

The Influence of Dining Experience at Judy Ann's Crispy Pata: Basis for a Strategic Management Plan

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The authors declare no competing interests.

This study was reviewed and granted research ethics clearance by the University Research Ethics Committee of Arellano University – Jose Rizal Campus, Malabon City, Philippines, as documented in the Certificate of Research Ethics Clearance issued on September 27, 2026. The study was evaluated for

compliance with institutional research ethics policies and ethical standards for research involving human participants. The ethics review was conducted by Dr. Kevin B. Arbolado.

**THE INFLUENCE OF DINING EXPERIENCE AT JUDY
ANN'S CRISPY PATA: BASIS FOR A STRATEGIC
MANAGEMENT PLAN**

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Arellano University, Jose Rizal Campus

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Bachelor of Science in Hospitality Management

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TABLE OF CONTENTS

PAGE

TITLE PAGE.....	I
APPROVAL SHEET.....	II
ACKNOWLEDGEMENT.....	III
TABLE OF CONTENTS.....	V
ABSTRACT.....	VI
LIST OF TABLES... ..	X
LIST OF APPENDICES.....	XI
CHAPTER 1. INTRODUCTION	
The Problem and Review of Literature.....	1

Theoretical Framework.....	21
Statement of the Problem.....	23
Conceptual Framework	25
Hypothesis.....	26
Scope and Delimitation of the Study	26
Significance of the Study.....	27
Definition of Terms.....	28
CHAPTER 2. METHODOLOGY	
Research Design and Method.....	31
Respondents of the Study.....	32
Construction and Validation of Research Instrument.....	33
Data Gathering Procedure.....	35
Data Processing and Statistical Treatment.....	37
Ethical Consideration.....	39
CHAPTER 3. RESULT AND DISCUSSION	
Presentation, Analysis and Interpretation of Data.....	41
Project D.I.N.E. Matrix.....	67
CHAPTER 4. SUMMARY, CONCLUSIONS, & RECOMMENDATIONS	
Summary of Findings.....	70
Conclusions.....	73
Recommendations.....	85
REFERENCES.....	78
APPENDICES.....	83

ABSTRACT

TITLE: : THE INFLUENCE OF DINING
EXPERIENCE AT JUDY ANN'S
CRISPY PATA: BASIS FOR A
STRATEGIC MANAGEMENT PLAN

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This research examined how the dining experience influences customer satisfaction at Judy Ann's Crispy Pata, serving as a foundation for formulating Project D.I.N.E.: A Strategic Management Plan. In particular, it analyzed the demographic profile of the participants regarding age and frequency of visits, evaluated the dining experience by considering factors such as food quality, service quality, restaurant ambiance, cleanliness, and price fairness, and determined the level of customer satisfaction.

The research utilized a quantitative descriptive correlational approach. Data was collected through a structured questionnaire from a total of 249 participants, which included 221 customers and 28 employees. The customer participants were chosen via purposive sampling, and all employees were part of the study. To explore the relationship and influence among the variables in the study, Pearson Product-Moment Correlation and Simple Linear Regression Analysis were applied.

According to the results, 43% of the respondents were between the ages of 25 and 34, and 35% had been to the restaurant more than five times. All five aspects of the dining experience were rated as Excellent, with price fairness receiving the lowest rating but still falling within the Excellent category, and food quality receiving the highest overall rating. With an overall average of 4.50, customer satisfaction was also rated as Very Satisfied.

Food quality had the strongest correlation (0.70), followed by price fairness (0.47), according to the statistical results. Service quality, restaurant ambiance, and cleanliness had very little correlation. These results led to the proposal of Project D.I.N.E., which aims to preserve the restaurant's advantages, boost perceived value, increase customer retention, and improve the overall dining experience.

Keywords: *dining experience, customer satisfaction, food quality, price fairness, restaurant ambiance, cleanliness, strategic management plan*

LIST OF TABLES

TABLE	TITLE	PAGE
A	Distribution of the Population and Sample of the Respondents	32
1.1	Distribution of Respondents According to Age	42
1.2	Distribution of Respondents According to Frequency of Visit	44
2.1	Respondents' Assessment of the Influence of Dining Experience as to Food Quality	46
2.2	Respondents' Assessment of the Influence of Dining Experience as to Service Quality	49
2.3	Respondents' Assessment of the Influence of Dining Experience as to Restaurant Ambiance	52
2.4	Respondents' Assessment of the Influence of Dining Experience as to Cleanliness	55
2.5	Respondents' Assessment of the Influence of Dining Experience as to Price Fairness	58
2.6	Respondents' Assessment of Customer Satisfaction at Judy Ann's Crispy Pata	61
3	Significant Influence of Dining Experience on Customer Satisfaction at Judy Ann's Crispy Pata	64

LIST OF APPENDICES

APPENDIX	TITLE	PAGE
-----------------	--------------	-------------

A	Final Output (Project D.I.N.E)	83
B	Research Instrument	101
C	Result of Reliability Test	110
D	Certification of Validation of Research Instrument	113
E	Certificate of Language Analyst	116
F	Certificate of Language Translation	117
G	Certificate of Statistical Treatment	118
H	Research Ethics Clearance	119
I	Informed Consent Form	120
J	Letter Request to Conduct Dry-run	123
K	Letter Request to Conduct Study/ Data Gathering	124
L	Curriculum Vitae	125

CHAPTER 1

The Problem and Review of Related Literature

INTRODUCTION

The restaurant industry is among the most competitive sectors within hospitality, requiring that establishments deliver a positive dining experience aligned with evolving customer expectations. Customers now assess restaurants based not only on food quality but also on service quality, restaurant ambiance, cleanliness, and price fairness. Collectively, these factors shape the overall dining experience, which in turn affects customer satisfaction, repeat patronage, and the long-term success of restaurant operations.

Ryu and Han (2010) found that food quality, service quality, physical environment, and perceived price significantly influence customers' dining experiences and behavioral intentions. Namkung and Jang (2007) similarly identified food quality as a primary determinant of customer satisfaction and the intention to revisit a restaurant. More recent studies by Sari et al. (2026) and Lestari et al. (2026) demonstrated that food quality, service quality, cleanliness, restaurant ambiance, and price fairness all positively contribute to customer satisfaction and the overall evaluation of restaurants. Collectively, these findings underscore the necessity of delivering a high-quality dining experience to achieve customer satisfaction and maintain a competitive advantage in the restaurant industry.

Although research on the dining experience is extensive, few studies have specifically examined its impact on customer satisfaction at Judy Ann's Crispy Pata. Most prior research has focused on different restaurant settings, each with unique customer preferences, operational practices, and service standards. As a result, there is limited empirical evidence regarding how the dimensions of dining experience, food quality, service quality, restaurant ambiance, cleanliness, and price fairness affect customer satisfaction in the context of Judy Ann's Crispy Pata. To address this gap, the present study aims to determine the influence of dining experience on customer satisfaction at Judy Ann's Crispy Pata and to utilize the findings as a foundation for developing a Strategic Management Plan.

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter reviews literature and studies that support this research. The discussion is organized by theme to help explain the variables in the study. It covers the dining experience and its parts, such as food quality, service quality, restaurant ambiance, cleanliness, and price fairness. It also looks at customer satisfaction and strategic management, which form the basis for the proposed Strategic Management Plan for Judy Ann's Crispy Pata.

Dining Experience

Dining experience is a key factor in how customers judge a restaurant. It includes everything customers go through while dining, such as the quality of food, service, ambiance, cleanliness, and fair pricing. When customers have a good dining experience, they are more satisfied, more likely to return, and more likely to recommend the restaurant. For this reason, many restaurants work to improve all parts of the dining experience to meet what customers expect.

In the Philippines, Masa (2021), found that dining experience is important for customer satisfaction and whether customers want to return. The study showed that people are more likely to come back if they get good food, good service, and a nice dining environment. It also pointed out that restaurants should keep high standards because customers look at the whole experience, not just one part. Similarly, Yan and Felicen (2021) said that the physical setting and atmosphere of a restaurant help create enjoyable and memorable experiences. They explained that things like the interior design and overall feel of the place can improve how customers see the restaurant and make them more satisfied.

Studies from other countries share similar views about the dining experience. El-Said et al. (2021) said that customer satisfaction depends on things like food quality, service quality, and what customers prefer. Their study found that customers have better experiences when restaurants always offer good products and services. In the same way, Che Ishak et al. (2023) described the

dining experience as a mix of food, service, ambiance, and how customers interact with staff. They stressed that these parts work together to create memorable experiences that lead to customer satisfaction and loyalty.

Recent studies support these ideas. Bulalacao and Repatacodo (2025), found that the physical environment of casual dining restaurants in the Philippines has a positive effect on customers' experiences. Their study showed that a good environment makes customers feel comfortable and satisfied. Villanueva et al. (2023), also found that better service leads to higher customer satisfaction and loyalty. Sari et al. (2026), reported that both food quality and service quality help improve customer satisfaction by making the dining experience better and encouraging people to come back.

The literature and studies reviewed show that dining experience comes from the mix of food quality, service quality, ambiance, cleanliness, and fair pricing. Authors from both the Philippines and other countries agree that these factors shape how customers see a restaurant and affect their satisfaction and future choices. These findings give a solid base for this study, which looks at how dining experience affects customer satisfaction at Judy Ann's Crispy Pata.

Food Quality

Food quality plays a key role in shaping customers' dining experiences and satisfaction. People often judge food by its taste, freshness, appearance, temperature, portion size, and consistency. When restaurants serve food that meets these expectations, customers are more satisfied, more likely to return, and more likely to recommend the restaurant. For this reason, food quality is an important way to measure how well a restaurant is performing.

In the Philippines, Crisolo and Manalo (2025), found that food quality is a major reason why customers choose to return to full-service restaurants. Their research showed that when customers get quality food, fair prices, and good service, they are more satisfied and more likely to come back. This means that food quality not only makes customers happy during their visit but also helps restaurants build loyalty.

International studies support these findings. Kotsanopoulos and Arvanitoyannis (2017), noted that food quality is closely tied to food safety, quality control, and proper handling. Maintaining high standards in food preparation ensures safety, freshness, and appeal, which protects customers' health and builds trust.

Recent research also highlights how important food quality is for restaurants. Malonzo and Pulhin (2023), found that good food safety practices help create a positive dining experience and affect what customers decide to do next. Their study showed that people value restaurants that always serve safe and high-quality food. Similarly, Chinelato and Cruz (2025), pointed out that customers

judge food quality not just by taste and appearance, but also by less obvious things like the quality of ingredients and how the food is prepared. These hidden factors shape how customers see food quality, even if they do not notice them directly.

In summary, research consistently shows that food quality is a key part of the dining experience. Restaurants that serve safe, fresh, and high-quality food are more likely to make customers happy and bring them back. These findings support this study by showing that food quality is an important factor in how dining experience affects customer satisfaction at Judy Ann's Crispy Pata. Food quality by itself is not enough for a great dining experience. Customers also want staff to be polite, helpful, and quick during their visit. Because of this, service quality is another key part of customer satisfaction.

