

Customer satisfaction of diners in selected restaurants in Silang Cavite

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ABSTRACT

This research aimed to determine whether socio-demographic characteristics influenced customer satisfaction among diners in selected restaurants in Silang, Cavite. Specifically, it examined factors such as age, gender, civil status, occupation, income level, and highest educational attainment, along with social factors like nationality, social class, dining frequency, dining companions, dining occasions, and restaurant preferences. The study explored how these variables affected customers' perceptions of food quality, service quality, price, location, ambiance, and online reviews. This study employed quantitative research design, purposive sampling from 300 respondents across 15 selected restaurants. ANOVA and independent t-tests were applied to determine significant differences in satisfaction levels based on socio-demographic variables. The results of the study indicated that customers had the highest level of satisfaction with the ambiance of the selected restaurants, as reflected in a weighted mean equivalent to the verbal interpretation of "Strongly Agree." Furthermore, notable differences were observed in relation to civil status, income level, social class, dining frequency, dining companions, dining occasions, and restaurant preferences. Overall, this study provided empirical data that could serve as a foundation for future studies on customer behavior, service quality, and restaurant management.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah karakteristik sosio-demografis memengaruhi kepuasan pelanggan di antara pengunjung restoran terpilih di Silang, Cavite. Secara khusus, penelitian ini meneliti faktor-faktor seperti usia, jenis kelamin, status pernikahan, pekerjaan, tingkat pendapatan, dan pendidikan terakhir, serta faktor sosial seperti kebangsaan, kelas sosial, frekuensi makan di luar, teman makan, kesempatan makan, dan preferensi restoran. Penelitian ini menelaah bagaimana variabel-variabel tersebut memengaruhi persepsi pelanggan terhadap kualitas makanan, kualitas layanan, harga, lokasi, suasana, dan ulasan daring. Penelitian ini menggunakan desain penelitian kuantitatif dengan teknik purposive sampling terhadap 300 responden dari 15 restoran terpilih. Uji ANOVA dan t-test independen digunakan untuk menentukan perbedaan signifikan dalam tingkat kepuasan berdasarkan variabel sosio-demografis. Hasil penelitian menunjukkan bahwa pelanggan memiliki tingkat kepuasan tertinggi terhadap suasana restoran yang diteliti, dengan rata-rata tertimbang yang setara dengan interpretasi verbal "Sangat Setuju." Selain itu, ditemukan perbedaan yang signifikan terkait status pernikahan, tingkat pendapatan, kelas sosial, frekuensi makan di luar, teman makan, kesempatan makan, dan preferensi restoran. Secara keseluruhan, penelitian ini memberikan data empiris yang dapat dijadikan dasar bagi penelitian selanjutnya mengenai perilaku pelanggan, kualitas layanan, dan manajemen restoran.

INTRODUCTION

Customer satisfaction was crucial for restaurants as it directly impacted on revenue, growth, and overall success. It reflected how satisfied customers were with the products, services, and expertise a restaurant offered. Through surveys and satisfaction ratings, restaurants identified areas for improvement and made informed decisions (Abdullah et al., 2022). Kabir (2023) explored that one of the biggest factors in making customers happy was how the staff performed and interacted with them. This was why many service businesses invested more time and money in training their employees. In restaurant service, social interactions played a vital role in shaping the dining experience, involving interactions between customers, staff, and other diners. These interactions influenced how a restaurant was perceived, as customers actively participated in creating their dining experience (Tran et al., 2020). Food, service, and ambiance were the three fundamental elements every restaurant offered its customers. Customers were essential to any business, as they helped promote brands and businesses (Musumali, 2020). Each type of restaurant differentiated itself with unique qualities to attract its target customers (Lee et al., 2020). Positive feedback on service reflected customer satisfaction, which was crucial for a restaurant's success.

Another study by Rane et al. (2023) aimed to find effective ways to build customer loyalty by providing good service. Therefore, we believed that the success of any business relied heavily on customer loyalty, which was the tendency of customers to repeatedly choose a particular brand or company over its rivals. As a result, pleased customers were more likely to return. Satisfaction and loyalty were the two main factors influencing how well the market concept

was implemented. If the service provider met or exceeded their expectations, satisfied consumers were the ones who made more purchases. Satisfied customers were more likely to recommend the restaurant and return for future visits.

According to a study by Latasha et al. (2025), Restaurants are places that offer distinctive and authentic dining experiences, enabling customers from a variety of backgrounds to learn about other cultures through cuisine. Dining experience is a multifaceted concept influenced by various factors that shape customers' perceptions. Therefore, every aspect of the dining experience must be thoughtfully chosen by restaurants to meet and exceed customer expectation. Social dimensions were the various social factors and interactions that influenced a person's dining experience (Higgs et al., 2022). Because of their distinct social habits and tastes, diners found these factors to be especially significant. Furthermore, the entire dining and service experience depends heavily on social interactions, especially in restaurant settings. Customers, staff, and other diners engage in these direct and indirect exchanges, which enhance the overall impression of service excellence. (Morkunas & Rudiene, 2020).

Silang, Cavite exemplified this trend with its rich history, culture, and numerous dining options. Silang's diversified population was one of the most compelling reasons to conduct this type of research. The town's mix of urban and rural areas created a variety of socio-demographic groups. Due to its proximity to popular tourist spots like Tagaytay, restaurants in Silang catered to both locals and international tourists, offering a unique opportunity to examine how interactions between different groups influenced customer satisfaction.

Several published research studies examined the factors influencing customer satisfaction, such as food and service quality, price, location, ambiance, and online reviews. However, socio-demographic characteristics that may have also played a role received less attention. Despite the extensive research on customer satisfaction, more needed to be published on how it was influenced by social and demographic factors, particularly among diners in Silang, Cavite. Therefore, this study aims to bridge this research gap by examining the interplay between traditional determinants of customer satisfaction and socio-demographic influences.

Conceptual Framework

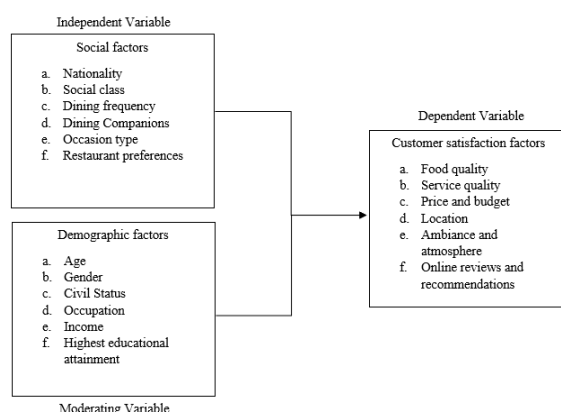


Figure 1. Socio-demographic and customer satisfaction factors

Source: Author data, 2024

The researchers used a conceptual framework shown in [Figure 1](#). to outline the procedure for gathering the necessary information. Social factors considered as independent variables include nationality, social class, dining frequency, dining companions, occasion type, and restaurant preferences. These factors influence customer perceptions and interactions with restaurants. For instance, nationality and social class can shape customers' food preferences and dining environments. The

type of occasion (casual lunch or formal celebration) and the company they dine with (family, friends, or coworkers) can also affect their expectations and satisfaction levels. On the other hand, customer satisfaction factors, the dependent variable, is influenced by the independent variables. It depends on how well the dining experience meets or exceeds customer expectations in these areas. While negative online reviews can lower expectations before the dining experience begins, high-quality food and excellent service are likely to increase customer satisfaction.

