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Socio-Demographic Characteristics Influenced By Customer Satisfaction Of Millennial Diners In Silang Cavite, Philippines

Justin B. Dimapilis, Lemuel Ryan M. Garcia, Mary Rose L. Reyes, Jimford U. Tabuyo*

De La Salle University-Dasmarinas, Dasmarinas, Cavite, Philipine

*Correspondence: E-mail: lemuelryangarcia@gmail.com

ABSTRACT

This research aimed to determine whether socio-demographic characteristics influenced by customer satisfaction among millennial diners in Silang, Cavite, Philippines. 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 a quantitative research design, purposive sampling from 300 respondents across 15 participating 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.

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1. 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.

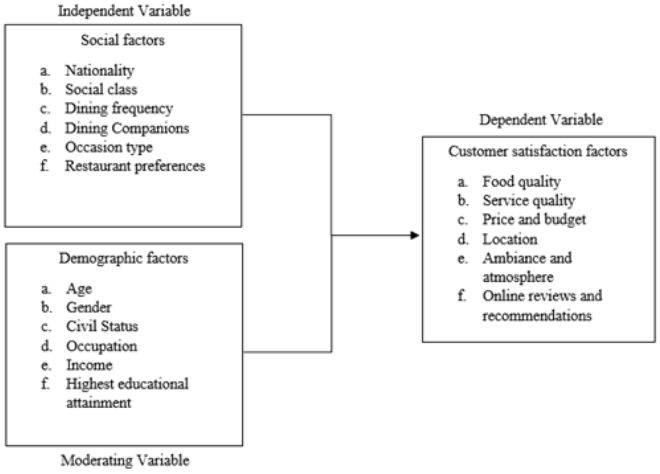
Millennial diners, representing young adults born between 1981 and 1996, preferred dining out at restaurants, cafes, and various food establishments. This meant that millennials valued eating experiences that focused not just on the food but also on the atmosphere, sustainability, and social responsibility of the establishments they visited. For millennials, going out to eat was an opportunity to explore different cultures, cuisines, and interactions with others rather than merely filling their stomachs. They were known as foodies, eager to explore new culinary offerings and dining experiences while actively seeking goods and services that catered to their preferences (Applova, 2024). Given their dining habits and lifestyle, millennials constituted the majority of the food industry's clientele (Krisnamoorthy, 2019). 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, millennial diners found these factors to be especially significant. Understanding customer demographics helped restaurants tailor services, menu offerings, and marketing strategies to better meet the needs and preferences of different groups.

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 major cities, businesses in Silang catered to both locals and international tourists, offering a unique opportunity to examine how interactions between different groups influenced consumer 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.

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Despite the extensive research on customer satisfaction, more needed to be published on how it was influenced by social and demographic factors, particularly among millennials in Silang, Cavite. Therefore, this study aimed to address this gap by investigating the various factors that impacted customer satisfaction.



Figures 1. Socio-demographic and Customer Satisfaction Factors

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 millennial 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.

This study focuses on the assessment of Silang, Cavite as a restaurant and evaluates the level of satisfaction among millennial customers, explicitly focusing on the following objectives: determining the demographic profile of respondents including age, gender, marital status, occupation, income, and highest education; examining social factors such as nationality, social class, frequency of dining out, dining companions, type of occasion, and restaurant preference; measuring factors that influence customer satisfaction as described by respondents regarding food quality, service quality, cost, location and accessibility, ambiance, and reviews and recommendations; and looking for significant differences

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between respondents' demographic and social factors and their perceptions of satisfaction factors, as well as between respondents' perceptions based on demographic factors towards social factors and service satisfaction cues.

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. The purpose of this study was to investigate customer satisfaction of millennial diners in Silang, Cavite. 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.

2. LITERATUR REVIEW

2.1. 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).

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. Customer Satisfaction Factors

2.2.1. 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

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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.

2.2.2. 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).

2.2.3. 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.

2.2.4. 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.

2.2.5. 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

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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).

2.2.6. 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.

