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Facebook messenger marketing and customer purchase intention of coffee shops in Calapan City, Oriental Mindoro

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Abstract

The study aims to investigate the effect of Facebook Messenger marketing on the purchase intention of coffee shop consumers in Calapan City, Oriental Mindoro. Using the adapted SERVQUAL model, the study covered six aspects of Facebook Messenger marketing: Access, Informativeness, Reliability, Responsibility, Assurance, and Empathy. Using the descriptive-correlational research design, the study collected information from 159 respondents who were active users of Facebook Messenger and were also customers of local coffee shops. A structured questionnaire with a 4-point Likert scale was used, and the collected information was analyzed through descriptive statistics, correlation, and multiple regression analyses. Analysis of the data obtained through the questionnaire revealed that customers rated all six factors of Facebook Messenger marketing highly, in addition to the purchase intention, which was also rated highly, especially the repeat purchase intention. Correlation analysis indicated that all factors were significantly and positively related to the purchase intention. Results from regression analysis also provided clear indications that the most significant factors in determining the customers' purchase intention were Assurance and Responsibility, whereas Access, Informativeness, Reliability, and Empathy were not significant factors taken altogether. This implies that factors that build trust, such as data security, credibility, responsibility, and proper communication, are essential in customers' purchasing decisions through Facebook Messenger.

Keywords: Facebook Messenger marketing; Purchase Intention; Service quality; Digital marketing; Coffee Shops

1. Introduction

Facebook Messenger has evolved from a simple messaging app into a dominant global communication platform. Boasting more than 1.3 billion users, it facilitates real-time text, voice, and video communication [1]. In the business sector, particularly for Micro, Small, and Medium Enterprises (MSMEs), Messenger serves as a vital marketing channel. For instance, in the Slovak Republic, coffee shops actively utilize Facebook for outreach, where the platform holds a 76% share of social network usage [2]. The Philippines presents a unique environment for digital marketing, with social media usage averaging 11 hours daily. Notably, 91.6% of Filipino respondents prefer Messenger for business communication, viewing it as a trusted medium for personalized interaction [3]. Casimiro's [3] study on MSMEs identified six critical dimensions of Messenger marketing: Access, Informativeness, Reliability, Responsibility, Assurance, and Empathy. While that study found that Informativeness, Assurance, and Empathy had significant positive relationships with purchase intention, it also noted that Access, Reliability, and Responsibility remained essential to the overall customer experience. However, these findings were generalized at a national level, leaving a need for industry-specific and localized investigation.

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In the local setting, researchers have observed a shift in consumer behavior. While studies in areas like Imus, Cavite, highlighted how visual content on Facebook and Instagram fosters customer credibility [4], the local dynamics in Calapan City, Oriental Mindoro, appear distinct. A pre-survey conducted by the proponents revealed that while customers in Calapan City engage with coffee shops' Facebook pages, the majority still prefer to complete their purchases in person. Despite the widespread use of social media in the province, there is a lack of empirical research specifically exploring how the six dimensions of Facebook Messenger marketing influence the purchase intentions of coffee shop customers in Calapan City. This reveals a significant literature gap. Furthermore, the population of coffee shops in Calapan City are depleting due to versatility of refreshment establishments which offers different kind of beverages which includes coffee. And there are only few coffee shops (5) that are qualified and agreed to participate for a research paper. To address this, the current study investigates the collective influence of Access, Informativeness, Reliability, Responsibility, Assurance, and Empathy on the intended purchases of customers. Further investigation will be conducted to discover the reasons why the qualified coffee shops can keep up with the customers' intentions to purchase. The study focuses on active Messenger users aged 18 and above including students, employed individuals, and household heads who have previously interacted with local coffee shop marketing. Hence, this study serves as a guide for new business owners of coffee shops or other refreshment establishments who will entry the market.

2. Review of related literatures

2.1. Online Shopping

Jiradilok [5] identified the antecedent factors in online shopping such as variety, appropriate pricing, website information quality, website system quality, tangibility, reliability, responsibility, assurance, empathy and purchasing experience as predictors of the dependent variable purchase intention. They based their framework on the "Unidimensionalist View of Attitude" model, which treats purchase intention as the outcome of consumer attitude. Building on this framework, Casimiro et al. [3] adapted the model for the Philippine context to examine how six Facebook Messenger marketing attributes which includes Access, Informativeness, Reliability, Responsibility, Assurance, and Empathy which affect consumers' purchase intention toward Philippine MSMEs.

2.2. Access

Access in Facebook Messenger marketing refers to how easily and directly users can interact with businesses, as well as how businesses leverage this access to engage, support, and market to customers [3]. In this context, access is treated as a dimension of system quality, which emphasizes the interaction between users and a computer system, focusing specifically on ease of access or accessibility. System quality, therefore, is evaluated based on system feedback and the level of accessibility a consumer experiences on a given platform [6]. Research further highlights accessibility as a key factor influencing buying intention. Consumers are more likely to prefer platforms or channels with user-friendly interfaces that are easy to access [7]. Accessibility not only provides opportunities for consumers to connect with platforms but also encourages users to share their experiences, thereby amplifying social media engagement and online shopping activities. Hence, accessibility has been found to significantly contribute to the development of positive consumer behavior to purchase in online shopping [8]. This suggests that businesses leveraging Facebook Messenger marketing can enhance customer interaction and influence purchase intentions by ensuring a seamless and accessible user experience.