Service Quality

Service quality represents a significant factor influencing the overall dining experience. Although customers primarily visit restaurants for food, they also expect employees to deliver prompt, courteous, and professional service. Staff interactions, responsiveness to customer needs, and the manner in which services are delivered can shape customers' perceptions of the restaurant. High service quality contributes to a positive dining experience and enhances customer satisfaction.

Within the Philippine context, Glory et al. (2025), demonstrated that service quality plays a critical role in enhancing customers' overall experiences. Their findings indicate that customers value employees who are responsive, reliable, and professional in-service delivery. Receipt of quality service leads to greater customer satisfaction and fosters a positive impression of the establishment. These results underscore the importance of service quality in building customer trust and satisfaction.

International literature reports comparable findings. Oliveras-Villanueva et al. (2020), asserted that service quality remains a primary determinant of customer satisfaction in the hospitality industry. The authors recommend that restaurants continuously enhance their services to address evolving customer expectations. Similarly, Nazri et al. (2022), emphasized that delivering quality service enables restaurants to satisfy customers and promotes repeat patronage. Furthermore, Uslu and Eren (2020), found that service quality directly influences customer satisfaction and loyalty, as customers are more likely to revisit establishments that consistently provide excellent service.

Recent studies further verify these findings. Cantela and Ylagan (2024), determined that both restaurant experience and service quality contribute to strengthening a restaurant's brand reputation and shaping customer perceptions. Their study indicated that customers are more likely to recommend restaurants

that consistently deliver high-quality service. Similarly, Dinero and Apritado (2021), reported that service quality and the physical environment, or servicescape, jointly create a positive dining experience. Their research highlighted that customers assess both employee performance and the restaurant environment when evaluating service quality. Additionally, Talukder et al. (2023), found that enhancements in food service quality, facilitated by appropriate technology, increase customers' intentions to revisit restaurants and improve their overall dining experiences.

Both local and international literature concur that service quality is a critical component of the dining experience. Local sources emphasize the provision of reliable, customer-centered service, whereas international literature highlights the importance of consistency and continuous improvement in meeting customer expectations. Recent studies from both contexts confirm that quality service enhances customer satisfaction, strengthens loyalty, and encourages repeat patronage.

In summary, the reviewed literature demonstrates that service quality is essential for creating a positive dining experience. Restaurants that offer prompt, reliable, and courteous service are more likely to achieve customer satisfaction and foster long-term relationships. These findings justify the inclusion of service quality as a key dimension of the dining experience in the present study.

Restaurant Ambiance

Restaurant ambiance constitutes a critical component of the dining experience, as it establishes the initial impression of an establishment. Ambiance encompasses the physical environment, including interior design, lighting, music, temperature, seating arrangement, cleanliness, and overall atmosphere. A well-curated ambiance enhances customer comfort, encourages prolonged visits, and elevates the overall dining experience. Consequently, restaurants continually refine their physical environments to align with customer expectations and foster a welcoming atmosphere.

In the Philippine context, Kalacas (2017), explained that restaurant ambiance is an essential element of successful hotel and restaurant operations. The author emphasized that the physical environment, including the restaurant's layout, interior design, lighting, cleanliness, and comfort, significantly contributes to customers' overall dining experience. A well-maintained and attractive restaurant environment creates a welcoming atmosphere and enhances customer comfort. It also encourages repeat patronage. These observations highlight the importance of providing a pleasant dining environment as part of quality restaurant service.

Studies from other countries show similar results. Espitia et al. (2025), explain that the idea of servicescape now covers more than just the physical setting. They say restaurant ambiance includes not only design and appearance, but also how customers, staff, and the environment interact. Their study points out that a

well-designed servicescape makes customers feel comfortable, creates positive emotions, and increases satisfaction during their visit.

Recent research supports these ideas. Bulalacao and Repatacodo (2025), found that servicescape has a positive effect on customers' experiences in casual dining restaurants. Customers value places with a pleasant atmosphere because it makes them feel comfortable and satisfied. Al-Kilani and El Hedhli (2021), found that a good restaurant atmosphere makes the place feel more authentic and helps customers form stronger emotional connections, which improves their overall experience.

Both local and international studies agree that restaurant ambiance is important for shaping customers' dining experiences. Local research highlights the need for a comfortable and attractive environment, while international studies add that service scape also covers customers' emotional and social experiences in the restaurant. Recent research confirms that ambiance affects customer satisfaction by making guests feel comfortable, creating positive emotions, and encouraging them to come back.

In summary, the literature shows that restaurant ambiance is important for a positive dining experience. Restaurants that are clean, comfortable, and welcoming are more likely to satisfy customers and get them to return. These findings support including ambiance as a key part of the dining experience in this study.

Cleanliness

Cleanliness is an important part of the dining experience because it shows a restaurant's commitment to food safety, hygiene, and customer care. Customers expect clean dining areas, kitchens, utensils, and food preparation. A clean environment helps guests feel safe and comfortable, while poor sanitation can lower their confidence and harm their experience. Maintaining cleanliness helps restaurants improve customer satisfaction and encourages guests to return.

In the Philippines, De Vera et al. (2024), found that following food safety standards strongly influences customers' choices. Their study showed that customers feel more confident in restaurants that consistently practice good food safety. The authors also noted that keeping things clean and safe builds trust and leads to a better dining experience. Similarly, Quinto and Payonga (2026), said that good sanitation and risk control improve restaurant operations by lowering health risks and keeping service quality high. Their study showed that proper cleanliness protects both customers and staff and boosts the restaurant's performance.

Foreign literature presents similar findings. Kim et al. (2021), explained that customers' perception of restaurant cleanliness has a direct effect on their level of satisfaction. The study found that even when restaurants meet sanitation standards, customers' personal perception of cleanliness remains an important factor in

evaluating the restaurant. This shows that restaurants should not only maintain cleanliness but also make customers feel confident that proper hygiene practices are being followed.

Recent research supports these points. Banzuelo (2026), found that food safety and sanitation are key to better restaurant operations and customer confidence. The study showed that restaurants with steady sanitation practices offer a safer dining environment and higher customer satisfaction. Siddiqi et al. (2022), also found that hygiene has become even more important to customers, especially after COVID-19. Their study reported that customers are more likely to trust and return to restaurants that keep high standards of cleanliness.

Both local and international studies agree that cleanliness is vital to the dining experience. Local research highlights food safety and sanitation in restaurant operations, while international studies focus on how customers view cleanliness as a key part of satisfaction. Recent studies from both areas show that good hygiene builds customer confidence, boosts a restaurant's reputation, and encourages customers to return.

In summary, the literature shows that cleanliness is essential for a good dining experience. Restaurants that keep up with sanitation, food safety, and hygiene are more likely to earn customer trust and satisfaction. These findings support including cleanliness as a key part of the dining experience in this study.

Price Fairness

Price fairness is an important part of the dining experience and affects how satisfied customers feel. People do not always pick restaurants just because they are the cheapest. Instead, they look at what they get for the price they pay, including the food, service, atmosphere, and overall experience. If customers think the price matches the value, they are more likely to be satisfied and come back. For this reason, restaurants should use pricing strategies that customers see as fair

In the Philippines, Crisolo and Manalo (2025), emphasized that fair pricing is a key factor influencing customer satisfaction and repatronage intentions in full-service restaurants. Their study explained that customers perceive prices as fair when the quality of food and service justifies the amount they pay. The authors also noted that customers develop greater satisfaction and are more willing to revisit restaurants when they believe the overall dining experience provides good value for the price. These findings suggest that price fairness is not just about offering low prices but about providing value that meets customers' expectations.

International studies show similar results. Malc et al. (2016), found that customers have a better view of a restaurant when they think its prices are fair. Customers often compare what they pay with the quality and benefits they get. When they feel the exchange is fair, they are more satisfied, trust the restaurant more, and are

more likely to return. These results show that price fairness is important in how customers judge their dining experiences.

Recent research supports these findings. Mabeza (2024), found that pricing strategies have a strong effect on customer satisfaction in coffee shops. Customers were happier when prices seemed reasonable and matched the quality of what was offered. Gad (2024), also found that price fairness, food quality, location, and the restaurant's environment all help keep customers coming back. The study showed that people return to restaurants that offer good quality and reasonable prices.

Both local and international studies agree that price fairness is based on the value customers get, not just the price. Local research shows that customers like restaurants that offer good quality and reasonable prices. International studies say customers judge fairness by comparing what they pay with their whole dining experience. Recent research also confirms that fair pricing leads to higher satisfaction, more repeat visits, and stronger loyalty.

In summary, the studies reviewed show that price fairness is an important part of the dining experience. Customers are more satisfied when they feel the quality of food, service, and the restaurant matches the price. These findings support including price fairness as a key factor affecting customer satisfaction in this study.

Customer Satisfaction

Customer satisfaction refers to how customers judge their experience after visiting a restaurant. They consider factors like food quality, service, ambiance, cleanliness, and fair pricing. When these meet or go beyond expectations, customers are more likely to return and recommend the restaurant. For this reason, customer satisfaction is a key measure of restaurant performance.

In the Philippines, Coronel (2025), explained that customer satisfaction is closely linked to service quality and how well a restaurant meets customer expectations. The study stressed that restaurants need to keep improving their services to maintain satisfaction and stay competitive. This means customer satisfaction reflects the whole dining experience, not just one part of it.

International literature presents similar findings. Pizam et al. (2016), identified customer satisfaction as a critical measure of success in the hospitality industry, as it reflects customers' overall evaluation of the products and services received. The authors emphasized the importance of assessing customer satisfaction through multiple factors that influence the customer experience throughout their visit. Similarly, Prayag et al. (2019), noted that customer satisfaction remains a central topic in hospitality research due to its impact on customer loyalty, intention to revisit, and overall business performance. Furthermore, Kim and So (2022), argued that customer satisfaction develops through the cumulative experience with the restaurant rather than a single interaction. Their review demonstrated that positive customer experiences

contribute to the establishment of long-term customer relationships.

Recent research supports these ideas. Cordova and Padilla (2025), found that good service quality makes customers more likely to come back. Gumasing (2025), said that customer satisfaction is important for keeping customers, especially when restaurants keep offering good products and services that meet what customers expect. Castanha et al. (2023), also found that customer satisfaction is still one of the best signs of service quality in hospitality. Wei et al. (2025), reported that customers are more satisfied when restaurants always provide good service and create positive dining experiences through effective operations.

Both local and international studies agree that customer satisfaction depends on how customers judge their whole dining experience. Local research points out that meeting customer expectations with good service is important, while international studies say that satisfaction comes from all parts of the dining experience working together. Recent research also shows that satisfied customers are more likely to return, recommend the restaurant, and remain loyal.

Overall, the reviewed literature and studies indicate that customer satisfaction results from customers' evaluation of the entire dining experience. Restaurants that consistently provide quality food, excellent service, a pleasant ambiance, proper cleanliness, and fair pricing are more likely to satisfy their

customers and strengthen long-term customer relationships. These findings strengthen the present study by supporting customer satisfaction as the dependent variable influenced by dining experience at Judy Ann's Crispy Pata.