3. METHODS

2.1. Research Design

This study utilized a quantitative-style descriptive research approach to acquire the necessary data through face-to-face interactions. This method was particularly suitable for the investigation, ensuring the reliability and completeness of the data collected. The high response rate achieved through this approach was beneficial in ensuring the representativeness of the sample. 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 millennial diners regarding customer satisfaction factors in Silang, Cavite.

2.2. Respondents of the Study and Research Sampling

This study focused on Millennials, or Generation Y, as the primary respondents, specifically targeting those who dined in Silang, Cavite. Millennials were known for their strong reliance on digital platforms when making dining decisions. 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 employed a convenience sampling technique, a non-probability sampling method in which participants were selected based on their accessibility and willingness to participate.

2.3. 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,

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Perlis: A Study on Price, Food Quality, and Service Quality." 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).

2.4. Statistical Treatment of Data

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. 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.

4. RESULTS AND DISCUSSION

Table 1 presents that among the respondents, millennials ages 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. These results help us understand consumer behavior and show why restaurants should adjust their marketing and services to keep up with the changing expectations of millennial diners. 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 1. Socio-Demographic Factors

No	Socio-Demographics	Indicator	Count	% of Total	Rank
1	Age	21-30	171	57.0	1
		31-40	84	28.0	2
		41-50	32	10.7	3
		51-60	13	4.3	4
2	Gender	Male	140	46.7	2
		Female	160	53.3	1
3	Civil Status	Single	181	60.3	1
		Married	105	35.0	2
		Separated	9	3.0	3
		Widowed	5	1.7	4
		Single	181	60.3	1
4	Occupation	Student	111	37.0	1

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No	Socio-Demographics	Indicator	Count	% of Total	Rank
		Working Student	50	16.7	3
		Employee	102	34.0	2
		Businessman/woman	22	7.3	4
		Others	15	5.0	5
5	Income	Below 10.000	91	30.3	1
		10.0001-25.000	90	50.0	2
		25.001-40000	65	21.7	3
		40.001-55.000	27	9.0	4
		55.0001-70.000	16	5.3	5
		Over 70.000	11	3.7	6
6	Highest Educational Attainment	HS Graduate	44	14.7	3
		College Undergradute	154	51.3	1
		College Gradute	91	30.3	2
		Master's Degree	11	3.7	4
7	Nationality	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
8	Social Class	Lower Class	94	31.3	2
		Middle Class	192	64.0	1
		Upper Class	14	4.7	3
9	Dining Companions	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
10	Dining Frequency	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
11	Occasion Type	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
12	Restaurant Preferences	Fastfood	56	18.7	3
		Casual Dining	88	29.3	1
		Fine Dining	48	16.0	4
		Café or Bistro	66	22.0	2
		Alfresco Dining	21	7.0	5.5
		Buffet Dining	21	7.0	5.5

The data on millennial diners indicate a slight predominance of female patrons (53.3%) over males (46.7%). While women may play a slightly more significant role in dining decisions, their influence does not necessarily translate into higher satisfaction levels compared to men. Instead, customer satisfaction is shaped more by other factors, such as the quality of food, service efficiency, and overall dining atmosphere, which appeal to both genders.

Mostly millennial diners are single (60.3%), followed by married individuals (35.0%), separated individuals (3.0%), and a smaller percentage of widowed individuals (1.7%). This

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suggests that most local diners belong to the younger segment of the millennial generation, who are more likely to be unmarried and have greater financial flexibility when dining out. Meanwhile, married individuals, who constitute a substantial portion of the sample, may have different dining preferences, potentially influenced by family-oriented meal options. The lower representation of widowed and separated individuals indicates that their dining habits may be shaped by different priorities or financial constraints. This means that civil status plays a significant role in dining behavior, as factors such as being separated or widowed can influence an individual's choice of restaurant and overall dining preferences (Kathleen et al., 2021).

Based on Table 1. 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%). In contrast, employees and business owners have different dining priorities. Employees, with a more stable income, are more likely to seek dining experiences that offer a balance between quality and affordability. They may dine out for relaxation, socialization, or work-related gatherings, making ambiance, food presentation, and customer service key factors in their satisfaction.

