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The Impact of Food and Beverage Innovations and Sustainable Practices on Revisit Intentions: A Case Study of Mall-Based Restaurants in the Philippines

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ABSTRACT

This study aims to investigate the perceived impact of food and beverage innovations on customer satisfaction and revisit intentions in sit-and-dine restaurants at SM Dasmariñas. Despite extensive research on customer satisfaction in the restaurant industry, there is a lack of focus on how innovative food and beverage offerings influence customer loyalty and repeat visits, especially within the context of a single shopping complex. Utilizing a direct-methods approach, the researchers conducted surveys with restaurant customers to gather comprehensive data. The survey results were analyzed using Structural Equation Model to identify correlations. Major findings indicate that customers highly value innovative and sustainable food and beverage options, which significantly enhance their satisfaction and increase their likelihood of revisiting. Additionally, data showed that sustainable practices in food and beverage offerings contribute to higher customer loyalty. These findings suggest that restaurants at SM Dasmariñas can benefit from continuous innovation and sustainability integration to boost customer loyalty and business performance.

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1. INTRODUCTION

Innovation plays a vital role in shaping businesses globally, and the Philippines is no exception. At the macro level, the integration of innovative practices in various industries has become a cornerstone for economic growth and competitiveness in the global market. This trend is evident in diverse sectors, from technology to hospitality, where the continuous evolution of consumer needs drives companies to adapt and innovate. In the context of the Philippines, a nation known for its vibrant culture and booming economy, innovation is not just a strategy but a necessity, especially in the food and beverage industry.

At a more micro level, focusing on the Philippines' food and beverage sector, there's a clear impact of innovation on customer satisfaction and business success. Filipino cuisine, rich in flavor and tradition, has been undergoing a transformation, with restaurants and food outlets adopting new approaches to meet the changing tastes and expectations of both locals and tourists. This evolution is particularly noticeable in bustling commercial hubs like SM Palapa, in Dasmariñas, Cavite, with the vast size of the establishment and near Aguinaldo Highway, a major arterial roadway in Cavite.

Similar to global trends, restaurants in the Philippines are increasingly recognizing the importance of innovation in enhancing customer satisfaction. This is not just about introducing new menu items but also about reimagining the entire dining experience. From incorporating technology in ordering processes to experimenting with fusion cuisine, these changes are geared towards creating memorable experiences that encourage customer loyalty and repeat visits.

Studies like those of Cucculelli & Peruzzi, (2020) and Khan et al., (2020) highlight the broader importance of innovation in maintaining competitiveness and addressing contemporary challenges, including those posed by the COVID-19 pandemic. In the Philippine setting, this translates to local businesses adopting digital solutions and novel service models to stay relevant and resilient in a rapidly changing market.

In summary, the role of innovation in the food and beverage industry in the Philippines, especially in major urban centers like Pasay City, is a microcosm of the country's broader embrace of change and progress. This approach is not only essential for business success but also reflects the dynamic and forward thinking spirit of the Filipino people.

It can also help them form strategies, create competitive advantages and reinforce creativity. But with varying means and methods, measuring innovation has become sophisticated, along with other factors (Dziallas & Blind, 2019).

Globalization has transformed the food and beverage industry, as well as many sectors of the economy, as a result, tourists' food consumption has changed (Türker & Süzer, 2022). This resulted in some food and beverage establishments considering innovations or changes in their menus according to the demand and preference of tourists or guests. As stated by the study of Erdem and Akyürek, the interest in food and beverages increases the expectations in the businesses as the culinary trend emerges. In a business environment, companies are obliged to improve on their current capabilities and capacity, exploring new business opportunities, due to the rapid changes, and ever-changing customer needs and competition, all to be profitable in the long term. Innovation is characterized as a new approach that is used towards a product or services by immersing it in new or different means of execution or delivery. Innovation is a huge factor in a business's success. It is a motivation for the workers and the company as a whole. The restaurant sector within the hospitality industry is undergoing significant transformations in an increasingly competitive environment. Today's consumers are highly conscious of the quality of food (FQ), service (RSQ), and physical

environment (PEQ) offered by fast food establishments. With a low tolerance for any negative experiences, customers are quick to switch to alternative options. In response, restaurants are prioritizing the creation of dining experiences that incorporate both tangible and intangible elements. The ultimate goal is to achieve high levels of customer satisfaction (CS), positive word-of-mouth (WOM), and foster future revisit intentions (RVI) specifically within the fast food restaurant context. Diverse factors such as menu offerings, aesthetics, service models, and cuisine types contribute to the categorization of restaurants as either downscale or upscale. Revisit intention represents the willingness of consumers to return to a particular establishment based on a satisfactory experience. Notably, customer satisfaction plays a vital role in influencing the likelihood of revisiting, regardless of whether customers hold an explicitly positive attitude towards the restaurant.

