Consumers' Perceived quality of Restaurants in Nueva Ecija

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Abstract— *Some determinants of customer satisfaction are the physical environment and the interactional quality of restaurants. This paper assessed the quality of restaurants in terms of physical environment quality, interactional quality and outcome quality of restaurants. A total of 29 restaurants (18 fast food restaurants and 11 fine dining restaurants) were surveyed used an adapted questionnaire with likert-scale responses. In lieu of the foregoing discussions, the researcher had drawn three conclusions. First, restaurants provide physical environment quality in terms of ambient condition, spatial layout, and seating comfort. It is implied that customers were considering the physical conditions of a restaurant in its provision of comfort to customers. Hence, it is recommended to regulate the temperature inside the restaurant and review the signage boards to avoid confusion of customers. Second, restaurants provide interactional quality in terms of assurance, empathy, reliability and responsiveness. It is implied that customers were observant to the servers of the restaurant which yields customer satisfaction. Hence, it is recommended that restaurants should improve the speed of service to raise its interactional quality. Third, restaurants provide outcome quality in their menu and served foods. It is implied that customers seek for variety in the menu and quality food to ease their cravings. Hence, it is recommended that restaurants should add variety of foods so customers will have more options to choose from.*

Keywords— *Quality, Service Quality, Interactional Quality, Restaurants, Outcome Quality.*

I.   INTRODUCTION

Some determinants of customer satisfaction are the physical environment and the interactional quality of restaurants. Further, restaurants may be regarded as indoor 'public spaces where both local and international individuals choose to spend a lot of their time (Lee et al., 2001). Also, customers often expect staff to be excellent at fixing issues, offering timely and fast services, doing precise guest checks, and delivering good services (Omar et al., 2016).

Customer satisfaction is seen as affecting the goals and actions of repurchases, which in turn contributes to the potential sales and income of an organization (Qin & Prybutok, 2009). It is important to get a deeper understating of how customer satisfaction (as the intermediary) can be enhanced so that fast

food restaurants can achieve improved behavioral intentions (Namin, 2017).

The understanding of a reasonable price by consumers intervenes as a moderator factor to maximize the satisfaction impact of quality i.e. food, service, and physical atmosphere quality) (Ryun & Han, 2010). Further, the owner must recognize that, based on their accessibility, transparency, and customer relationship, clients often choose online or physical stores of goods and services (Santos, 2020).

In lieu of the foregoing insights, the researcher assessed the quality of restaurants in Nueva Ecija. The results of this paper may serve as a basis for continuous improvement of restaurants in terms of training and development of employees, restructuring and renovating of restaurants, and evaluating of foods being offered.

II.   CONCEPTUAL FRAMEWORK

A consumer may be considered satisfied when quality measurements of the product and/or service surpass the consumer's expectations in relation to the performance of the product/service (Souki & Antonialli, 2019). If a certain restaurant has been chosen, the quality that the establishment is capable of delivering through its employees and its material components is directly responsible for generating satisfaction (Iglesias & Guillén, 2004).

Since the quality of food significantly affects the level of satisfaction of a consumer, restaurant operators must maintain a consistently high-quality menu in addition to good service and friendly environment to optimize the level of customer satisfaction (Ryu & Han, 2010).

III.   OBJECTIVES OF THE STUDY

This paper assessed the quality of restaurants in terms of physical environment quality, interactional quality and outcome quality of restaurants.
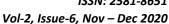
IV.   METHODOLOGY

This paper used a quantitative survey method. The main objective of this method is to explore the causes of particular phenomenon with effects that being felt or trends that are developing (Cohen et al., 2002). A total of 29 restaurants (18 fast food restaurants and 11 fine dining restaurants) were surveyed used an adapted questionnaire (Bose, 2015) with likert-scale responses (Vagias, 2006).

V.   RESULTS AND DISCUSSIONS

Table 1. Physical Environment Quality of Restaurants

Statement	Weighted Mean	Verbal Interpretation
Ambient Condition		
The Overall lighting level in this restaurant environment is appropriate.	3.12	Agree
The temperature in this restaurant is comfortable.	2.65	Agree
The odor in this restaurant is pleasant.	2.79	Agree
The background music, played overhead, makes this environment a more enjoyable place.	3.21	Agree
Spatial Layout		
This restaurants architecture gives it an attractive character	2.87	Agree
This restaurant is decorated in an attractive fashion.	3.11	Agree
The use of color in the décor scheme adds excitement to this restaurant environment.	3.26	Strongly Agree
The interior décor of this restaurant is attractive.	3.19	Agree
This is an attractive restaurant.	2.99	Agree
Seating Comfort		
In this restaurant, the aisles between the tables are wide enough to pass through easily.	3.02	Agree
The signage boards in this restaurant environment provide adequate direction.	2.43	Disagree
It is easy to walk around this restaurant environment	3.00	Agree
The number of tables does not make this environment difficult to navigate.	3.29	Strongly Agree
The restaurant's chairs allow me to sit at a comfortable distance from the table.	3.27	Strongly Agree
Average Weighted Mean	3.01	Agree

Legend	Verbal Interpretation (VI)
3.25 – 4.00	Strongly Agree
2.50 – 3.24	Agree
1.75 – 2.49	Disagree
1.00 – 1.74	Strongly Disagree

