

ABSTRACT

Title of research: **Loyalty of Millennials guests of Bites
& Coffee at City of Binan, Laguna**

Researchers: **Ansay, Ramil S.
Almero, Rommel S.
Go, Jan Harvey D.
Indanan, Shella Mae G.
Manalo, Richard Rj M.
Marcelo, Janica B.**

Degree: **Bachelor of Science in Hospitality Management**
School: **STI College Carmona**

Research:

Coordinator **Ms. Christie Llano**

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The Researcher aimed to discuss the loyalty of millennials guests of Bites and Coffee in Biñan City of Laguna and to further discuss the foundation of customer loyalty and level of satisfaction of the millennial customers in terms of product, service, location and marketing. This research paper will tend to find out if the customers is strongly agree when it comes to the respective aspect that the researcher formulated. The research is entitled Loyalty of Millennials Guests of Bites and Coffee at City of Biñan, Laguna that will specifically focus on the customer loyalty of the millennial customers and to gathered data base on the respondents experienced while they purchase, and dine-in to Bites and Coffee.

**Loyalty of Millennials Guests of Bites and Coffee
at City of Biñan, Laguna**

**A Research
Presented to the Faculty of
Tourism and Hospitality Management
STI College Carmona**

**In Partial Fulfilment
of the Requirements of the Degree
Bachelor of Science in Hospitality Management**

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