



PUBLIC CATERING SERVICES OF A CAFE – A WAY OF HUMAN INTERACTION

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Abstract: The paper analyzes the role of the café as a public catering space and as a medium for social interaction, highlighting the importance of the services offered in creating a complex experience for consumers. The café is not only a place for consuming specific drinks and products, but also becomes a framework for communication, socialization and exchange of ideas, adapted to the requirements of contemporary society. By studying the components of food services – product quality, staff competence, ambiance and customer relationship – the paper emphasizes how they contribute to satisfying the emotional and social needs of consumers. It also analyzes the evolution of the café concept, from the traditional function of a meeting place to the modern dimension of a cultural and community space. In conclusion, the public catering services offered by a café can be considered not only an economic activity, but also a form of human interaction that supports social cohesion and the diversity of interpersonal relationships.

• Introduction

The public catering services offered by a café are more than just commercial activities – they constitute a framework for socialization and human connection. Through the atmosphere created, the attitude of the staff and the quality of the products, the café becomes a space where interpersonal relationships develop naturally, contributing to customer satisfaction and loyalty.

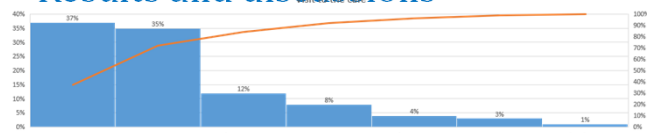
Thus, the café is transformed into a place of meeting and communication, where the consumer experience is defined by the balance between services, ambiance and authentic human interaction.

• Material and method

The purpose of the work was to evaluate customer perceptions of a cafe's public catering services and the role of human interaction (ambiance, staff behavior, communication). As specific objectives, we set out to measure overall satisfaction; evaluate the dimensions of service (promptness, friendliness, competence, atmosphere); identify factors that influence the intention to return/recommend

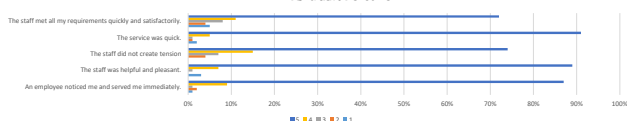
The study was a quantitative, cross-sectional one, based on a self-administered/face-to-face questionnaire, applied to customers of the Moncafe cafe in Lugoj during the period February-May 2025, covering 2 weekends, to a sample of 350 people. The target population consisted of customers of the cafe, aged ≥ 18 years, who consumed at least one product on the day of application.

• Results and discussions



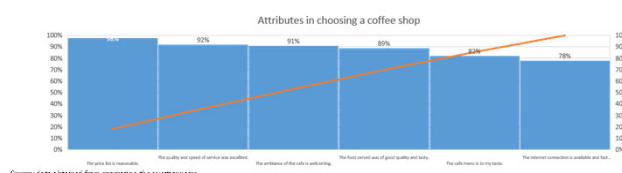
Source: data obtained from processing the questionnaire

Visit to the cafe



Source: data obtained from processing the questionnaire

Staff attitude



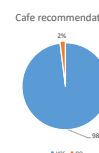
Source: data obtained from processing the questionnaire

Attributes in choosing a coffee shop



Source: data obtained from processing the questionnaire

Service evaluation



Source: data obtained from processing the questionnaire

Cafe recommendation

• Conclusions

The food service in a café plays a key role in creating a pleasant and memorable experience for consumers. The interaction between staff and customers directly influences the perception of quality and their satisfaction. By cultivating a welcoming atmosphere and effective communication, the café becomes a space of authentic relationships and social comfort. Ultimately, the success of a café depends on its ability to combine the professionalism of service with the warmth of human interaction.

In the long term, this humanized approach to services contributes to customer loyalty and the strengthening of the positive image of the café in the community. In this way, the café is no longer just a place of consumption, but becomes a space of experiences and social connections that support the development of interpersonal relationships and local identity.