2.3. Informativeness

Informativeness plays a crucial role in the success of Facebook Messenger marketing, as providing valuable and accurate information about a product or service fosters favorable consumer attitudes, strengthens brand trust, and positively influences purchase decisions [3]. It refers to the capacity of a company to inform consumers by delivering relevant details about its offerings. As Gulati [9] emphasize, informativeness reflects "the amount of information that is in a message," highlighting its central role in communication. The presence of clear and relevant information also shapes how consumers perceive advertisements, making them more likely to view the message as valuable and useful [10]. In response, many firms have adopted digital marketing not only to promote their businesses but also to drive customer purchases [11]. His research further examined influential factors such as informativeness, entertainment, and irritability, and revealed that informativeness directly enhances advertising value on social media, which in turn strengthens purchase intention. These findings are reinforced by Huang [12], who confirmed that consumers tend to favor advertising messages that are both informative and creative. Altogether, this evidence highlights that informative content in Messenger marketing not only provides utility to consumers but also significantly contributes to their willingness to engage with brands and make purchase decisions.

2.4. Reliability

Reliability is a critical factor in Facebook Messenger marketing, though its influence can vary depending on the perspective of businesses and consumers. For businesses, reliability means accurately fulfilling orders, delivering on time, and ensuring the security of personal information. For users, it involves having confidence in their interactions with businesses and feeling secure throughout the transaction process. Both perspectives highlight reliability as a driver of purchase intention while fostering customer trust and loyalty. In the context of e-commerce, reliability is reflected in a platform's ability to provide accurate orders, timely shipments, and protection of customer data [13]. This aligns with studies identifying reliability as one of the key drivers of purchase intention [14]. However, concerns about the reliability of online transactional systems often generate consumer anxiety, given the distant nature of digital commerce [15]. Furthermore, high transaction reliability not only enhances consumer trust but also strengthens communication between businesses and customers [16]. Additionally, the concept of "perceived reliability" plays a crucial role in shaping consumer confidence. It refers to the belief that product descriptions are accurate, services are consistent, and deliveries are on time. When consumers perceive a platform as reliable, their sense of risk decreases, which increases trust and positively influences purchase intention [17].

2.5. Responsibility

In Facebook Messenger marketing, responsibility refers to a business demonstrating trustworthiness, reliability, and transparency to its customers, which helps build trust and positively influences purchase intention. In this context, a seller's responsibility means considering available information to achieve the best possible outcome for consumers. Responsibility also plays a persuasive role in addressing customer concerns. For instance, offering an apology in response to user-generated complaints can serve as a mechanism for restoring consumer trust [18]. This highlights responsibility not only as a proactive business practice but also as a corrective strategy when issues arise. Furthermore, research shows that responsibility is strongly correlated with trust and serves as a mediator between perceived usefulness and ease of use [19]. This suggests that when businesses act responsibly, consumers are more likely to perceive their platforms as both useful and easy to use, thereby enhancing their overall experience.

2.6. Assurance

Assurance refers to how a business's communication and service quality instill confidence in customers, significantly shaping their purchase intentions. It involves safeguarding customer data, ensuring secure transactions, and maintaining integrity in business practices, all of which collectively reduce perceived risks and uncertainties in online transactions [20]. As a dimension of service quality, assurance has been shown to directly influence consumer trust and satisfaction. For example, research on WeChat users demonstrated that service quality, including assurance, positively affected users' intentions to continue using the platform [21]. Furthermore, Emperatriz [22] demonstrated that greater trust and satisfaction markedly raise perceived value, which in turn exerts a significant positive effect on online purchase intention among consumers in Mexico, Peru and Colombia. Overall, assurance, alongside other aspects of service and system quality, plays a crucial role in shaping consumer trust, minimizing risk perceptions, and driving purchase intention particularly in the context of digital and social media platforms where consumer confidence is dominant.

2.7. Empathy

Empathy strengthens Facebook Messenger marketing by fostering trust, engagement, and loyalty through personalized and understanding communication that builds emotional connections rather than focusing solely on sales. When companies demonstrate empathy, they create stronger relationships with customers, leading to higher levels of satisfaction, loyalty, and ultimately, purchase intention [23]. Notably, consumers with limited online shopping experience tend to rely more heavily on the certainty and reassurance provided by empathetic businesses. Overall, empathy enhances the quality of customer interactions in Messenger marketing by making consumers feel understood and valued, which translates into deeper trust, stronger loyalty, and greater willingness to purchase.

2.8. Purchase Intention

Facebook Messenger marketing positively influences purchase intention by fostering trust and engagement through personalized, informative, and credible interactions. Key factors such as informativeness, credibility, empathy, and personalization significantly increase a consumer's likelihood to buy, whereas negative experiences, such as irritation, can diminish this effect [3]. Purchase intention is among the most widely studied concepts in online shopping, particularly as rapid technological change continues to reshape consumer behavior. Evidence from broader e-commerce research supports this relationship. Phamthi [24], through a systematic review, confirmed that perceived risk remains a major barrier to online purchase intention in several emerging markets such as China, Taiwan, and Indonesia.

