

**CUSTOMERS' PERCEPTION ON THE QUALITY OF RESTAURANT
SERVICES IN CARMEN, BOHOL**

**College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol**

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SERVICES IN CARMEN, BOHOL**

**A Thesis
Presented to the Faculty of the
College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol**

**In Partial Fulfillment
Of the Requirements for the
Bachelor of Science in Hospitality Management**

**Reishel A. Alberastine
Monena P. Allones
Manilyn G. Cano**

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APPROVAL SHEET

This thesis entitled **CUSTOMERS' PERCEPTION ON THE QUALITY OF RESTAURANT SERVICES IN CARMEN, BOHOL**, prepared and submitted by Reishel A. Alberastine, Monena P. Allones, and Manilyn G. Cano in partial fulfillment of the requirements for the degree in Bachelor of Science in Hospitality Management has been examined and recommended for acceptance and approval for oral defense.

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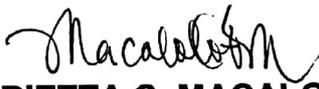

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ABSTRACT

This study aimed to know the customers' perception on the quality of restaurant services in Carmen, Bohol in terms of food and price, personnel service and physical environment quality. Also, it sought to determine their profile in terms of the age, gender, civil status and educational attainment. The researchers used the descriptive survey method which utilized the self-made questionnaire to the fifty (50) participants in local restaurants diners in Carmen, Bohol. The data obtained from the survey were organized and analyzed using frequency count and weighted mean score. Findings revealed that most participants belong to the age of 35 years old above, most of them were female and married participants and having college level/college graduate and post graduate level of education. Physical environment quality got the highest rate with average weighted mean of 3.66% interpreted us "strongly agree" implemented having a good comfortable environment can attractively to diners. Nevertheless, personnel service quality got 3.60% average weighted mean interpreted us "strongly agree" implied that having good services can definitely have satisfied by diner's expectations. Food and price quality got the lowest average weighted mean of 3.50% interpreted us "agree" which implemented the improving of food safety and price assumptions to diners. In view of the result of the findings, it is recommended that establishment should apply safety procedure for receiving, storing, preparing presenting food to have awareness on food and safety.

Chapter 1

THE PROBLEM AND ITS SCOPE

Rationale

Customer perception is also referred as consumer perception. It is the process by which a customer selects, organizes, and interprets information/stimuli inputs to create a meaningful picture of brand or the product. In simpler terms, it is how a customer sees a particular brand with whatever he or she has been able to understand by watching the products, its promotions and feedback. The restaurant industry is affected due to the crisis that the world is facing which is the COVID-19 pandemic. However, personnel servers of restaurant have the confidence to manipulate and organize and make ways to serve properly the customers even if it affects the crisis and to save the restaurant industries by this problem.

The COVID-19 pandemic that is spreading throughout the world is expected to have a significant impact on the nation's restaurant industry, from small to big restaurant establishments. Restaurant industry is facing pandemic problems that they never experienced before. Companies first move is to get the customer attention by giving them a proper quality service and enhance the establishment strategy to improve significant wants and needs of a customer.

This study was conducted to determine the customers' perception on the quality of restaurant services in Carmen, Bohol and aimed to develop solutions that would greatly help the industry.

Literature Background

Existing and potential customers' perceptions of the organization and its offers are referred to as customer perception. It can easily tip the scales in your favor or against making a purchase from consumers. Simply put, this is about what your current consumers think about the business.

In the quest for related reviews, the thesis writers found out that there are studies being conducted about consumer's perception to restaurant but not amidst pandemic. Thus, the following legal bases, theories and related reviews that come from different studies are considered by the thesis writers to back up the current study.

In accordance with the pertinent provision of the Republic Act No. 11058 of an Act Strengthening Compliance with Occupational Safety and Health Standards and Providing Penalties for Violations thereof. Section 1 Declaration of policy. The affirms labor as a primary social and economic force, and a safe and healthy workforce is an integral aspect of nation building. The State shall ensure a safety and healthful workplace for all working people by affording them full protection against all hazards in their work environment.

Republic Act No.10611 otherwise known as the 'FOOD SAFETY ACT of 2013,' is defined food as any item or product, whether processed or not. Food that is designed for human consumption, whether processed or unprocessed. Section 2. Section 15, Article II of the Philippine Constitution declares that the state should protect and promote the right to health of the people. Alternately, the assurance

that food will be cooked or eaten according to its intended usage is referred to as food safety (Section 4.n).

The government enhances the significant role played not only for the health sectors but all the other sectors which mitigating in the effects pandemic. They develop rapid response by creating healthy protocols to be productive. All government sectors have the responsibility to manipulate better assumption by protecting the people in this pandemic.

The Department of Tourism (DOT) has issued Memorandum Circular No.2020-004, "New Normal Health and Safety Guidelines for DOT-Accredited Restaurants." As the Philippines slowly adjusts to the "new normal" brought on by the novel coronavirus, the Department of Tourism (DOT) has issued recommendations for its authorized restaurants. Hence, the government ensuring and set regulations to enhance safety protocols in new normal.

This study is supported in the views of a process of perception theory (Solomon,et.al.,2006) that defines as stimuli comes within the reach of one or more of our five senses of see, hear, smell, touch, and taste. The set of mechanism we utilize to make sense of the many inputs are faced with is referred to as perception. This will be prominent to indulge perception by assisting this theory. Customers have their own perceptions to organize and to specify all the needs they want. Furthermore, this theory makes senses to verify a prevailing assumption either they satisfied or not.

Another Theory of Consumer Behavior (Keller,2003) defines that perception referred to the way of stimuli which interact and integrated by the consumer towards the product. Consumer behavior theory is the study of how people makes purchasing decisions, with the goal of assisting businesses and marketers in capitalizing on these behaviors by forecasting how and when a customer will buy. In this theory, they prevailed a simple explanation on how to makes customer interacted with the specific product and brand. The concept of customer perceptions will be creating by their experiences on how to observe the service that offered by the businesses whether they actually satisfied also the experience or not.

