

# Evaluating Pet-friendly Cafes in Quezon City: Operational Strategies, and Customer Behavioral Outcomes Towards Sustainability Practices

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## ABSTRACT

This study examined the operational strategies of pet-friendly cafés in Quezon City and their influence on customer behavioral outcomes toward sustainability practices. Using a quantitative descriptive-correlational research design, data were collected from 500 café customers through a structured survey questionnaire. The study assessed key variables, including servicescape, pet-friendly amenities, sustainability practices, customer satisfaction, and behavioral outcomes such as loyalty, revisit intention, and word-of-mouth. Findings revealed that servicescape and pet-friendly amenities significantly influence customer satisfaction, which in turn affects behavioral intentions. Customers highly value well-

maintained physical environments, designated pet areas, and inclusive service experiences that cater to both pet owners and non-pet owners. The results also indicated that sustainability practices are moderately implemented, with limited visibility and consistency across establishments. Despite this, customers demonstrated positive behavioral outcomes, including strong intentions to revisit and recommend pet-friendly cafés. The study further identified operational challenges related to hygiene management, staff training, and communication of sustainability initiatives. These findings suggest that while pet-friendly cafés offer strong potential for enhancing customer experience and supporting sustainable urban tourism, improvements in operational consistency and sustainability integration are necessary. The study contributes to hospitality and tourism literature by applying the Stimulus–Organism–Response framework, Servicescape Theory, and the Theory of Planned Behavior in the context of pet-friendly service environments.

**Keywords:** *Pet-friendly cafés, servicescape, customer satisfaction, behavioral intention, sustainable tourism, hospitality management, urban tourism, Philippines*

## INTRODUCTION

The hospitality and tourism industry continues to evolve in response to changing consumer lifestyles, preferences, and socio-cultural dynamics. One emerging trend is the increasing demand for pet-friendly establishments, particularly cafés that accommodate both customers and their companion animals. This shift reflects a broader societal transformation in which pets are regarded as integral members of the family, influencing leisure choices, consumption behavior, and service expectations.

Pet-friendly cafés have gained global popularity as innovative service environments that combine food, recreation, and human–animal interaction. Originating in Japan with the establishment of the first cat café in 2005, this concept has expanded internationally, driven by urbanization, limited residential space, and the need for stress relief in fast-paced environments. These cafés provide safe, controlled, and socially engaging spaces where individuals can interact with animals, fostering emotional well-being and social connection.

In highly urbanized areas such as Quezon City, the demand for alternative leisure spaces has significantly increased. As one of the largest and most populous cities in the Philippines, Quezon City serves as a major residential, commercial, and tourism hub. Its diverse population, composed of students, young professionals, families, and expatriates, has contributed to the growing preference for experiential and lifestyle-oriented services. In this context, pet-friendly cafés have emerged as unique attractions that cater to both pet owners and non-pet owners seeking comfort, novelty, and social interaction.

Beyond their recreational value, pet-friendly cafés contribute to the broader tourism ecosystem by enhancing destination appeal and supporting local economic activity. These establishments offer more than traditional food and beverage services; they function as social spaces that promote community engagement, animal welfare awareness, and cultural interaction. The integration of pet-friendly concepts into café operations aligns with contemporary tourism trends that emphasize experience-based consumption, inclusivity, and sustainability.

Despite their increasing popularity, the role of pet-friendly cafés in promoting sustainable tourism remains underexplored, particularly in the Philippine context. Existing literature has largely focused on general hospitality practices, with limited attention given to the unique operational requirements and customer dynamics of pet-friendly environments. Issues such as sanitation, animal welfare, service quality, and resource management present complex challenges that require strategic operational approaches.

Customer behavior in pet-friendly cafés is shaped by multiple factors, including service quality, physical environment, and the availability of pet-oriented amenities. These elements influence customer satisfaction, loyalty, revisit intentions, and willingness to recommend the establishment to others. Moreover, sustainability practices—such as waste management, ethical sourcing, and environmental conservation—are becoming increasingly important in shaping customer perceptions and behavioral outcomes.