Similarly, electronic word-of-mouth (eWOM) has been shown to critically influence purchase decisions. Bogdan [25] demonstrated that the credibility of online reviews shapes consumers' evaluations of product quality and emotional responses, which guide their eventual purchasing behavior. In line with this, Liao et al. [26] found that online purchase intention is strongly predicted by consumer attitudes and perceived behavioral control, with eWOM acting as a moderating factor that reduces uncertainty and reinforces consumer confidence (cited in Haynes, 2023). Facebook Messenger further enhances purchase intention by providing a more interactive and personalized platform for customer engagement. Nagy and Hajdu [27] observed that AI chatbots integrated into Messenger deliver tailored recommendations that elevate the customer experience and strengthen brand trust. Supporting this, Marinao-Artigas et al. [28] reported that Messenger-based omnichannel strategies not only sustain customer relationships but also positively shape online shopping behaviors by enabling continuous, two-way engagement across platforms. Hence, these findings underscore that Messenger marketing, when designed to be informative, reliable, empathetic, and personalized, plays a pivotal role in overcoming consumer uncertainties, shaping positive attitudes, and ultimately encouraging purchase decisions.

2.9. SERVQUAL model

This study is anchored on an adapted version of the SERVQUAL Model developed by Parasuraman, Zeithaml, and Berry [29], which measures service quality through five original dimensions: tangibility, reliability, responsiveness, assurance, and empathy. The SERVQUAL framework posits that customer satisfaction and behavioral intentions are shaped by the gap between customers' expectations and their perceptions of actual service performance [30].

2.10. DeLone and McLean's model

In the context of digital marketing and online communication, several modifications were made to align the model with the unique features of Facebook Messenger marketing. In DeLone and McLean's model [31], suggested that the qualities of a service's system and a service's information are among the factors that lead to the end-user's satisfaction. The term system quality is used to denote the technical performance of the online service. Its measurement includes the extent of Access to and interaction with the computer system. The information quality is a measure of the information provided by the on-line service. Its measurement consists of factors like informativeness, accessibility, and even the enjoyment from information [32]. Furthermore, the new variable, Access, was also introduced to reflect the ease and convenience with which customers can reach coffee shops through online platforms, a factor increasingly relevant in digital service delivery [33]. Thus, the aforementioned authors supported each other upon the creation of a conceptual framework which is currently used by Casimiro (2022).

2.11. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) explains how people decide to act by focusing on their intentions. Intention comes from three key parts: attitude (whether you like or dislike the action), subjective norms (what important people think you should do), and perceived behavioral control (your confidence in actually doing it). Developed by Icek Ajzen in 1991, TPB builds on earlier ideas to handle situations where people face obstacles. It works well for predicting choices like shopping or healthy habits. Researchers use TPB to create plans that change attitudes, social pressure, or confidence to guide better behaviors. This theory targets the reason why customers prefer to buy from an establishment not just because of the goods but services and attitudes that they receive plays a vital role in purchase intention.

2.12. Scope and limitation

The research geographical coverage shall only include coffee shops operating within Calapan City, Oriental Mindoro. The study faced restrictions in the use of purposive sampling, which limited its generalization as the participants were selected based on their availability and previous interactions with the coffee shops on Facebook Messenger instead of being chosen randomly. Moreover, perception of all variables was solely based on self-reporting, making the responses vulnerable to bias and inaccuracies in recall. The research was also centered on Facebook Messenger marketing and other platforms like TikTok, Instagram, or SMS that can also impact the customers' purchasing intention were not considered. In addition, the study was limited to coffee shops in Calapan City, and although the sample size was enough from a statistical point of view, it might not accurately reflect the whole consumer population of coffee shops. It is important to bear these limitations in mind when interpreting the findings and when generalizing to other situations.

2.13. Conceptual Framework

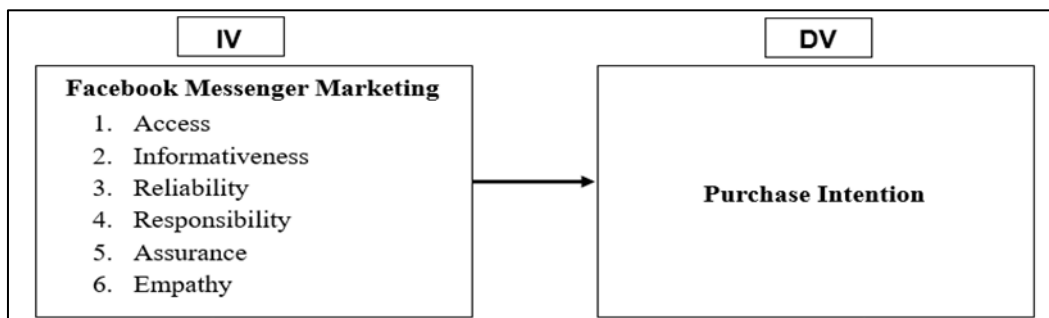


Figure 1 Conceptual Framework of Facebook Messenger Marketing on Purchase Intention

This study investigates the multifaceted influence of Facebook Messenger Marketing on Consumer Purchase Intention. The research structure integrates the foundational service quality models of Jiradilok et al. (2014) with the specialized digital marketing framework established by Casimiro (2022). By synthesizing these models, the study focuses on six core dimensions of digital interaction that serve as the primary drivers of consumer behavior within the Facebook Messenger ecosystem.