Strategic Management

Strategic management helps restaurants run better, meet customer needs, and succeed over time. It includes planning, carrying out, and reviewing strategies to boost business performance and customer satisfaction. In restaurants, this process lets managers spot strengths and weaknesses, fix problems, and make decisions based on customer feedback. Using good strategies helps restaurants improve service, keep customers happy, and stay competitive.

In the Philippines, Barrozo (2020), found that strategic management helps businesses set clear goals, carry out effective plans, and review their results. The study showed that organizations become more competitive when managers use available information to make decisions. This means strategic management is a key tool for improving restaurant operations and reaching business goals.

International literature supports similar perspectives. Fuertes et al. (2020), described strategic management as a continuous process that enables organizations to achieve their objectives through systematic planning, implementation, and

evaluation. The authors emphasized the importance of regularly assessing both internal and external environments to develop strategies responsive to evolving customer needs. Similarly, Alharbi (2024), found that strategic management enhances organizational decision-making, increases operational efficiency, and strengthens competitive advantage. The study highlighted that organizations engaging in ongoing performance evaluation are better equipped to adapt to market changes.

Recent research supports these points. Dingil et al. (2023), found that restaurants face various problems that affect service quality and customer satisfaction. The study stressed that managers need practical strategies to solve these issues and improve performance. Tyagi and Bolia (2023), also identified key success factors in restaurants, such as service quality, efficiency, and customer satisfaction. They explained that focusing on these areas helps restaurants grow and stay competitive as the business environment changes.

Both local and foreign sources agree that strategic management helps improve restaurant operations and business results. Local studies focus on planning and making informed decisions, while foreign studies highlight the need for ongoing review and adapting to changing customer needs. Recent research also shows that restaurants do better when managers create strategies based on challenges and customer feedback.

In summary, the literature shows that strategic management is a practical way to improve how restaurants perform. By using customer feedback, managers can find areas to improve and create strategies to boost service quality, customer satisfaction, and efficiency. These findings support the creation of the Strategic Management Plan for Judy Ann's Crispy Pata, which is the main goal of this study.

THEORETICAL FRAMEWORK

This study is based on the Servicescape Theory by Bitner (1992) and the Expectation Confirmation Theory (ECT) by Oliver (1980). These theories help explain how the dining experience affects customer satisfaction at Judy Ann's Crispy Pata.

According to Bitner (1992), the Servicescape Theory says that the physical setting where a service is delivered shapes how customers feel and act. In restaurants, people look at more than just the food; they also notice the service, atmosphere, cleanliness, and whether prices seem fair. All these factors combine to form the dining experience and shape how customers judge the restaurant.

This theory supports the study because it measures dining experience through food quality, service quality, ambiance, cleanliness, and price fairness. These are the main things customers notice when they visit Judy Ann's Crispy Pata. For this

reason, the Servicescape Theory is used as the basis for the independent variable, Dining Experience.

The study is also anchored in the Expectation Confirmation Theory (ECT) by Oliver (1980). This theory says that customer satisfaction depends on how their experience compares to what they expected before the service. If the experience meets or goes beyond their expectations, customers are satisfied. If it does not, they may feel dissatisfied. Customer satisfaction serves as the dependent variable. Customers evaluate whether the food quality, service quality, restaurant ambiance, cleanliness, and price fairness meet their expectations during their dining experience. Therefore, the Expectation Confirmation Theory provides the theoretical foundation for Customer Satisfaction.

Both the Servicescape Theory and the Expectation Confirmation Theory form the basis of this study. The Servicescape Theory shows how different parts of the dining experience shape what customers think during their visit to Judy Ann's Crispy Pata. The Expectation Confirmation Theory explains how these impressions affect whether customers are satisfied. Using these theories, the study will look at how dining experience influences customer satisfaction at Judy Ann's Crispy Pata. The results will help create a Strategic Management Plan to improve the restaurant's operations and boost customer satisfaction.

STATEMENT OF THE PROBLEM

This study aims to determine the influence of dining experience on customer satisfaction at Judy Ann's Crispy Pata as the basis for developing a Strategic Management Plan.

Specifically, it seeks to answer the following questions:

1. What is the demographic profile of the respondents in terms of:

1.1 Age; and

1.2 Frequency of Visit?

2. What is the level of dining experience at Judy Ann's Crispy Pata in terms of:

2.1 Food Quality;

2.2 Service Quality;

2.3 Restaurant Ambiance;

2.4 Cleanliness; and

2.5 Price Fairness?

3. What is the level of customer satisfaction during their dining experience at Judy Ann's Crispy Pata?

4. Is there a significant influence of dining experience on customer satisfaction at Judy Ann's Crispy Pata?

5. Based on the findings of the study, what Strategic Management Plan may be proposed for Judy Ann’s Crispy Pata?

CONCEPTUAL FRAMEWORK

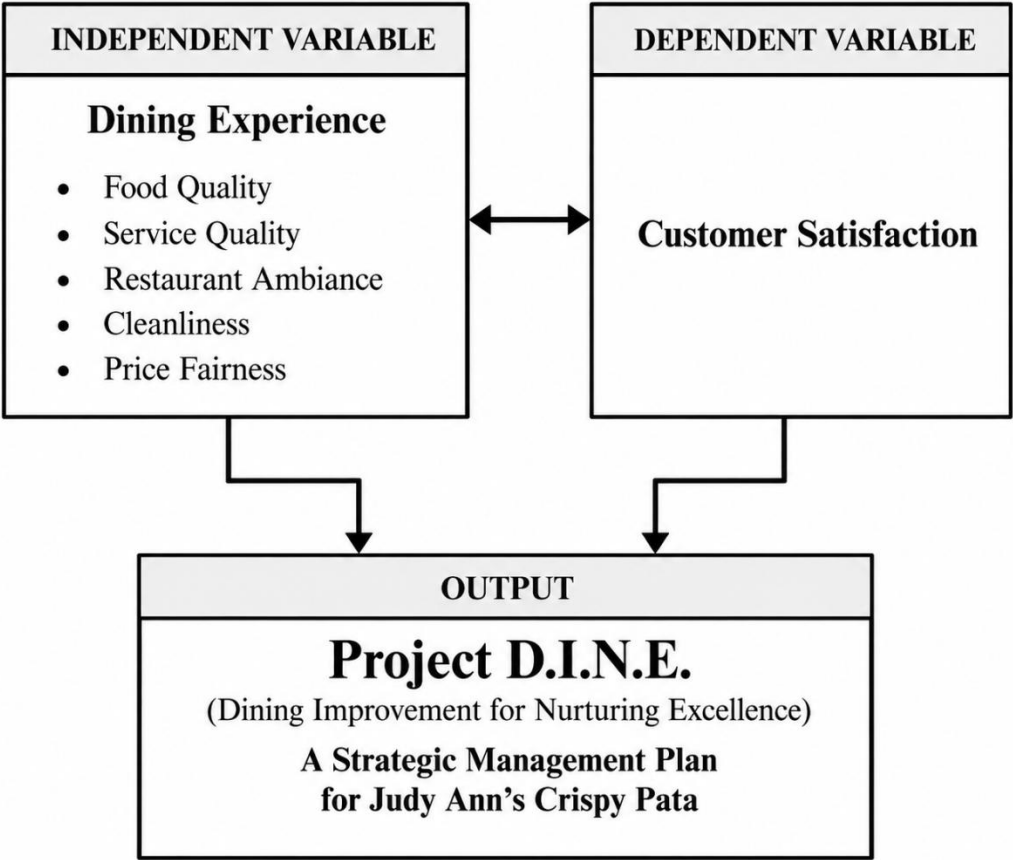


Figure 1: Conceptual Framework Showing the Influence of Dining Experience on Customer Satisfaction as the Basis for a Strategic Management Plan

The conceptual framework of this study illustrates the relationship between Dining Experience and Customer Satisfaction. Dining Experience serves as the independent variable and is

measured through Food Quality, Service Quality, Restaurant Ambiance, Cleanliness, and Price Fairness, while Customer Satisfaction serves as the dependent variable. The framework illustrates proposed relationship between the dimensions of dining experience and customer satisfaction. The findings of the study will serve as the basis for developing the Project D.I.N.E.: A Strategic Management Plan for Judy Ann's Crispy Pata.

HYPOTHESIS

The null hypothesis will be tested at a 0.05 level of significance to determine whether to accept or reject the hypothesis.

There is no significant influence of dining experience on customer satisfaction at Judy Ann's Crispy Pata.

SCOPE AND DELIMITATION OF THE STUDY

This study aims to find out how the dining experience affects customer satisfaction at Judy Ann's Crispy Pata. It looks at five aspects of the dining experience: food quality, service quality, restaurant ambiance, cleanliness, and price fairness, and how each one influences overall satisfaction. The study covered customers and employees of Judy Ann's Crispy Pata during the data collection period. Data will be collected using a structured questionnaire and analyzed with a quantitative approach.

This study only covers Judy Ann's Crispy Pata, so the results may not apply to other restaurants with different operations,

customers, or locations. It focuses only on the variables listed and does not include other possible factors like promotions, customer preferences, or experiences outside the restaurant. The findings will also depend on the honesty of the participants' responses.

SIGNIFICANCE OF THE STUDY

The findings of this study will be beneficial to the following:

Judy Ann's Crispy Pata. The findings will provide valuable information regarding the customers' dining experiences and satisfaction. The proposed Strategic Management Plan may help the restaurant improve its food quality, service quality, ambiance, cleanliness, and price fairness, leading to better customer satisfaction and business performance.

Restaurant Management and Employees. The study will help management and staff identify areas that require improvement in delivering quality service and enhancing customers' dining experiences. The results may also serve as a guide for improving operational practices and customer service.

Customers. The study will contribute to improving the quality of services and dining experiences offered by the restaurant, resulting in greater customer satisfaction and a more enjoyable dining experience.

Future Researchers. The study may serve as a useful reference for future researchers who intend to conduct similar studies related to dining experience, customer satisfaction, restaurant management, or hospitality management.

Hospitality Management Students. The findings may provide additional knowledge and academic references regarding the relationship between dining experience and customer satisfaction. The study may also serve as learning material for students conducting research in the hospitality industry.

DEFINITION OF TERMS

Cleanliness. Refers to the respondents' assessment of the sanitation and hygiene maintained in the restaurant's dining area, utensils, restrooms, and overall environment.

Customer Satisfaction. Refers to the respondents' overall level of satisfaction after dining at Judy Ann's Crispy Pata, as measured through the survey questionnaire.

Dining Experience. Refers to the respondents' evaluation of their overall dining experience at Judy Ann's Crispy Pata based on food quality, service quality, restaurant ambiance, cleanliness, and price fairness.

Food Quality. Refers to the respondents' assessment of the taste, freshness, presentation, and overall quality of the food served at Judy Ann's Crispy Pata.

Influence. Refers to the effect of dining experience on customer satisfaction at Judy Ann's Crispy Pata, as determined through the statistical analysis of the data collected from the respondents.

Price Fairness. Refers to the respondents' perception of whether the prices of the food and services at Judy Ann's Crispy Pata are reasonable in relation to the quality and value received.