Given these considerations, there is a need for empirical research that examines how operational strategies and pet-friendly amenities influence customer behavior and sustainability outcomes. Understanding these relationships is essential for developing effective business models that balance customer satisfaction, operational efficiency, and environmental responsibility.

Therefore, this study aims to evaluate pet-friendly cafés in Quezon City by analyzing their operational strategies and customer behavioral outcomes in relation to sustainability practices. Specifically, it seeks to assess how cafés implement sustainable tourism strategies, examine the effectiveness of pet-friendly amenities in motivating customers, and identify the challenges faced by café owners and managers in delivering pet-friendly and sustainable services.

By providing a comprehensive analysis of these factors, this study contributes to the advancement of knowledge in hospitality and tourism management. It offers practical insights for café operators, policymakers, and stakeholders in developing sustainable, customer-centered, and innovative pet-friendly café concepts. Ultimately, the study highlights the potential of pet-friendly cafés as emerging contributors to sustainable urban tourism development.

### **Statement of the Problem**

This study aimed to evaluate pet-friendly cafes in Quezon City as a basis for developing a sustainable program for the industry. Specifically, this study answered the following research questions:

1. What was the demographic profile of the respondents in terms of:
  - 1.1 Age;
  - 1.2 Income Level; and
  - 1.3 Pet Type?
2. What was the demographic profile of the cafes in terms of:
  - 2.1 Human Resource;
  - 2.2 Business Structure;
  - 2.3 Marketing Strategies;
  - 2.4 Coffee Supply; and
  - 2.5 CSR Programs?
3. What was the level of practice on the operational strategies implemented by the cafes to promote sustainable tourism in Quezon City in terms of:
  - 3.1 Environment Protection and Preservation;
  - 3.2 Protection of Animal Rights;
  - 3.3 Cultural Value; and
  - 3.4 Customer Service?
4. To what extent do pet-friendly amenities influence the motivations of pet-owning visitors in choosing cafes in Quezon City in terms of:
  - 4.1 Water bowls;
  - 4.2 Pet seating areas; and
  - 4.3 Pet-themed menu items?
5. Was there a significant difference between pet-owning visitors' perceptions of sustainability initiatives and their overall satisfaction and loyalty toward pet-friendly cafes?
6. Was there a significant relationship between pet-friendly and sustainability features and customers' revisit intentions and willingness to recommend the cafes to others.?
7. What ergonomic and facility design features implemented by the cafes to promote sustainable tourism in Quezon City?
8. What operational issues, resource obstacles or shortages, and best-practices considerations faced by the cafe managers and owners when implementing pet-friendly services and sustainable tourism in Quezon City?
9. What practical sustainable program for pet friendly cafes can be crafted based on the results of the study?

## Literature Review

### Pet-Friendly Cafés and Emerging Hospitality Trends

The rapid increase in pet ownership globally has significantly influenced consumer preferences, particularly in the hospitality and foodservice sectors. Pet-friendly cafés have emerged as a response to this trend, providing inclusive environments where customers can dine and socialize with their pets. Recent research highlights that pet-friendly foodservice establishments are driven by the growing perception of pets as family members, which directly shapes consumption behavior and service expectations (Zhang et al., 2025).

Moreover, the expansion of pet-friendly hospitality services reflects broader lifestyle changes in urban environments, where limited space and busy routines encourage alternative forms of leisure and companionship. These cafés offer experiential value beyond traditional dining by combining emotional engagement, relaxation, and social interaction.

### **Customer Experience in Pet-Friendly Service Environments**

Customer experience in pet-friendly cafés is influenced by both café-related and pet-related attributes. Studies indicate that factors such as cleanliness, pet interactivity, and ambiance significantly affect customer satisfaction and behavioral intentions. Notably, pet-related attributes—such as the interaction and presence of animals—have been found to have a stronger impact on satisfaction than traditional café attributes like food quality (Zhang et al., 2025).