As illustrated in the research model (Figure 1), the study utilizes a multi-path analysis to evaluate the connection between messaging strategies and customer outcomes: The independent variable of the framework identifies six distinct dimensions of Messenger Marketing—Access, Informativeness, Reliability, Responsibility, Assurance, and Empathy. Each dimension represents a specific attribute of the digital communication flow between the coffee shop and the consumer. The dependent variable which is the focal point of the study is Consumer Purchase Intention. This is measured through validated indicators derived from the study's primary survey instrument, assessing the likelihood of a customer transitioning from a digital inquiry to an actual transaction.

2.14. Hypothesis

Ho: There is no significant positive relationship between Facebook messenger marketing services and customer purchase intention of local coffee shops in Calapan City.

2.15. Statement of The Problem

The success of local coffee shops in a digitally-driven market depends on their ability to effectively leverage online platforms to influence customer behavior. This study aims to determine how these six factors of Facebook Messenger marketing influence consumers' purchase intention toward local coffee shops.

Specifically, this study seeks to answer the following research questions:

- What is the level of perception of Facebook Messenger marketing of Calapan City coffee shops across the six dimensions:
 - Access
 - Informativeness
 - Reliability
 - Responsibility
 - Assurance, and
 - Empathy
- To what extent do these six dimensions collectively influence the purchase intentions of the respondents?
- Is there a significant relationship between the identified messenger marketing dimensions and the respondents' preference for in-person purchases?
- Based on the findings, what marketing strategies allow the five remaining qualified coffee shops to maintain customer loyalty despite increasing competition?

Ho: There is no significant relationship between the six dimensions of Messenger marketing and the purchase intentions of customers in Calapan City.

3. Materials and methods

This study utilizes a descriptive-correlational research design to evaluate the relationship between Facebook Messenger marketing and customer purchase intentions in the coffee shop sector of Calapan City, Oriental Mindoro. The Descriptive Analysis component quantifies the perceived level effectiveness of the six marketing dimensions (Access, Informativeness, Reliability, Responsibility, Assurance, and Empathy) and measures the current level of customer purchase intention. The Correlational Analysis phase determines the strength and direction of the relationship between the marketing dimensions and consumer behavior. To deepen the investigation, the study employs predictive modeling to identify which specific marketing variable serves as the most significant driver of purchase intention. This non-experimental approach is ideal for capturing real-world marketing dynamics and consumer behavior patterns as they naturally occur [33].

The study targeted active Facebook users aged 18 and above who have engaged with local coffee shops via Messenger. Following modern business research standards [34], a screening question was utilized to ensure all participants had completed a purchase at a local coffee shop within the previous six months. A convenience sampling technique was implemented through a mixed-mode distribution strategy [35]: The paper-based surveys were administered to customers immediately following an in-person purchase. Online surveys were shared through Facebook Messenger, conducted with the formal cooperation of the participating coffee shop establishments.

To validate the research instrument, a pilot study was conducted with 20 qualified respondents, in accordance with social science scale-testing protocols [36]. This phase resulted in minor refinements to the questionnaire's layout and linguistic clarity. The reliability analysis revealed that all seven variables achieved internal consistency scores ranging from acceptable to good: A subsequent test-retest pattern confirmed the stability of the instrument, with alpha values remaining consistent between 0.71 and 0.79. This trend indicates a stable and reliable response pattern, ensuring the tool's capacity for longitudinal accuracy.

The primary instrument is a structured questionnaire divided into two main sections: Facebook Messenger Marketing Dimensions: Evaluated through five items per variable. Customer Purchase Intention: Assessing the likelihood of future transactions. All items are measured using a 4-point Likert-type scale (4 – Strongly Agree to 1 – Strongly Disagree). The use of a forced-choice 4-point scale aligns with current marketing research directives to eliminate "neutral" bias and encourage definitive respondent feedback [38].

3.1. Ethical Considerations

In accordance with modern methodological standards, all participants were provided with **informed consent** forms. The researchers ensured total **confidentiality**, emphasized that participation was strictly **voluntary**, and informed respondents of their right to withdraw at any time without consequence.

4. Results and discussion

Table 1 Perceived level of Access in Facebook Messenger Marketing by Coffee Shop Customer

Access	Mean	Standard Deviation	Verbal Description	Rank	Interpretation
The coffee shops Facebook messenger responds quickly during the busy hours of the day.	3.33	0.83	Strongly Agree	1	Very High Level
The Facebook page of the seller is easy to contact.	3.09	0.73	Agree	5	High Level
The customer support information in Facebook messenger chat is easy to navigate.	3.13	0.81	Agree	4	High Level
I can access the information I need on their messenger page quickly.	3.16	0.78	Agree	2	High Level
The coffee shops accept various kinds of payment methods.	3.13	0.92	Agree	3	High Level
Overall	3.17	0.57	Agree		High Level

Table 1 revealed that quick response during busy hours attained a high rating, mean = 3.33, which is believed to be a very high level. This indicates that customers rate fast response highly, recognizing it to be one of the major advantages offered by Facebook Messenger Marketing. This might be due to the fact that responses given immediately reduce waiting time and enable customers to carry out transactions efficiently. This is supported by the study conducted by Etuk [39], which states that fast response is one of the attributes that determine customers' loyalty in online shopping.