Restaurant Ambiance. Refers to the respondents' assessment of the restaurant's physical environment, including its cleanliness, lighting, seating arrangement, décor, music, and overall atmosphere.

Service Quality. Refers to the respondents' evaluation of the promptness, courtesy, professionalism, and efficiency of the restaurant staff in delivering service.

Strategic Management Plan. Refers to the proposed plan developed based on the findings of the study to improve the dining experience and customer satisfaction at Judy Ann's Crispy Pata.

CHAPTER 2

METHODOLOGY

This chapter presents the research methodology and procedures employed in the study. It discusses the research design and method, the study respondents, the construction and validation of the research instrument, the data gathering procedure, the data processing and statistical treatment, and ethical considerations. These procedures guided the researchers in collecting, analyzing, and interpreting the data to determine the

influence of dining experience on customer satisfaction. The findings of the study served as the basis for the proposed Project D.I.N.E.: A Strategic Management Plan for Judy Ann's Crispy Pata.

RESEARCH DESIGN AND METHOD

This study used a quantitative approach using a descriptive-correlational design to determine the influence of dining experience on customer satisfaction. Quantitative research was chosen because it collects numerical data through a structured questionnaire and analyzes the results with statistical tools. A descriptive approach was used to determine the respondents' demographic profile, dining experience, and level of customer satisfaction. On the other hand, the correlational approach was utilized to determine the significant relationship between dining experience and customer satisfaction using the Pearson Product-Moment Correlation (Pearson's r). Simple Linear Regression Analysis was employed to determine whether dining experience significantly influences customer satisfaction. The study's findings served as the basis for the proposed Project D.I.N.E.: A Strategic Management Plan for Judy Ann's Crispy Pata.

RESPONDENTS OF THE STUDY

Respondent Group	Subgroup	Population	Percentage	Sample Size
Customers of Judy Ann's Crispy Pata	Monday-Wednesday Customers	300	29.62%	67

	Thursday– Saturday Customers	340	33.56%	76
	Sunday Customers	345	34.06%	78
Subtotal		985	97.24%	221
Employees	Judy Ann’s Crispy Pata Employees	28	2.77%	28
Overall Total		1,013	100%	249

Table A Distribution of the Population and Sample of the Respondents

This study included both customers and employees of Judy Ann’s Crispy Pata. According to the restaurant management, there were an estimated 985 customers each week and 28 employees, making a total population of 1,013. The sample size for customers was calculated using the Calmorin Formula, which resulted in 221 customer respondents. All 28 employees were also included in the study. In total, there were 249 respondents.

Customer respondents were chosen through purposive sampling during data collection. Only customers who were at least 18 years old, had finished dining, agreed to join the study, and completed the survey were included. Those who did not meet these requirements or chose not to participate were excluded. All employees of Judy Ann’s Crispy Pata were invited to take part so that the entire workforce was represented.

CONSTRUCTION AND VALIDATION OF THE RESEARCH INSTRUMENT

The researchers collected data primarily through a structured questionnaire. The questionnaire was adapted from related literature and previous studies on dining experience and customer satisfaction, with modifications to align with the current study's objectives.

The questionnaire consisted of three parts. Part I gathered demographic information from respondents, such as their age and frequency of visits. Part II assessed respondents' dining experiences based on food quality, service quality, restaurant ambiance, cleanliness, and price fairness. Part III assessed respondents' level of customer satisfaction.

A five-point Likert scale was used to measure the assessment of the respondents. For the dining experience, the scale was interpreted as:

SCALE	WEIGHT	DESCRIPTIVE RATING
5	4.01-5.00	EXCELLENT (E)
4	3.51-4.00	VERY GOOD (VG)
3	2.51-3.50	GOOD (G)
2	1.51-2.50	FAIR (F)
1	1.00-1.50	POOR (P)

For Customer Satisfaction, the scale was interpreted as:

SCALE	WEIGHT	DESCRIPTIVE RATING
5	4.01-5.00	VERY SATISFIED (VS)
4	3.51-4.00	SATISFIED (S)

3	2.51-3.50	NEUTRAL (N)
2	1.51-2.50	DISSATISFIED (D)
1	1.00-1.50	VERY DISSATISFIED (VD)

To ensure the instrument's validity, the questionnaire was sent to the research adviser and selected experts for content validation. Their comments and recommendations were incorporated before the instrument was administered. Following validation, the questionnaire was pilot-tested to ensure its reliability. Cronbach's Alpha was used to assess the instrument's reliability, and the questionnaire was considered reliable once the reliability coefficient was acceptable. The questionnaire was considered reliable when the Cronbach's Alpha coefficient reached 0.70 or higher, indicating acceptable internal consistency.

DATA GATHERING PROCEDURE

Before conducting the study, the researchers prepared a consent letter that is signed by research professor and ask Judy Ann's Crispy Pata's management for permission to conduct the survey. Once approved, the researchers worked with the restaurant management to set the schedule and procedures for collecting data.

The customer population will be determined based on the restaurant's estimated weekly customer count. The required sample size will be computed using the Calmorin Formula, which results in 221 customer respondents. These respondents were selected through purposive sampling, including only customers who are at

least 18 years old, have finished dining, and agree to join the study. To fully represent the staff, all twenty-eight employees of Judy Ann's Crispy Pata will be included in the study.

Before handing out the questionnaires, the researchers will explain the study's purpose to the respondents and ask for their voluntary participation. Respondents will receive an informed consent form, which explains that joining the study is voluntary and they can leave at any time without any consequences. All information collected will be kept confidential and anonymous, following the Data Privacy Act of 2012 (Republic Act No. 10173).

The researchers gave the survey questionnaires to customer respondents after they finish dining and to employees during their free time, making sure the survey does not disrupt restaurant operations. They collected the completed questionnaires right away. Afterward, the researchers will check each questionnaire for completeness and consistency before entering the data for analysis.

Finally, the researchers organized, tabulated, and analyzed the data using statistical tools such as Frequency and Percentage, Weighted Mean, Pearson Product-Moment Correlation (Pearson's r), and Simple Linear Regression Analysis. They will interpret the results to see how dining experience affects customer satisfaction at Judy Ann's Crispy Pata. These findings will guide the proposed Project D.I.N.E.: A Strategic Management Plan for the restaurant.

DATA PROCESSING AND STATISTICAL TREATMENT

After retrieving the completed questionnaires, the responses were checked, coded, tabulated, and analyzed using appropriate statistical tools.

Statement of the Problem	Statistical Tool
Respondents' demographic profile	Frequency and Percentage
Level of Dining Experience	Weighted Mean
Level of Customer Satisfaction	Weighted Mean
Significant Influence of Dining Experience on Customer Satisfaction	Pearson Product-Moment Correlation (Pearson's r) and Simple Linear Regression Analysis

Frequency and Percentage were used to describe the respondents' demographic profile in terms of age and frequency of visit.

The Weighted Mean was used to determine the level of dining experience and customer satisfaction.

Pearson Product-Moment Correlation (Pearson r) was used to determine the strength and direction of the relationship between dining experience and customer satisfaction at Judy Ann's Crispy Pata. It measures whether a positive, negative, or no linear

relationship exists between the independent and dependent variables.

Decision Rule

- If the p-value ≤ 0.05 , reject the null hypothesis. This shows a significant relationship between dining experience and customer satisfaction.
- If the p-value > 0.05 , fail to reject the null hypothesis. This indicates no significant relationship between dining experience and customer satisfaction.

Simple Linear Regression Analysis was used to determine whether dining experience significantly influences customer satisfaction at Judy Ann's Crispy Pata. In this study, Dining Experience will serve as the independent variable, while Customer Satisfaction will serve as the dependent variable. The results will identify whether dining experience significantly predicts customer satisfaction and will serve as the basis for the proposed Strategic Management Plan.

Decision Rule

- If the p-value is 0.05 or less, you should reject the null hypothesis. This means that dining experience has a significant effect on customer satisfaction.

- If the p-value is greater than 0.05, you fail to reject the null hypothesis. This means that dining experience does not have a significant effect on customer satisfaction

ETHICAL CONSIDERATION

The researchers followed ethical guidelines throughout the study. They received consent from the restaurant management before beginning the customer survey. Each respondent was told about the study's purpose and goals before participating. Participation was voluntary, and respondents were informed they could decline or leave the study at any time without consequences.

To protect confidentiality and anonymity, the researchers did not collect any personal information like names or contact details. All responses were kept confidential and used only for academic purposes. The data were stored securely and were only accessible to the researchers and their adviser. All data handling followed the institution's research ethics guidelines.

The researchers made sure to act honestly and with integrity throughout the study. They properly cited all sources to avoid plagiarism, following the required format. We used AI tools were for us to improve grammar, clarity, and phrasing while preparing the manuscript. These tools were not used to create data, analyze statistics, generate findings, or write the conclusion. The researchers carefully reviewed the final manuscript and took full responsibility for its accuracy, originality, and integrity.

CHAPTER 3

RESULTS AND DISCUSSION

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

The results and analysis of the study "The Influence of Dining Experience at Judy Ann's Crispy Pata: Basis for a Strategic Management Plan" are presented in this chapter. The information obtained from the 249 respondents, 221 customers and 28 employees of Judy Ann's Crispy Pata is presented and explained.

The demographic profile of the respondents is shown in the first section, including their age and frequency of visits. The respondents who took part in the study are described in this basic way. The respondents' evaluations of Judy Ann's Crispy Pata's food quality, service quality, restaurant ambiance, cleanliness, and price fairness are shown in the following section. Additionally, it displays the level of customer satisfaction derived from the collected responses.

The results of Pearson's r to assess the relationship between dining experience and customer satisfaction and Simple Linear Regression Analysis to ascertain whether dining experience has a significant influence on customer satisfaction are also presented in this chapter.

Table 1.1**Distribution of Respondents According to Age**

Age	Customer		Employee		Total	
	N	%	N	%	N	%
18-24 years old	34	15%	10	36%	44	18%
25-34 years old	95	43%	12	43%	107	43%
35-44 years old	41	19%	4	14%	45	18%
45 years old above	51	23%	2	7%	53	21%
	221	100%	28	100%	249	100%

Table 1.1 presents the distribution of age of the 221 customers, 95 respondents, or 43%, were in the 25–34 age range. 51 respondents, or 23%, were 45 years of age or older, 41 respondents, or 19%, were between the ages of 35 and 44, and 34 respondents, or 15%, were between the ages of 18 and 24. Twelve respondents, or 43% of the 28 employees, were between the ages of 25 and 34, making up the largest group. Ten respondents, or 36% of the total, were between the ages of 18 and 24. In contrast, two employees, or 7% of the total, were 45 years of age or older, and four employees, or 14% of the total, were between the ages of 35 and 44.

With 107 respondents, or 43% of all respondents, the largest age group was 25–34 years old. Those over 45 (53 respondents, or 21%), those between the ages of 35 and 44 (45 respondents, or 18%), and those between the ages of 18 and 24 (44 respondents, or 18%) came next.

Customers from various age groups may have different expectations and perceptions of food, service, ambiance, cleanliness, and price, which makes the age profile pertinent to the study. The researchers can better understand the type of customers primarily represented in the study by knowing the age distribution of the respondents. When creating strategies to enhance the dining experience and customer satisfaction, this information may also offer helpful context.