This suggests that pet-friendly cafés function as experience-centered environments, where emotional and social engagement plays a more dominant role than purely functional service elements. Consequently, customer satisfaction becomes a key mediator between service attributes and behavioral outcomes such as revisit intention and word-of-mouth promotion.

### **Stimulus–Organism–Response (S–O–R) Theory in Hospitality**

The Stimulus–Organism–Response (S–O–R) theory provides a foundational framework for understanding customer behavior in service environments. The theory posits that environmental stimuli influence individuals' internal states (organism), which in turn shape behavioral responses (response). In hospitality settings, stimuli such as ambiance, service quality, and physical environment trigger emotional and cognitive reactions that determine customer satisfaction and behavioral intentions.

Recent applications of the S–O–R framework in tourism and hospitality research emphasize its relevance in analyzing experiential consumption. In pet-friendly cafés, stimuli include pet amenities, cleanliness, and sustainability practices, while organism responses involve emotional satisfaction, perceived value, and comfort. These responses ultimately lead to behaviors such as loyalty, revisit intention, and recommendation.

### **Servicescape Theory and Customer Behavior**

The concept of servicescape refers to the physical environment in which service interactions occur and its influence on customer perceptions and behavior. It encompasses elements such as layout, design, ambiance, and spatial arrangement, all of which shape customer experience (Bitner, 1992).

Recent studies affirm that servicescape remains a critical determinant of service quality and behavioral intention in café settings. The physical environment acts as an antecedent to customer satisfaction and influences their decision to revisit or recommend a service establishment.

In the context of pet-friendly cafés, servicescape extends beyond traditional physical elements to include pet-oriented features such as designated seating areas, pet hygiene facilities, and safe interaction zones. These elements contribute to both functional and emotional aspects of the customer experience.

### **Social Servicescape and Customer Interaction**

Beyond the physical environment, the concept of social servicescape highlights the role of other customers and employees in shaping service experiences. The presence, behavior, and perceived similarity of other customers can significantly influence satisfaction and behavioral outcomes.

In pet-friendly cafés, the social servicescape becomes more complex due to the interaction between customers, pets, and staff. Positive interactions among these actors can enhance the overall experience, while negative interactions may lead to dissatisfaction. This highlights the importance of managing both physical and social environments in pet-friendly service settings.

### **Theory of Planned Behavior (TPB) in Consumer Decision-Making**

The Theory of Planned Behavior (TPB) explains how attitudes, subjective norms, and perceived behavioral control influence behavioral intentions. In hospitality and tourism research, TPB has been widely used to understand customer decision-making, particularly in relation to sustainable practices and ethical consumption.

In pet-friendly cafés, customers' attitudes toward animal welfare and sustainability, social norms regarding pet ownership, and perceived ease of access to pet-friendly facilities collectively shape their intention to visit, revisit, and recommend establishments. This framework is particularly relevant in analyzing how sustainability initiatives influence customer loyalty and satisfaction.

### **Sustainability Practices in Hospitality and Tourism**

Sustainability has become a central concern in the hospitality industry, with increasing emphasis on environmental protection, resource management, and ethical business practices. Sustainable tourism practices include waste reduction, use of eco-friendly materials, and responsible sourcing of products.

Research indicates that sustainability initiatives positively influence customer perceptions, satisfaction, and loyalty. Customers are more likely to support businesses that demonstrate environmental responsibility and ethical practices. In pet-friendly cafés, sustainability extends to animal welfare, waste management, and environmentally conscious operations.

### **Operational Strategies in Pet-Friendly Cafés**

Operational strategies in pet-friendly cafés involve balancing service quality, safety, and sustainability. Key considerations include hygiene management, staff training, facility design, and customer service. Recent studies emphasize that pet-friendly establishments must address unique challenges such as sanitation, space management, and animal behavior to ensure a positive customer experience (Zhang et al., 2025). Effective operational strategies not only enhance customer satisfaction but also contribute to the sustainability and competitiveness of the business.