Another theory that supports the study (Holbrook,1999; Oliver,2010) found out that notion of “value” or customers perceived value. It diverse in research fields and their theoretical perspective. Although customer’s decision is influenced by their own perception in specific situations. In this theory, it might be the basic understanding about the perceptions value by the customers and can be done by their experienced or what do we call prior experienced of customers in specific business. The important of marketing term that effects on how the marketing professionals advertise and price their goods. Customers perceived value assumes each customers evaluates their purchases to determine if they meet their wants or needs. When the perceived value of an item increases, the business or company can price it higher or sell more units, both of which result in higher profits. This means that marketing professionals try to increase the value perceived of goods and services by determining what their customers value most.

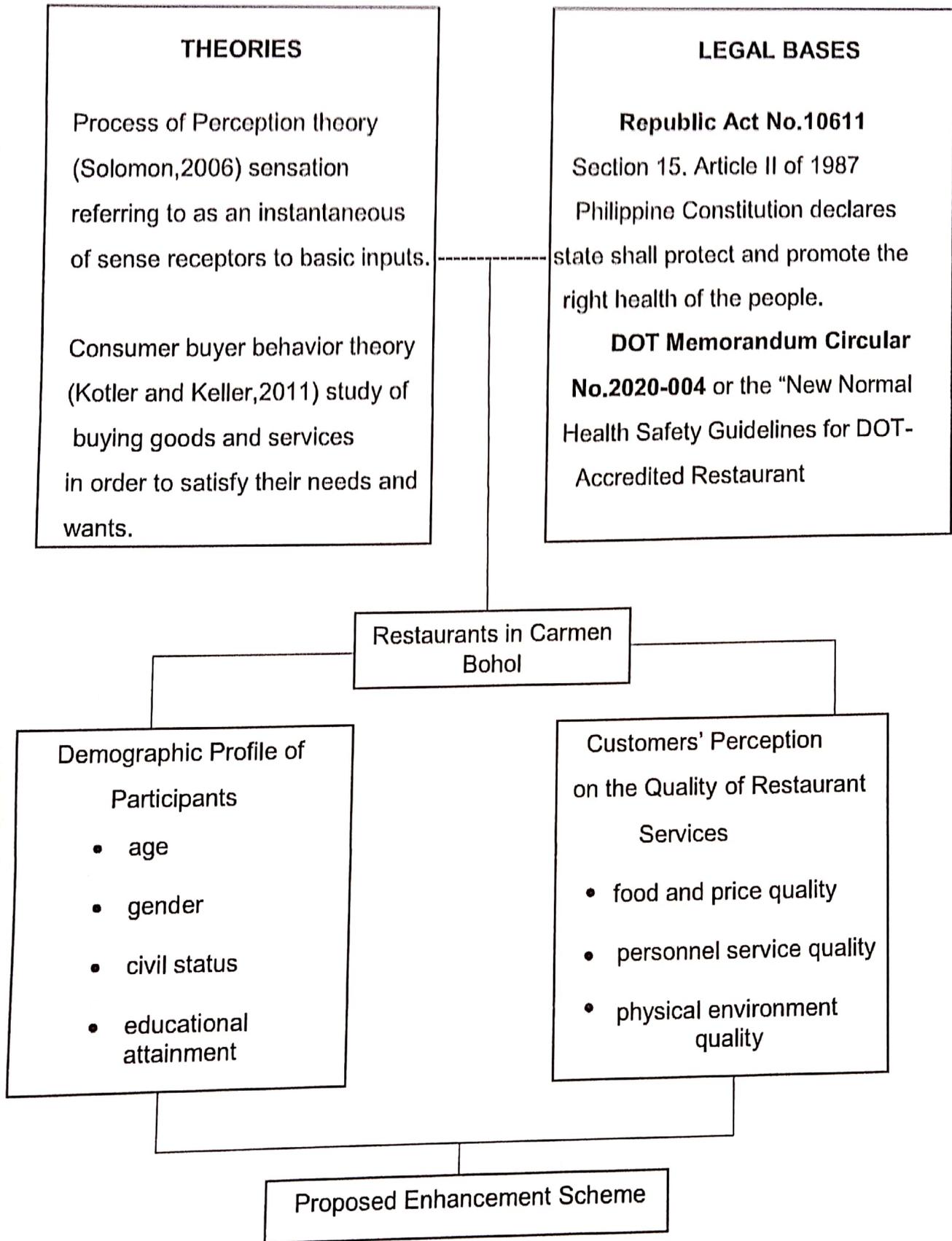


Figure 1. Theoretical and Conceptual Framework

In other words, perception is processed by the individual's choices, organized interpretation that relates with their buying decisions. By this situation, each customer may have different point of views (Dave,2013). Aside from that, brand is the fact that created awareness, reputation, and the most important in marketplace so that customers' perception do understand the right decision before making purchased of brand (Ellword,2002). In this case, the success of the business will be identified by creating good image and impressions of the brand as well as the products are selling to meet customers' expectations (Porter & Claycom,1997).

Restaurant significantly prepares food services to a customer. It is important for restaurant industry to have obligation to manipulate and enhances good service quality to a guest. However, it might be the basic functions to get the attention of customer. Furthermore, restaurants continue to expand and have their own unique ambiance and feel, is possible to distinguish restaurants based on factors affecting restaurants where they dine in.

The concept of customer perception was formed by the observations of diners of the company's services and ultimately, if they were satisfied with the experience. Providing excellent customer service and service quality is one approach to increase business success (Wilson,et.al.,2008). In customer's perception the basis of evaluating senses is the sight, smell, touch, taste and hearing are the main target by finding their perceptions. This would be the step on how to evaluate their quality of food and services to a customer. The perceptions are formed by interpretations of various sensations above.

As a result, customers' personal assessment, based only on the comparison of expectations and the perceived performance of the restaurant facilities. The functions to be made between perceived service quality, which is based on the overall perception of services and services quality objectives, which based on determining set of standards. Hospitality organizations have their significant change to their operations in order to protect employees and customers healthy and safety. There are several quality characteristics that can influence a customer's assessment of their restaurant experience in a casual restaurant setting.

Another previous studies, evaluate the three key elements of the restaurant experience are food quality, employee service quality, and the physical environment (Antun et.al.,2010). Furthermore, food quality, employee service quality, and the physical environment are all important perceptions in improving the accuracy of customer restaurant reviews (Anderson & Mossberg,2004:171). All three dimensions are discussed below.

Food and price quality: According to (Namkung & Jang, 2008:144) that food quality is the most important aspect of the total restaurant experience, and it is a must-have in meeting the demands and expectations of restaurant patrons. A furthermore it was revealed in their study, that this provide as a concrete indicator of consumer satisfaction and healthy eating alternatives are those that are nutritious and nourishing. Customers' perception of healthy selections may be significantly influenced of the dining experience.