Table 1.2

Distribution of Respondents According to Frequency of Visit

Frequency of Visit	Customer		Employee		Total	
	N	%	N	%	N	%
First Time Visit	20	9%	3	11%	23	9%
2-3 Times	58	26%	7	25%	65	26%
4-5 Times	67	30%	6	21%	73	29%
More than 5 Times	76	34%	12	43%	88	35%
	221	100%	28	100%	249	100%

Table 1.2 presents the distribution of frequency of visit of the 221 customers, 76 respondents, or 34%, said they had been to Judy Ann's Crispy Pata more than five times. Following this were those who had visited four to five times (67 respondents, or 30%), and those who had visited two to three times (58 respondents, or 26%). Just 20 responders, or 9% of the total, had never been there before/first time visit. Twelve respondents, or 43% of the 28 employees, reported more than five times, while 7 respondents, or 25% of the total, reported two to three times. In the meantime, 3

respondents, or 11%, were first time visitors, and 6 respondents, or 21%, reported visiting four or five times.

Overall, 88 respondents, or 35% of the sample, had been to the restaurant more than five times, making up the largest group. Those who had visited four to five times (73 respondents, or 29 percent), two to three times (65 respondents, or 26 percent), and first-time visitors (23 respondents, or 9 percent) came next. This demonstrates that the majority of respondents had prior dining experience at Judy Ann's Crispy Pata, enabling them to offer well-informed evaluations of their satisfaction and dining experience.

Respondents who have visited the restaurant multiple times have more experience with its food, service, ambiance, cleanliness, and prices, the frequency of visits is pertinent to the study. They are able to offer well-informed evaluations of the dining experience and customer satisfaction because of their extensive experience. This data might also be useful in determining tactics that can motivate customers to keep coming to the restaurant.

Table 2.1
Respondents' Assessment of the Influence of Dining
Experience as to Food Quality

FOOD QUALITY	CUSTOMER			EMPLOYEE			AVERAGE		
	WX	DR	R	WX	DR	R	WX	DR	R
1. The food served at restaurant is fresh.	4.59	E	1	4.46	E	1	4.53	E	1
2. The food has good taste and flavor.	4.53	E	3	4.43	E	2	4.48	E	2
3. The food is served at the proper temperature.	4.51	E	5	4.36	E	4	4.43	E	4.5
4. The food presentation is visually appealing.	4.53	E	3	4.39	E	3	4.46	E	3
5. The restaurant offers a variety of food choices.	4.53	E	3	4.32	E	5	4.43	E	4.5
AVERAGE	4.54	E		4.39	E		4.47	E	

WX = Weighted Mean DR= Descriptive Rating R = Ranking

Table 2.1 presents the respondents' assessment of the dining experience in terms of food quality. The descriptive rating was Excellent, and the overall average weighted mean was 4.47. This suggests that the food quality at Judy Ann's Crispy Pata was rated very favorably by the respondents.

With an average weighted mean of 4.53, the indicator that received the highest rating was "The food served at restaurant is fresh.". "The food has good taste and flavor" came next, placing second with an average weighted mean of 4.48. The indicator "The food presentation is visually appealing" ranked third with an average weighted mean of 4.46. Meanwhile, "The restaurant offers a variety of food choices" and "The food is served at the proper temperature" both scored an average weighted mean of 4.43, placing them at Rank 4.5.

Overall, the findings indicate that respondents have a positive opinion of food quality, with the highest rating going to food freshness. According to the findings, preserving the food's freshness, flavor, presentation, appropriate temperature, and variety may contribute to a satisfying dining experience and satisfied patrons.

Gumasing (2025), supported the findings were explained that food quality includes important elements like taste, freshness, and presentation that affect patron satisfaction and restaurant preference. The study also discovered that customers' restaurant selections are strongly influenced by the quality of the food. Similar findings were made by Namkung and Jang (2007), who discovered that taste and presentation have a major impact on customer satisfaction and behavioral intentions. These results verify the current study's conclusion that food quality was rated as Excellent.

The findings imply that keeping Judy Ann's Crispy Pata's food tasty, fresh, and esthetically pleasing is important to offering a fulfilling dining experience.

Table 2.2

**Respondents' Assessment of the Influence of Dining
Experience as to Service Quality**

SERVICE QUALITY	CUSTOMER			EMPLOYEE			AVERAGE		
	WX	D R	R	WX	DR	R	WX	D R	R
1. Employees provide prompt service.	4.45	E	1	4.11	E	3	4.28	E	3
2. Employees are courteous and respectful.	4.43	E	2.5	4.25	E	1.5	4.34	E	1
3. Employees are knowledgeable in answering customers' questions.	4.41	E	4	4.25	E	1.5	4.33	E	2
4. Employees provide dependable service.	4.39	E	5	4.00	VG	4	4.20	E	4
5. Employees show willingness to help customers.	4.43	E	2.5	3.93	VG	5	4.18	E	5
AVERAGE	4.42	E		4.11	E		4.27	E	

WX = Weighted Mean DR= Descriptive Rating R = Ranking

Table 2.2 presents the respondents' assessment of the dining experience in terms of service quality. With a descriptive rating of Excellent, the overall average weighted mean was 4.27. This shows that the respondents were quite pleased with Judy Ann's Crispy Pata's level of service. "Employees are courteous and respectful" was

the most highly rated indicator, ranking first with an average weighted mean of 4.34. "Employees are knowledgeable in answering customers' questions" came in second with a weighted mean of 4.33. With a weighted mean of 4.28, "Employees provide prompt service" came in third. Meanwhile, "Employees show willingness to help customers" received the lowest weighted mean of 4.18, ranking fifth, while "Employees provide dependable service" received a weighted mean of 4.20, ranking fourth. This indicator was rated as Excellent despite having the lowest rating.

Overall, the findings indicate that respondents evaluated Judy Ann's Crispy Pata's service quality favorably. The highest rating went to courtesy and respect, indicating that satisfying interactions with staff members play an important role in the dining experience. The results also suggest that providing polite, informed, timely, trustworthy, and supportive service may increase customer satisfaction.

Glory et al. (2025) highlight the significance of service quality in enhancing customers' overall experiences, thereby supporting the findings of the current study. Their study made clear how significant timely, trustworthy, and knowledgeable service is to raising customer satisfaction. These results confirms the current study's conclusion that service quality was rated as Excellent. Positive evaluations were given, in particular, to polite and respectful staff members and knowledgeable staff members who answered customers' inquiries. This implies that a satisfying dining

experience at Judy Ann's Crispy Pata is influenced by staff proficiency, responsiveness, and positive interactions.

Table 2.3

**Respondents' Assessment of the Influence of Dining
Experience as to Restaurant Ambiance**

RESTAURANT AMBIANCE	CUSTOMER			EMPLOYEE			AVERAGE		
	WX	DR	R	WX	DR	R	WX	D R	R
1. The restaurant has an attractive interior design.	4.27	E	2	4.25	E	5	4.26	E	5
2. The lighting creates a pleasant dining atmosphere.	4.25	E	4.5	4.29	E	4	4.27	E	4
3. The restaurant has a comfortable dining environment.	4.26	E	3	4.36	E	1	4.31	E	2
4. The seating arrangement allows customers to dine comfortably.	4.33	E	1	4.32	E	2.5	4.33	E	1
5. The overall ambiance enhances the dining experience.	4.25	E	4.5	4.32	E	2.5	4.29	E	3
Average	4.27	E		4.31	E		4.29	E	

WX = Weighted Mean DR= Descriptive Rating R = Ranking

Table 2.3 presents the respondents' assessment in terms of restaurant ambiance. The descriptive rating was Excellent, and the overall average weighted mean was 4.29. This suggests that the respondents had a very favorable opinion of Judy Ann's Crispy

Pata's physical setting and ambiance. "The seating arrangement allows customers to dine comfortably" received the highest rating, ranking first with an average weighted mean of 4.33. "The restaurant has a comfortable dining environment" came next, ranking second with a weighted mean of 4.31. "The lighting creates a pleasant dining atmosphere" scored 4.27, ranking fourth, while "the overall ambiance enhances the dining experience" scored 4.29, ranking third. "The restaurant has an attractive interior design" received the lowest rating, coming in at number five with a weighted mean of 4.26.

Overall, the findings indicate that respondents had a favorable opinion of the restaurant's atmosphere. The findings especially emphasize how crucial cozy seating and a welcoming dining area are to making Judy Ann's Crispy Pata a pleasant place to eat.

Kalacas (2017) supported the findings by emphasizing that the physical environment of a restaurant, including layout, interior design, lighting and comfort, contribute to the overall dining experience of the customer. Similarly, Espitia and Co. (2025) explained that a well designed service environment creates comfort and positive feelings in customers, which can improve the dining experience. These findings support the current study which found that the ambiance of the restaurant was rated as excellent. The positive evaluation of the seating arrangements, the comfortable eating environment, the lighting and the general ambiance indicate

that Judy Ann's Crispy Pata physical environment contributes to the creation of a pleasant and comfortable dining experience.

Table 2.4
Respondents' Assessment of the Influence of Dining
Experience as to Cleanliness

CLEANLINESS	CUSTOMER			EMPLOYEE			AVERAGE		
	WX	D R	R	WX	DR	R	WX	D R	R
1. The dining area is clean and organized.	4.67	E	1	4.07	E	3	4.37	E	3
2. The tables, chairs, and utensils are clean.	4.66	E	2	4.14	E	2	4.40	E	2
3. The food is prepared hygienically.	4.57	E	4.5	4.29	E	1	4.43	E	1
4. The restaurant maintains proper sanitation.	4.57	E	4.5	3.93	VG	4.5	4.25	E	4.5
5. The comfort room is clean and well-maintained.	4.58	E	3	3.93	VG	4.5	4.25	E	4.5
Average	4.61	E		4.07	E		4.34	E	

WX = Weighted Mean DR= Descriptive Rating R = Ranking

Table 2.4 shows respondents' assessment of the dining experience in terms of cleanliness, which shows that the overall average weighted mean was 4.34 with a descriptive rating of Excellent, indicating that the respondents had a very positive assessment of the cleanliness and sanitation practices at Judy

Ann's Crispy Pata. The highest-rated indicator was "The food is prepared hygienically" with an average weighted mean of 4.43, ranking first. This was followed by "The tables, chairs, and utensils are clean" with a weighted mean of 4.40, ranking second. "The dining area is clean and organized" received a weighted mean of 4.37, ranking third. "The restaurant maintains proper sanitation" and "The comfort room is clean and well-maintained" both received a weighted mean of 4.25, placing them at Rank 4.5. Despite receiving the lowest ratings among the indicators, both were still described as Excellent.

The finding suggests that respondents had a favorable opinion of cleanliness. The findings highlight Judy Ann's Crispy Pata's strengths in terms of hygienic food preparation, clean dining supplies, and a well organized dining area. By upholding these hygienic and sanitary standards, the restaurant may be able to offer a secure, cozy, and fulfilling dining experience.