Income distribution of millennial 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%). This suggests that a significant portion of diners may be students, entry-level employees, or young professionals, whose dining choices are likely influenced by affordability and budget constraints. Meanwhile, (21.7%) of respondents earn between 25,001 and 40,000 PHP, indicating a growing segment of mid-level employees who may have more disposable income to spend on dining experiences. The percentage decreases as income increases, 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. This was supported by the study of Hussein (2021), which emphasizes that income level directly affects purchasing power and social mobility. As income increases, individuals tend to seek higher quality dining experiences, influencing restaurant choices and overall satisfaction.

Most millennials dining in Silang, Cavite, are highly educated: 14.7% are only high school graduates, 51.3% have not graduated from college, 30.3% have a bachelor's degree, and 3.7% have a master's degree. This suggests that the majority of restaurant consumers there are well-educated, which can influence their tastes, quality expectations, and openness to modern culinary concepts. In terms of nationality, the majority are Filipinos (81%), followed by Chinese (10.3%), Koreans (3.3%), Japanese (3%), and others (2.3%). This composition reflects the dominance of the local population, but ethnic diversity also opens up opportunities for restaurants to adjust their menus and marketing strategies to satisfy different customer groups. Cultural factors and national backgrounds also influence dining satisfaction and preferences, as each culture has its own customs and standards for food.

Based on Social Class, 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. Social class is a key determinant of dining habits and expectations. Moreover, dining companions 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. The preference for family and friends as dining companions highlights

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the social nature of dining in Silang, Cavite. 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.

As shown in dining frequency, 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%. 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.

The prominence of dining for special occasions highlights the importance of ambiance and themed services in enhancing the overall dining experience. Dining occasions play a significant role in shaping restaurant preferences and customer expectations. This is supported by the studies of Lee et al. (2020), the purpose of dining whether for casual gatherings, celebrations, or business meetings. and (Bose 2022), highlights that individuals 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.

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 Lee et al. (2020), which shows customers choose restaurants based on factors such as ambiance, food variety, and service style.

Table 2. 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	3.410	0.645	Agree	4

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Descriptors	Mean	SD	Verbal Interpretation	Rank
any issues or problems that arise				
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	3.470	0.625	Agree	3

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Descriptors	Mean	SD	Verbal Interpretation	Rank
eat at this restaurant				
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.

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

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personalized experience. Since high-income consumers have greater spending power, their expectations tend 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 (2023) study, 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 restaurants 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).

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 customers 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

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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.

Table 3. Age and Customer Saticfaction

One-Way ANOVA (Fisher's)					
	F	Df 1	Df 2	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 Acces	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

In Table 3, 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 4. Age and Customer Saticfaction

Independent Samples- T-Test (Gender)				
	Statistic	df	p	Interpretation
Food Quality	1.113	296.000	0.267	Not Significant
Service Quality	1.1914	296.000	0.057	Not Significant
Price and Budget	1.004	296.000	0.316	Not Significant
Location and Ease of Acces	-0.417	296.000	0.677	Not Significant
Ambiance and Atmosphere	0.554	296.000	0.580	Not Significant
Online Reviews and Recommendations	-0.235	296.000	0.815	Not Significant

In Table 4, 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.

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Table 5. Civil Status and Customer Satisfaction

	One-Way ANOVA (Fisher's)				
	F	Df 1	Df 2	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 Acces	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 5 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 6. Occupation and Customer Satisfaction

	One-Way ANOVA (Fisher's)				
	F	Df 1	Df 2	p	Interpretation
Food Quality	1.191	3	295	0.315	Not Significant
Service Quality	1.213	3	295	0.305	Not Significant
Price and Budget	1.048	3	295	0.383	Not Significant
Location and Ease of Acces	0.260	3	295	0.903	Not Significant
Ambiance and Atmosphere	0.096	3	295	0.984	Not Significant
Online Reviews and Recommendations	1.070	3	295	0.371	Not Significant