In regard to service quality, satisfaction, defined as a judgment that a product or service's pleasurable level of fulfillment, including the lack of it. Customer satisfaction can be measured through food quality (Fanelli & Di Nocera, 2018), or service quality. Overall, the eating experience can be used to rationalize customer satisfaction and loyalty (Alhelalat, Habiballah, & Twaissi, 2017).

Customer loyalty plays a crucial role in determining the success of a company. A business is bound to fail if it lacks satisfied customers who continue to make purchases. Acquiring new customers is more expensive compared to retaining loyal ones, and new customers tend to spend less money. Therefore, fostering repeat business is essential for achieving business success. Relying solely on short-term profit gains is inadequate as loyal customers contribute to revenue growth and expansion.

Innovation in food and beverage businesses provides a way in being unique from other competitors. This research focuses on the study of innovation as it plays a pivotal role in customer satisfaction, serving as a catalyst for enhancing the overall customer experience and meeting evolving needs. By constantly exploring new ideas, technologies, and approaches, businesses can create novel solutions that address customer pain points, deliver value, and differentiate themselves in the competitive marketplace. Innovation fosters the development of cutting-edge products, services, and processes that can optimize efficiency, convenience, and quality. Customer satisfaction is essential to a business in their survival and sustainability (Hamzah & Shamsudin, 2020).

Although innovation is integral to any businesses, establishment, and any other companies, they face many challenges from the rapid growth and integration of digitalization that concerns processes and transactions, domains in sales and communication being the primary sectors affected by this. With a plethora of information being present, customers now have the responsibility to sift through that information to be able to find ones that are useful for their decision-making. As a consequence, the customers can end up apprehensive when it comes to any innovation a company might impose, fearing for any losses in terms of convenience or familiarity, because they prefer to 'stay safe' and pick the more familiar product (Stryja, C., & Satzger, G., 2019).

Through a customer's experience with a restaurant, it is certain that they will form a certain impression towards the establishment's service quality, food quality, and overall ambience. Revisit intention, as defined, is the likelihood of consumers to endorse, or to suggest the place to friends. It can also be defined as a form of loyalty of the consumer. Multiple factors can affect a customer's revisit intention, such as ease of access, and the destination of the establishment (Chaturvedi et al., 2024; Rajput & Gahfoor, 2020).

Sustainability has become vital in politics, economics, business practices, and consumer lifestyles, spurred by the UN Sustainable Development Goals which have raised awareness of

global social and environmental issues. Businesses are integrating social and environmental responsibilities into their strategies, moving from traditional CSR to sustainable business models to enhance quality and performance. The restaurant industry is also adapting, with consumers increasingly concerned about food quality, safety, origin, sustainable agriculture, food waste reduction, and labor rights in the supply chain.

Research objectives: (1) to analyze the significance of innovation towards a customer's revisit intention; (2) To determine the relation of innovation with sustainability; and (3) To evaluate how sustainable practices lead to increased customer loyalty and repeat business.

2. LITERATUR REVIEW

To innovate, it is to put considerable enhancements on the production and delivery (Sharma et al., 2022). It is argued that any establishment that has process innovation as the forefront of their strategy would give their customers an efficient service with minimized problems, which in turn gives them good impressions and improved reputation (Anning-Dorson & Nyamekye, 2020).

Nursal and Panday found that customer satisfaction hinges largely on product quality. They surveyed 210 participants using convenience sampling and discovered that service quality contributes to customer loyalty. Their study emphasizes the significant impact of customer satisfaction on retaining loyal customers (Panday & Nursal, 2021). Customers do not perceive their experience through unidimensional concepts, rather, they perceive it in a multidimensional way, giving them a thorough and complete insight into their stay at any hospitality services. It only means that customers do not value their experience economically (i.e., price and quality), along with the aspects of aesthetic, prestige, and self-gratification. Customers also perceive through three dimensions: reputation, value, and money; some studies also find that ethics, spirituality are also part of the aspects conceived by customers. (El-Adly, 2019). Being an industry that focuses on socially engaging services, the hospitality industry is faced with a challenge regarding, aside from quality, their diversity. It is with the constant changes in the market that they face challenges in keeping their day-to-day operations up to par.