De Vera et al. (2024) emphasized the results by highlighting how maintaining appropriate cleanliness and adhering to food safety regulations can boost patrons' trust in eateries. Likewise, Kim et al. (2021) clarified that patrons' opinions of a restaurant's cleanliness have a significant impact on their level of satisfaction. These results corroborate the current study's conclusion that cleanliness received an Excellent rating. The positive assessment of hygienic food preparation, clean tables,

chairs, utensils, and an organized dining area suggests a safe and enjoyable dining experience

Table 2.5
Respondents' Assessment of the Influence of Dining
Experience as to Price Fairness

PRICE FAIRNESS	CUSTOMER			EMPLOYEE			AVERAGE		
	WX	DR	R	WX	DR	R	WX	DR	R
1. The prices are reasonable.	4.27	E	2	3.79	VG	3.5	4.03	E	3
2. The prices are fair considering the quality of food.	4.25	E	4.5	3.96	VG	2	4.11	E	2
3. The restaurant offers good value for money.	4.26	E	3	3.71	VG	5	3.99	VG	5
4. The prices are acceptable compared with similar restaurants.	4.33	E	1	4.00	VG	1	4.17	E	1
5. Overall, the prices are fair.	4.25	E	4.5	3.79	VG	3.5	4.02	E	4
Average	4.27	E		3.85	VG		4.06	E	

WX = Weighted Mean DR= Descriptive Rating R = Ranking

Table 2.5 shows respondents' assessment of the dining experience in terms of price fairness. The descriptive rating was Excellent, and the overall average weighted mean was 4.06. This suggests that most respondents thought Judy Ann's Crispy Pata's prices were reasonable. "The prices are acceptable compared with similar restaurants" received the highest rating, ranking first with an average weighted mean of 4.17. "The prices are fair considering the quality of food" came next, ranking second with

a weighted mean of 4.11. "Overall, the prices are fair" scored 4.02, placing fourth, while "The prices are reasonable" received a weighted mean of 4.03, placing third. "The restaurant offers good value for money" was the lowest-rated indicator, ranking fifth with a weighted mean of 3.99, despite still receiving a Very Good rating.

The results indicate the most respondents thought the restaurant's prices were reasonable, especially when compared to similar establishments and the caliber of the food served. The restaurant may still have a chance to improve how customers view the overall value of what they receive for the price they pay, though, given the lower value for money assessment.

Crisolo and Manalo (2025), who found that consumers view prices as reasonable when the caliber of the food and service justifies the cost. Additionally, their research showed that reasonable prices boost patron satisfaction and entice patrons to return to eateries. Likewise, Malc et al. (2016) clarified that consumers assess price fairness by contrasting the cost with the benefits and quality they obtain. These results confirm the current study's conclusion that price fairness received an Excellent rating. Customers generally view the prices at Judy Ann's Crispy Pata as fair and reasonable in relation to the dining experience offered, according to the positive evaluation of the restaurant's prices when compared to similar establishments and the quality of food.

Table 2.6**Respondents' Assessment of Customer Satisfaction at Judy****Ann's Crispy Pata**

CUSTOMER SATISFACTION	CUSTOMER			EMPLOYEE			AVERAGE		
	WX	DR	R	WX	DR	R	WX	DR	R
1. The overall dining experience at Judy Ann's Crispy Pata is satisfactory.	4.67	VS	1	4.43	VS	5.5	4.55	VS	2
2. Judy Ann's Crispy Pata meets customers' expectations in providing dining services.	4.66	VS	2	4.50	VS	3	4.58	VS	1
3. Judy Ann's Crispy Pata provides a satisfying dining experience.	4.57	VS	6.5	4.39	VS	7	4.48	VS	7
4. The services provided by Judy Ann's Crispy Pata satisfy customers' dining needs.	4.57	VS	6.5	4.43	VS	5.5	4.50	VS	6
5. Overall, customers are satisfied with the services provided by Judy Ann's Crispy Pata.	4.58	VS	4.5	4.36	VS	8.5	4.47	VS	8
6. Judy Ann's Crispy Pata provides an enjoyable dining experience.	4.52	VS	10	4.54	VS	1.5	4.53	VS	4.5
7. Judy Ann's Crispy Pata provides services that meet customers' expectations.	4.61	VS	3	4.46	VS	4	4.54	VS	3
8. The overall dining experience at Judy Ann's Crispy Pata meets customers' needs.	4.53	VS	9	4.54	VS	1.5	4.53	VS	4.5
9. Customers are satisfied with their overall dining experience at Judy Ann's Crispy Pata	4.55	VS	8	4.36	VS	8.5	4.45	VS	9
10. Customers are likely to return to Judy Ann's Crispy Pata for another dining experience.	4.58	VS	4.5	4.25	VS	10	4.41	VS	10
Average	4.58	VS		4.43	VS		4.50	VS	

WX = Weighted Mean DR= Descriptive Rating R = Ranking

Table 2.6 shows respondents' assessment of customer

satisfaction at Judy Ann's Crispy Pata. The descriptive rating was

Very Satisfied, and the overall average weighted mean was

4.50. This suggests that the respondents were very satisfied with their meal at Judy Ann's Crispy Pata. "Judy Ann's Crispy Pata meets customers' expectations in providing dining services" received the highest rating, ranking first with an average weighted mean of 4.58. "The overall dining experience at Judy Ann's Crispy Pata is satisfactory" came next, ranking second with a weighted mean of 4.55. With a weighted mean of 4.54, "Judy Ann's Crispy Pata provides services that meet customers' expectations" came in third. A weight was given to the indicators "Judy Ann's Crispy Pata offers an enjoyable dining experience" and "The overall dining experience at Judy Ann's Crispy Pata meets customers' expectations.".

The results show that customers were quite pleased with their dining experience, especially with regard to meeting expectations, general satisfaction, and the quality of services rendered. The findings also imply that a positive level of customer satisfaction is influenced by the restaurant's capacity to satisfy its customers.

Coronel (2025), who explained that customer satisfaction is closely linked to service quality and how well a restaurant fulfills customer expectations. As a result, Pizam et al. (2016) stated that because it represents consumers' overall assessment of the goods and services they receive, customer satisfaction is an important indicator of hospitality performance. These results

provide the current study's finding that customer satisfaction was rated as Very Satisfied. Positive evaluations of the restaurant's capacity to fulfill customers' expectations and offer a satisfying dining experience imply that Judy Ann's Crispy Pata's overall dining experience enhances customer satisfaction.

Table 3
Significant Influence of Dining Experience on Customer Satisfaction at Judy Ann's Crispy Pata

	Computed Value	Critical Value	Interpretation / Decision
Food Quality	0.70	0.41 + 0.70	Marked or Moderate Relationship
Service Quality	0.05	0.00 + 0.20	Negligible Correlation
Restaurant Ambiance	0.11	0.00 + 0.20	Negligible Correlation
Cleanliness	0.11	0.00 + 0.20	Negligible Correlation
Price Fairness	0.47	0.41 + 0.70	Marked or Moderate Relationship

The computed value of 0.70 denotes a marked or moderate relationship. The result indicates that food quality has a noticeable association with customer satisfaction. This may be connected to the respondents' favorable assessment of the food's freshness, taste and flavor, proper temperature, presentation, and variety, which are important aspects of their dining experience.

The computed value of 0.05 denotes a negligible correlation. The result shows almost no relationship between service quality and customer satisfaction in the gathered responses. This may be

related to the consistently favorable assessment of the employees' courtesy, respect, promptness, knowledge, dependability, and willingness to assist customers.

The computed value of 0.11 denotes a negligible correlation. This indicates that restaurant ambiance had only a minimal association with customer satisfaction based on the results. Although respondents viewed the restaurant's seating arrangement, lighting, interior design, comfort, and overall atmosphere favorably, these factors showed little variation in relation to their satisfaction ratings.

The computed value of 0.11 denotes a negligible correlation. The finding suggests that cleanliness had a minimal association with a customer satisfaction. Respondents generally gave favorable assessments of the restaurant's dining area, tables, chairs, utensils, food preparation, sanitation, and comfort room, which may explain the limited variation in their responses.

The computed value of 0.47 signifies a marked or moderate relationship. This indicates that price fairness has a noticeable association with customer satisfaction. The result may be related to customers' perceptions of reasonable pricing, value for money, and whether the prices are appropriate considering the quality of food and services received.

The results revealed that food quality obtained the highest computed value of 0.70, followed by price fairness with 0.47, both indicating marked or moderate relationships with customer

satisfaction. Meanwhile, restaurant ambiance and cleanliness obtained 0.11, while service quality obtained 0.05, all indicating negligible correlations. These findings show that the five dimensions of dining experience have different levels of association with customer satisfaction at Judy Ann's Crispy Pata.

PROJECT D.I.N.E.:

(Dining Improvement for Nurturing Excellence)

A Strategic Management Plan for Judy Ann's Crispy Pata

The goal of Project D.I.N.E., a research-based strategic management plan, is to improve the dining experience and maintain customer satisfaction at Judy Ann's Crispy Pata. Based on the study's results, it preserves the restaurant's current advantages while giving priority to the lowest-rated factors, especially perceived value for money and price fairness. Through programs such as DINE VALUE, DINE READY, DINE CLEAN, DINE LOOK, and DINE FRESH, the project provides specific and measurable actions for improving value perception, service responsiveness, cleanliness, ambiance, and food-quality consistency. To ensure that the suggested tactics are workable, quantifiable, and sustainable, the plan also includes deadlines, accountable staff, assessment tools, and SDG alignment.

MATRIX 1
Proposed Strategic Management Matrix for the Enhancement of Dining Experience and Customer Satisfaction at Judy Ann's Crispy Pata

The proposed strategic management matrix translates the study findings into specific strategic actions. It prioritizes the lowest-rated areas while maintaining the restaurant's existing strengths.

