

## Service quality and customer satisfaction of casual dining restaurants in Rinconada

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### **Abstract**

Service quality and customer satisfaction are widely regarded as important factors in the formulation of purchase intentions. The study aimed to determine the profile respondents in terms of demographic in the customer experience and satisfaction of casual dining restaurants in Rinconada, to assess the factors affecting customer satisfaction in terms of atmosphere, product quality, price, and customer loyalty; to determine the service quality of casual dining restaurants in terms of empathy, responsiveness, reliability, tangibility, and assurance; tested the significant difference on the assessment the factors affecting customer satisfaction and service quality of casual dining restaurants when grouped according to the profile variables and tested the significant relationship between factors affecting customer satisfaction and service quality. A quantitative correlational research design and descriptive method with an adopted questionnaire were used in the study. Stratified random sampling was used with 395 respondents that are customers of registered and DOT accredited casual dining restaurants. The casual dining restaurants in Rinconada have a high level of customer satisfaction in terms of atmosphere, product quality, price, and customer loyalty. There was a high-level service quality in terms of empathy, responsiveness, reliability, tangibility and assurance. An action plan was also proposed for continuous improvement of the Casual Dining Restaurant in Rinconada.

**Keywords:** action plan, casual dining restaurant, customer satisfaction, Rinconada, service quality

## Service quality and customer satisfaction of casual dining restaurants in Rinconada

### 1. Introduction

The ability of businesses to deliver high-quality services that satisfy customers is crucial for maintaining a competitive edge in today's sophisticated, cutthroat, and international business environment. A growing number of people are adopting casual eating establishments, which are being utilized as a tool for completing tasks and family connections as well as for other purposes. Furthermore, Rinconada is one area that has an increasing number of casual dining restaurants. In recent years, service excellence has been the norm. Professionals in the travel and hospitality sectors apply this as a workable fix for issues with organizations. By doing this, you can make sure that the needs and expectations of your customers are satisfied. Without a doubt, expectancy-confirmation theory (ECT) and service quality are closely related to customer satisfaction (Grönroos, 1982; Parasuraman et al., 1985, as quoted by Nunkoo et al., 2019). The service quality notion is better suited to this theory's transaction-specific conceptualization. It acts as a precursor to client satisfaction. In fact, satisfying client wants is the foundation of providing high-quality service.

Furthermore, the degree of satisfaction is determined by the interaction of expectations, perceived performance, and belief confirmation (Jin & Chen, 2020). These theories (ECT) were based on expectation-confirmation theory. A casual dining restaurant that incorporates the procedure can run properly. Customers are said to create an initial judgment of a good or service. A compelling and engaging product presentation may make a big impression on customers. Before making a purchase, these individuals investigate the products and services that are offered to them. This will present a chance to think about the impressions and views of customers. Consequently, a comparison of casual dining establishments will demonstrate whether or not they have fulfilled the expectations of their external stakeholders.

Besides, these casual dining restaurants had always aimed for superiority. Many proprietors of casual dining restaurants are always looking for ways to become more skilled at satisfying the needs of their customers. For it to reach many generations, several trends, innovations, and explorations were taken into account. New concepts were identified, and fresh platforms were released into the marketplace. This industry has gradually picked up steam despite obstacles and disasters. Additionally, casual dining restaurants are already opening up all over the world. Many individuals learn about and participate in this form of activity and enterprise even in the Philippines. Moreover, Rinconada was home to an increasing number of casual dining restaurants. It is popular with full-service restaurants with a laid-back, enjoyable environment and reasonably priced food. People from Rinconada typically enjoy going out to eat as well as relaxing. For this reason, a constant stream of casual eating establishments has evolved. It is still necessary to assess the variables influencing customer satisfaction with Rinconada's casual dining establishments. The primary inquiry is how these casual dining restaurants create a welcoming environment for their patrons, both virtually and in person. Testing the product quality that these companies offer is also crucial. To make matters worse, industry practitioners may use this information to reinforce their marketing tactics by understanding the worth of pricing and the price range that consumers are willing to pay for goods and services. Finally, casual dining establishments' ability to succeed be impacted by customer loyalty.

Consequently, the study will also assist in evaluating the elements that influence customer satisfaction with casual dining restaurants in Rinconada. In terms of atmosphere, product quality, price, and customer loyalty. It will also determine the service quality of casual dining restaurants in terms of empathy, responsiveness, reliability, tangibility, and assurance. All things considered, the current study will open people's eyes and provide a foundation for investigating the significance of service quality for customer satisfaction at Rinconada's casual dining restaurants. The goal of the research is to promote rapport-building and beneficial relationships in the casual dining restaurant business.