Customers of different ages experience different brands differently. It is also recognized that when it comes to brand loyalty, and commitment, age is a factor. Younger generations tend to have an emotional-driven commitment to a brand, compared to older generations that have a better grasp on their emotions. It is through emotions/ sentiments that a customer would have significant positive feedback from purchasing from a brand, which leads them to be more likely to repurchase, and recommend (Khan et al., 2020). A study using the Stimulus-Organism-Response (SOR) framework looked at customer loyalty in social commerce websites. It found that good information and service quality matter for how customers perceive value, but rewards, recognition, and customization don't have a big impact. Perceived value turned out to be really important for customer loyalty. It adds to what we already know about customer loyalty and value in social commerce, as suggested by other researchers. The study looks at how different parts of social commerce websites affect customer loyalty and how perceived value leads to loyalty through actions like buying again, recommending, and staying engaged. It also checks how things like gender, age, and how often someone uses social commerce websites affect these connections (Molinillo et al., 2021).

Although the lack of studies on the why, how, and when are its benefits, product innovation is of high value within businesses. Its importance is the reason that it is a part of the formal work procedures, adapted to be able to create new or improve existing products through

(Lager & Fundin, 2023). It is an innovation in restaurant management that talks about variety, quality, and flavor.

Service innovation is perceived to increase the business's worth through improving goods and services in efficient ways (Sharma et al., 2022), which increases the value in customer service, to maintain a competitive advantage to address customers' ever-changing expectations. It gives workers a reason to develop new ways to deliver their services (Horng et al., 2018). Service innovation is receiving notable attention from experts and professionals as a method for creating new services that improve customer satisfaction. While technology and tangible products are important, innovativeness plays a crucial role in improving services by stimulating customers' perception through their five senses. The Service-Dominant Logic emphasizes the importance of being innovative in how services are delivered, connecting it with how customers perceive the service to bring about service innovation. In simpler terms, innovativeness means introducing new aspects of service that shape how customers see and experience the intangible parts of a service. Scholars and professionals agree more and more that having innovative features in services is crucial for meeting customer expectations and providing a unique and satisfying experience (Shahi and Goswami et al., 2018). In the hospitality industry, using artistic values to give customers a fresh and unique experience is seen as a new strategy (Shahi and Goswami, 2018). It's also suggested that providing food and beverage services in a way that adds value can greatly improve the overall customer experience and contribute to innovativeness.

Technological innovation is an essential factor in improving, satisfying, and achieving goals. It is an integral part of society which can address changes in commerce, the economy, and society as a whole, for the sake of competitiveness (Coccia, 2021). Technology has a role in the business structure. Technology is required as an assistance for efficient customer service, data gathering, and analysis. The hospitality sector uses technology extensively to address the lack in workforce. It has been an integral part of operations, giving any establishment a competitive edge in the market (Leung, 2021). During the COVID-19 pandemic, technology has emerged, cashless payment, online delivery applications such as Grab Food and FoodPanda have helped restaurants in their business. A study was conducted during the COVID-19 pandemic shows that digital transformation boosted the food service industry. The result of the study showed that the digital transformation of the restaurants leads to enhancing the willingness of the customers to dine-in in their restaurants (Esposito et al., 2022). Service quality is an assessment of services through customer feedback, or as Parasuraman, et. al., defines the discrepancy between a consumer's insight on any service offered by an establishment, and their opinions on the service itself. Components of service quality are classified as a consumer's expectation, influenced by their personal needs, experience, and other people's testimonies, and overall transparency of the business with their services.

Customer expectation is an important factor that gives services to evaluate their performance and experience. Customer expectation is a basis for their experience in terms of satisfaction, and loyalty (Hsieh, Y.-H., & Yuan, S.-T., 2019). It is sophisticated in a sense that it can correlate to the time of their satisfaction. Customers tend to have fuzzy expectations, when they look forward to their products being delivered, though they don't have a clear concept on what the provider offers. As a result, customers tend to be unsatisfied with the delivered service without having the reasons why. Managers also tend to fail to meet customers' expectations, due to the perplexed nature, leaving them confused on what customers value in terms of satisfaction, or how it can be attained.