Identified Problem / Gap	Objective	Specific Activity	Target Beneficiaries	Timeline	Persons Involved	Expected Output / Outcome	Evaluation	SDG
Low perceived value for money – Price Fairness had the lowest overall assessment at 4.06; "good value for money" was 3.99.	Improve customers' perception that food, portion, service, and overall experience are worth the price.	DINE VALUE: Review price versus portion and quality; develop selected value meals/family packages; clearly communicate inclusions; collect value-for-money feedback.	Customers; management; service staff	Month 1–6; monthly review	Owner/management; kitchen lead; service staff; feedback staff	Improved value perception and clearer price-value communication.	Monthly review of feedback, package performance, and comments.	SDG 8 – Decent Work and Economic Growth
Employees' willingness to help was the lowest service-quality indicator at 4.18.	Strengthen proactive assistance and responsiveness.	DINE READY: 5–10 minutes pre-shift huddles; "See It, Assist It" standard; recognition for proactive assistance.	Customers; service employees	Weekly from Month 1	Shift supervisor; service staff; management	More proactive assistance and fewer repeated requests.	Weekly observation and monthly feedback review.	SDG 8 – Decent Work and Economic Growth
Sanitation and comfort-room maintenance were among the lower cleanliness indicators at 4.25.	Maintain consistent cleanliness throughout operating hours.	DINE CLEAN: Opening, mid-shift, and closing sanitation inspections for dining areas, utensils, food preparation areas, and comfort rooms.	Customers; employees	Daily; weekly audit	Utility/cleaning staff; shift supervisor; management	Cleaner and consistently maintained facilities.	Daily checklist and weekly sanitation audit.	SDG 3 – Good Health and Well-Being
Interior attractiveness received 4.26, the lower indicator under restaurant ambience.	Improve visual appeal while preserving comfort.	DINE LOOK: Remove visual clutter; improve selected wall/menu/display areas; review lighting and décor; keep spaces organized.	Customers; management	Months 1–3; monthly inspection	Management; shift supervisor; service staff	More organized, attractive, and welcoming environment.	Monthly visual inspection and customer feedback.	SDG 8 – Decent Work and Economic Growth
Food Quality was the strongest dimension at 4.47, but temperature and variety still require consistency.	Preserve food quality while improving temperature and menu consistency.	DINE FRESH: Temperature checks before serving; proper preparation/holding standards; monitor freshness/presentation; review menu variety.	Customers; kitchen staff	Daily; monthly menu review	Kitchen lead; kitchen staff; management	Consistent temperature, freshness, presentation, and suitable variety.	Daily quality records and monthly menu review.	SDG 12 – Responsible Consumption and Production

Identified Problem / Gap	Objective	Specific Activity	Target Beneficiaries	Timeline	Persons Involved	Expected Output / Outcome	Evaluation	SDG
Need for an age-inclusive dining experience, 25-34 comprised 43% of respondents, but all age groups should be accommodated.	Provide a comfortable and accessible experience across age groups.	AGE-INCLUSIVE DINE: Readable menu descriptions/ prices; respectful communication; comfortable seating; review feedback by age group when available.	Customers across age groups	Months 1-6; quarterly review	Management; service staff; feedback staff	Clearer communication and inclusive service.	Quarterly review of age-group feedback.	SDG 10 – Reduced Inequalities
Customers with more than five visits represented 35%, indicating a base of repeat customers and an opportunity to encourage less frequent visitors to return.	Strengthen repeat patronage and customer relationships.	SATISFACTION-TO-RETURN: Customer recognition; simple value-based return incentives; first-to-second-visit strategy; feedback from returning customers.	First-time, occasional, and repeat customers	Months 2-6; monthly monitoring	Management; service staff; feedback staff	Stronger relationships and improved return intention.	Monthly monitoring of repeat visits and feedback.	SDG 8 – Decent Work and Economic Growth
Customer Satisfaction was 4.50 (Very Satisfied); the priority is to sustain this favorable result.	Sustain high customer satisfaction through continuous monitoring.	DINE SCORECARD: Monthly satisfaction checks; collect feedback; monitor recurring concerns; compare results with baseline.	Customers; management	Monthly; six-month review	Management; feedback staff; shift supervisor	Sustained satisfaction and early identification of concerns.	Monthly KPI review and six-month assessment.	SDG 8 – Decent Work and Economic Growth

Implementation Note: The plan is an enhancement strategy because the study results were generally favorable. The lowest-rated indicators are prioritized while existing strengths are sustained.

CHAPTER 4

SUMMARY, CONCLUSIONS, & RECOMMENDATIONS

This chapter provides a summary of the findings, conclusions, and recommendations derived from the research.

SUMMARY OF FINDINGS

The data analysis revealed the following findings:

1. Profile of Respondents in Terms of:

1.1 Age

- Forty three percent of the respondents belong to 25-34 years old.

1.2 Frequency of Visit

- Thirty five percent of the respondents had visited Judy Ann's Crispy Pata more than 5 times.

2. Level of Dining Experience - Respondents evaluated the dining experience at Judy Ann's Crispy Pata across five dimensions.

2.1 Food Quality

- Food Quality was interpreted as Excellent, with an overall average weighted mean of 4.47. The highest assessment of food freshness showed that the restaurant's ability to maintain fresh and quality food is a key strength.

2.2 Service Quality

- Service Quality was rated as Excellent with an overall weighted mean of 4.27. Positive employee-customer interaction is an important component of the dining experience, as evidenced by the highest rating given to courtesy and respect of staff.

2.3 Restaurant Ambiance

- Restaurant Ambiance received a weighted average total score of 4.29, which was interpreted as excellent. The seating arrangements received the highest ratings, which shows that customer comfort is an important aspect of the physical environment of the restaurant.

2.4 Cleanliness

- Cleanliness was rated as Excellent with an overall average weighted mean of 4.34. The highest rating was given to hygienic food preparation, indicating that the restaurant's sanitation and hygiene are significant assets.

2.5 Price Fairness

- Price Fairness was rated as Excellent with an overall average weighted mean of 4.06. The highest rating was given to restaurants with reasonable prices when compared to similar establishments. But out of all the indicators under this dimension, value for money was rated the lowest.

3. Level of Customer Satisfaction

- The overall average weighted mean of the respondents' evaluation of customer satisfaction was 4.50, which is considered very satisfied. The fact that Judy Ann's Crispy Pata satisfies customers' expectations in terms of dining services was the most highly regarded indicator. This suggests that the restaurant generally satisfies customers' dining needs and expectations.

4. Influence of Dining Experience on Customer Satisfaction

- Food Quality received a score of 0.70, which indicates a marked or moderate relationship with customer satisfaction according to the computed values. A marked or moderate relationship was also indicated by Price Fairness's score of 0.47. According to the calculated values provided in the study, Service Quality (0.05), Restaurant Ambiance (0.11), and Cleanliness (0.11) demonstrated negligible correlations.

5. Proposed Strategic Management Plan

- Based on the findings, the researchers proposed Project D.I.N.E.: A Strategic Management Plan for Judy Ann's Crispy Pata. The plan focuses on maintaining the restaurant's existing strengths while improving areas that can further enhance the dining experience and encourage customer satisfaction and repeat visits.

CONCLUSIONS

Based on the findings of this study, it was concluded that:

1. Respondents were from different age groups and levels of frequency of visits. The largest age group was 25-34 years, and the largest group of visitors was respondents who visited the restaurant more than five times. These profiles provide useful information to understand the customer base of a restaurant and to develop appropriate customer retention strategies.
2. The dining experience at Judy Ann's Crispy Pata was rated Excellent on all five dimensions: food quality, service quality, restaurant ambiance, cleanliness, and price fairness. This shows that the restaurant provides a generally positive dining experience for its customers and staff. Among the five dimensions, food quality received the highest overall rating, whereas price fairness received the lowest overall rating, but was still rated as excellent. This suggests that food quality is a strong point to be preserved, while the perception value can be further addressed.
3. The restaurant was able to satisfy the expectations and dining needs of the customers, as evidenced by the Very Satisfied customer satisfaction rating.
4. According to the calculated results, there were marked or moderate relationships between Food Quality and

Price Fairness, but there were negligible correlation between Service Quality, Restaurant Ambiance, and Cleanliness. As a result, the results show that the dimensions of the dining experience do not all contribute equally to customer satisfaction, with the most obvious relationships found in the presented results being between food quality and price fairness.

5. The results serve as the foundation for Project D.I.N.E.: A Strategic Management Plan for Judy Ann's Crispy Pata. The suggested strategy should concentrate on maintaining the restaurant's advantages in terms of food quality, service, ambiance, cleanliness, and price fairness while enhancing perceived value and strengthen customer-retention tactics.

RECOMMENDATIONS

Based on the findings and conclusions of this study, researchers propose the following recommendations:

1. For Judy Ann's Crispy Pata Management

It is advised that the management preserve the food's quality, Especially its variety, freshness, taste, presentation, and appropriate temperature. Food preparation and quality should be continuously monitored, as food quality showed the strongest correlation among the dining experience dimensions.

2. Improve Perceived Value for Money

Management may review restaurant prices, portion sizes, menu offerings and value packages in order to improve the customer's perception of value for money. While maintaining the quality of the food and service, affordable meal combinations, family packages or clearly identified inclusions may be considered.

3. Sustain Service Quality

The restaurant should continue to provide prompt, dependable, courteous, respectful, knowledgeable, and helpful service. Regular staff briefings and simple service standards can help maintain consistent customer service.

4. Maintain a Comfortable Restaurant Environment

Management should continue to maintain comfortable seating, good lighting, attractive environment and organized eating area. Regular inspection of the eating area during operating hours can help to ensure that the environment remains satisfactory to customers.

5. Strengthen Cleanliness and Sanitation

The restaurant should continue to use clean tables, chairs, utensils, dining areas, and comfort rooms, as well as hygienic food preparation and sanitation. A routine cleanliness checklist can be used to ensure that sanitation standards are consistently followed.

6. Strengthen Customer Retention

Given that many of the respondents had been to the restaurant more than five times, management might step up efforts to keep customers. To encourage new customers to come back and

current customers to come more often, a straightforward SATISFACTION-TO-RETURN strategy could be use.

7. Use the Demographic Profile for Customer Understanding

The age and frequency of visit information may be used by management to guide customer segmentation and retention planning. These demographic characteristics should be used to understand customer groups, not to assume that age or visit frequency is the only factor that determines satisfaction.

8. Implement Project D.I.N.E.

The researchers advise Judy Ann's Crispy Pata to implement the Project D.I.N.E.: A Strategic Management Plan. The strategy could act as a roadmap for preserving food quality, enhancing service quality, upholding ambiance and cleanliness, enhancing the perception of price-value, and promoting return business.

9. For Future Researchers

Researchers in the future might carry out comparable studies with a bigger sample size, different restaurant branches, or more customer characteristics. They might also look at other elements that might have an impact on customer satisfaction, like waiting times, perceived value, customer loyalty, menu variety, and intention to return.

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APPENDICES

Appendix A. Final Output

PROJECT D.I.N.E.:

(Dining Improvement for Nurturing Excellence)

A Strategic Management Plan for Judy Ann's Crispy Pata

Research-Based Strategic Management Plan

Prepared from the Results and Discussion of the study:

“The Influence of Dining Experience at Judy Ann's Crispy Pata:

Basis for a Strategic Management Plan”

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2026

EXECUTIVE SUMMARY

A strategic management plan called Project D.I.N.E. (Dining Improvement for Nurturing Excellence) was created in response to

the study's findings. It seeks to maintain the restaurant's current advantages while filling in gaps in the dining experience. The project aims to enhance customer value, service delivery, restaurant ambiance, cleanliness, food quality, and overall customer satisfaction at Judy Ann's Crispy Pata through focused strategies and activities.

The study found that all five dining-experience dimensions were assessed as Excellent. Food Quality obtained the highest overall assessment at 4.47, followed by Cleanliness at 4.34, Restaurant Ambiance at 4.29, Service Quality at 4.27, and Price Fairness at 4.06. Customer Satisfaction was assessed as Very Satisfied at 4.50.

The main strategic priority is perceived value. The lowest individual dining-experience indicator was “The restaurant offers good value for money,” with a weighted mean of 3.99. Supporting priorities are employee willingness to help, sanitation and comfort-room maintenance, interior appeal, food temperature, and menu variety.