Personnel service quality: According to Ha and Jang (2010:521), is a significant component impacting brand experience, which influences consumer satisfaction and future behaviors. The customer's assessment of the service's overall excellent is often used to determine service quality. As a result, it is the customer's personal assessment, based on the comparison of expectations and perceived performance.

Physical environment quality: As a result, an elite restaurant's attractive and distinctive physical environment design stands out and is regarded as a common characteristic (Ryu & Lee, 2013:8). Another study of Ryu and Han (2011:1153-1154) customer may spend hours, consciously or subconsciously, watching the interior after they enter the dining room. These ratings are likely to have an impact on their perception of the eatery.

According to a Pew Research Center research, about one-quarter of all Americans work in industries that are most likely to be effected by the pandemic right away. The route to recovery, on the other hand, will be everything but straight and narrow. The new normal of restaurant culture will be very different from the one that was left behind a few months ago, as social separation and hygiene are now just as crucial as refining any meal that comes out of the kitchen.

Previous research (Namkung, Y. & Jang, S. (2008) has looked at how different aspects of the restaurant experience (such as food quality, employee service quality, and physical environment quality). The study's major goal is to look into customers' perception of restaurant experiences in Carmen's local restaurant business by looking at the three aspects of restaurant experience.

THE PROBLEM

Statement of the Problem

This study aimed to evaluate the customers' perception on the quality of Restaurant services in Carmen, Bohol.

Specifically, it sought to answer the following research objectives:

1. What is the demographic profile of participants in terms of:
 - 1.1 age;
 - 1.2 gender;
 - 1.3 civil status; and
 - 1.4 educational attainment?

2. What is the customers' perception on the quality of restaurant services of the following areas:
 - 2.1 food and price quality;
 - 2.2 personnel service quality; and
 - 2.3 physical environment quality?

3. What enhancement scheme or recommendations could be made based on the customers' perception towards the quality of restaurant services?

Significance of the Study

The study would be beneficial to the following individuals and deemed to contribute to the existing literature with regards to customer satisfaction.

Restaurant Manager: This research would provide useful information to administrators to generate solution and action concern in the proper handling of general welfare of the restaurant.

Staff/Employees: This research would provide useful information to the staff on each section category in order to acquire a better service and action in implementing the overall restaurant safety protocols.

Customer: This research would provide useful information to the customer for their perceptions about the food quality, employee service quality and quality of the physical environment.

Academic: This research would provide to meet information needs of university-level marketing students throughout the world.

Students: This research study would provide useful information of students to develop their varied appropriate marketing strategies.

Faculty: This result of this study would serve as a baseline data to improve programs for the school advancement.

Future Researchers: This study would serve as a reference to the future researchers who may conduct related studies.

RESEARCH METHODOLOGY

Research Design

This study was descriptive quantitative in nature. It is said that quantitative approach is best employed in this study since the researchers used self-made questionnaire as a main tool in measuring the tendency of responses and in collecting data.

Research Environment and Participants

The locale of the study was Barangay Poblacion Sur, Carmen which was the center of the Municipality. The researchers been working to develop rapid response strategies for the industry from the perspective of common consumers.

The participants of the study were selected 5 local restaurants and each restaurant select 10 per customers' diners including Malaran Restaurant, Bamboo Restaurant, Leah Restaurant, Gen-Gen Restaurant and Ivy Lutong Pinoy Restaurant and the target for this study was 50 randomly selected customers who visited in local restaurants in Carmen.

Research Instrument

The researchers used a self-made checklist questionnaire based on the customer's perception on the quality of restaurants services. The questionnaire was based on the three (3) key elements of restaurant experience. The instrument was composed of two (2) parts; the first part was the demographic profile of participants; second was the customers' perception on the quality of restaurant

services in the areas of food and price quality, personnel service quality and physical environment quality. An indicator was provided to determine customers perception on the quality of restaurants services, (4) Strongly Agree if the question manifested high level of approval to the statement, (3) Agree if the questions manifested moderate level to the statement, (2) Disagree if the questions manifested disapproval of the statement, (1) Strongly disagree if the questions manifested high level of disapproval to the statement .The researchers conducted a pilot testing to make sure that the response were reliable, correct, honest to eliminate biases during the actual survey. After pilot test was completed, there is no significant changes in the questionnaire and also the response of the participants. The researchers finalized the next strategy for the study where the test results were analyzed and evaluate the feasibility of the proposed study.

Data Gathering Procedure

The researchers made a letter addressed to the Campus Director and the Dean of the College of Technology in Allied Sciences asking permission to conduct the study in Carmen, Bohol. After, seeking the approval from the institution, another letter of request was made to the Municipal Office of Mayor of Carmen asking permission to conduct the study on the said barangay. Request permission was also given to the respondents to secure their full cooperation at their most convenient time. The test questionnaires were administered through face to face interaction with the participants. In this matter, since interactions with participants were prohibited due to pandemic the research team followed the safety protocols and rules implemented in the new normal.

The participants were encouraged to ask clarifying questions if they found something confusing from the questionnaire. There was no time limit as long as they answered the questions honestly. The gathered data undergone systematic procedures of processing to ensure validity and reliability.

Statistical Treatment

After gathering all the needed data, the researchers used the following statistical tools in analyzing and interpreting the data.

Simple Percentage. This was employed to determine the frequency counts and percentage distribution of personal profile of the respondents.

$$\text{Formula: } P (\%) = \frac{f}{n} \times 100$$

Where:

P= related frequency (%)

f= frequency of response

n= is the total number of respondents

100= is a constant value

Weighted Mean Score. This was used to determine the assessment of the respondents with the regards to their perceptions on the quality of restaurants services.

$$\text{Formula: } WMS = \frac{4(f_4) + 3(f_3) + 2(f_2) + 1(f_1)}{n}$$

Where:

WMS= weighted mean score

f_n = frequency of response

n = number of participants

4(SA)= strongly agree

3 (A) = agree

2 (D) = disagree

1 (SD)= strongly disagree

OPERATIONAL DEFINITION OF TERMS

The following terms used in the study were operationally:

Customers' Perception. It refers to customer awareness, their impressions and their opinions about your business products and brand.