Likert scale has been a fundamental and well-utilized scaling and evaluation method, used

widely in social sciences and other research methodologies that involve multiple participant's responses. The scale tends to have the research's hypothesis statement included in it. The responses written down by participants would state their degree of agreement or disagreement with the statements. Originally the Likert scale only consists of five degrees of points, but it is implied today with as little as 2 degrees to 11 degrees (Taherdoost, 2019).

It is concluded that sustainable practices in restaurants can contribute to a customer's intention to revisit the establishment. During and after the outbreak of COVID-19, consumers globally had a shift in their behavior, and organizations that have eco-friendly, and sustainable practices are implied as valuable, and trustworthy to consumers. Nevertheless, the majority of studies that focus on the food industry in the context of environmental responsibilities are conducted in developed countries (Chaturvedi et al., 2024).

A popular multivariate data analysis method, especially among academics in the social sciences and industry, is partial least squares structural equation modeling (PLS-SEM), also known as PLS Path Modeling. It has become increasingly popular since the early 2000s because of its quick advancement and is mainly used in studies using models with latent variables. More than 300,000 documents are found when the keyword "PLS-SEM" is quickly searched on Google Scholar, demonstrating the breadth of the topic's scholarly discussion. Notably, a growing number of papers that use PLS-SEM have been published in esteemed, high-impact publications.

Guests' opinions of a business' that are associated with environmental commitments and concerns are referred to as its "green image". Consequently, this definition speaks to guests' subjective impression of a city's surroundings. An increasing number of establishments are devoting more resources to managing their most valuable assets, such as the green image, which has grown in importance in recent years and adds great value to the city. A business' "green image" is the way in which individuals conceptualize its environmental qualities, which influences how people behave and interact with one another in the establishment to varying degrees. One practice that can also help the relationship between customer and establishment. Sustainable practices and revisit intention are factors that mediate trust between customer and business. Green image will likely have an impact on revisit intention as well as confidence. The establishment's placement and, consequently, people's confidence and willingness to return will be influenced by the green image, which will represent the business' values in an increasingly open world.

Customers need restaurants to use green practices. Green restaurant practices are thought to influence customers' behavioral responses to sustainable items and their positive opinion toward the establishment. Participation in environmentally conscious procedures and restaurant loyalty to sustainable establishments are the definitions of diner behavior as a second-order component (M.J. Kim., & Hall, C. M., 2020).

The findings indicate that there is a considerable influence of green perceived quality on the link between consumers' desire to revisit and green consumerism. Past studies have shown that restaurant guests' tendencies to return are predicted by their perception of the environmental quality. Additionally, green perceived quality raises trust, which fosters loyalty and contentment (Riva, et. al., 2022).

3. METHODS

3.1. Research Method/Design

The type of research employed in this study is grounded in the framework of descriptive research, which aims to systematically analyze and present a comprehensive overview of the perceived impact of food and beverage innovations on customer satisfaction in restaurants

located at SM Dasmariñas. The purpose of this research is to comprehensively examine the perceived impact of food and beverage innovations on customer satisfaction in restaurants located at SM Dasmariñas, Pasay City.

In conducting the research on the perceived impact of food and beverage innovations on customer satisfaction in restaurants at the SM Dasmariñas, it is crucial to adhere to ethical guidelines, especially in the data gathering procedure and its subsequent usage. The following ethical considerations will be incorporated into the research design:

- a. **Informed Consent:** Participants will be provided with clear, understandable information about the purpose of the study, what their participation involves, and how the data will be used. Consent will be obtained from each participant, ensuring that it is given voluntarily and without any form of coercion. For this research, consent forms or information sheets can be used to convey this information.
- b. **Confidentiality and Privacy:** The privacy of the participants must be respected. This involves ensuring that personal identifiers are removed from the datasets, thus maintaining the anonymity of the participants. Data should be stored securely, and access will only be limited to the research team. Participants will be informed about who will have access to the data and how it will be stored and protected.
- c. **Transparency and Honesty:** The research will be conducted with transparency and honesty. This includes accurately representing the research's purpose to participants and stakeholders, and reporting findings truthfully, without manipulating data to fit preconceived notions or desired outcomes.
- d. **Avoiding Harm:** The research design should aim to minimize any potential harm to participants. This includes psychological distress or discomfort that might arise from recalling and sharing personal dining experiences. Researchers will be prepared to offer resources or support if participation in the study causes any discomfort to the participants.
- e. **Use of Data:** The data gathered will only be used for the purposes outlined in the research proposal. It will not be used for any other purposes without obtaining additional consent from the participants. The participants will be informed about the scope of the research and the potential use of the findings in publications or presentations.
- f. **Compliance with Legal Requirements:** The research will comply with all relevant laws and regulations regarding data protection and research ethics. This includes any local regulations in Dasmariñas City and national regulations in the Philippines concerning data privacy, such as the Data Privacy Act of 2012.

By adhering to these ethical guidelines, the research will not only ensure the protection and respect of participants but also enhance the credibility and reliability of its findings.

3.2. Population and Sampling

The research will focus on customers visiting restaurants at SM Dasmariñas. This age range is chosen to capture a broad spectrum of adult customers who are likely to engage with food and beverage innovations. The decision to concentrate on restaurants within SM Dasmariñas ensures a specific context for the study, as it often introduces various culinary innovations. In our study on customers visiting SM Dasmariñas' restaurants, we will use a simple random sampling method and then randomly select individuals to create an unbiased sample. This approach will help ensure that our sample accurately reflects the broader population of adult restaurant-goers in this area, making our findings more reliable and applicable to the general public ensuring that our sample accurately mirrors the wider adult customer base at these restaurants. Such a sampling strategy strengthens the credibility of our results, allowing us to

make more valid generalizations about how food and beverage innovations influence customer satisfaction among this demographic in the SM Dasmariñas.

3.3. Research Instrument

A survey questionnaire will serve as the primary research instrument, capturing participants' perceptions and satisfaction levels. The primary research instrument for this study is a survey questionnaire designed to collect data on customers' perceptions and satisfaction levels regarding food and beverage innovations in restaurants. The questionnaire will be carefully constructed to include items that assess various aspects of customer experience, such as the appeal of innovations, overall satisfaction, and the likelihood of repeat visits. To ensure the content validity of the questionnaire, an extensive literature review will be conducted to identify relevant factors influencing customer satisfaction in the context of food and beverage innovations. Expert consultation with professionals in the fields of hospitality, culinary arts, and consumer behavior will also be sought to refine and validate the survey items. This rigorous development process will contribute to the reliability and validity of the instrument, ensuring that it effectively captures the intended constructs and provides meaningful insights into customer perceptions and satisfaction in restaurants at SM Dasmariñas.

3.4. Data Gathering Procedure

SM Dasmariñas is an ideal location for research due to its diverse customer base, concentration of restaurants, high foot traffic, controlled environment, and availability of data. Its large and diverse customer base provides researchers with a representative sample, while the concentration of restaurants offers a rich environment to explore different innovations. The high foot traffic ensures sample data collection opportunities, and the controlled environment allows for standardized conditions. Additionally, existing data on customer behavior and satisfaction levels can enhance the research. To ensure a representative sample, random sampling will be employed to select participants from the target population of individuals visiting SM Dasmariñas. The sample size will be determined using a suitable sample size calculator, guaranteeing an adequate representation of the population.

3.5. Data Analysis

The survey questionnaire will consist of two sections. The first section will assess customers' perceptions of the impact of food and beverage innovations on their dining experience. Partial Least Square-Standard Equation Model (PLS-SEM) will be the research instrument that would be utilized as well with the use of LIKERT scale in the data gathering process.

To ensure the validity and reliability of the questionnaire, a thorough literature review and a pilot testing will be conducted and determine the Cronbach value of the data. Data collection will take place through face-to-face self-administered paper-based surveys conducted within the premises of SM Dasmariñas. Likert scale was used for verbal interpretation of the mean value.