### **Customer Behavioral Outcomes in Hospitality**

Customer behavioral outcomes, including satisfaction, loyalty, revisit intention, and word-of-mouth, are critical indicators of business success in the hospitality industry. Research shows that customer satisfaction mediates the relationship between service quality and behavioral intention, highlighting its importance in service management.

In pet-friendly cafés, behavioral outcomes are influenced by both experiential and functional factors. The integration of pet-friendly amenities and sustainable practices enhances customer engagement and encourages repeat patronage.

### **Research Gap**

Despite the growing popularity of pet-friendly cafés, there is limited empirical research focusing on their role in sustainable tourism, particularly in the Philippine context. Existing studies primarily address general hospitality practices without considering the unique dynamics of pet-friendly environments.

Furthermore, there is a lack of research examining the combined effects of operational strategies, pet-friendly amenities, and sustainability practices on customer behavioral outcomes. This study addresses these gaps by providing a comprehensive analysis of pet-friendly cafés in Quezon City, contributing to both academic literature and industry practice.

## **METHODS**

### **Research Design**

This study employed a quantitative descriptive-correlational research design to examine the relationship between operational strategies of pet-friendly cafés and customer behavioral outcomes toward sustainability practices. The descriptive component was used to assess the current practices of cafés in terms of servicescape, pet-friendly amenities, and sustainability initiatives. Meanwhile, the correlational approach

aimed to determine the extent to which these operational strategies influence customer satisfaction, loyalty, and behavioral intentions.

This design was deemed appropriate as it allows for systematic measurement and analysis of relationships among variables without manipulating the research environment. It also provides empirical evidence on how specific operational factors contribute to customer responses in pet-friendly hospitality settings.

### **Research Locale**

The study was conducted in selected pet-friendly cafés located in Quezon City, Philippines. Quezon City was chosen due to its status as one of the largest and most urbanized cities in the country, with a growing number of lifestyle-oriented establishments, including pet-friendly cafés.

These cafés cater to a diverse population composed of students, professionals, families, and pet owners, making the city an ideal setting for examining customer behavior in pet-friendly environments. The presence of multiple cafés offering similar services also allows for comparative analysis of operational strategies and customer perceptions.

### **Respondents of the Study**

The respondents of the study consisted of customers of pet-friendly cafés in Quezon City who have experienced dining in establishments that accommodate pets.

A total of five hundred (500) respondents participated in the study. These respondents were selected based on their direct experience with pet-friendly cafés, ensuring that they possess relevant knowledge and perceptions regarding the services offered.

The respondents included both pet owners and non-pet owners, as both groups contribute to the overall customer experience and behavioral outcomes in such environments.

### **Sampling Technique**

The study utilized a cluster sampling technique to select respondents from different pet-friendly cafés across Quezon City. This approach was appropriate given the geographical distribution of cafés and the need to obtain a representative sample from various locations.

Clusters were formed based on café locations, and respondents were selected within each cluster to ensure diversity in customer experiences. This method enhanced the representativeness of the sample and allowed for a broader analysis of customer behavior across different establishments.

### **Research Instrument**

The primary data collection instrument used in this study was a structured survey questionnaire. The questionnaire was designed to measure key variables, including:

- Operational strategies (servicescape, pet-friendly amenities, sustainability practices)
- Customer satisfaction
- Customer behavioral outcomes (loyalty, revisit intention, word-of-mouth)

The questionnaire consisted of multiple sections, each corresponding to the variables being studied. Responses were measured using a Likert scale, allowing respondents to indicate their level of agreement or perception regarding specific statements.

The instrument was carefully structured to ensure clarity, relevance, and ease of response, minimizing the risk of misinterpretation.

### **Data Gathering Procedure**

The data collection process was conducted in a systematic and organized manner.