Food and Price Quality. It is the quality characteristics of food that is acceptable to consumers?

Local Restaurants. Refers to Malaran Restaurant, Bamboo Restaurant, Leah Restaurant, Gen-Gen Restaurant and Ivy Lutong Pinoy Restaurant were the study was conducted in Carmen, Bohol.

Personnel service quality. Generally, it refers to a customer's comparison of service expectations as it relates to a company's performance.

Physical environment/atmosphere. It refers to the overall design and layout of given classroom and its learning centers.

Participants. It refers to restaurant diners who have been eating, typically a customer in the restaurant.

CHAPTER 2

PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

This chapter presents the analysis and interpretation of data gathered from the fifty (50) participants on this study who were considered customers of local restaurants in Carmen, Bohol. The information includes demographic profile of participants in terms of age, gender, civil status, educational attainment and customers' perception on the quality of restaurant services on the areas of food and price quality, personnel service quality and physical environment quality.

Demographic Profile of the Participants

Table 1 presents the frequencies and percentages distribution on the demographic profile of the participants in terms of age, gender, civil status and educational attainment.

Age. It is presented on the participants' profile in terms of age that the majority or the highest proportions of participants or 40% of them were 35 years old above and considered as Millennials and 25-35 years old got the range of 26% were considered Gen Z, followed by 15-25 years old got 34% respectively and considered as Gen Z. This means that the participants were young adults who was born at the level of Millennials who choosing exactly the foods they want and giving them the power to make the meal different every time they visit. Many millennials want to show their peers through social media such as Instagram by creating this experience based atmosphere can make restaurants stand out.

Gender. The distribution of the participants in terms of gender shows that majority were female participants with the highest rank of 68% and 32% were male. This means that mostly were female customers who have the passion to enter the restaurant establishments. According to a report in 2017 by the Women's Foodservice Forum, McKinsey & Co. and LeanIn.org., that women make 85% of all consumers purchasing decisions.

Civil Status. It shows that the majority of the participants were married who covers 68% of the total population while single comprises the 32%. This means that most married customers has the highest proportions in dining in restaurants especially favorite activity for couples whether they celebrating special occasions where in most restaurants targets. According to the article of customer's restaurant choice by Bee-Lia Chua, Shah rim Karim, and Heesup Han (2020), investigated restaurant customers' perceived importance of key factors in accordance with the dining occasions and restaurant segments, where in restaurant reputation.

Educational Attainment. It is presented that majority of participants were college level/college grad and post-grad studies with a percentage of 48%. This will also possess the significant potential for restaurants to attract new customers and grow their businesses. According to Boston metropolitan area alone, there were over 250,000 college students that within this populous group exists a unique bread of individuals that are mostly restaurants more appealing and attractive to the nation's growing number of college students. Meanwhile, high school graduate got 24% followed by high school level got 20% and lastly the lowest range was the elementary graduate got 8%.

Table 1
Demographic Profile of the Participants
 n=50

VARIABLE	CATEGORY	FREQUENCY (f)	PERCENTAGE (%)
Age	15-25 years old	17	34%
	26-35 years old	13	26%
	36 years old and above	20	40%
Gender	Male	16	32%
	Female	34	68%
Civil Status	Single	16	32%
	Married	34	68%
	Widowed	0	0%
	Separated	0	0%
Educational Attainment	No formal schooling	0	0%
	Elementary level	0	0%
	Elementary graduate	4	8%
	High school level	10	20%
	High school graduate	12	24%
	College level/College graduate with post graduate studies	24	48%

Table 2 shows the data of customers' perception towards food and price, personnel service, physical environment quality. Food and price quality got an average weighted mean of 3.50 interpreted as "agree". The highest area was the "good quality of food and "reasonable in price" have an equal weighted mean of 3.54 which interpreted as "strongly agree" followed by "food safety" and presentation of foods appealing" with an equal weighted mean of 3.48 which interpreted "agree" while the lowest area was "good presentation of food" got 3.46 which interpreted "agree". According to (Ki vela et.al., 1999; 2004; Johns & Howard,1998) stated that food quality also determines customer satisfaction in restaurants. It implied that it should be have food safety standards in handling food circumstances.

In addition, customers' perception towards personnel service quality shows got an average weighted mean of 3.60 interpreted as "strongly agree". The highest area was the "served in a timely manner" and "servers' do their job properly" got the highest rank which was considered "strongly agree" with an overall weighted mean of 3.64. The area "servers' s attentive to the needs and restaurants server's attentiveness" got the second rank which considered "strongly agree" with a weighted mean of 3.60, followed by "crew provides speed of the service" with weighted mean of 3.56 while the lowest rank was "employees' level of service with a weighted mean of 3.54 which was interpreted "strongly agree". According to Epstein et al (2012). concluded that food and price policies were able to modify the purchases of targeted foods. It implemented that

personnel service quality enhance communication skills to have interaction with customers to be able to have their satisfaction with diners.

Furthermore, customers' perception in the area of physical environment quality got an average weighted mean of 3.66 which was interpreted as "strongly agree". The first rank was the restaurants "neat and clean" got 3.72 weighted mean, which was interpreted as "strongly agree", followed by "temperature makes comfortable" and "proper segregation of garbage" with a weighted mean of 3.66 which was also interpreted "strongly agree" while "restaurants' ambiance" got 3.64% weighted mean, which was interpreted "strongly agree" and lastly the restaurants "menu attractive" with a weighted mean of 3.62, which is also considered 'strongly agree" and then the overall weighted mean of the customer's perception on the quality of restaurant services got 3.58 considered as "strongly agree". According to another study of Ryu and Han (2011:1153-1154) customer may spend hours, consciously or subconsciously, watching the interior after they enter the dining room. These ratings are likely to have an impact on their perception of the eatery for the establishments that can be able to manage these areas to emphasize and manipulate the restauranters to enhance the capability to the diners to satisfied their needs and wants. The establishment will facilitate and undertake the following areas to have a good impact of the image and the diners will interact with the servers likely have a communication skills and can be able to solve the problems from diners.