Table 1. Mean Value

Mean Value	Weighted	Verbal Interpretation
3.25-4.00	4	Strongly Agree
2.50-3.24	3	Agree

Mean Value	Weighted	Verbal Interpretation
1.75-2.49	2	Disagree
1.00-1.74	1	Strongly Disagree

4. RESULTS AND DISCUSSION

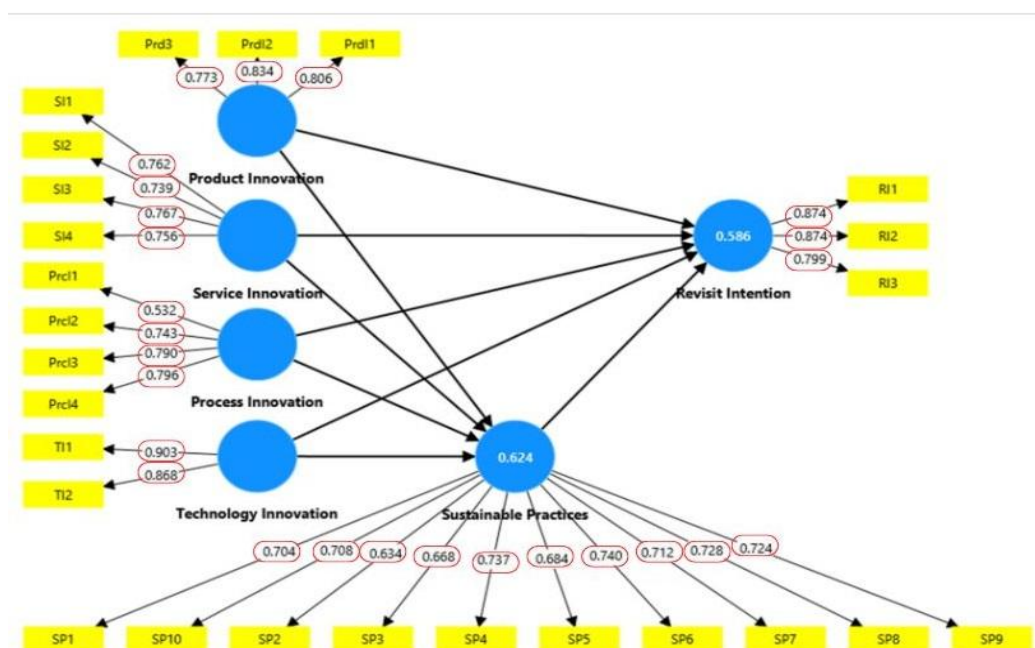
4.1. Reliability and Validity

Table 2. Cronbach Analysis

	Composite Reability (rho_a)	Composite Reability (rho_c)	Average Variance Extracted (AVE)
Process Innovation	0,711	0,831	0,622
Revisit Intention	0,807	0,886	0,722
Service Innovation	0,752	0,842	0,572
Sustainable Practices	0,865	0,896	0,552

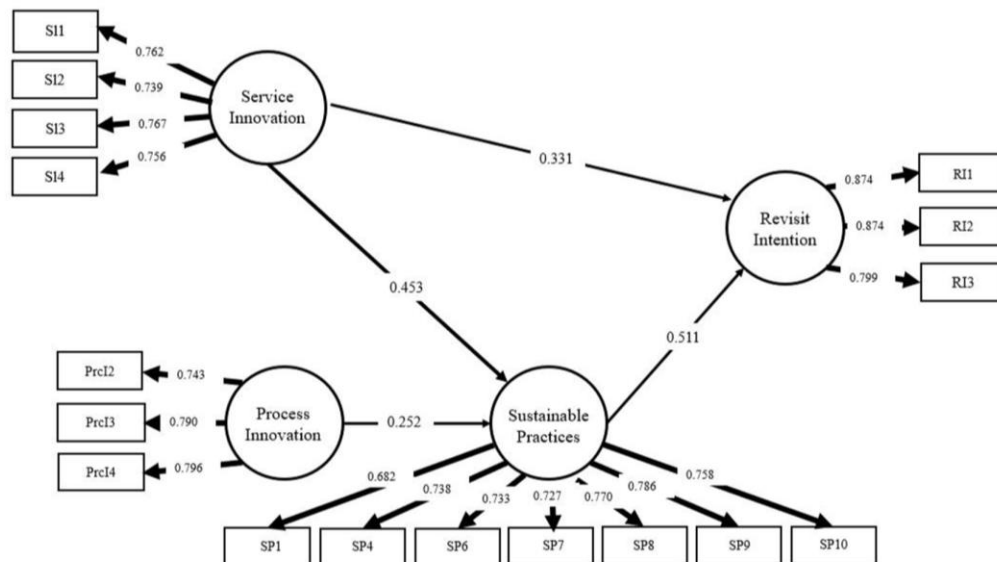
Cronbach tests show a research tool's reliability through pilot testing. A pilot test of 20 respondents was conducted and the results are as follows. All constructs exhibit good reliability (Cronbach's Alpha > 0.7, Composite Reliability > 0.8), ensuring consistency, this means that the questionnaire as a whole is reliable. On the other hand, constructor reliability measures the overall impact of the given data sets in relation to other data sets. A measurement ≥ 0.2 is considered reliable. Revisit Intention (AVE = 0.722) and Technology Innovation (AVE = 0.784) are the strongest constructs. Sustainable Practices (AVE = 0.497 - 0.552) has the lowest validity, suggesting the need for improvement in measurement. As stated by Sigala (2018) technological innovations improve customer experience, proving the reliability of each point. In summary, Service Innovation has the biggest impact towards sustainability practices and revisit intention, while process innovation has an acceptable impact. At the same time, Sustainable practices have a significant impact towards revisit intention.