However, the ease of connecting to the seller's Facebook page recorded the lowest mean value (Mean = 3.09), though also on a very high level. This means that while accessibility to connecting to the seller directly through the Facebook page is available to all potential buyers, there might be a slight difficulty in starting the process of connecting. This can be as a result of the unclear structure of the pages as well as the lack of visibility of the connecting buttons. This suggests that there should be an improvement in the call-to-action buttons in order to increase accessibility. This is in line with Yandug et al. [40] who discovered that although the placement of complete contact information on top of the Facebook business pages of Philippine SMEs shows a strong improvement in the decision-making process of the consumers as it relates to overall satisfaction ($R=0.967$, $p<0.001$).

Overall, it can be seen that dimension of access scored an average of 3.17. This indicates that it is high. It can therefore be said that customers view Facebook Messenger as an accessible means to communicate. This is because customers are encouraged to interact and inquire when they realize an organization is accessible. This is in line with Ighomereho [41], which pointed out that responsiveness and accessibility are fundamental factors that customers focus on when evaluating the online service quality.

Table 2 Perceived level of Informativeness in Facebook Messenger Marketing by Coffee Shop Customer

Informativeness	Mean	Standard Deviation	Verbal Description	Rank	Interpretation
The coffee shops provide clear and detailed information about their menu items (prices, ingredients...).	3.20	0.88	Agree	2	High Level
The coffee shops have up-to-date and timely information.	3.08	0.82	Agree	3.5	High Level
I feel well informed about their current promotions and new products through messenger.	3.05	0.90	Agree	5	High Level
The coffee shops provide complete information (delivery fee, location, mode of payment) to their customers.	3.08	0.88	Agree	3.5	High Level
The coffee shops provide actual pictures of products with descriptions.	3.23	0.76	Agree	1	High Level
Overall	3.13	0.63	Agree		High Level

Table 2 is the results also show that actual pictures of the product with descriptions garnered the highest mean (Mean = 3.23). This shows that customers appreciate visual and descriptive information. It could possibly be that customers rely on the visual information to reduce uncertainty when purchasing products. The use of visual information in Messenger marketing is important for customers. This study supports the findings made in The Effect of Social Media Advertising Features on Purchase Intention Mediated by Brand Engagement [42] regarding the informativeness of social media advertising features, which is a significant factor in determining brand engagement and purchase intention.

On the other hand, consumers' perception of being well informed of current promotion offers and new products was lowest in terms of mean value with a Mean of 3.05. This implies that information delivered through promotion could be sporadic in nature or lacks promotion efforts in particular. This is further embodied by Rahayu et al.'s [43] study of 2024 that well-structured promotion could help intensify informativeness in marketing information through the study that states irregular posting of information in social media hampers informativeness and engagement of consumers in marketing activities.

Moreover, the reliability dimension scored a mean of 3.13, meaning that it is highly reliable. This is an indicator that customers trust transactions carried out through the use of Messenger highly. Customer trust is decreased by poor communication. Therefore, those who can count on reliable execution of services can encourage customers' purchasing behavior. This is supported by Pramusinto et. al. [44] who concluded that customers' trust in the posts was increased by the information content, and this, in turn, positively affected customers' purchasing behavior.

Table 3 Perceived level of Reliability in Facebook Messenger Marketing by Coffee Shop Customer

Reliability	Mean	Standard Deviation	Verbal Description	Rank	Interpretation
The coffee shops respond to my messages in a dependable manner.	3.10	0.85	Agree	4	High Level
The information they give is accurate.	3.16	0.80	Agree	2	High Level
I can rely on the coffee shops Facebook messenger to fulfill my orders.	3.07	0.77	Agree	5	High Level
I am confident that they will deliver the correct order after confirming it on messenger.	3.17	0.80	Agree	1	High Level
The seller is able to provide the right solution or answer to my question.	3.14	0.83	Agree	3	High Level
Overall	3.13	0.57	Agree		High Level

Table 3 shows the result of confidence in receiving the correct order based on the confirmation from the Messenger emerged as the highly rated factor with a Mean of 3.17. This indicates customers are confident about the correctness of the transactions conducted via the Messenger. This is particularly true since confirmation of order prevents discrepancies and satisfies customers. This indicates the need for confirmation messages and, therefore, the impact of confirmation on perceived reliability. In this case, Hidayah [45] has demonstrated, within a study focused on social media marketing activities for coffee shops, reliable online activities, like providing the right confirmation responses and delivering goods, positively contribute to customers' trust and revisit intentions.

Conversely, the use of Messenger for order fulfillment recorded the lowest mean (Mean = 3.07). This means customers might have a slight reservation about order fulfillment consistency. Delays and instances of service failure might be the reasons for such reservations. These results are in agreement with Vakulenko et al. [46], who pointed out in their study on customer reviews on Amazon about the significance of order fulfillment touchpoints, such as delivery delays, which have a direct effect on reducing customer satisfaction levels and hence stressed the importance of efficient messaging-based order fulfillment to gain customer confidence.

The reliability scale, together with other scales, resulted in an average of 3.13, which can be classified as high. This is an indication of a high degree of trust in these Messenger transactions. This could be attributed to the fact that reliable communication promotes trust. Hence, a dependence on reliable service execution might have a direct impact on purchasing. According to the SERVQUAL framework, proposed by Parasuraman, Zeithaml, and Berry in their research paper, "The Service-Centered Approach to Product Support Service Excellence in Digital Messengers, the reliability factor of having the ability to realize service commitments, enhances the ultimate service quality dimension and results in customers' satisfaction."