**Objectives of the Study** - The study assessed the customer experience and satisfaction of Casual dining restaurants in Rinconada. Specifically, it aims to: present the demographic profile of respondents in terms of age, sex and marital status, occupation, frequency of visit, purpose of visit and respondent's companion when visiting the casual dining restaurants; assess the factors affecting customer satisfaction to casual dining restaurant in Rinconada in terms of atmosphere, product quality, price, and customer loyalty; determine the service quality of casual dining restaurants in terms of empathy, responsiveness, reliability, tangibility, and assurance; test the significant difference on the assessment the factors affecting customer satisfaction and service quality of casual dining restaurants when grouped according to the profile variables, test the significant relationship between factors affecting customer satisfaction and service quality, and 6) propose an action plan based on the result of the study.

## 2. Research methodology

Stratified random sampling was used to collect data from 395 customers and tourists of registered and DOT accredited casual dining restaurants in Rinconada that offer table service, a full-service restaurant with a fun, comfortable, laid-back atmosphere, and an affordably priced menu and have been in operation for not less than 5 years. Customers and tourists who have dined more than twice at the authorized casual dining restaurants in Rinconada that are operational until 2023 and are of legal age are eligible to participate in the survey. The researcher manages to conduct a pilot test. Thus, the result shows that this set of questionnaires are considered valid for use. Additionally, the researcher used an adopted questionnaire from Anggraini et al. (2020). The researcher sought a modifiable questionnaire before collecting data for the study's goals to be met. Content validation and pilot testing are conducted to determine the questionnaire's validity. As part of the tool development process, the researcher solicit feedback and suggestions from the research adviser, the chair of the examiner panel, and the statistician. The manuscript will subsequently sent to the Thesis Advisor for approval, along with participant information and informed consent forms

The researcher use printed questionnaire to collect the answers from the participants. Through this, the respondents will assess the factors affecting customer satisfaction with casual dining restaurants in Rinconada regarding the atmosphere, product quality, price, and customer loyalty. A survey is fundamentally a collection of questions, methods, and methodologies (Cleave, 2021). It is used to analyze and understand data about the research topic. The Data then be collected, analyzed, and compiled by the statistician, who will assist in collecting data. All information are treated with the highest respect, candor, and confidentiality. The researcher considered various ethical considerations. The participants' privacy and interests were safeguarded, and the survey was carried out in accordance with the Data Privacy Act of 2012. Hence, all the data and information provided by the customers were solely used for this study and should be kept with the utmost confidentiality. That participation is fully voluntary and the respondents were not required to sign their names to keep their identity confidential, as the data provided in this study indicates. The owners, managers, and staff of the restaurant who participated were not exposed to the public for security reasons and positioned the reputation of the restaurant in the community.

## 3. Results and discussion

**Table 1**

*Factors Affecting Customer Satisfaction to Casual Dining Restaurant in Rinconada*

Factors That Affect Customer Satisfaction	Mean	Interpretation	Rank
Atmosphere	4.51	Strongly Agree	1
Product Quality	4.36	Agree	2
Price	4.26	Agree	3
Customer Loyalty	4.24	Agree	4

Legend: 5.0 – 4.5 Strongly agree; 4.49-3.5 - Agree 3.49-2.5 – Moderately Agree; 2.49-1.5 – Disagree; 1.49-1.00 - Strongly Disagree

Table 1 presents the Factors Affecting Customer Satisfaction to Casual Dining Restaurant in Rinconada. Among the indicators, the atmosphere got the more significant assessment (4.51), followed by product quality (4.36), as agreed by the respondents. Based on the indicators customers prioritize emotions of coziness, comfort, and warmth in their environments; hence, the ambiance has greater significance than product quality. Warmth and

comfort are crucial, especially if customers experiences regular stress. Interior design, décor, and architectural design will improve the facilities' overall aesthetics and the dining area's attractiveness (Lee et al., 2019). Color, music, scent, and noise are examples of ambient variables. Restaurant layout, furniture, and barriers are examples of design elements; customer demographics and staff appearances are examples of social aspects (Ha and Fang, 2022).