4.2. Outer Loading and Cronbach Analysis



Figures 1. Outer loadings | Pathway Analysis Version 1

Outer loadings, pertains to the factors that describe a data point's weight in the study. Any outer loadings that are ≥ 0.7 are considered reliable, therefore, technology Innovation (TI1 = 0.903, TI2 = 0.868) has the highest factor loadings, confirming its strong impact. Revisit Intention (RI1 = 0.874, RI2 = 0.874) also shows strong measurement accuracy. Sustainable Practices (SP2 = 0.634, SP3 = 0.668) have the lowest loadings, indicating weak construct measurement. As study implies that sustainable practices is highly considered but isn't necessarily a significant factor towards consumer decision making unless it is something a product is heavily compliant towards



Figures 2. Outer loadings | Pathway Analysis Version 2

Figure 2.1 shows a refined model with fewer data points due to the removal of low loading items and unreliable paths. This revision improves the model's reliability and focuses on the most relevant and statistically significant relationships.

4.3. Iteration Analysis

Table 2. Iteration Analysis

	PrcI1	PrcI2	PrcI3	PrcI4	PrdI1	PrdI2	RI1	RI2	RI3	SI1	SI2	SI3	SI4	SP1	SP10	SP2	SP3	SP4	SP5	SP6	SP7	SP8	SP9	TI1	TI2
Iteration 0	0.344	0.344	0.344	0.344	0.414	0.414	0.392	0.392	0.392	0.331	0.331	0.331	0.331	0.142	0.142	0.142	0.142	0.142	0.142	0.142	0.142	0.142	0.142	0.564	0.564
Iteration 1	0.192	0.340	0.351	0.463	0.424	0.389	0.431	0.401	0.394	0.382	0.344	0.291	0.346	0.341	0.137	0.139	0.129	0.144	0.142	0.159	0.149	0.143	0.135	0.605	0.523
Iteration 2	0.192	0.339	0.351	0.464	0.424	0.388	0.430	0.401	0.395	0.381	0.344	0.291	0.346	0.342	0.136	0.139	0.129	0.144	0.142	0.160	0.149	0.143	0.135	0.605	0.522
Iteration 3	0.192	0.339	0.351	0.464	0.424	0.388	0.430	0.401	0.395	0.381	0.344	0.291	0.346	0.342	0.136	0.139	0.129	0.144	0.142	0.160	0.149	0.143	0.135	0.606	0.522
Iteration 4	0.192	0.339	0.351	0.464	0.424	0.388	0.430	0.401	0.395	0.381	0.344	0.291	0.346	0.342	0.136	0.139	0.129	0.144	0.142	0.160	0.149	0.143	0.135	0.606	0.522
Iteration 5	0.192	0.339	0.351	0.464	0.424	0.388	0.430	0.401	0.395	0.381	0.344	0.291	0.346	0.342	0.136	0.139	0.129	0.144	0.142	0.160	0.149	0.143	0.135	0.606	0.522
Iteration 6	0.192	0.339	0.351	0.464	0.424	0.388	0.430	0.401	0.395	0.381	0.344	0.291	0.346	0.342	0.136	0.139	0.129	0.144	0.142	0.160	0.149	0.143	0.135	0.606	0.522

Iteration of the data is a way of measuring the whole data set by repeatedly simulating data acquisition until numbers are consistent. It is standard that less than 100 iterations mean the data is reliable, whereas the data set only needed 6 iterations. But the data set stabilizes

after Iteration 2, meaning further iterations do not significantly change values. Technology Innovation has the highest stable values (~ 0.606), confirming its strong influence on customer behavior. Sigala (2018) states that technology is indeed a strong factor in terms of customer experience. While Sustainable Practices remain low ($\sim 0.136 - 0.160$), they suggest a weak direct impact on consumer decisions.