Table 4 Perceived level of Responsibility in Facebook Messenger Marketing by Coffee Shop Customer

Responsibility	Mean	Standard Deviation	Verbal Description	Rank	Interpretation
The product of the coffee shops offers secure and safe packaging.	3.28	0.80	Strongly Agree	1	Very High Level
The coffee shops value my feedback.	3.13	0.90	Agree	2.5	High Level
The staff handling the messenger accounts responds with integrity.	3.13	0.84	Agree	2.5	High Level
The coffee shops partners only with trusted delivery services.	3.06	0.81	Agree	5	High Level
The coffee shops take accountability for any issues or mistakes that may arise during the ordering process.	3.09	0.87	Agree	4	High Level
Overall	3.14	0.60	Agree		High Level

As can be seen on the table 4, shows the perceived level of Responsibility in Facebook Messenger marketing by coffee shop customers in Calapan City. The strongest level of agreement was recorded on the item about the secure and safe packaging of the products (Mean = 3.28). This shows that the customers link the accountability of the business to the product's safety. This might be due to the nature of accountability that is linked to the sense of care. This shows that accountability improves the trust of the customers. Various reports have been done on coffee shops and food services that have reached similar conclusions, saying that the packaging quality and safety are the most important factors that influence the customer satisfaction and loyalty. This is due to the fact that secure packaging proves the product to be trustworthy and thus reduces the risk in the mediated transactions [47].

On the contrary, in relation to partnering with reliable delivery services, there was the lowest mean score (Mean = 3.06). This indicates that customers are not fully educated or aware of the reliability of delivery partners in particular. This could be a consequence of poor communication of such delivery partners. This is why Xianguang [48] noted that there was an increase in customer satisfaction to ensure that reliability dimensions such as communication between partners are well conveyed without any breakdowns in trust.

The average recorded in responsibility was 3.14, indicating high responsibility. This is an indication that customers rate coffee shops as responsible and responsive. Customers feel less dissatisfied when responsible coffee shops address their problems. Customers' expectations will therefore be reinforced when responsibility is rewarded using the Messenger. Customers rate coffee shop service delivery as high, particularly in terms of responsibility, as described by Go [49].

Table 5 Perceived level of Assurance in Facebook Messenger Marketing by Coffee Shop Customer

Assurance	Mean	Standard Deviation	Verbal Description	Rank	Interpretation
I feel safe sharing my personal information.	2.40	1.12	Disagree	5	Low Level
I feel comfortable about the products' quality and taste.	2.96	0.90	Agree	4	High Level
The staff shows confidence in their coffee product knowledge	2.97	0.93	Agree	3	High Level
The reply from the coffee shops creates trust and credibility.	3.01	0.88	Agree	2	High Level
The coffee shops profile or page appears trustworthy.	3.06	0.92	Agree	1	High Level
Overall	2.88	0.69	Agree		High Level

Table 5 shows the Perceived trustworthiness of the coffee shop's Facebook page scored the highest mean (Mean = 3.06). It reflects the fact that the credibility of a page on Facebook has a significant influence on generating trust among customers. It might be due to a professional look and complete business details on the page. It underlines the significance of having a credible presence on the internet. If customers feel a certain brand's page on Facebook is credible and informative, their trust level with the brand enhances, and it further improves loyalty and purchase intentions [50].

However, the lowest mean was from item 1 "I feel safe sharing my personal information" which scored a mean of 2.40. This item was Scale Disagree. Users are usually reluctant to provide personal information on social media platforms due to concerns associated with the misuse of the information and thus may not be willing to provide sensitive information on the platforms [51].

Collectively, the assurance score achieved an average of 2.88, which represented high but relatively weaker assurance. This deducted that although there was overall trust, concerns about privacy still existed. Issues regarding data security could improve the assurance. More assured purchasing activities could emerge. This supported Wang et al. [52], who found through Structural Equation Modeling on social commerce platforms that high concerns about privacy had significantly destroyed customers' assurance and purchase intentions. Adequate data security could enhance greater trust.

Table 6 Perceived level of Empathy in Facebook Messenger Marketing by Coffee Shop Customer

Empathy	Mean	Standard Deviation	Verbal Description	Rank	Interpretation
The coffee shops staff show genuine care and concern for my needs on messenger.	3.16	0.82	Agree	1	High Level
The coffee shops staff is available at my convenient hours.	2.99	0.80	Agree	5	High Level
They respond to my specific inquiries promptly.	3.07	0.87	Agree	3	High Level
I feel that they can understand my preferences and circumstances.	3.06	0.85	Agree	4	High Level
I feel a positive connection with the coffee shops through our messenger conversation.	3.12	0.77	Agree	2	High Level
Overall	3.08	0.61	Agree		High Level

In table 6, care and concern demonstrated by the staff scored the highest mean (Mean = 3.16). It is clear that customers experience emotional validation during their interactions with Messenger. It could be that customers experience emotional validation when they receive personalized communication. It is an indication that empathy helps in creating an attachment between customers and coffee houses. In text-based digital communication, the words of care, understanding, and emotional support help in creating an attachment between the participants because customers experience an increased feeling of being heard and valued when they receive words of care and concern in text-based digital communication [53].

The availability of staff at convenient times recorded the lowest mean (Mean = 2.99). This means that the availability of services might not always be in line with the expectations of customers. This can be attributed to the limited hours of operation. This indicates the potential benefit of increasing the availability of response. This is supported by Muneeb et al. [54], who indicated that responsiveness, including staff availability, was an important determinant of customer satisfaction in service organizations, including limited hours of operation, thereby creating unmet expectations and low service quality.