Table 2
Customers' Perception on the Quality of Restaurant Services
n=50

AREAS			
Food and Price Quality	WMS	DI	RANK
1. The restaurants has a good presentation of food.	3.46	A	5
2. The restaurants has a good quality of food.	3.54	SA	1.5
3. The restaurants food is in reasonable in price.	3.54	SA	1.5
4. The restaurants is following food safety standards.	3.48	A	3.5
5. The restaurants presentation is appealing.	3.48	A	3.5
AVERAGE WEIGHTED MEAN	3.50	A	
AREAS			
Personnel Service Quality	WMS	DI	RANK
1. Pleased with employee's level of services.	3.54	SA	5
2. The restaurants foods are serve in a timely manner.	3.64	SA	1.5
3. The restaurants crew provides speed of service.	3.56	SA	4
4. The restaurants servers do their job properly.	3.64	SA	1.5
5. Restaurant servers are attentive to yours needs.	3.60	SA	3
AVERAGE WEIGHTED MEAN	3.60	SA	
AREAS			
Physical Environment Quality	WMS	DI	RANK
1. Restaurant's menu card attractively presented.	3.62	SA	5
2. The restaurants temperature is comfortable.	3.66	SA	2.5
3. The restaurants ambiance is relaxing.	3.64	SA	4
4. The restaurant is neat and clean.	3.72	SA	1
5. The restaurants have proper segregation of garbage.	3.66	SA	2.5
AVERAGE WEIGHTED MEAN	3.66	SA	
OVERALL WEIGHTED MEAN	3.58	SA	

Legend: DESCRIPTIVE INTERPRETATION

3.26-4.00	- SA- Strongly Agree
2.51-3.25	- A - Agree
1.76- 2.50	- D -Disagree
1.00- 1.75	- SD- Strongly Disagree

CHAPTER 3

SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATION

This chapter presented the summary of findings, conclusions formulated and recommendations based on the result of the study.

SUMMARY

The main purpose of the study was to assessed the customers' perceptions on the quality of restaurant services in Carmen, Bohol. The researchers employed self-made survey questionnaire. The study randomly selected fifty (50) participants' diners in local restaurants in Carmen. The data gathered were analyzed, tabulated, interpreted and treated statically. The findings of this study served as basis for designing an enhancement scheme or recommendations.

Findings

The following were the findings of the study. Based on the demographic profile, most of the participants age 36 years old, female, married and were college level/college graduate/post grad studies.

Customers' perception on physical environment quality got the highest overall weighted mean of 3.66 which was considered "strongly agree".

Nevertheless, customer's perception on personnel service quality got 3.60 overall weighted mean, which was considered "strongly agree". While, food and price quality got the lowest overall weighted mean of 3.50 which was considered "agree".

Conclusion

Based on the findings of the study, the researchers came up with the following conclusions:

To retain the return and patronage of diners, restaurants should provide services by improving the food assumptions and interactions with the diners. The management and staff must also provide higher standards of knowledge and skills and good interpersonal relationship with the diners.

Recommendations

Based on the findings and conclusion of the study, the following recommendations are formulated.

1. Establishment should apply safe procedure for receiving, storing, preparing presenting food to have awareness on food and safety.
2. Establishment restaurateurs must address customers need in order of accuracy and speed service.
3. Establishment should develop menu assumption to highlight selling items to promote different foods.
4. Establishment should continue to manipulate good enhancement to have better quality services of food and price quality, personnel service quality and physical environment quality.

Table 3
Customers' Perceptions of Restaurant's on the Quality of Services in Local Restaurants in Carmen, Bohol Enhancement Scheme

Areas of Concern	Objectives	Possible Solutions and Suggestions	Person's Responsible
Awareness on food and safety, personnel hygiene	<ul style="list-style-type: none"> ✓ Apply safe procedure for receiving, storing and preparing and presenting food. 	<ul style="list-style-type: none"> ✓ Utilize resources to prevent the food being contaminated in all stages of the food chain, from the harvest to consumption. 	<ul style="list-style-type: none"> ✓ Personnel ✓ Manager
Poor customer experience	<ul style="list-style-type: none"> ✓ Restauranteurs must address customer need in order of accuracy and speed always be in demand. 	<ul style="list-style-type: none"> ✓ Appreciate the customer's convenience of ordering anywhere. 	<ul style="list-style-type: none"> ✓ Personnel
Developing menu	<ul style="list-style-type: none"> ✓ Highlight selling items ✓ Used menu symbols and icons. 	<ul style="list-style-type: none"> ✓ Promoting things cheaper items not a tactic that ends up to a restaurants advantage. 	<ul style="list-style-type: none"> ✓ Manager

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APPENDIX A
 Survey Questionnaire
 Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
 Zamora, Bilar, Bohol



Customer Perception on the Quality of Restaurant Services in Carmen, Bohol

Dear respondents,

Greetings! We are the 4th year Hospitality Management students of Bohol Island State University Bilar Campus- Zamora, Bilar, Bohol, before agreeing to participate in this research, we strongly encourage you to answer honestly the following questions given Your answers will be kept confidential.

Thank you for very much for your time and cooperation.

-The Researchers

PROFILE OF THE PARTICIPANTS:

- 1.1. Age: 15-25 years old
 26-35 years old
 36 years old and above

- 1.2 Gender: Male
 Female

- 1.3. Civil Status: Single
 Widowed
 Married
 Separated

1.4. Educational Attainment:

- No formal schooling
 Elementary Level
 Elementary Graduate
 Highschool Level
 Highschool Graduate
 College Level/College Graduate/ Post Grad

Instruction: Please put a check (/) and response honestly based on prior questions in customer perceptions on the restaurants quality of services on the following areas given statements.

Legend:

- SA - Strongly Agree - manifest high level of approval of the statement
 A - Agree - manifest moderate level of the statement
 DA - Disagree - manifest disapproval of the statement
 SD - Strongly Disagree - manifested high level of disapproval statement

FOOD AND PRICE QUALITY	SA	A	DA	SD
1. The restaurant has a good presentation of foods.				
2. The restaurant has good quality of food.				
3. The restaurants' food is reasonable in price.				
4. The restaurants' is following food safety standards.				
5. The restaurants' presentation meal is appealing.				
PERSONNEL SERVICE QUALITY				
1. Pleased with employees' level of service.				
2. The restaurants' foods are served in a timely manner.				
3. The restaurants' crew provides speed of the service.				
4. The restaurants' servers do their job properly.				
5. The restaurants' servers' attentiveness to your needs.				
PHYSICAL ENVIRONMENT QUALITY				
1. Restaurants' menu card is attractively presented.				
2. The restaurants' temperature is comfortable.				
3. The restaurants' ambiance is relaxing.				
4. The restaurant is neat and clean.				
5. The restaurants' have proper segregation of garbage.				