4.4. Collinearity

Table 2. Collinearity

	VIF
Prcl2	1.323
Prcl3	1.482
Prcl4	1.335
RI1	2.064
RI2	2.082
RI3	1.485
SI1	1.445
SI2	1.467
SI3	1.442
SI4	1.439
SP1	1.525
SP10	2.134
SP4	1.691
SP6	1.716
SP7	1.758
SP8	1.982
SP9	2.364

Collinearity is a measurement of the dependency of each data point on other data points. With all VIF values below 3, meaning collinearity is not a significant issue. Revisit Intention (VIF ~ 2.08) and Sustainable Practices (SP9 = 2.364, SP10 = 2.134) have the highest collinearity values. Suggests minor redundancy in measurement, particularly for sustainable practices. Researcher also states that sustainable practices often interweave with each other.

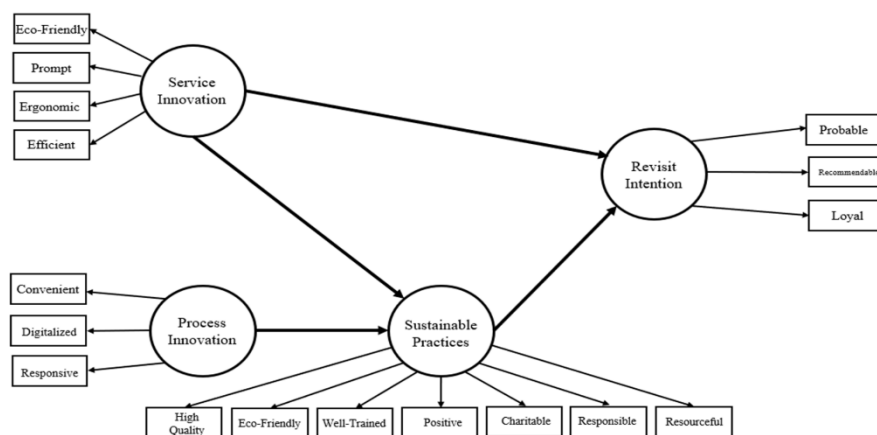


Figure 3. Restaurant Innovation-Sustainability Model

5. CONCLUSION

This study demonstrates that food and beverage innovations have a significant impact on customer satisfaction and revisit intentions at sit-and-dine restaurants in SM Dasmariñas. The findings indicate that a robust, multidimensional approach to innovation is essential for restaurants aiming to remain competitive while delivering exceptional dining experiences.

Restaurants that excel in integrating innovative practices—particularly in service innovation and sustainable practices—tend to foster higher customer satisfaction and build stronger loyalty. By investing in product, service, process, and technology innovations, these establishments not only enhance the immediate dining experience but also encourage long-term patronage. In particular, innovations in service have proven to be a key factor driving customers to revisit, while sustainable practices help reinforce the restaurant's commitment to ethical and environmentally responsible operations.

Moreover, the study highlights the importance of tailoring innovative strategies to the diverse needs of different customer segments. Restaurants that align their innovation efforts with the specific preferences of various demographic groups—such as age, income, and dining frequency—can enhance customer satisfaction even further and secure a competitive edge. Adapting to the unique demands of each segment not only improves the overall customer experience but also cultivates enduring loyalty in a dynamic and competitive market.

In summary, the integration of innovative practices and sustainability in the food and beverage industry is essential for maintaining high customer satisfaction and loyalty. Restaurateurs are encouraged to continuously refine and expand their innovation efforts, ensuring these advancements remain aligned with the evolving expectations of their clientele. Such strategic investment in multidimensional innovation is a crucial determinant of sustained success in the increasingly competitive food and beverage landscape.

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