Demographic factors such as age, gender, civil status, occupation, income, and highest educational attainment serve as moderating variables. These factors influence how social factors affect customer satisfaction. Younger customers may prioritize ambiance and atmosphere, while older customers might value service quality or location more. Similarly, individuals with higher incomes may be less sensitive to price and focus more on food quality or exclusive dining experiences. The conceptual framework is designed to explain how social factors impact customer satisfaction of diners in Silang Cavite, and how demographic factors serve as a moderating variable. It aligns with the study's objectives by providing a structured approach to examining how these factors interact.

Setting of the study

The study was conducted in Silang, Cavite, which was well-known for its festivals, rich cultural history, and many beautiful attractions that drew a wide variety of visitors. The study was conducted in selected 15 restaurants along Aguinaldo Highway, a major commercial area in Silang known for its high concentration of dining

establishments. Throughout the study, the researchers determined how certain factors shaped the respondents' socio-demographic characteristics, which in turn provided insights into the respondents as individuals.

LITERATURE REVIEW

Demographic and social factors

According to a study by [Jalagat and Sayari \(2021\)](#), customer satisfaction concerning service quality was significantly impacted by demographic variables. For instance, it was found that demographic factors influencing customer satisfaction included age, gender, and income level. When considering customer satisfaction, most individuals initially thought about individual preferences. A study by [Wang and Pang \(2021\)](#) proved that demographic characteristics greatly impacted customer satisfaction. People with low incomes were unlikely to frequent upscale restaurants, while those with high education typically had a wider selection when dining out. As some had mentioned, eating was a relaxing activity for them, so they were more concerned with the restaurant's ambiance and food quality than with price. As a result, higher educational attainment correlated with increased individual earnings, greater purchasing power, higher income levels, and an improved standard of living. Consequently, this led to upward social mobility, granting individuals a higher status and greater influence within society ([Hussein, 2021](#)).

According to [Arago et al. \(2019\)](#), the Philippines was a culturally diverse nation with a rich blend of culinary influences from different countries. As a developing country, its food culture evolved significantly due to the impact of various nations, including Spain, Korea, Japan, the United States, and China. These countries greatly shaped the local culinary

scene, contributing to the rising popularity of ethnic restaurants across the Philippines. Previous studies demonstrated that consumers' perceptions and acceptance of a food product were influenced by their familiarity with it ([Jeong & Lee, 2021](#)). As a result, U.S. consumers consumed it more frequently than Korean and Chinese consumers did. Foods that originated in their cultural domains were more familiar to and visually liked by both Asians and Westerners, indicating that a product's high level of familiarity with customers had a favorable effect on their liking score.

Social class referred to individuals who shared a similar position in society. Factors such as wealth, employment, education, family background, race, and ethnicity all contributed to one's socioeconomic status. In the Philippines, the most common classes are lower, middle, and upper class ([Zoleta, 2022](#)). According to [Barone et al. \(2022\)](#), income is a commonly used statistic because it provides people with a sense of what they can afford and is a useful tool for discriminating various socioeconomic groups. Because social status and income have a big impact on dining tastes, customer expectations, and satisfaction levels. Depending on what they consider to be value for their money, customers from various socioeconomic classes such as lower, medium, and upper tend to define quality and satisfaction differently. Thus, a person's income not only determines the kind of restaurant they can afford, but it also shapes their standards and expectations for happiness. The way a diner perceives a same restaurant experience can vary based on their socioeconomic status.

Solo diners were categorized into two groups based on their level of self-motivation: willing and reluctant solo

diners. Willing solo diners chose to eat alone without hesitation, often for convenience or personal reasons. They openly discussed their experiences, viewing solo dining as a cultural norm and a positive experience. In contrast, reluctant solo diners felt self-conscious, lonely, and isolated when dining alone due to the lack of social interaction. While willing solo diners had more opportunities to eat alone, often out of choice, reluctant solo diners faced fewer options and were compelled to dine alone due to personal or situational circumstances (Lee et al., 2020). Regular family dinners helped prevent eating disorders. When comparing the effects of dining with family versus friends, perceived authenticity significantly influenced overall satisfaction and behavioral intentions (Wen et al., 2020).

Dining frequency referred to how often a customer visited a specific restaurant. Rabbow (2021) suggested that the dining experience was influenced by various factors, including the quality of food, service, and the physical environment of the establishment. First-time customers had different perceptions and reactions compared to regular customers, particularly when encountering unfair service or other unsatisfactory situations. In a blog article by Grubthusiast (2023), people dined out for various reasons, including social gatherings, convenience, travel, and work-related needs. Restaurants served as key venues for social interaction, where friends and families came together to share a meal, strengthen bonds, and celebrate special occasions.

Getting restaurant services was necessary for several reasons, including social gatherings with family and friends, travel, work, being unable to return home in time, and the convenience of not having to prepare meals (Bose, 2022). However, people needed to look for information

about the service's offerings to assess the available options and make the best purchasing selections, regardless of the reason for this need. With more restaurants opening, customers had a wider range of dining choices spanning from fast food chains to fine dining experiences (Chua et al., 2020). Since dining occasions influenced customer behavior, it was reasonable to assume that a customer's choice of restaurant was shaped by the specific dining-out occasion.

Customer satisfaction factors

Food quality. When selecting a restaurant, the most important factor was the food, which was directly related to customer satisfaction. Customers rated restaurants according to the quality of their food, and food quality affected customer loyalty (Morillo, 2023). In a study by Putra et al. (2020), food quality was considered excellent when it satisfied requirements for flavor, freshness, texture, ingredients, and presentation. The quality of the food was deemed to have had an impact on customers' preferences to return to a specific restaurant. According to several studies on customer preference behavior, it was the most important factor that affected restaurant selections and one of the main draws for customers. The food quality components mentioned in this evaluation included flavors and ingredients, menu choices, design, and presentation (Rajput & Gahfoor, 2020). In this context, popular ingredients and a healthy lifestyle were also crucial. Tastes and seasonings played a big part in customer satisfaction. Food flavor was recognized as the most important component of food quality in several restaurant studies.

Service quality. In restaurants, customer happiness was largely determined by the efficiency and

quickness of the services provided. The level of customer satisfaction was greatly impacted by wait times, order accuracy, and the speed at which food was prepared (Shamsudin et al., 2020). Service quality was defined as the intangible benefits that staff members brought, such as their promptness, courtesy, compassion, and professionalism (Ali et al., 2021). Most company strategies sought to draw in more clients by providing attentive services and excellent food, which eventually fostered client loyalty and raised client satisfaction levels by improving the quality of the services provided (Rane et al., 2023). Many restaurant owners agreed that providing high-quality service was one of their competitive advantages in attracting customers and outbidding rivals. A restaurant that provided better service was able to increase customer satisfaction, make more money, draw in more customers, and foster customer loyalty.