First, permission was obtained from café management and relevant authorities to conduct the study within selected establishments. Respondents were then approached and informed about the purpose of the research.

Survey questionnaires were distributed to customers who met the criteria of having experience in pet-friendly cafés. Respondents were given sufficient time to complete the questionnaire, and assistance was provided when necessary to clarify any questions.

All completed questionnaires were collected, checked for completeness, and organized for data analysis.

### **Data Analysis**

The collected data were analyzed using descriptive and inferential statistical methods.

Descriptive statistics, including frequency, percentage, mean, and standard deviation, were used to summarize the demographic profile of respondents and their responses to survey items.

Inferential statistics were applied to examine the relationships between operational strategies and customer behavioral outcomes. Correlation analysis was used to determine the strength and direction of relationships among variables.

The analysis aimed to identify significant factors influencing customer satisfaction and behavioral intentions in pet-friendly cafés, providing empirical support for the study's objectives.

### **Ethical Considerations**

Ethical standards were strictly observed throughout the study. Participation was voluntary, and respondents were informed about the purpose of the research prior to data collection.

Confidentiality and anonymity were ensured by not collecting personally identifiable information. All responses were used solely for academic purposes.

The study also ensured that respondents were not subjected to any form of harm, coercion, or discomfort during the data collection process.

## **RESULTS AND DISCUSSION**

### **Presentation of Findings**

This section presents and analyzes the findings of the study on the operational strategies of pet-friendly cafés in Quezon City and their influence on customer behavioral outcomes toward sustainability practices. The results are organized according to key variables, including servicescape, pet-friendly amenities, sustainability practices, customer satisfaction, and behavioral outcomes such as loyalty, revisit intention, and word-of-mouth.

Overall, the findings indicate that pet-friendly cafés demonstrate positive operational performance, particularly in creating engaging service environments and providing pet-oriented amenities. These factors significantly influence customer satisfaction, which in turn affects behavioral intentions. However, certain areas, particularly sustainability practices and operational consistency, reveal opportunities for improvement.

### ***Servicescape and Customer Perception***

The results show that the servicescape of pet-friendly cafés plays a significant role in shaping customer perception and experience. Respondents generally rated the physical environment—such as cleanliness, layout, ambiance, and comfort—as satisfactory to highly satisfactory.

A well-designed servicescape contributes to a positive emotional response among customers, supporting the Stimulus–Organism–Response (S-O-R) framework. The physical environment (stimulus) influences customers' internal states (organism), leading to favorable behavioral outcomes (response). In pet-friendly cafés, the integration of pet spaces, aesthetic design, and hygiene practices enhances the overall dining experience.

However, some respondents expressed concerns regarding cleanliness and odor control, particularly in areas where pets are highly active. These concerns suggest that while cafés successfully create engaging environments, maintaining consistent hygiene standards remains a critical factor in sustaining customer satisfaction.

### ***Pet-Friendly Amenities and Experience Value***

Pet-friendly amenities were found to be one of the strongest contributors to customer satisfaction. Respondents highly valued features such as designated pet areas, availability of pet menus, safety measures, and staff attentiveness toward pets.

These amenities serve as key stimuli in the S-O-R framework, directly influencing emotional responses such as comfort, enjoyment, and attachment to the café. The presence of well-maintained and thoughtfully designed pet facilities enhances the perceived value of the service experience.

Furthermore, the findings indicate that both pet owners and non-pet owners benefit from pet-friendly environments. While pet owners appreciate the inclusivity and convenience, non-pet owners often view the presence of pets as a source of relaxation and novelty. This highlights the dual role of pet-friendly cafés as both functional and experiential service environments.

### ***Sustainability Practices in Café Operations***

The study revealed that sustainability practices are moderately implemented in pet-friendly cafés. Respondents acknowledged efforts such as waste segregation, use of eco-friendly materials, and promotion of responsible pet ownership.