Table 1 presented the physical environment quality of restaurants. Based on the gathered data, it is evident that most of the respondents found that 'the background music, played overhead, makes this environment a more enjoyable place' provides quality in ambient condition with a verbal interpretation of 'Agree' ($\bar{x}$ = 3.21). Further, most of the respondents find 'the use of color in the décor scheme adds excitement to this restaurant environment' and 'the restaurant's chairs allow me to sit at a comfortable distance from the table' provide quality in spatial layout and seating comfort with a verbal interpretation of 'Strongly Agree' ($\bar{x}$ = 3.26) and 'Agree' ($\bar{x}$ = 3.01), respectively. Overall, most of the respondents agreed ($\bar{x}$ = 3.01) that the restaurants provide physical environment quality.

Table 2. Interactional Quality of Restaurants

Statement	Weighted Mean	Verbal Interpretation
Assurance		
This restaurant has employees who can answer your questions completely	3.10	Agree
This restaurant makes you feel comfortable and confident in your dealings with them	3.38	Strongly Agree
This restaurant has personnel who are both able and willing to give you information about menu items, their ingredients, and methods of preparation	3.10	Agree
This restaurant has personnel who seen well trained, competent and experienced	3.28	Strongly Agree
Empathy		
This restaurant seems to give employees support so that they can do their jobs well	2.87	Agree
This restaurant has employees who are sensitive to their individual's needs and wants, rather than always relying on policies and procedures	2.99	Agree
This restaurant makes you feel special	2.74	Agree
This restaurant has employees who are sympathetic and reassuring if something goes wrong	3.10	Agree
Reliability		
This restaurant serves you in the time promised	2.32	Disagree
This restaurant quickly corrects anything that is wrong	2.44	Disagree
This restaurant is dependable and consistent	2.83	Agree
This restaurant serves your food exactly as you ordered it	2.84	Agree
Responsiveness		
During busy times, this restaurant has employees shift to help each other maintain speed and quality of service	2.48	Disagree
This restaurant provides prompt and quick service	2.45	Disagree

This restaurant gives extra effort to handle your special requests	2.61	Agree
Average Weighted Mean	2.83	Agree

Legend   **Verbal Interpretation (VI)**

3.25 – 4.00   Strongly Agree

2.50 – 3.24   Agree

1.75 – 2.49   Disagree

1.00 – 1.74   Strongly Disagree

Table 2 presented the interactional quality of restaurants. Based on the gathered data, it is evident that most of the respondents found that 'this restaurant makes you feel comfortable and confident in your dealings with them,' 'this restaurant has employees who are sympathetic and reassuring if something goes wrong,' 'this restaurant serves your food exactly as you ordered it,' and 'this restaurant gives extra effort to handle your special requests' provide quality which they strongly agreed in assurance ($\bar{x} = 3.38$) and agreed in empathy ($\bar{x} = 3.10$), reliability ($\bar{x} = 2.84$) and responsiveness ($\bar{x} = 2.61$), respectively. Overall, most of the respondents agreed ($\bar{x} = 2.83$) that the restaurants provide interactional quality.

Table 3. Outcome Quality of Restaurants

Statement	Weighted Mean	Verbal Interpretation
The food in this restaurant is tasty	3.41	Strongly Agree
This restaurant has a variety of menu items	2.95	Agree
The freshness of food in this restaurant is good	2.87	Agree
This restaurant has healthy food	2.87	Agree
The portion size in this restaurant is suitable	2.65	Agree
The food presentation in this restaurant is attractive	3.04	Agree
Food is served at appropriate temperature in this restaurant	2.80	Agree
Average Weighted Mean	2.94	Agree

Legend   **Verbal Interpretation (VI)**

3.25 – 4.00   Strongly Agree

2.50 – 3.24   Agree

1.75 – 2.49   Disagree

1.00 – 1.74   Strongly Disagree

Table 3 presented the outcome quality of restaurants. Based on the gathered data, most of the respondents strongly agreed ($\bar{x} = 3.41$) that 'the food in this restaurant is tasty' and agreed ($\bar{x} = 2.95$) that 'this restaurant has a variety of menu items' which provides quality. Overall, most of the respondents agreed ($\bar{x} = 2.94$) that the restaurants provide outcome quality.

VI.   CONCLUSIONS AND RECOMMENDATIONS

In lieu of the foregoing discussions, the researcher had drawn three conclusions. First, restaurants provide physical environment quality in terms of ambient condition, spatial layout, and seating comfort. It is implied that customers were considering the physical conditions of a restaurant in its provision of comfort to customers. Hence, it is recommended to regulate the temperature inside the restaurant and review the signage boards to avoid confusion of customers. Second, restaurants provide interactional quality in terms of assurance,

empathy, reliability and responsiveness. It is implied that customers were observant to the servers of the restaurant which yields customer satisfaction. Hence, it is recommended that restaurants should improve the speed of service to raise its interactional quality. Third, restaurants provide outcome quality in their menu and served foods. It is implied that customers seek for variety in the menu and quality food to ease their cravings. Hence, it is recommended that restaurants should add variety of foods so customers will have more options to choose from.

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