Price. One of the factors that affected customer satisfaction was price. In the restaurant business, price played a critical role in marketing strategies that forecasted customer behavior (Khachatryan, 2023). As a result, it was shown that this was one of the important considerations when choosing a restaurant. Customers' opinions of service quality and their level of satisfaction were influenced by price, which also indicated whether they were receiving positive or negative value for the service based on their expectations (Brucal et al., 2022). Kartikasari & Albari (2019) effectively demonstrated how equitable pricing enhanced customer satisfaction. They asserted that the pricing strategy used for a product had an impact on consumer satisfaction. If the cost of the food matched its value, customers were satisfied. Customers accepted a higher price to meet their expectations if the quality of the products and services met their demands. They perceived the pricing as reasonable

and were prepared to pay more if the quality of the food and service exceeded the price.

Location. For a restaurant business to remain competitive in the market, location was widely recognized as a critical success component. A good restaurant site provided a range of amenities to its customers, such as easy access to parking or being close to the town, since this gave the business a competitive edge over locations that were unable to offer these kinds of amenities (Tolentino & Guevarra, 2023). Decision-making research primarily focused on understanding consumer choice within a set of alternatives (Tlapana & Sandlana, 2021). The primary factor of the best restaurants was their location. A well-chosen location for a restaurant drew in more customers, made dining more convenient for them, and increased customer satisfaction. According to Buttery (2023), restaurants employed location strategies to better serve their target market and increase their brand awareness. Customers chose restaurants based on a variety of factors, including location as well as attributes like size, amenities, and the type of food offered. However, location still played a crucial role in consumers' decision-making and was essential to the success of a restaurant business since it dictated which goods or services they could access.

Ambiance. The mood and atmosphere of a restaurant were referred to as the ambiance. The ambient contexts covered elements like temperature, sight, noise level, music, and scent, which were essential to the surroundings. Aside from that, ambient dimensions comprised elements like the configuration of equipment, furniture, temperature, lighting, sound, and aroma (McKenzie, 2023). It was challenging to alter the environment of a restaurant since different guests had different

expectations. Positive impressions of a restaurant's atmosphere supported favorable opinions of the business and fostered strong bonds with it (Triana et al., 2019). Restaurants increased customer satisfaction by creating sufficient environments, such as the outside and interior design. The hospitality business, particularly in restaurants, demonstrated the importance of ambiance quality (Lopez, 2023). The idea of "servicescapes," first presented by Bitner in 1992, described how the physical environment in any service business had a significant impact on both clients and staff. Thus, the quality of the ambiance had more significance in restaurants.

Online reviews and recommendations from others.

Customers used online reviews and word-of-mouth to sway the choices of other potential buyers (Olaniyan, 2022). As a result, when a business offered superior products or services, its customers told others about it, which drew in more customers. According to Rahman et al. (2022), online reviews' accessibility had the most significant influence on customers' choice of restaurants out of the three social media review variables. Most online reviews came from people who discussed and provided others with information about specific products and services (Kang et al., 2022). Before a customer consumed anything, it was shown to lessen their perception of risk and uncertainty. The power of word-of-mouth marketing to draw in new customers and mold customer behavior had long been acknowledged. Customers were more likely to have a positive or negative attitude toward a brand when they relied on personal sources of information, such as recommendations from friends and family, since these were seen as more trustworthy than commercial advertising media.

METHODOLOGY

Research design

This study utilized a quantitative-style descriptive research approach to acquire the necessary data through face-to-face interactions. This method facilitated a high response rate, enhancing the sample's representativeness. As highlighted by Pawar (2020), the descriptive survey method involved engaging in brief conversations or interviews with individuals to gather their thoughts, opinions, and sentiments on relevant topics. This approach was applied in this study to capture the perspectives of diners regarding customer satisfaction factors in Silang, Cavite. By directly interacting with respondents, the researchers were able to gather valuable insights into the factors influencing customer satisfaction, ensuring the data's relevance and accuracy for the study's objectives.

Respondents of the study and research sampling

This study focused on individuals who dined in Silang, Cavite as its respondents. Consumers were known for their strong reliance on digital platforms when making dining decisions. According to Okumus et al. (2021), individuals frequently consulted online sources to gather information about food before choosing a restaurant. Additionally, many diners were more likely to share their dining experiences and food choices through online social networks, influencing other potential customers.

The study was conducted in selected restaurants along Aguinaldo Highway, a major commercial area in Silang known for its high concentration of dining establishments. A total of 300 respondents participated, with 20 diners

selected from each of the 15 participating restaurants. The sample size was determined using the Raosoft sample size calculator, ensuring statistical reliability. A sample of 300 was established based on standard statistical methods, achieving a 95% confidence level with a 5.75% margin of error. The total population of 295,644 residents in Silang, Cavite, was derived from the 2020 Census. This study used a non-probability sample technique called purposive sampling, in which study participants were specifically chosen according to predetermined criteria.

Research instrument

The researchers adapted and modified the instrument from the study conducted by [Hasbullah et al. \(2021\)](#), titled "Customer Satisfaction in the Fast-Food Restaurant in Arau, Perlis: A Study on Price, Food Quality, and Service Quality." The researchers verified the survey's reliability using McDonald's Omega for a more accurate measure of internal consistency. A pilot test revealed that one question each from food quality, service quality, and ambiance negatively affected reliability, leading to their removal. After these modifications, the 27-question survey demonstrated excellent internal consistency, ensuring its accuracy and relevance in assessing the influence of socio-demographic characteristics on customer satisfaction of diners in Silang, Cavite. Necessary modifications were made to align with the study's objectives. The survey instrument was structured into three main sections. The first and second sections consisted of a checklist to gather the respondents' demographic and social characteristics, allowing for an in-depth analysis of how these factors influenced dining experiences. The third section comprised 27 questions assessing various customer satisfaction factors using a four-point Likert scale, with response options

ranging from one (indicating the strongly disagree) to four (indicating the strongly agree).

Data gathering procedure

The researchers prepared a request letter seeking approval from restaurant management to conduct the survey in their premises. Before data collection, the research adviser and a statistician reviewed and validated the questionnaire to ensure its accuracy and reliability. Upon validation, the researchers submitted the request letter to the restaurant management for approval. Once permission was granted, they conducted face-to-face survey data collection, personally administering the questionnaire to restaurant customers. This approach allowed for direct interaction, ensuring clarity in respondents' understanding of the study. Each respondent received a consent form attached to the questionnaire, outlining the study's purpose and their role in it. The researchers also explained the significance of their responses and clarified any concerns to ensure informed participation. Respondents were given sufficient time to complete the questionnaire, which was collected promptly upon completion. The data-gathering process was extended for more than a week to ensure comprehensive and accurate data collection. Finally, a statistician assisted in tabulating, tallying, and interpreting the collected data for analysis.

Statistical treatment of data

After the completion of the face-to-face survey questionnaires by the respondents, the collected data were systematically tabulated for analysis. A statistician assisted in the analysis of the data to ensure accuracy and proper interpretation. The statistical treatment of the data involved the application of frequency and percentage distribution,

one-way analysis of variance (ANOVA), and the independent T-test, which were used to assess the relationships between various variables. To analyze the demographic and social factors of respondents, frequency distribution was applied to categorize and summarize the data. This statistical method calculated the frequency or count of respondents within each category, followed by the calculation of percentages to express the proportion of respondents relative to the total sample. One-way Analysis of Variance (ANOVA) was employed to determine if there were significant differences in the respondents' assessments of customer satisfaction factors based on different demographic and social characteristics. ANOVA is a statistical method used to compare the means of multiple groups and ascertain whether any observed differences were statistically significant. Additionally, an Independent T-Test was employed to assess whether there were significant differences between male and female respondents' evaluations of various customer satisfaction factors. The use of these statistical tools allowed for a rigorous evaluation of the data, ensuring the validity of the study's findings.