In Table 6, 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 7. Income and Customer Satisfaction

	One-Way ANOVA (Fisher's)				
	F	Df 1	Df 2	p	Interpretation
Food Quality	2.312	3	294	0.044	Significant
Service Quality	1.694	3	294	0.136	Not Significant
Price and Budget	2.441	3	294	0.035	Significant
Location and Ease of Access	0.346	3	294	0.884	Not Significant
Ambiance and Atmosphere	0.944	3	294	0.453	Not Significant
Online Reviews and Recommendations	0.932	3	294	0.460	Not Significant

In Table 7, 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

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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 8. Educational and Customer Satisfaction

	One-Way ANOVA (Fisher's)				
	F	Df 1	Df 2	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 Acces	1.069	3	296	0.363	Not Significant
Ambiance and Atmosphere	0.901	3	296	0.442	Not Significant
Online Reviews and Recommendations	0.594	3	296	0.619	Not Significant

In Table 8, 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.

Table 9. Nationality and Customer Satifaction

	One-Way ANOVA (Fisher's)				
	F	Df 1	Df 2	p	Interpretation
Food Quality	1.345	4	295	0.160	Not Significant
Service Quality	1.880	4	295	0.988	Not Significant
Price and Budget	0.745	4	295	0.136	Not Significant
Location and Ease of Acces	0.113	4	295	0.363	Not Significant
Ambiance and Atmosphere	0.225	4	295	0.441	Not Significant
Online Reviews and Recommendations	1.453	4	295	0.619	Not Significant

In Table 9 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 10. Social Class and Customer Satisfaction

	One-Way ANOVA (Fisher's)				
	F	Df 1	Df 2	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 10, 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

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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 11. Dining Frequency and Customer Satisfaction

One-Way ANOVA (Fisher's)					
	F	Df 1	Df 2	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 Acces	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	Significant

The results presented in Table 22 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 12. Dining Companion and Customer Satisfaction

One-Way ANOVA (Fisher's)					
	F	Df 1	Df 2	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 Acces	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 12 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).

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Table 13. Occasiom Type and Customer Satisfaction

One-Way ANOVA (Fisher's)					
	F	Df 1	Df 2	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 Acces	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	0.461	Not Significant

The results in Table 13 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 14. Restaurant and Customer Satisfaction

One-Way ANOVA (Fisher's)					
	F	Df 1	Df 2	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 Acces	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 14 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.

5. CONCLUSION

Given the findings, it can be concluded that ambiance and atmosphere are the most significant factors in customer satisfaction among millennial diners in Silang, Cavite, with the highest mean score (M = 3.600). This means that for this age group, dining out is not just about eating; it is also about the experience and environment a restaurant provides. Students often seek out restaurants not just for dining but also as social spaces where they can study, relax, or spend time with friends. A well-designed ambiance featuring comfortable seating, good lighting, aesthetically pleasing interiors, and a welcoming atmosphere creates an environment conducive to both social interactions and extended stays, making it a crucial factor in their

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satisfaction. Additionally, given their limited income, affordability remains a concern, but it does not necessarily outweigh the importance of ambiance. Many respondents are likely to be value-conscious yet willing to spend on a place that offers a pleasant experience.

Based on the study's findings, it is recommended that restaurants prioritize food quality and service efficiency, as these are the most essential aspects of a successful dining experience. Food quality ensures that meals are fresh, flavorful, and prepared to high standards. Similarly, staff should be trained to handle various types of diners, considering that different socio-demographic groups have distinct preferences in terms of dining experiences. Pricing strategies should be adjusted to cater to different income levels, ensuring that menu options appeal to both budget-conscious customers and those seeking premium dining experiences. Restaurants along Aguinaldo Highway face challenges such as limited parking and mosquito infestation in alfresco areas, so it is recommended to add parking areas, control pests, and proactively manage online reviews to increase customer convenience and trust. Future studies should expand the sample size and include a more diverse range of respondents to improve generalizability. Future researchers can use this study as a reference for conducting similar research and may explore additional variables that were not examined in this study.

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