**APPENDIX B
LETTERS**
Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol



October 13, 2021

MARIETTA C. MACALOLOT, Ph.D.
Campus Director
BISU -Bilar Campus

Greetings!

We, the 3rd year students taking up the degree of Bachelor of Science in Hospitality Management of Bohol Island State University- Bilar Campus, Zamora, Bilar, Bohol will be conducting a research study entitled "**Customers' Perception on the Quality of Restaurant's Services in Carmen, Bohol**"

In line with this, the researcher would like to ask permissions from your good office to conduct a study in Carmen, Bohol wherein this examines the customer's perception of restaurant.

We are looking forward to your positive response on this matter. Thank you very much and God bless!

Respectfully yours,
REISHEL ALBERASTINE
MONENA ALLONES
MANILYN CANO

Noted by:

(Sgd) HersheyLou M. Cabig
Thesis Adviser

Recommending Approval:

(Sgd) ARLENE B. GUDMALIN, Ph.D.
Dean, CTAS

(Sgd) NELIA Q. CATAYAS, Ph.D.
Chairperson

Approved by:

(Sgd) MARIETTA C. MACALOLOT, Ph.D.
Campus Director



Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol



RICARDO FRANCISCO A. TORIBIO
Municipality Mayor
Carmen, Bohol

Sir,

Greetings!

The undersigned will be conducting a research study entitled **Customers' Perception on the Quality of Restaurant's Services in Carmen, Bohol**. This is requirement in pursuit of a Bachelor of Science in Hospitality Management. The study is being undertaken to assess customers' perception on the quality of restaurant services in Carmen.

In view of this, the researcher would like to seek permission from your office to allow us to conduct a study in your respective barangay where local restaurant establishments are located. With your approval, the results of the study could provide insights as to the quality of product and services offered by the local restaurant establishments as preferred by the potential customers.

You may be assured that the identities of all the customers will be kept fully confidential, if you require any further information, please do not hesitate to contact us with my email address manilyn.cano@bisu.edu.ph or 09104194709.

We are looking forward to your positive response on this matter. Thank you very much and God bless!

Very truly yours,

REISHEL ALBERATINE
MONENA ALLONES
MANILYN CANO

Approved by:

Noted by:

(Sgd) **Hersheylou M. Cabig**
Thesis Adviser

(Sgd) **HON. RICARDO FRANCISCO A. TORIBIO**
Municipal Mayor

APPENDIX C.1

CUSTOMERS' ON THE QUALITY OF RESTAURANT'S SERVICES IN
CARMEN, BOHOL OVERALL PILOT TESTING

RESULTS

Anova: Two-Factor Without Replication

SUMMARY	Count	Sum	Average	Variance
Row 1	15	55	3.666667	0.238095
Row 2	15	45	3	0.714286
Row 3	15	52	3.466667	0.409524
Row 4	15	60	4	0
Row 5	15	56	3.733333	0.209524
Row 6	15	47	3.133333	0.12381
Row 7	15	49	3.266667	0.495238
Row 8	15	55	3.666667	0.238095
Row 9	15	56	3.733333	0.209524
Row 10	15	47	3.133333	0.266667

Column 1	10	35	3.5	0.277778
Column 2	10	34	3.4	0.488889
Column 3	10	34	3.4	0.266667
Column 4	10	34	3.4	0.488889
Column 5	10	32	3.2	0.177778
Column 6	10	36	3.6	0.488889
Column 7	10	36	3.6	0.266667
Column 8	10	35	3.5	0.277778
Column 9	10	37	3.7	0.233333
Column 10	10	33	3.3	0.677778
Column 11	10	36	3.6	0.266667
Column 12	10	34	3.4	0.488889
Column 13	10	33	3.3	0.233333
Column 14	10	38	3.8	0.177778
Column 15	10	35	3.5	0.944444

ANOVA	SS	df	MS	F	P-value	F crit
Source of Variation						
Rows	14.77333	9	1.641481	5.585884	1.79E-06	1.954953
Columns	3.64	14	0.26	0.884768	0.576807	1.771024
Error	37.02667	126	0.293862			
Total	55.44	149				