Ethical considerations

The researchers prioritize ethical considerations in studies involving human participants. Therefore, the Data Privacy Act of 2012 aligns with our study by safeguarding the fundamental right to privacy in data collection. It ensures that respondents' information will be handled with the highest level of confidentiality and used solely for the intended research purposes. All forms of communication were conducted with complete integrity and accountability. Moreover, a consent form will be checked by the respondents as evidence of their willingness to cooperate and their right to decline.

RESULTS AND DISCUSSIONS

Table 1. Frequencies of age

Age	Counts	% of Total	Rank
21 - 30	171	57.0 %	1
31 - 40	84	28.0 %	2
41 - 50	32	10.7 %	3
51 - 60	13	4.3 %	4

Table 1. presents that among the respondents, diners aged 21–30 constitute the largest demographic group, accounting for (57.0%) of the sample, followed by individuals aged 31–40 at (28.0%). The lower representation of respondents aged 41–50 (10.7%) and 51–60 (4.3%). The high number of younger diners in the study shows a bigger trend in the restaurant industry, where businesses are now focusing more on meeting the needs and preferences of younger customers. This is supported by the study of [Manyanga et al. \(2022\)](#), which shows that age influences consumer choices and decision-making. Younger consumers tend to explore different brands, whereas older consumers demonstrate greater brand loyalty, reflecting distinct purchasing behaviors.

Table 2. Frequencies of gender

Gender	Counts	% of Total	Rank
Female	160	53.3 %	1
Male	140	46.7 %	2

Table 2. indicates a slight predominance of female diners (53.3%) over male diners (46.7%), suggesting women have a greater influence on dining choices. However, this does not necessarily lead to higher satisfaction levels for women compared to men. Instead, factors like food quality, service efficiency, and dining atmosphere

primarily determine customer satisfaction for both genders. Restaurants make sure to provide the same level of service to everyone. According to a study by [Vinayak et al. \(2019\)](#), women often report higher satisfaction than men. This may be because they enjoy spending time with friends, family, or colleagues while eating.

Table 3. Frequencies of civil status

Civil Status	Counts	% of Total	Rank
Single	181	60.3 %	1
Married	105	35.0 %	2
Separated	9	3.0 %	3
Widowed	5	1.7 %	4

[Table 3.](#) shows that most diners are single (60.3%), followed by married individuals (35.0%), separated individuals (3.0%), and a smaller percentage of widowed individuals (1.7%). One reason for this could be that single people have more freedom to go out and dine whenever they want. On the other hand, married individuals might prefer home-cooked meals or dining with family at home, which could explain why there are fewer of them in the study. This means that civil status plays a significant role in dining behavior, it can influence an individual's choice of restaurant and overall dining preferences ([Kathleen et al., 2021](#)).

Table 4. Frequencies of occupation

Occupation	Counts	% of Total	Rank
Student	111	37.0 %	1
Employee	102	34.0%	2
Working Student	50	16.7 %	3
Businessman/woman	22	7.3 %	4
Others	15	5.0 %	5

[Table 4](#) reveals that most of the respondents are students (37.0%) and employees (34.0%), followed by working students (16.7%), businessmen and women (7.3%), and others (5.0%). This means that most of the respondents are

either studying or working. One reason for this could be that students and employees have busy schedules, so they often eat out for convenience. Students may also visit restaurants to study or spend time with friends, while employees might dine out during work breaks or after office hours. This is supported by the study of [Giovanni et al. \(2024\)](#), which indicates that financial constraints influence students and working students to prioritize affordability and convenience when selecting dining establishments.

Table 5. Frequencies of income

Income	Counts	% of Total	Rank
Below 10000	91	30.3 %	1
10001 - 25000	90	30.0 %	2
25001 - 40000	65	21.7 %	3
40001 - 55000	27	9.0 %	4
55001 -70000	16	5.3 %	5
Over 70000	11	3.7 %	6

[Table 5.](#) shows that income distribution of diners in Silang, Cavite, reveals that the majority fall within the lower income brackets. The largest group (30.3%) earns below 10,000 PHP, followed closely by those earning between 10,001 and 25,000 PHP (30.0%). Meanwhile, (21.7%) of respondents earn between 25,001 and 40,000 PHP, with (9.0%) earning between 40,001 and 55,000 PHP, (5.3%) earning between 55,001 and 70,000 PHP, and only (3.7%) earning above 70,000 PHP. It means that most of the respondents have entry-level incomes, so they tend to prioritize affordability when dining out. This may be because they have limited financial resources and need to budget their expenses carefully. This could be because those with higher earnings can afford to eat at more upscale restaurants, while those with lower

incomes prioritize saving money and seek out affordable dining options. This is supported by the study of Hussein's (2021), stating that a person's income level influences their lifestyle and their ability to purchase goods. People who make more money are more likely to seek better dining experiences, which affects both the restaurants they choose and how happy they are with their meals.

Table 6. Frequencies of highest educational attainment

Highest Educational Attainment	Counts	% of Total	Rank
HS Graduate	44	14.7	3
College Undergraduate	154	51.3%	1
College Graduate	44	30.3%	2
Master's Degree	11	3.7 %	4

Table 6. reveals that most diners in Silang, Cavite, have attained a high level of education, with (14.7%) having only completed high school, (51.3%) are undergraduate studies, (30.3%) holding a college degree, and a smaller percentage, (3.7%), having obtained a master's degree. This means that majority of respondents had a high level of education, which may influence their food choices, standards for quality, and interest in new or modern eating experiences. Higher education may also open greater career options for individuals, enabling them to make more money and treat themselves to dining out. This finding also aligns with the study of Hussein (2021), which emphasizes that higher educational attainment is closely linked to increased earnings, greater purchasing power, higher income levels, and an improved standard of living.

Table 7. Frequencies of nationality

Nationality	Counts	% of Total	Rank
Filipino	243	81.0 %	1
Chinese	31	10.3 %	2
Korean	10	3.3 %	3
Japanese	9	3.0 %	4
Others	7	2.3 %	5

Table 7. survey results indicate that most respondents were Filipino (81.0%), followed by Chinese (10.3%), Korean (3.3%), Japanese (3.0%), and other nationalities (2.3%). This distribution reflects the demographic composition of Silang, Cavite, where Filipinos predominantly reside and dine, while the presence of other nationalities highlights the area's growing cultural diversity. The predominance of Filipino respondents aligns with the study's focus on the local dining scene. Meanwhile, the presence of diverse nationalities suggests an opportunity for restaurants to cater to varying cultural preferences, potentially influencing menu offerings and marketing strategies to enhance customer satisfaction across different demographic groups. According to Jeong and Lee (2021), historical events, environmental conditions, cultural norms, and social factors all shape food preferences. Different cultures have varying levels of familiarity with specific cuisines, which in turn influence their perceptions of quality and overall satisfaction.

