

# **PERCEPTIONS OF STUDENT BARISTAS AND CUSTOMERS ON STARBUCKS SERVICE CULTURE**

**Rosanne April M. Ramos**

*College of Hospitality and Tourism Management*

Starbucks are sprouting almost at every corner of urbanized areas and even with this proliferation each store can still be packed. Owing to that, this study sought to find out the perceptions of customers and student baristas on the service culture of the coffee shop, to discover its appeal that won the hearts of many. Furthermore it wanted to give light on whether this appeal leads to employee and customer retention, a factor that is important in hitting a company's bottom-line.

Student baristas were appropriate for this qualitative study to be able to find a link between Hotel and Restaurant Management students and success rates of baristas, this also enabled the study to gain empirical data on relevant issues that concerns the program and their future careers.