The overall mean empathy score of (3.08) implies that consumers have a tendency to "agree" that coffee shop staff through their Facebook Messenger marketing are presented as empathic which is thus correlated with high perceived empathy level. Besides, empathy contributes significantly and positively to customer satisfaction, thus, it can be concluded that the employees who are concern, listen attentively, and respond to the customer's needs, create stronger

bond of satisfaction and loyalty along with the customers. This directly parallels the result that customers perceive coffee shop staff as genuinely caring in messenger conversations [55].

Table 7 Extent of Purchasing Intention of Coffee Shop Customers

Purchase Intention	Mean	Standard Deviation	Verbal Description	Rank	Interpretation
I am likely to purchase a product from these coffee shops in the near future.	3.26	0.82	Strongly Agree	2	Very High Extent
I will recommend others to buy products through their Facebook Messenger.	3.13	0.87	Agree	5	High Extent
I would consider these coffee shops my first choice for my next coffee purchase.	3.19	0.87	Agree	3	High Extent
My interaction in messenger gives me stronger desire to buy from this coffee shops.	3.15	0.80	Agree	4	High Extent
I have a high intention of becoming a repeat customer because of their Facebook messenger marketing.	3.31	0.78	Strongly Agree	1	Very High Extent
Overall	3.21	0.60	Agree		High Extent

Table 7 shows the result of Extent of Purchasing Intention of Coffee Shop Customers. The highest-ranked item was statement 5: "I have a high intention of becoming a repeat customer because of their Facebook Messenger marketing" (Mean = 3.31, SD = 0.78), marked as "Strongly Agree" with a "Very High Extent." This was indicative of the dominant role of Messenger in the customer's repurchase process. A 2024 study by Abergos [56] on social media effectiveness for MSME coffee shops in Manila corroborated that Messenger-type platforms activate "buy again" intentions via direct and personalized engagement.

On the other hand, referring others to buy via Messenger had the lowest mean score (Mean = 3.13). This indicated that, though individual purchase intention was high, the tendency to engage in referral behavior was slightly lower. This might have been based on varying levels of satisfaction among the respondents. These results suggested that there is room for improvement regarding referral marketing and electronic word-of-mouth. This supported the views of Khan et al. [57], who found that the intentions for recommendations are driven by deep satisfaction and trust, and often trail behind personal purchase intentions when experiences differ.

Table 8 Correlational Analysis Between Perceived Level of Access, Informativeness, Reliability, Responsibility, Assurance, and Empathy in Facebook Messenger marketing and Customer Purchase Intention

Messenger Marketing Dimension	Purchase Intention
	r-value
Access	0.447
Informativeness	0.561
Reliability	0.511
Responsibility	0.634
Assurance	0.612
Empathy	0.528

Degrees of Freedom: 157; Level of Significance: 0.05

Overall, the mean score for the purchase intention of customers in Calapan City was 3.21 (SD = 0.60), interpreted as "Agree" with a "High Extent." This implied that Messenger marketing was able to convince customers to buy and remain loyal to a great extent. Research by Ferencakova [58] on coffee shop marketing found that interactive social media content, including Messenger, led to increased purchase intentions by improving customer experiences and

relationships. Furthermore, the consistently low standard deviation across all statements revealed that the respondents' perceptions did not vary significantly from each other, indicating a unified sentiment among coffee shop customers in the city.

Based on the p-values of <0.001 , which were all less than the level of significance of 0.05 with 157 degrees of freedom, the null hypotheses were rejected. This indicated that the perceived levels of Access, Informativeness, Reliability, Responsibility, Assurance, and Empathy had a significant relationship with the purchasing intention of coffee shop customers in Calapan City. The r-values, ranging from 0.447 to 0.634, revealed that the relationships were dominantly moderate. Specifically, Responsibility ($r = 0.634$) and Assurance ($r = 0.612$) showed the strongest links to purchase intention among the six variables, while Access ($r = 0.447$) showed the lowest, yet still significant, correlation. These findings concurred with the study of Paniterce [59], "Service Quality and Customer Satisfaction of Local Coffee Shops in Camarines Sur," which utilized the SERVQUAL model to disclose very positive correlations (all $p < 0.001$) between dimensions such as reliability, responsiveness, assurance, and empathy and customer satisfaction. The results of the current study aligned with these moderate-to-strong correlations, confirming that digital service quality on Facebook Messenger directly translates into consumer intent to purchase.

Table 9 Significant Predictor for customer Purchase Intention

Messenger Marketing Dimension	Purchase Intention	
	B	r-value
Access	0.092	Access
Informativeness	0.129	Informativeness
Reliability	0.015	Reliability
Responsibility	0.256	Responsibility
Assurance	0.328	Assurance
Empathy	0.050	Empathy

Among the identified variables, the most significant predictor of customer purchase intention was the perceived level of Assurance, with a beta coefficient of 0.328, followed by the perceived level of Responsibility with a 0.256 coefficient. Both were supported by p-values of <0.001 and 0.006, respectively, which were both less than the level of significance of 0.05. This implied that future customer purchases could be predicted primarily by the assurance and responsibility demonstrated by the coffee shops through Facebook Messenger. The dominant position of Assurance concurred with SERVQUAL extensions in digital environments, where it built trust by assuring consumers of safe and professional service delivery. In a study conducted by Armawan et al. (2022), they explored social media marketing's interaction with service quality at a coffee shop and discovered that assurance had a remarkable effect on purchasing intention through the mediation of brand trust. This suggests that trustworthy assurances successfully translated consumer doubts into buying actions. Furthermore, Responsibility—understood as accountable responsiveness—indicated a strong commitment to the customer, though it was subordinate to assurance in this specific context. This pattern was further supported by Suganda's [60] research on e-service quality predictors, which revealed that assurance-dominant factors, such as security and support, were more influential in the digital decision-making process than other dimensions. These results implied that coffee shops in Calapan City relied on extraordinary assurance tactics, such as trained staff responses and order guarantees, to increase the likelihood of purchase prediction.