0.820977

APPENDIX C.2

CUSTOMERS' PERCEPTION ON THE QUALITY OF RESTAURANT'S
SERVICES IN CARMEN, BOHOL
OVERALL RAW DATA RESULTS

DEMOGRAPHC PROFILE OF PARTICIPANTS

	AGE
15-25 YEARS OLD	17
26-35 YEARS OLD	13
36 YEARS OLD AND ABOVE	20
TOTAL	50

	GENDER
MALE	16
FEMALE	34
TOTAL	50

	CIVIL STATUS
SINGLE	23
WIDOWED	0
MARRIED	27
TOTAL	50

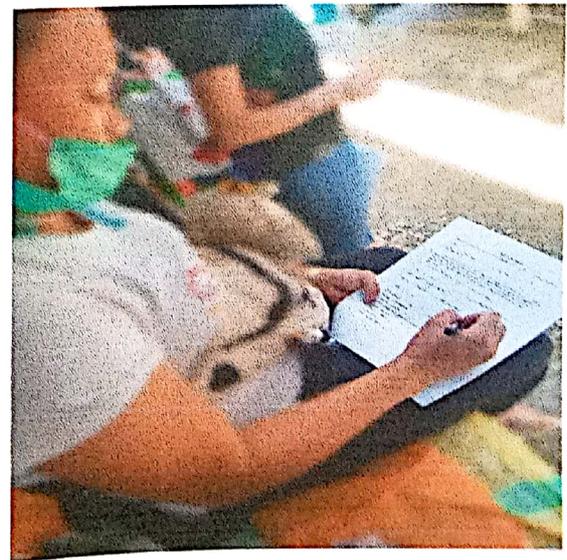
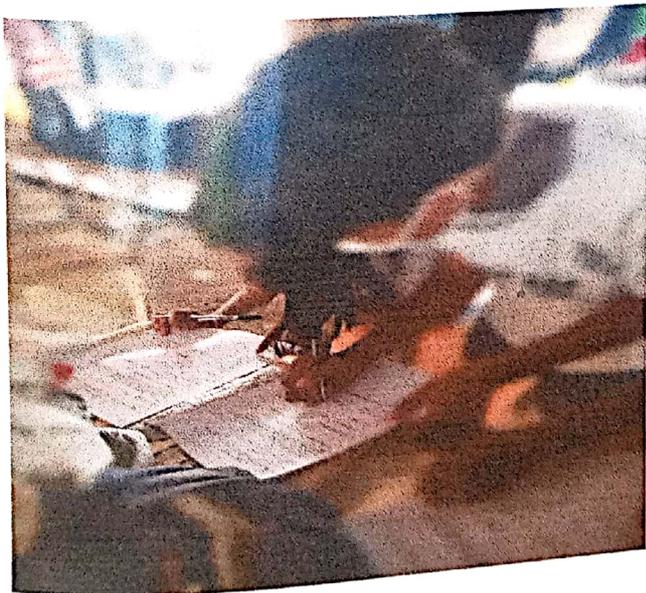
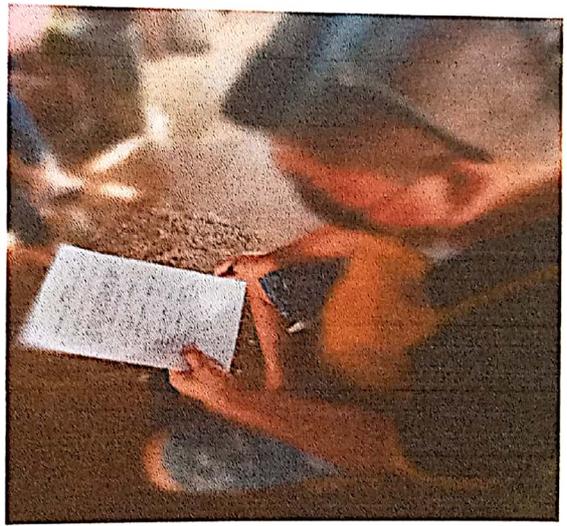
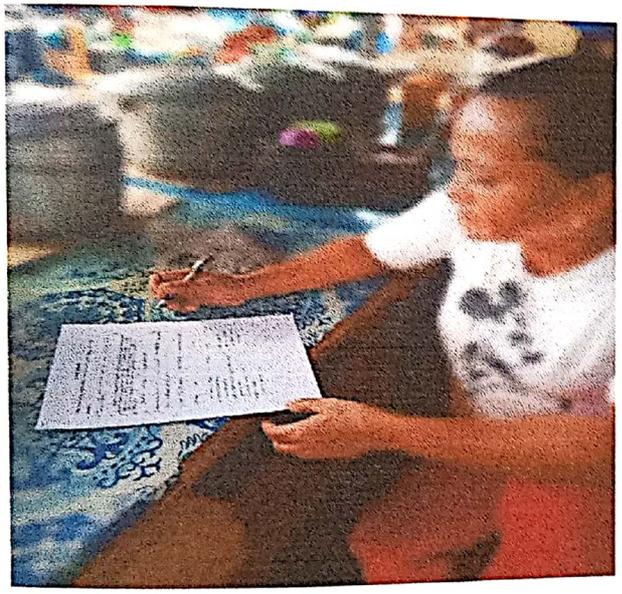
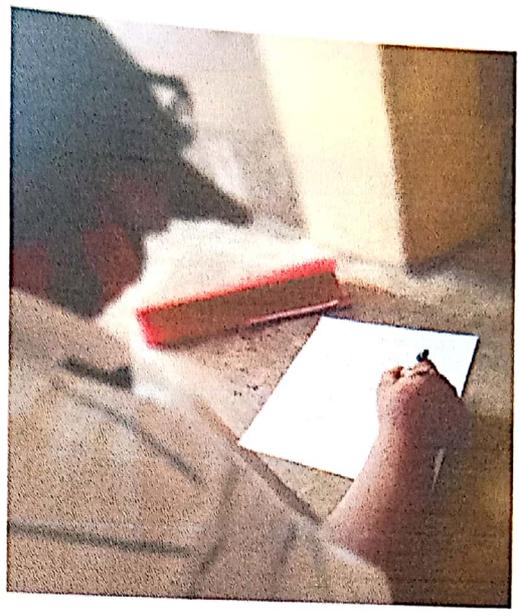
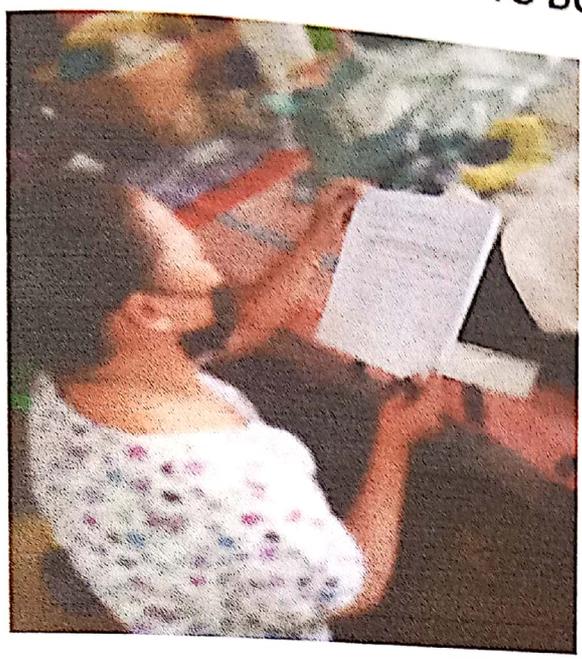
	EDUCATIONAL ATTAINMENT
NO FORMAL SCHOOLING	0
NO FORMAL SCHOOLING BUT ABLE TO READ AND WRITE	0
ELEMENTARY LEVEL	0
ELEMENTARY GRADUATE	4
HIGH SCHOOL LEVEL	11
HIGH SCHOOL GRADUATE	13
AFTER HIGH SCHOOL EDUCATION (COLLEGE/POST GRAD)OR	24
TECHNICAL VOCATIONAL	50
TOTAL	50