However, the level of awareness and visibility of these practices varies across establishments. Some customers indicated that sustainability initiatives are not consistently communicated or emphasized, which affects their perception of the café's commitment to environmental responsibility.

From the perspective of the Theory of Planned Behavior (TPB), sustainability practices influence customer attitudes and perceived behavioral control, which in turn affect their intention to support and revisit establishments. When customers perceive a café as environmentally responsible, they are more likely to develop positive attitudes and behavioral intentions.

The findings suggest that while sustainability is present, there is a need for stronger integration and communication of sustainable practices to enhance customer engagement.

### ***Customer Satisfaction***

Customer satisfaction emerged as a central factor influencing behavioral outcomes. The results indicate that respondents are generally satisfied with their experiences in pet-friendly cafés, particularly in terms of ambiance, pet accommodations, and overall service quality.

Satisfaction is influenced by both tangible and intangible factors, including servicescape, staff interaction, and emotional experience. In line with the S-O-R framework, satisfaction represents the organism's response to environmental stimuli and serves as a mediator between operational strategies and behavioral outcomes.

Despite the overall positive evaluation, certain areas such as service efficiency, crowd management, and hygiene consistency were identified as areas for improvement. Addressing these issues is essential for maintaining high levels of customer satisfaction.

### ***Customer Behavioral Outcomes***

The study found that customer satisfaction significantly influences behavioral outcomes, including loyalty, revisit intention, and word-of-mouth recommendation. Respondents expressed a strong willingness to revisit pet-friendly cafés and recommend them to others, indicating positive behavioral intentions.

Loyalty is particularly influenced by emotional attachment and unique experiences offered by the café. The integration of pet-friendly features creates memorable experiences that differentiate these establishments from traditional cafés.

From the TPB perspective, positive attitudes toward pet-friendly cafés, combined with favorable social norms and perceived accessibility, contribute to strong behavioral intentions. Customers who perceive these cafés as enjoyable, inclusive, and sustainable are more likely to engage in supportive behaviors.

### **Operational Challenges and Areas for Improvement**

Despite the positive findings, several operational challenges were identified. These include maintaining consistent hygiene standards, managing customer flow during peak hours, and ensuring adequate staff training in handling both customers and pets.

Additionally, the study highlights the need for clear policies and guidelines regarding pet behavior, safety, and sanitation. Inconsistent implementation of these policies may lead to negative customer experiences.

Another challenge is the limited visibility of sustainability practices. While some cafés implement eco-friendly initiatives, the lack of communication reduces their impact on customer perception and behavior.

Addressing these challenges requires a strategic approach that integrates operational efficiency, customer experience, and sustainability.

### **Overall Discussion**

The findings of the study confirm that pet-friendly cafés are effective experiential service environments that positively influence customer satisfaction and behavioral outcomes. The integration of servicescape, pet-friendly amenities, and sustainability practices aligns with contemporary consumer preferences for inclusive and meaningful experiences.

The study also validates the applicability of the S-O-R, Servicescape, and TPB frameworks in understanding customer behavior in pet-friendly hospitality settings. Environmental stimuli such as physical design and pet amenities influence emotional responses, which in turn shape behavioral intentions.

However, the results also highlight the importance of consistent operational practices and stronger sustainability integration. While cafés successfully create engaging experiences, their long-term success depends on their ability to maintain service quality, address operational challenges, and align with sustainable tourism principles.

Overall, the study demonstrates that pet-friendly cafés have strong potential to contribute to sustainable urban tourism. By enhancing operational strategies and addressing identified challenges, these establishments can further improve customer experience and strengthen their competitive advantage.

## **CONCLUSION**

This study evaluated the operational strategies of pet-friendly cafés in Quezon City and examined their influence on customer behavioral outcomes toward sustainability practices. Based on the findings, it can be concluded that pet-friendly cafés function as effective experiential service environments that significantly contribute to customer satisfaction, loyalty, and positive behavioral intentions.