Whereas price (4.26) and customer loyalty (4.24) are the lowest indicators but still agree with a positive effect on customer satisfaction with local coffee shops. The least reliable indication is customer loyalty as individuals are inherently interested, particularly when new shops start in a community. They would want to test out new ones for contrast. Customers, on the other hand, do not mind the cost and actually favor the branding as they want to stay current with fashion. Young people of today have very specific ideas about "what's hot and what's not." Due to the increasing demand for dining experience and the large number of casual dining restaurants available, businesses are starting to resemble one another more. A business must develop its concept if it is to thrive (Peck, et al., 2020; Tsai & Tsai, 2019). Because of this, companies focus on developing their brands and retaining customers by using the marketing mix, knowing what customers want, giving them the greatest experience possible, and ensuring that they are satisfied (Ene & Ozkaya, 2021; Intan, 2019).

**Table 2**

*Service Quality of Casual Dining Restaurants*

FACTORS	Mean	Interpretation	Rank
Empathy	4.43	Satisfied	1.5
Responsiveness	4.33	Satisfied	4.5
Reliability	4.33	Satisfied	4.5
Tangibility	4.36	Satisfied	3
Assurance	4.43	Satisfied	1.5

Legend: Satisfied; 2.49-1.5 – Not Satisfied; 1.49-1.00 – Dissatisfied

Table 2 shows the Service Quality of Casual Dining Restaurants. Among all the factors highest on the rank based on the assessment of the respondents are “assurance” (4.43) and “empathy” (4.43), followed by tangibility (4.36) verbally interpreted as satisfied. Because they are aware that numerous casual dining restaurants offer superior service and excellent products, they are more assured. Customer pleasure has been found to be significantly predicted by assurance. According to Ingram (2019), the casual dining restaurant industry is currently one of the most profitable due to high market demand and exceptional experiences for customers. It appears that clients like their services. This illustrates how the caliber of services determines how satisfied customers are with their dining experiences. Excellent service in neighborhood restaurants in major cities. The clients are pleased with the service. In large cities, there is often intense competition among nearby restaurants. This competitive climate drives restaurant managers to provide the finest service possible to satisfy patrons. The study's findings support those of Zietsman et al. (2020) about the impact of satisfaction on quality.

Among all factors of service quality, "responsiveness" (4.33) and "reliability" (4.33) that are verbally understood as satisfied had the lowest rankings. These days, people realize that items and physical products are not as significant as they once were since anyone may provide fantastic products. Conversely, customers appreciate quality service. Products are sometimes disregarded, but excellent services may make a big difference for a business. Hong (2020) made a distinction between the quality of products and services in order to evaluate the ways in which quality dimensions affect the opinions and responses of customers. He looked at how consumers' opinions of value and reactions to offers from well-known restaurants are influenced by the caliber of their goods and services. This also applies to the goods that neighborhood restaurants sell. More than 200 participants in the study who had visited well-known casual dining restaurants in the past were examined. When it comes to items, utilitarian value, hedonic value, and customer satisfaction were all positively impacted by tangible service quality, personnel service quality, and customer contentment (Brioso & Borbon, 2022).

For atmosphere, all rxy values have p-values < than 0.05. Service quality indicators empathy(p=0.000), responsiveness(p=0.000), reliability(p=0.000), tangibility(p=0.000) and assurance(p=0.000) are all significant.

This indicates that a linear relationship exists between the variables. As atmosphere increases, service quality also increases. In particular, customers who find a restaurant to have a welcoming ambiance and well-designed interior are more likely to trust the establishment's services and to enjoy their meal (Lin and Chiang, 2020). Additionally, the facilities' aesthetics and the dining area's attractiveness will be enhanced by décor, interior design, and architecture (Lee et al., 2019).

**Table 3**

*Relationship between Factors Affecting Customer Satisfaction and Service Quality*

Variable(X)	Variable (Y)	Pearson-r value	p-value	Interpretation
Atmosphere	Service Innovation	0.476	0.000	Significant
Product Quality	Service Innovation	0.482	0.000	Significant
Price	Service Innovation	0.542	0.000	Significant
Customer Loyalty	Service Innovation	0.551	0.000	Significant

\*\*Correlation is significant at the 0.01 level (2-tailed)

For product quality, all rxy values have p-values < than 0.05. Service quality indicators empathy(p=0.000), responsiveness(p=0.000), reliability(p=0.000), tangibility(p=0.000) and assurance(p=0.000) are all significant. This indicates that a linear relationship exists between the variables. As product quality increases, service quality also increases. Moreover, Fisfaisal (2021) states that branding is important and that Malaysians place great importance on the environment. They also place importance on availability, consistency in business procedures, and product quality across all of the country's retailers. Casual dining restaurants with strong brand recognition will benefit Malaysians. People who consume food and beverages are trustworthy and self-assured because they have faith in the food's quality.