CUSTOMERS PERCEPTION ON THE QUALITY
OF RESTAURANT SERVICES

	4	3	2	1	TOTAL	WMS
	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE		
RESTAURANT'S FOOD QUALITY AND PRICE QUALITY						
1 GOOD PRESENTATION OF FOODS	23	27	0	0	50	3.46
2 GOOD QUALITY OF FOOD	27	23	0	0	50	3.54
3 REASONABLE IN PRICE	27	23	0	0	50	3.54
4 HEALTH OPTIONS	24	26	0	0	50	3.48
5 PRESENTATION OF FOODS APPEALING	24	26	0	0	50	3.48
						3.50
PERSONNEL SERVICE QUALITY						
1 EMPLOYEE'S LEVEL OF SERVICE	27	23	0	0	50	3.54
2 SERVED IN A TIMELY MANNER	32	18	0	0	50	3.64
3 CREW PROVIDES SPEED OF THE SERVICE	28	22	0	0	50	3.56
4 SERVERS DO THEIR JOB PROPERLY	32	18	0	0	50	3.64
5 SERVER'S ATTENTIVE TO YOUR NEEDS AND CHECK YOU BACK WITH YOU OFTEN	30	20	0	0	50	3.60
						3.60
RESTAURANTS PHYSICAL ENVIRONMENT QUALITY						
1 MENU ATTRACTIVE	31	19	0	0	50	3.62
2 TEMPERATURE MAKES YOU COMFORTABLE	33	17	0	0	50	3.66
3 RESTAURANT'S AMBIANCE	32	18	0	0	50	3.64
4 NEAT AND CLEAN	36	14	0	0	50	3.72
5 PROPER SEGREGATION OF GARBAGE	33	17	0	0	50	3.66
						3.66

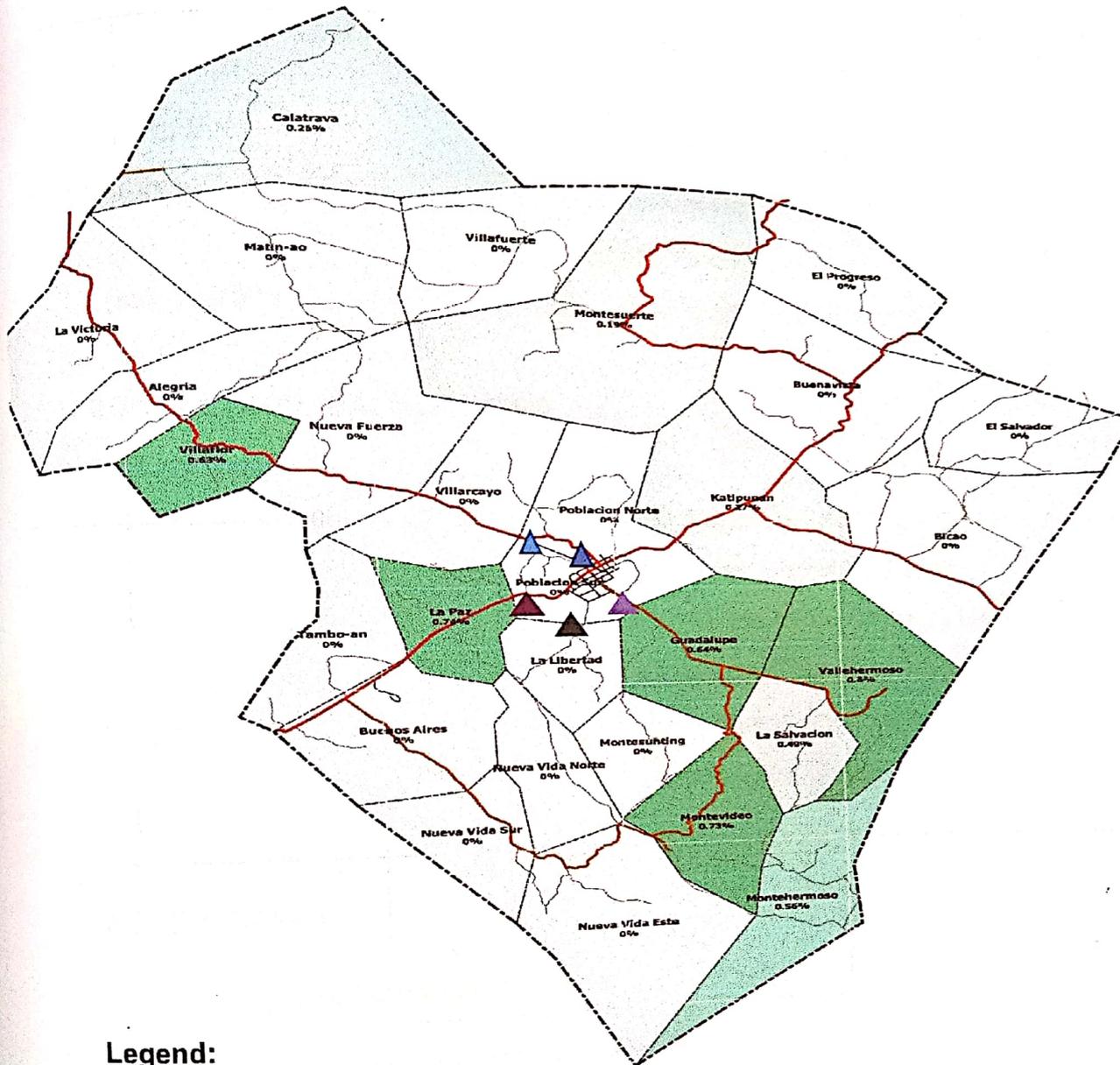
APPENDIX D.1

PHOTO DOCUMENTATION



APPENDIX D.2

LOCATION MAP



Legend:

- ▲ -Malaran Restaurant
- ▲ -Gen Gen- Restaurant
- ▲ -Leah Restaurant
- ▲ -Bamboo Restaurant
- ▲ -Ivy Lutong Pinoy Restaurant

PERSONAL BACKGROUND

Name : Monena P. Allones
 Residence : Pob.Sur, Carmen, Bohol
 Gender : Female
 Civil Status : Single
 Age : 22
 Date of Birth : October 1, 1999
 Parents : Mr. Nestor Allones
 : Mrs. Marlyn P. Allones
 Email address : monena.allones@bisu.edu.ph



EDUCATIONAL BACKGROUND

Elementary Level : Carmen East Central Elementary School
 Pob.Sur. Carmen, Bohol
 Secondary Level : Saint Anthony's Academy
 Pob.Norte, Carmen, Bohol
 Tertiary Level : Bohol Island State University
 Zamora, Bilar, Bohol

ACHIEVEMENT

: Cookery NCII Holder
 : Housekeeping NCII Holder