Table 8. Frequencies of social class

Social Class	Counts	% of Total	Rank
Lower Class	94	31.3%	2
Middle Class	192	64.0%	1
Upper Class	14	4.7%	3

Table 8. indicates that the respondents belonged to the lower class (31.3%), followed by the middle class

(64.0%) and the upper class (4.7%). These findings show that restaurants need to offer different prices and services to meet the needs of various social classes. This helps make dining more accessible while still providing good quality. The classification of respondents into lower, middle, and upper classes is primarily based on their income level, as it serves as the most practical and quantifiable indicator of an individual's financial capacity and spending behavior. However, income isn't the only factor sometimes researchers also consider social status, which includes a person's education, occupation, and lifestyle. Social class is a key determinant of dining habits and expectations. According to [Zoleta \(2022\)](#), individuals from different social classes exhibit distinct behavioral patterns when dining out. Lower-class individuals prioritize affordability and practicality, opting for budget-friendly restaurants that offer satisfying meals at reasonable prices. Middle-class diners seek a balance between cost and quality, preferring establishments that provide good value, a comfortable ambiance, and reliable service. In contrast, upper-class individuals favor premium dining experiences, choosing upscale restaurants that offer gourmet cuisine, exceptional service, and exclusive atmospheres.

Table 9. Frequencies of dining frequency

Dining Frequency	Counts	% of Total	Rank
Daily	18	6.0 %	4
1 - 3 times a week	201	67.0 %	1
4 - 6 times a month	39	13.0 %	3
Monthly	42	14.0 %	2

As shown in [Table 9](#), daily diners represent the smallest segment (6.0%), while most of the respondents dine out 1–

3 times per week (67.0%), making them the dominant group. Followed by those who dine out 4–6 times per month (13.0%). Monthly diners account for 14.0%. This means that the high frequency of dining among respondents highlights their strong reliance on restaurants, emphasizing the need for consistently excellent service and food quality to maintain customer loyalty. Meanwhile, occasional diners, such as those who dine out monthly or less frequently, may be influenced by specific occasions or personal preferences. Dining frequency significantly influences customer expectations and restaurant loyalty. [Rabbow \(2021\)](#) emphasizes that frequent diners tend to have higher expectations regarding service efficiency and food quality.

Table 10. Frequencies of dining companions

Dining Companions	Counts	% of Total	Rank
Alone	37	12.3 %	3
Family	152	50.7 %	1
Friends	69	23.0 %	2
Romantic Partner	32	10.7 %	4
Others	10	3.3 %	5

[Table 10](#) shows that (12.3%) of the respondents are alone, while half of the respondents indicated that they preferred dining with family (50.7%), while others preferred dining with friends (23.0%), or with a romantic partner (10.7%). A small percentage (3.3%) reported dining with others. This may be because dining is often seen as a social activity where people enjoy meals while spending time with loved ones. This is supported by [Lee et al. 2020](#), solo diners, who see dining alone as a convenient and enjoyable experience, and reluctant solo diners, who may feel discomfort or isolation due to the lack of

social interaction and (Wen et al. 2020), emphasized the importance of shared meals in strengthening family bonds. Their findings align with studies highlighting how regular family dinners contribute to overall well-being, communication, and stronger relationships among family members. Shared dining experiences not only foster emotional connections but also influence eating habits, as families who dine together tend to make healthier food choices.

Table 11. Frequencies of occasion type

Ocassion Type	Counts	% of Total	Rank
Solo Relaxation	39	13.0 %	4
Family Dinners	104	34.7 %	1
Celebrations	90	30.0 %	2
Casual Hangouts	50	16.7 %	3
Business Meetings	17	5.7 %	5

Table 11. shows that (13.0%) of respondents dined out for solo relaxation, while the majority dined out for family dinners (34.7%), celebrations (30.0%), casual hangouts (16.7%), and business meetings (5.7%). It means that majority of the respondents dine out for family dinners. This may be because family meals provide a chance to bond, share experiences, and strengthen relationships. Many families prefer dining out for special occasions or simply to enjoy quality time without the hassle of cooking at home. This is supported by the studies of (Chua et al. 2020), the purpose of dining whether for casual gatherings, celebrations, or business meetings. and (Bose 2022), highlights that individual's seek restaurant services for various reasons, including social gatherings with family and friends, travel, work commitments, time

constraints preventing them from returning home, and the convenience of not having to prepare meals.

Table 12. Frequencies of restaurant preferences

Restaurant Preferences	Counts	% of Total	Rank
Fastfood	56	18.7 %	3
Casual Dining	88	29.3 %	1
Fine Dining	48	16.0 %	4
Cafe or Bistro	66	22.0 %	2
Alfresco Dining	21	7.0 %	5.5
Buffet Dining	21	7.0 %	5.5

Table 12. illustrates the distribution of restaurant preferences among respondents, highlighting distinct dining choices. Fast food restaurants, preferred by (18.7%) of respondents, appeal to those seeking quick, affordable, and convenient meals. Casual dining establishments ranked highest at (29.3%), Fine dining, chosen by 16.0% of respondents, caters to customers looking for premium cuisine, elegant ambiance, and exceptional service. Cafes and bistros (22.0%) are favored for their cozy atmospheres, specialty beverages, and light meal options. Meanwhile, alfresco dining and buffet dining, each selected by 7.0% of respondents. This is supported also by the study of Chua et al. (2020), which shows customers choose restaurants based on factors such as ambiance, food variety, and service style.

Table 13. Descriptive statistics of customer satisfaction factors

Descriptors	Mean	SD	Verbal Interpretation	Rank
Q1. The food served appears fresh and hot	3.500	0.836	Strongly Agree	4
Q2. The ingredients used in the food are made of high-quality	3.580	0.540	Strongly Agree	1
Q3. The flavors of the food are tasty and well-balanced	3.560	0.572	Strongly Agree	2
Q4. The texture of the food served meets my expectations	3.507	0.626	Strongly Agree	3
OVERALL MEAN FOOD QUALITY	3.537	0.454		
Q5. The staff promptly informs me how many minutes it will take for my food to be served	3.530	0.666	Strongly Agree	2.5
Q6. The restaurant staff effectively resolves any issues or problems that arise	3.410	0.645	Agree	4
Q7. The restaurant staff treats each customer with respect, regardless of their socio-demographic background	3.530	0.619	Strongly Agree	2.5
Q8. The staff are knowledgeable about the menu items and can provide accurate and helpful recommendations	3.623	0.574	Strongly Agree	1
OVERALL MEAN SERVICE QUALITY	3.523	0.439		
Q9. The price value of the food served is worth the quality and quantity provided	3.527	0.609	Strongly Agree	1
Q10. The food prices charged by the restaurant are reasonable compared to similar establishments in the area	3.510	0.604	Strongly Agree	2
Q11. The prices of food items make dining at the restaurant accessible to people with different income levels	3.417	0.662	Agree	5
Q12. The price matches the quality of the food that you buy, providing good value for money	3.460	0.645	Agree	4
Q13. The price of the food of the restaurant is recommendable to others	3.480	0.625	Agree	3
OVERALL MEAN PRICE AND BUDGET	3.479	0.482		
Q14. Place of the restaurant is easy to locate	3.560	0.628	Strongly Agree	2
Q15. Location is safe and secured to the customer	3.637	0.495	Strongly Agree	1
Q16. Location is in the public place	3.537	0.580	Strongly Agree	4
Q17. Location is accessible to anyone	3.540	0.586	Strongly Agree	3
Q18. Location is not a hassle when it comes to transportation	3.467	0.646	Agree	5
OVERALL MEAN LOCATION AND EASE OF ACCESS	3.548	0.421		
Q19. The interior design and decorations of the restaurant are visually appealing	3.647	0.538	Strongly Agree	1
Q20. The temperature in this restaurant is comfortable	3.613	0.558	Strongly Agree	2
Q21. The music and sound give a pleasant feeling	3.570	0.600	Strongly Agree	3.5
Q22. The seating arrangements in the restaurant are comfortable and give me enough space	3.570	0.583	Strongly Agree	3.5
OVERALL MEAN AMBIANCE AND ATMOSPHERE	3.600	0.418		
Q23. I frequently read good reviews before choosing this restaurant	3.500	0.687	Strongly Agree	2
Q24. The recommendations I got from relatives and friends influenced my choice to eat at this restaurant	3.470	0.625	Agree	3
Q25. I would recommend this restaurant to others based on my experience	3.513	0.564	Strongly Agree	1
Q26. I trust recommendations from online platforms such as Yelp, TripAdvisor, or Google Reviews	3.173	0.787	Agree	5
Q27. Positive online reviews make me more likely to try a new restaurant	3.407	0.737	Agree	4
OVERALL MEAN ONLINE REVIEWS AND RECOMMENDATIONS	3.413	0.479		