The results demonstrate that servicescape and pet-friendly amenities are the primary drivers of customer satisfaction. A well-maintained physical environment, combined with thoughtfully designed pet-oriented facilities, enhances the overall customer experience by addressing both functional and emotional needs. These elements serve as critical stimuli that influence customers' internal responses, ultimately shaping their behavioral outcomes.

Furthermore, the study revealed that customer satisfaction plays a mediating role in the relationship between operational strategies and behavioral intentions. Customers who experience high levels of satisfaction are more likely to revisit the café, recommend it to others, and develop a sense of loyalty. This finding reinforces the importance of delivering consistent and high-quality service experiences.

In terms of sustainability, the study found that while pet-friendly cafés have begun to adopt eco-friendly practices, their implementation remains moderate and inconsistent. Although customers recognize efforts such as waste management and responsible pet care, the lack of visibility and integration of sustainability initiatives limits their overall impact on customer perception and behavior.

Despite the positive outcomes, the study identified several challenges, including maintaining hygiene standards, managing customer flow, and ensuring effective communication of sustainability practices. These challenges highlight the need for continuous improvement in operational strategies to sustain customer satisfaction and long-term business success.

Overall, the study concludes that pet-friendly cafés have strong potential to contribute to sustainable urban tourism, provided that they enhance their operational efficiency, strengthen sustainability practices, and maintain high standards of service quality.

### **Implications of the Study**

The findings of this study have important implications for the hospitality industry, policymakers, and future research.

From an industry perspective, the study highlights the importance of integrating pet-friendly amenities with high-quality servicescape design. Café operators should recognize that customer experience in pet-friendly environments extends beyond food and service to include emotional engagement and interaction with pets. Enhancing these aspects can significantly improve customer satisfaction and loyalty.

The study also underscores the need for consistent implementation of sustainability practices. Businesses that actively promote eco-friendly initiatives and responsible pet management can strengthen their brand image and attract environmentally conscious consumers. Clear communication of sustainability efforts is essential in influencing customer perception and behavior.

For policymakers and local government units, the findings emphasize the importance of developing guidelines and standards for pet-friendly establishments. Regulations related to hygiene, safety, and animal welfare can help ensure a balanced and safe environment for both customers and pets while supporting the growth of this emerging sector.

From a theoretical perspective, the study confirms the applicability of the Stimulus–Organism–Response (S-O-R) model, Servicescape Theory, and Theory of Planned Behavior (TPB) in understanding customer behavior in pet-friendly hospitality settings. These frameworks provide valuable insights into how environmental and psychological factors interact to influence behavioral outcomes.

### **Recommendations**

Based on the findings and conclusions of the study, the following recommendations are proposed:

1. Pet-friendly café operators should enhance their servicescape by maintaining high standards of cleanliness, improving layout design, and ensuring proper odor control. These factors are essential in creating a comfortable and hygienic environment for customers and pets.

2. Cafés should invest in well-designed pet-friendly amenities, including designated pet areas, safety measures, and pet-specific services. These features contribute significantly to customer satisfaction and differentiate pet-friendly cafés from traditional establishments.
3. To strengthen sustainability efforts, café operators should implement visible and consistent eco-friendly practices, such as waste segregation, use of biodegradable materials, and responsible sourcing of products. Promoting these initiatives through signage and communication strategies can increase customer awareness and engagement.
4. Staff training programs should be developed to improve customer service, pet handling skills, and knowledge of sustainability practices. Well-trained staff can enhance the overall customer experience and ensure the effective implementation of operational strategies.
5. Local government units should establish clear policies and standards for pet-friendly cafés, focusing on hygiene, safety, and animal welfare. These regulations can support the sustainable growth of the industry while protecting public health.
6. Future researchers are encouraged to expand the scope of the study by including larger sample sizes, different geographic locations, and additional variables such as customer emotions, perceived risks, and environmental attitudes. Longitudinal studies may also be conducted to examine changes in customer behavior over time.

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