For price, all rxy values have p-values > than 0.05. Service quality indicators empathy(p=0.000), responsiveness(p=0.000), reliability(p=0.000), tangibility(p=0.000) and assurance(p=0.000) are all significant. This indicates that a linear relationship exists between the variables. As satisfaction in price increases, service quality also increases. Table service is available at casual restaurants. Even so, an individual must continue to deliver first-rate customer service. Some workers place receiving orders from clients ahead of other duties. For example, they will object if consumers ask them to clear the table. As a consequence, customers will be disappointed with the level of service provided by this particular casual dining restaurant. Furthermore, if the tables are unclean when customers first arrive, some of them will go and visit another restaurant. Being responsive is vital to delivering high-quality services. Shaikh and Khan (2021) found that while evaluating the quality of a service, responsiveness plays a critical role in the restaurant industry.

For customer loyalty, all rxy values have p-values > than 0.05. Service quality indicators empathy(p=0.000), responsiveness(p=0.000), reliability(p=0.000), tangibility(p=0.000) and assurance(p=0.000) are all significant. This indicates that a linear relationship exists between the variables. As customers become more loyal, service quality also increases. Customer loyalty might develop because customers own specific aspects of past knowledge related to their experience. Understanding the restaurant market can influence consumers' perceptions to ascertain their next sentiment (Dhisasmito & Kumar, 2020). If this consumer learning has a good association with the casual dining restaurants, customers will want to return. In this situation customers are pleased and joyful because of the neighborhood casual dining restaurant service (Borbon, et al. 2022).

**Table 5**

*Plan of Action*

Key Result Area/Objectives	Strategies	Persons or Organizations involved	Desired Outcomes
Customer Satisfaction			
Atmosphere To create an inviting environment and deliver highly satisfied products and services so that customers are encouraged to return.	Give them games, riddles, brain teasers, and other activities to keep them occupied while they sip while dining. added chic sofas and cozy seats to improve the physical design.	-Customers  -Owners and employees of casual dining restaurant	There will be a homely vibe that promotes unwinding and reclining. It is important that customers feel secure and at ease when dining.

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<p><b>Product Quality</b> To serve the greatest freshly cooked food, follow taste and fashion while infusing it with a hint of Filipino culture.</p>	<p>A distinctive and exemplary food flavor should be produced that also has a well-balanced, fragrant quality, taste, and texture</p>	<p>-Owners and employees of lo casual dining restaurant - Local supplier -Customers</p>	<p>The venue will simultaneously market itself and provide all guests with a delightful experience that features a superior flavor derived from local ingredients.</p>
<p><b>Price</b> To have detailed understanding about proper pricing to offer reasonable prices.</p>	<p>Promote a local supplier. Use penetration pricing strategy in every product that make and depending on the seasons have. To make more attractive and affordable to the target market.</p>	<p>-Local Supplier -Owners and employees of casual dining restaurant -Customers</p>	<p>To show all customers that locally produced goods may offer excellent, gratifying tastes at fair prices.</p>
<p><b>Customer Loyalty</b> To guarantee the clients' loyalty</p>	<p>All customers should be treated as potential regulars, and you ought to show your appreciation by offering a loyalty program and a mobile application that lets them track how often they visit the casual dining restaurants and adjust it by some discounts or free coffee or tea.</p>	<p>-Customers -Owners and employees of casual dining restaurants</p>	<p>All guests will understand the value of becoming customers when a true core standard is implemented by the dining establishment.</p>
<p><b>Service Quality</b></p>			
<p><b>Empathy</b> To enhance the quality of customer service</p>	<p>Pay close attention to the customer concerns, make an effort to relate to them, and demonstrate empathy.</p>	<p>-Customers -Owners and employees of casual dining restaurants</p>	<p>Customers will think they've come to the right place as everything a customer could possibly need is here.</p>
<p><b>Responsiveness</b> To address client problems with greater promptness</p>	<p>Always watch what each visitor is doing to make sure you grasp their requirements and desires through body language.</p>	<p>-Owners and employees of casual dining restaurants -Customers</p>	<p>The employees will be aware of the clients' potential needs and ensure their comfort and satisfaction.</p>
<p><b>Reliability</b> To speed up dining services' timeliness and wait times</p>	<p>The staff is required to notify every customer of the typical preparation time. Product expertise is essential so that the personnel can respond and recommend items from the menu.</p>	<p>-Owners and employees of casual dining restaurants -Customer</p>	<p>The customer will be informed of when each meal is typically prepared. Employees will be more pleasant to deal with and offer them 100% excellent service.</p>
<p><b>Tangibility</b> To increase the capacity of parking spaces</p>	<p>Make sure a staff person is designated to assist guests in navigating the parking lot so they can avoid obstacles and there is enough room for the guests' automobiles.</p>	<p>-Customer -Architect and Engineers -Owners and employees of casual dining restaurants</p>	<p>The client won't experience any trouble parking. Additionally, they will feel at ease because the administration has supplied an accessible parking lot.</p>
<p><b>Assurance</b> Product familiarization should be the main emphasis of staff training.</p>	<p>The restaurant's owner must make careful plans to choose and educate qualified staff members who will enable the casual dining restaurant to operate smoothly. To answer questions and recommend items from the menu, staff members must be knowledgeable about the products. In order to teach staff members appropriate workplace manners and etiquette, the owner must implement a training program.</p>	<p>-Owners and employees of casual dining restaurants -Customer</p>	<p>It will be simpler for service staff to work and give visitors 100% excellent service..</p>