In the category of **food quality**, the overall mean score is 3.537, indicating a generally high level of satisfaction among diners. The highest-rated item in this category is Q2 ("The ingredients used in the food are made of high-quality"), with a mean score of 3.580, highlighting the importance of premium ingredients in shaping positive dining experiences. On the other hand, Q1 ("the food served appears fresh and hot") recorded the lowest mean at 3.500, indicating that some experienced inconsistencies in temperature, with certain dishes not being served as hot as expected due to delays in food service or inadequate heat retention during preparation and delivery. Several studies on consumer behavior emphasize that food quality is the most crucial factor in restaurant selection and serves as a primary driver for customer retention. This means, high-quality food is characterized by factors such as flavor, freshness, texture, premium ingredients, and presentation, all of which contribute to positive customer perceptions. (Singh, 2024). However, enhancing customer satisfaction in restaurant services can be achieved through various strategies. Efficient planning and time management enable the kitchen staff to maintain consistency in food preparation, streamlining their workflow. As a result, customers experience shorter wait times for their meals, leading to a more satisfying dining experience (Kabir, 2023).

In terms of **service quality**, the overall mean score is 3.523, signifying a strong but improvable customer experience in terms of attentiveness, responsiveness, and problem resolution. The highest-rated item is Q8 ("staff knowledge about menu items"), with a mean score of 3.623, underscoring the importance of well-informed employees in enhancing guest confidence and

satisfaction. However, Q6 ("effective resolution of issues by staff") had the lowest mean at 3.410, indicating potential gaps in problem-solving efficiency. Strengthening employee training on handling customer concerns effectively could contribute to an even more seamless service experience. A well-trained employees can upsell or suggest complementary food items, which can enhance the dining experience while also benefiting the restaurant's sales. Strengthening these aspects of service can lead to greater customer satisfaction, as guests feel valued and assured that their concerns are being taken seriously. This aligns with the broader concept of service quality, which encompasses not only the tangible aspects of food and ambiance but also the intangible benefits provided by staff, such as attentiveness, promptness, and professionalism. (Ali et al., 2021).

For the factor of **price and budget**, the overall mean score of 3.479 indicates that diners find the pricing to be generally reasonable. The highest-rated item was Q9 ("price value of food served is worth the quality and quantity provided"), with a mean of 3.527, demonstrating that customers recognize the value in what they pay for. However, Q11 ("pricing makes the restaurant accessible to different income levels") had the lowest mean at 3.417. Therefore, price is a significant factor influencing customer satisfaction in the restaurant industry, playing a crucial role in marketing strategies that anticipate customer behavior. Income levels play a crucial role in restaurant selection. Customers seek value for their money, regardless of their monthly or annual income. Even individuals with higher earnings still expect exceptional service, but they may desire a more distinctive and personalized experience. Since high-income consumers have greater spending power, their expectations to be higher

compared to those with lower incomes. The cost of a meal communicates whether customers are receiving fair value for their dining experience, influencing their overall impression of the restaurant (Brucal et al., 2022). Generally, individuals with higher incomes tend to dine at more upscale, expensive restaurants, where they prioritize premium ingredients, exceptional service, and a fine dining experience. On the other hand, lower-income consumers are more likely to choose budget-friendly or mid-range restaurants, where affordability is a key factor in their decision-making process (Liu et al., 2023).

When it comes to **location and ease of access**, the overall mean score of 3.548 reflects a high level of convenience for customers, indicating that the location of the restaurant was generally accessible. Q15 ("location is safe and secure") received the highest rating at 3.637, reflecting strong confidence in the establishment's safety and security. However, Q18 ("location is not a hassle in terms of transportation") scored the lowest at 3.467, suggesting that factors such as parking availability could be improved to further enhance convenience. In this table it is supported by Tolentino's study (2023), which emphasizes that a strategic restaurant location should offer essential amenities such as accessible parking and proximity to key areas to maintain a competitive advantage. It highlights that restaurant's with better location strategies

tend to attract more customers, as they offer ease of transportation, security, and proximity to populated areas.

In terms of **ambiance and atmosphere**, diners seem highly satisfied with the overall environment, as evidenced by the overall mean score of 3.600. The highest-rated aspect here is Q19 ("lighting and decor"), with a mean of 3.647, indicating that the aesthetic qualities of the restaurant are particularly appreciated. The scores across the ambiance-related questions are generally positive, reflecting a well-received dining atmosphere. Restaurants with decent lighting will entice customers. Customers go to restaurants to unwind and enjoy what the restaurant must deliver, and this would also fall into a good ambiance that a customer requires, because the ambiance must support the service and food that the restaurant provides to its customers. (Ngah et al., 2022).

For **online reviews and recommendations**, the overall mean score of 3.413 suggests that while online reviews have a moderate influence on customers' dining decisions, they are not the primary factor driving their choices. Q26 ("importance of online reviews") had the lowest mean of 3.173, indicating that some diners may not heavily rely on online feedback when making dining decisions. However, the influence of online reviews was still notable, as it contributes to shaping customers' perceptions of the restaurant (Rahman et al., 2022).

