpreted as very important. It shows that all the attributes identified should be considered in establishing a coffee shop business for better clientele satisfaction.