## 4. Conclusion

The majority of respondents are between the ages of 23 and 38, female, single, and students. They went to the casual dining restaurants at least seven times in a month with their friends or relatives. The atmosphere, product quality, customer loyalty, and price all have a positive impact on customer satisfaction with casual dining restaurants, particularly the atmosphere. Furthermore, the customer noted that patronizing casual dining restaurants is vital. That respondents are satisfied with the service quality provided by the staff of casual dining restaurants, particularly in giving respect to the customers and also the casual dining restaurants have attractive design. The casual dining restaurants has a high level of factors affecting customer satisfaction in terms of atmosphere, product quality, price and customer loyalty although the latter three needs to improve. The study also showed that customer loyalty is elusive as casual dining restaurants customers focus more on their happiness. Therefore. The casual

dining restaurants owners/managers should constantly be looking to satisfy their customers and sustain their business. The researcher able to propose an action plan to enhance the customer satisfaction and service quality of the casual dining restaurants in Rinconada.

#### 4.1 Limitation and recommendation

In partnership with the community, casual dining restaurants can create plans to highlight locally made products and set up satellite locations across Bicol. The owners of these businesses can also post the address of their establishment on all popular GPS applications in the Philippines to make it easily accessible. The proprietors of the businesses could design marketing plans that help consumers visualize casual dining restaurants. It ought to be factual, unvarnished, and realistic. It may be a strategy for drawing in clients from both inside and outside the area.

In order to ensure adequate access for all users in situations where spaces within the same parking facility are assigned or restricted to specific user groups, the owner of casual dining restaurants should think about calculating the minimum number of spaces separately for each type of parking or proportionately distributing accessible spaces based on the overall total across each type of parking. This will help them accommodate all of the guest's vehicles. To prevent a boring workplace, business owners could update their furnishings and add chic couches and cozy seats. For them to effectively and correctly provide the menu book to your guests, make sure you also give them instructions on its contents. Furthermore, owners may develop and evaluate risk-reduction plans to boost customer loyalty.

The proprietor of a casual dining establishment could run an intervention program to educate staff members appropriate behavior and manners at work. As elements of organizational development, wellbeing interventions aim to modify an organization or a section of it to increase productivity. Interventions aimed at promoting employee health are intended to boost productivity at work and guarantee that they make a valuable contribution to the company. Future studies may utilize this survey to look into the quality of service and customer satisfaction at casual dining establishments in Rinconada.

The limitations of this study may be used by restaurateurs, managers, and future researchers to expand their scope and provide academic outcomes that will strengthen the competitive advantages and capacities of casual dining restaurants in Rinconada.

The study has several limitations: (a) it only covers the Rinconada; (b) the majority of respondents are local customers; (d) there was no control over the respondents' objectivity, so they provided a subjective assessment of the items; (f) in order to confirm the validity of the claim, the evaluators could have at least gone to and dined at the restaurants they surveyed more than twice. In order to help entrepreneurs improve their own brand of service, future researchers and students studying hospitality management may be encouraged to carry out studies in the area. This could improve the paper and expand its coverage to include the Rinconada as well as the entire Bicol Region.

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