Table 14. Overall Mean Scores of Customer Satisfaction Factors

Descriptors	Mean	SD	Verbal Interpretation	Rank
Overall Mean Food Quality	3.537	0.454	Strongly Agree	3
Overall Mean Service Quality	3.523	0.439	Strongly Agree	4
Overall Mean Price and Budget	3.479	0.482	Agree	5
Overall Mean Location and Ease of Access	3.548	0.421	Strongly Agree	2
Overall Mean Ambiance and Atmosphere	3.600	0.418	Strongly Agree	1
Overall Mean Online Reviews and Recommendations	3.413	0.479	Agree	6

Among the descriptors, ambiance and atmosphere received the highest rating with a mean score of 3.600, indicating that customers strongly agree that the restaurant's overall environment contributes significantly to their satisfaction. This suggests that factors such as interior design, lighting, cleanliness, and overall dining atmosphere play a crucial role in enhancing the dining experience. While location and ease of access ranked second with a mean score of 3.548. This result reflects that customer's consider convenience, accessibility, and proximity when selecting a restaurant. A well-located establishment with adequate transportation access, parking, and safety is seen as a significant advantage. Food quality ranked third with a mean score of 3.537, emphasizing its importance in shaping customer satisfaction. Customers value flavor, freshness, ingredients, and presentation, reinforcing that the quality of food is a determining factor in restaurant preference and loyalty. Service quality ranked fourth with a mean score of 3.523, suggesting that customers strongly agree that staff professionalism, attentiveness, and efficiency contribute to their overall satisfaction. While service quality remains a critical aspect, its ranking below

ambiance and food quality indicates that customers may place slightly more emphasis on the physical and sensory experience of dining. The price and budget factor ranked fifth, with a mean score of 3.479. This result suggests that while pricing is an important consideration, it is not as highly prioritized as ambiance, location, food quality, or service. Customers may be willing to pay more if the quality and experience justify the price, highlighting the need for an effective pricing strategy that aligns with customer expectations. Lastly, online reviews and recommendations received the lowest ranking, with a mean score of 3.413. This indicates that while digital feedback influences customer decisions, it holds less weight compared to direct dining experiences. This result suggests that while online presence and reputation management remain relevant, customers prioritize firsthand experiences over online reviews when evaluating a restaurant.

In Table 15, the results for age indicate that there are no significant differences in respondents' satisfaction levels across different age groups regarding several factors. The p-values for all these factors exceed the 0.05 significance level.

Table 15. Age and customer satisfaction

One-Way ANOVA (Fisher's)

	F	df1	df2	p	Interpretation
Food Quality	2.532	3	296	0.057	Not Significant
Service Quality	0.074	3	296	0.974	Not Significant
Price and Budget	0.156	3	296	0.926	Not Significant
Location and Ease of Access	0.287	3	296	0.835	Not Significant
Ambiance and Atmosphere	1.774	3	296	0.152	Not Significant
Online Reviews and Recommendations	1.669	3	296	0.174	Not Significant

Table 16. Gender and customer satisfaction

Independent Samples T-Test - Gender

		Statistic	df	P	Interpretation
Food Quality	Student's t	1.113	298.000	0.267	Not Significant
Service Quality	Student's t	1.914	298.000	0.057	Not Significant
Price and Budget	Student's t	1.004	298.000	0.316	Not Significant
Location and Ease of Access	Student's t	-0.417	298.000	0.677	Not Significant
Ambiance and Atmosphere	Student's t	0.554	298.000	0.580	Not Significant
Online Reviews and Recommendations	Student's t	-0.235 ^a	298.000	0.815	Not Significant

Note. $H_0: \mu_{\text{Male}} = \mu_{\text{Female}}$ ^a Levene's test is significant ($p < .05$), suggesting a violation of the assumption of equal variances

In Table 16, the results indicate that there is no significant gender-based differences in satisfaction across the factors assessed, as the p-values for all the categories exceed the significance level of 0.05. However, it is important to note that

Levene's test was significant ($p < 0.05$), indicating a violation of the assumption of equal variances. Despite this, the T-test result for this factor still shows no significant difference between male and female respondents.

Table 17. Civil status and customer satisfaction

One-Way ANOVA (Fisher's)

	F	df1	df2	p	Interpretation
Food quality	0.779	3	296	0.506	Not Significant
Service quality	0.570	3	296	0.635	Not Significant
Price and budget	1.096	3	296	0.351	Not Significant
Location and ease of access	1.521	3	296	0.209	Not Significant
Ambiance and atmosphere	0.474	3	296	0.700	Not Significant
Online reviews and recommendations	3.796	3	296	0.011	Significant

The results presented in Table 17. shows that there are no significant differences in satisfaction across different civil status groups in terms of food quality ($p = 0.506$), service quality ($p = 0.635$), price and budget ($p = 0.351$), location and ease of access ($p = 0.209$), and ambiance and atmosphere ($p = 0.700$). The p-values

for these factors are all above the 0.05 threshold. However, the online reviews and recommendations factor shows a significant result ($p = 0.011$), suggesting that civil status does influence the importance customers place on online reviews when making dining decisions.

Table 18. Occupation and customer satisfaction

One-Way ANOVA (Fisher's)

	F	df1	df2	P	Interpretation
Food Quality	1.191	4	295	0.315	Not Significant
Service Quality	1.213	4	295	0.305	Not Significant
Price and Budget	1.048	4	295	0.383	Not Significant
Location and Ease of Access	0.260	4	295	0.903	Not Significant
Ambiance and Atmosphere	0.096	4	295	0.984	Not Significant
Online Reviews and Recommendations	1.070	4	295	0.371	Not Significant

In Table 18, the results for occupation and customer satisfaction reveal that does not have a statistically significant impact on customer satisfaction across the various factors evaluated. The p-values for all these factors are above the 0.05 significance level.

Table 19. Income and customer satisfaction

One-Way ANOVA (Fisher's)

	F	df1	df2	p	Interpretation
Food Quality	2.312	5	294	0.044	Significant
Service Quality	1.694	5	294	0.136	Not Significant
Price and Budget	2.441	5	294	0.035	Significant
Location and Ease of Access	0.346	5	294	0.884	Not Significant
Ambiance and Atmosphere	0.944	5	294	0.453	Not Significant
Online Reviews and Recommendations	0.932	5	294	0.460	Not Significant

In Table 19, the result shows that there are significant differences in customer satisfaction across income levels in certain factors. Specifically, food quality (p= 0.044) and price and budget (p= 0.035). These findings suggest that respondents' income levels influence their perceptions of these factors. This implies that individuals with varying income levels may have differing expectations or experiences related to the quality of food and the pricing of the services offered. On the other hand, the factors of service quality (p= 0.136), location and ease of access (p= 0.884), ambiance and atmosphere (p= 0.453), and online reviews and recommendations (p= 0.460) do not show statistically significant differences based on income.

Table 20. Highest educational attainment and customer satisfaction

One-Way ANOVA (Fisher's)

	F	df1	df2	p	Interpretation
Food Quality	1.736	3	296	0.160	Not Significant
Service Quality	0.043	3	296	0.988	Not Significant
Price and Budget	1.863	3	296	0.136	Not Significant
Location and Ease of Access	1.069	3	296	0.363	Not Significant
Ambiance and Atmosphere	0.901	3	296	0.441	Not Significant
Online Reviews and Recommendations	0.594	3	296	0.619	Not Significant

In Table 20, the results indicate that there are no significant differences in customer satisfaction across the various groups for most factors. all exceed the threshold of 0.05, which suggests that income does not significantly impact respondents' perceptions of these factors.

In Table 21, the results show that nationality does not have significant differences in nationality and customer satisfaction in relation to the factors examined. The p-values are all greater than the conventional significance threshold of 0.05.