5. Conclusion

The customers of coffee shops in Calapan City perceived all six dimensions of Facebook Messenger marketing such as Access, Informativeness, Reliability, Responsibility, Assurance, and Empathy are at a High Level. While the general perception was positive, a specific weakness was identified within the Assurance dimension regarding the sharing of personal data, which received a Low-Level rating. This indicates that while customers generally trust the competence of the staff, significant concerns regarding data privacy persist within the digital chat environment.

The overall level of customer purchase intention was found to be at a High Level. This was driven primarily by a very strong intention for repeat purchases and future buying. It can be concluded that Messenger interactions are highly

effective in maintaining customer loyalty and fostering repurchase behavior among coffee shop patrons in Calapan City, serving as more than just a tool for initial inquiries.

The study confirmed that there are significant positive relationships between all six independent variables and customer purchase intention. This resulted in the rejection of all null hypotheses (Ho1 to Ho6). While all dimensions were influential, Responsibility showed the strongest correlation. This implies that as the coffee shops improve their accessibility, information quality, dependability, and personalization, there is a corresponding and significant increase in the customer's intent to buy.

Among the six dimensions, Assurance and Responsibility emerged as the only significant predictors of purchase intention. Conversely, dimensions such as Access were found to have no predictive power when analyzed collectively. It is concluded that while all factors are important for the overall experience, trust (data safety and product quality) and accountability (reliable responsiveness) are the critical "deal-breakers" that convert a Messenger conversation into a confirmed sale.

Recommendations

Based on the findings and conclusions of this study, the following strategic actions are recommended for local coffee shop owners, managers, and future researchers:

- To strengthen the Assurance, as the top predictor and the area with the most significant weakness (Data Privacy), businesses must prioritize Digital Trust Infrastructure. Implement an automated Messenger "Welcome Message" or "Privacy Note" that explicitly assures users that personal data (e.g., addresses, contact numbers) is used solely for order processing and is strictly protected. Regularly update the "About" section of the Facebook Page with official business permits and physical addresses to boost perceived legitimacy. Conduct product briefings for staff to ensure they can provide authoritative responses regarding coffee origins, allergens, and brewing methods.
- To enhance Responsibility, "Responsibility Protocols" are advised. Partner exclusively with reputable local delivery services and inform the customer via Messenger exactly which provider is handling their order. Establish a system where staff immediately acknowledge errors (e.g., spills or delays) through the chat and provide instant solutions, such as a replacement or a digital discount code. Continue using spill-proof packaging and consider sending "Photo Proof" of the prepared order via Messenger before it leaves the shop to demonstrate care and accountability.
- To optimizing Access and Informativeness, there should be an operational maintenance (Supporting Dimensions). Utilize Messenger's "Saved Replies" for FAQs during peak periods (lunch/after-office hours) to maintain response times under the "Very High" threshold. Shift from text-heavy menus to high-quality photos and "behind-the-scenes" video clips within the Messenger thread to stimulate visual appeal. Structured Confirmations: Send a detailed "Order Summary" listing individual prices, delivery fees, and the total amount to prevent transaction confusion.
- Sustaining Reliability and Empathy, there should be a digital menu audit. Perform weekly audits of the digital menu versus physical inventory to ensure that prices and availability are 100% accurate. There should be a "Human Touch" Initiative: Train staff to avoid robotic, templated responses. Encourage the use of the customer's name and personalized closing statements (e.g., "Enjoy your coffee, [Name]!") to maintain the local charm of the establishment
- Future researcher should expand upon the "Calapan Coffee Paradox" identified in this study, they may consider: Sectoral and Regional Expansion: Investigating whether Assurance and Responsibility remain the dominant predictors in other industries or other regions of the Philippines. Comparative Platform Analysis: Conducting studies between Messenger and other messaging services like Instagram Direct or WhatsApp Business to identify platform-specific consumer behaviors.

Compliance with ethical standards

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Disclosure of Conflict of interest

The authors do not have any conflict of interest.

They kept all the information about the people who took part in the study secret. The researchers made sure that they had privacy. And only used the information for school. Furthermore, they did not tell anyone about the individual owners of coffee shops in Calapan City. They all agreed to take part in the study. And told them what it was about before we started that they could stop taking part at any time if they wanted to.

Statement of ethical approval

The researchers followed the rules of the school and made sure they did everything right.

The people who took part in the study agreed to it. They did not ask for any information that could identify them. And kept all the answers safe so it can be used for school purposes.

Statement of informed consent

Informed consent was gained from all individual participants involved in the study. Explicit informed consent was given and attained from all entrepreneurs in Calapan City who contributed in this study prior to data collection.

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