Table 21. Nationality and customer satisfaction

One-Way ANOVA (Fisher's)

	F	df1	df2	p	Interpretation
Food Quality	1.345	4	295	0.253	Not Significant
Service Quality	1.880	4	295	0.114	Not Significant
Price and Budget	0.745	4	295	0.562	Not Significant
Location and Ease of Access	0.113	4	295	0.978	Not Significant
Ambiance and Atmosphere	0.225	4	295	0.924	Not Significant
Online Reviews and Recommendations	1.453	4	295	0.217	Not Significant

Table 22. Social class and customer satisfaction

One-Way ANOVA (Fisher's)

	F	df1	df2	p	Interpretation
Food Quality	3.874	2	297	0.022	Significant
Service Quality	0.296	2	297	0.744	Not Significant
Price and Budget	0.883	2	297	0.415	Not Significant
Location and Ease of Access	0.819	2	297	0.442	Not Significant
Ambiance and Atmosphere	0.669	2	297	0.513	Not Significant
Online Reviews and Recommendations	0.404	2	297	0.668	Not Significant

In Table 22, the results presented indicate that food quality is the only factor where a statistically significant difference was observed across the groups ($p = 0.022$), as it is below the conventional significance threshold of 0.05. This suggests that respondents' perceptions of food quality differ significantly based on the groupings, implying that some groups have a notably different assessment of food quality compared to others. In contrast, the remaining factors such as service quality ($p = 0.744$), price and budget ($p = 0.415$), location and ease of access ($p = 0.442$), ambiance and atmosphere ($p = 0.513$), and online reviews and recommendations ($p = 0.668$), all yielded p -values greater than 0.05, indicating that there are no significant differences in respondents' satisfaction levels regarding these aspects.

Table 23. Dining frequency and customer satisfaction

One-Way ANOVA (Fisher's)

	F	df1	df2	p	Interpretation
Food Quality	8.073	3	296	< .001	Significant
Service Quality	4.114	3	296	0.007	Significant
Price and Budget	11.042	3	296	< .001	Significant
Location and Ease of Access	3.479	3	296	0.016	Significant
Ambiance and Atmosphere	6.081	3	296	< .001	Significant
Online Reviews and Recommendations	1.169	3	296	0.322	Not Significant

The results presented in Table 23 indicate that there are significant differences of dining frequency across the groups for several aspects of customer satisfaction. Specifically, food quality ($p < 0.001$), service quality ($p = 0.007$), price and budget ($p < 0.001$), location and ease of access ($p = 0.016$), and ambiance and atmosphere ($p < 0.001$) all show statistically significant differences, as their

p -values are below the established threshold of 0.05. This suggests that the frequency of dining influences respondents' perceptions of these factors, with varying levels of satisfaction based on dining habits or frequency. However, online reviews and recommendations ($p = 0.322$) do not significantly differ opinions on online reviews and recommendations.

Table 24. Dining companions and customer satisfaction

One-Way ANOVA (Fisher's)

	F	df1	df2	p	Interpretation
Food Quality	4.333	4	295	0.002	Significant
Service Quality	4.764	4	295	< .001	Significant
Price and Budget	3.819	4	295	0.005	Significant
Location and Ease of Access	2.191	4	295	0.070	Not Significant
Ambiance and Atmosphere	0.608	4	295	0.657	Not Significant
Online Reviews and Recommendations	0.934	4	295	0.445	Not Significant

The results in Table 24 reveal that food quality ($p = 0.002$), service quality ($p < 0.001$), and price and budget ($p = 0.005$) exhibit significant differences based on dining companion, as their p -values are below the 0.05 threshold. This suggests that the type of dining companion influences customer satisfaction with these aspects, indicating varying levels of

satisfaction depending on whether the diners are accompanied by family, friends, colleagues, or others. However, it does not significantly impact perceptions of location and ease of access ($p = 0.070$), ambiance and atmosphere ($p = 0.657$), and online reviews and recommendations ($p = 0.445$).

Table 25. Occasion type and customer satisfaction

One-Way ANOVA (Fisher's)					
	F	df1	df2	p	Interpretation
Food Quality	3.037	4	295	0.018	Significant
Service Quality	0.540	4	295	0.706	Not Significant
Price and Budget	3.275	4	295	0.012	Significant
Location and Ease of Access	3.085	4	295	0.016	Significant
Ambiance and Atmosphere	0.214	4	295	0.931	Not Significant
Online Reviews and Recommendations	0.907	4	295	0.460	Not Significant

The results in Table 25 demonstrate that the type of occasion have a significant difference in several areas. Specifically, food quality ($p = 0.018$), price and budget ($p = 0.012$), and location and ease of access ($p = 0.016$) were found to have significant differences across occasion types, with p -values below the

0.05 threshold, indicating that the nature of the occasion influences these factors of customer satisfaction. However, service quality ($p = 0.706$), ambiance and atmosphere ($p = 0.931$), and online reviews and recommendations ($p = 0.460$) did not show significant differences.

Table 26. Restaurant preferences and customer satisfaction

One-Way ANOVA (Fisher's)					
	F	df1	df2	p	Interpretation
Food Quality	2.149	5	294	0.060	Not Significant
Service Quality	0.413	5	294	0.840	Not Significant
Price and Budget	1.243	5	294	0.289	Not Significant
Location and Ease of Access	3.051	5	294	0.011	Significant
Ambiance and Atmosphere	0.590	5	294	0.707	Not Significant
Online Reviews and Recommendations	3.194	5	294	0.008	Significant

The results in Table 26 indicate that there is a significant difference in terms of location and ease of access ($p = 0.011$) and online reviews and recommendations ($p = 0.008$), as both p -values are below the threshold of 0.05. This suggests that customers' satisfaction

with the accessibility of the restaurant and their reliance on online reviews or recommendations vary based on their preferences. On the other hand, food quality ($p = 0.060$), service quality ($p = 0.840$), price and budget ($p = 0.289$), and ambiance and atmosphere ($p = 0.707$) did

not show significant differences across restaurant preferences. This means that some customers may prioritize convenience, choosing restaurants that are easily accessible by transportation or close

to their residence/workplace, while others might be more flexible. Additionally, customers' reliance on online reviews and recommendations differs depending on their restaurant preferences.

CONCLUSION

A restaurant is not just about the food, service, or menu it offers; it is made up of many factors that work together to keep customers satisfied. Making sure customers have a good experience is important because restaurants focus on serving tasty and high-quality food to attract and keep them coming back. Therefore, the study revealed that ambiance and atmosphere are the most significant factors influencing customer satisfaction among diners in selected restaurants in Silang, Cavite, with the highest mean score ($M = 3.600$). This shows that dining is not only about food but also about the overall experience and environment. Many respondents, particularly students and young diners, view restaurants as social spaces to relax, study, or spend time with friends. While affordability remains important due to limited income, ambiance, comfort, and design strongly influence their dining choices. Furthermore, results showed no significant difference based on age, gender, occupation, educational attainment, or nationality, indicating that customers share similar expectations regardless of background. However, significant differences were observed based on civil status, income level, social class, dining frequency, dining companions, dining occasions, and restaurant preferences.

Based on these findings, it is recommended that restaurants enhance food quality, service efficiency, and ambiance to increase customer satisfaction. Staff training should

emphasize attentiveness and adaptability to various customer types, while pricing strategies should cater to both budget-conscious and premium diners. Restaurants along Aguinaldo Highway should address issues such as limited parking and outdoor dining discomfort due to mosquitoes by expanding parking options and implementing pest control measures. Additionally, maintaining an active and responsive online presence is vital to building credibility and attracting customers. Future studies are encouraged to include a broader range of respondents and additional variables to strengthen the generalizability of the findings.

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