The demographic profile is also incorporated. Respondents aged 25–34 represented 43% of the sample, while respondents who had visited more than five times represented 35%. These findings support an inclusive-service strategy and a customer-retention strategy.

Project D.I.N.E therefore uses the programs DINE VALUE, DINE READY, DINE CLEAN, DINE LOOK, DINE FRESH, AGE INCLUSIVE DINE, SATISFACTION-TO-RETURN, and DINE SCORECARD.

STRATEGIC MANAGEMENT PLAN OVERVIEW

Strategic Theme

“MORE VALUE, BETTER EXPERIENCE, STRONGER REASONS TO RETURN.”

Strategic Intent

To strengthen Judy Ann’s Crispy Pata by improving the lowest-rated aspects of the dining experience while protecting its existing strengths.

General Strategic Objective

To implement a focused and sustainable management program that improves perceived value, service responsiveness, sanitation, ambiance, food consistency, and customer retention based on the study results.

Strategic Principles

- Improve the lowest-rated areas first.
- Protect existing strengths, especially food quality and customer satisfaction.
- Use customer feedback and operational observations to guide decisions.
- Use practical strategies that fit normal restaurant operations.
- Monitor results regularly and adjust actions when necessary.
- Use demographic information as a management input, not as an assumption about customer behavior.

RESEARCH-BASED STRATEGIC DIAGNOSIS

The strategic priorities are derived from the weighted means and findings reported in Chapters 3 and 4. Priority is given to the lowest assessments because they provide the clearest opportunities for targeted improvement.

Research Area	Result	Strategic Meaning
Food Quality	4.47 – Excellent	Strongest dimension; maintain and protect.
Service Quality	4.27 – Excellent	Maintain courtesy while improving willingness to help.
Restaurant Ambiance	4.29 – Excellent	Maintain comfort while improving visual appeal.
Cleanliness	4.34 – Excellent	Maintain strong hygiene with consistent sanitation checks.
Price Fairness	4.06 – Excellent	Lowest overall dimension; primary improvement priority.
Customer Satisfaction	4.50 – Very Satisfied	Highly favorable outcome; protect through monitoring.

Priority Gaps from Individual Indicators

Priority	Indicator	Weighted Mean	Program
1	Good value for money	3.99	DINE VALUE
2	Employees show willingness to help	4.18	DINE READY
3	Proper sanitation	4.25	DINE CLEAN
4	Comfort room is clean and well-maintained	4.25	DINE CLEAN
5	Attractive interior design	4.26	DINE LOOK

6	Food served at proper temperature	4.43	DINE FRESH
7	Variety of food choices	4.43	DINE FRESH

STRATEGIC DIRECTION AND PRIORITIES

The plan follows an enhancement strategy. The results do not indicate a broadly failing restaurant. All five dining-experience dimensions were rated Excellent, while customer satisfaction was Very Satisfied. The strategy therefore focuses on closing the lowest-rated gaps while protecting established strengths.

Priority 1 – Perceived Value

Price Fairness received the lowest overall assessment at 4.06, with good value for money at 3.99.

Priority 2 – Proactive Service

Service Quality was Excellent overall, but willingness to help customers was the lowest indicator at 4.18.

Priority 3 – Visible Cleanliness

Cleanliness was Excellent overall; the plan emphasizes consistency in sanitation and comfort-room maintenance.

Priority 4 – Visual Appeal

Ambiance was Excellent, while interior attractiveness provides an opportunity for a focused visual refresh.

Priority 5 – Protect Food Quality

Food Quality was the highest-rated dimension at 4.47, so the strategy is to protect this strength while improving temperature and variety consistency.

PROPOSED STRATEGIC ACTION PLAN

Each proposed output is directly linked to a research finding and includes an implementation goal.

Research Variable/Profile	Survey Result / Strategic Focus	Proposed Strategic Output	Implementation Goal
Price Fairness	4.06 Excellent; 3.99 for good value	DINE VALUE: Value-focused combinations, clear inclusions/portions, family/group packages, value feedback.	Strengthen perception that food, portion, service, and experience provide good value.
Service Quality	4.27 Excellent; 4.18 willingness to help	DINE READY: Service huddles, proactive-assistance standard, quick feedback.	Improve responsiveness and willingness to assist while preserving courtesy.
Cleanliness	4.34 Excellent; 4.25 sanitation/comfort room	DINE CLEAN: Clean-as-You-Go and Hygiene Checklist.	Maintain consistent sanitation throughout operating hours.
Restaurant Ambiance	4.29 Excellent; 4.26 interior attractiveness	DINE LOOK: Targeted visual refresh, decluttering, display/menu improvement.	Improve visual appeal while preserving comfort.
Food Quality	4.47 Excellent; 4.43 temperature/variety	DINE FRESH: Freshness checks, temperature monitoring, preparation standards, menu review.	Protect the strongest dimension and ensure consistent food quality.
Age	25–34 years = 43%	AGE-INCLUSIVE DINE: Clear menu information, comfortable arrangements, inclusive service, feedback.	Provide a comfortable experience across age groups.
Frequency of Visit	More than 5 visits = 35%	SATISFACTION-TO-RETURN: Customer recognition, return incentives, first-to-second-visit strategy.	Strengthen retention and encourage first-time customers to return.
Customer Satisfaction	4.50 Very Satisfied	DINE SCORECARD: Monthly feedback, satisfaction checks, repeat-visit indicators.	Continuously monitor satisfaction and emerging concerns.

DETAILED STRATEGIC PROGRAMS

DINE VALUE

Focus: Price Fairness | Research basis: 3.99 – Good value for money

- Review prices against portion size, food quality, and service inclusions.
- Develop selected value meals and family/group packages.
- Clearly communicate package inclusions.
- Emphasize total value rather than relying only on discounts.
- Collect short feedback on whether the meal was worth the price paid.

Monitoring: Monthly price-value review.

DINE READY

Focus: Service Quality | Research basis: 4.18 – Willingness to help

- Conduct 5–10 minute pre-shift service huddles.
- Adopt a “See It, Assist It” standard.
- Encourage staff to offer assistance before repeated requests.
- Use quick feedback to identify recurring service concerns.
- Recognize consistent proactive assistance.

Monitoring: Weekly observation and monthly feedback review.

DINE CLEAN

Focus: Cleanliness | Research basis: 4.25 – Sanitation / comfort room

- Use opening, mid-shift, and closing sanitation checks.
- Inspect dining areas, tables, utensils, food preparation areas, and comfort rooms.
- Record inspections using a simple checklist.
- Correct sanitation issues immediately.
- Maintain adequate cleaning supplies.

Monitoring: Daily checklist and weekly audit.

DINE LOOK

Focus: Restaurant Ambiance | Research basis: 4.26 – Interior design

- Remove unnecessary visual clutter.
- Refresh selected wall, menu, or display areas.
- Keep dining spaces organized.
- Review lighting and decorative elements.
- Preserve comfortable seating.

Monitoring: Monthly visual inspection.

DINE FRESH

Focus: Food Quality | Research basis: 4.43 – Temperature / variety

- Conduct routine temperature checks before serving.
- Maintain preparation and holding standards.
- Monitor freshness and presentation.
- Review menu variety based on demand and feasibility.
- Protect strengths in freshness, taste, and presentation.

Monitoring: Daily quality checks and monthly menu review.

DEMOGRAPHIC-BASED STRATEGIES

AGE-INCLUSIVE DINE

The largest age group was 25–34 years old, representing 43% of respondents. This provides useful information about the customer base but does not by itself establish that age causes satisfaction.

Action	Implementation	Success Indicator
Clear menu communication	Readable descriptions, prices, and inclusions.	Fewer clarification concerns.
Inclusive service	Respectful communication across age groups.	Positive service feedback.
Comfortable dining	Maintain organized and comfortable seating.	Fewer comfort-related concerns.
Age-based feedback monitoring	Review patterns by broad age group when available.	Decisions supported by customer feedback.

SATISFACTION-TO-RETURN

Respondents who had visited more than five times represented 35%, the largest frequency-of-visit group. The strategy is to maintain existing repeat customers while creating a clear pathway for first-time customers to return.

Program	Action	Goal
Customer Recognition	Consistent recognition and personalized service.	Strengthen relationships.
Return-Visit Incentive	Simple, transparent value-based incentives.	Encourage repeat patronage.
First-to-Second Visit	Communicate value and service clearly to first-time customers.	Increase return potential.
Feedback Loop	Ask returning customers what keeps them coming back.	Identify retention drivers.

IMPLEMENTATION SCHEDULE

Phase	Period	Major Activities	Expected Output
1 – Prepare	Month 1	Staff briefing; checklists; price/value review; baseline feedback.	Standards and baseline measures.
2 – Launch	Month 2	Launch DINE VALUE, READY, CLEAN, LOOK, and FRESH.	Programs operating.
3 – Monitor	Month 3	Review feedback, service observations, sanitation records, value concerns.	Initial performance report.
4 – Strengthen	Months 4–5	Adjust weak activities and refine packages/practices.	Improved consistency.
5 – Sustain	Month 6	Follow-up assessment and baseline comparison.	Six-month strategic review.

Action Horizon

Time Horizon	Priority Actions
0–30 days	Start value review, service huddles, sanitation checks, temperature checks, and comfort-room inspections.

1–3 months	Launch value packages, visual refresh, customer feedback, and first-to-second-visit strategy.
4–6 months	Evaluate results, refine packages, strengthen staff practices, and review menu variety.
6+ months	Institutionalize successful practices and repeat the strategic review cycle.

KEY PERFORMANCE INDICATORS AND MONITORING

Management should use simple indicators that can be observed and recorded without creating excessive paperwork.

Program	KPI	Frequency	Responsible Role
DINE VALUE	Value-for-money feedback; package performance	Monthly	Management
DINE READY	Service observations; willingness-to-help concerns	Weekly/Monthly	Shift Supervisor
DINE CLEAN	Checklist completion; sanitation issues	Daily/Weekly	Cleaner/Supervisor
DINE LOOK	Interior/dining-area issues corrected	Monthly	Management/Supervisor
DINE FRESH	Temperature checks; quality concerns	Daily/Monthly	Kitchen Lead
AGE-INCLUSIVE DINE	Feedback patterns by age group	Quarterly	Management
SATISFACTION-TO-RETURN	Repeat visits; return intention	Monthly	Management
DINE SCORECARD	Satisfaction and recurring concerns	Monthly	Management

Baseline Scorecard

Indicator	Baseline	Target Direction
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Price Fairness	4.06	Increase
Good Value for Money	3.99	Increase – primary priority
Service Quality	4.27	Maintain / improve
Willingness to Help	4.18	Increase
Restaurant Ambiance	4.29	Maintain / improve
Cleanliness	4.34	Maintain / improve
Food Quality	4.47	Maintain
Customer Satisfaction	4.50	Maintain / improve

ROLES AND RESPONSIBILITIES

Responsible Role	Primary Responsibility
Restaurant Management / Owner	Approve actions, review performance, allocate resources, and decide adjustments.
Shift Supervisor	Conduct service observations, staff huddles, and checklist verification.
Kitchen Lead	Monitor freshness, preparation standards, temperature, and menu consistency.
Service Staff	Apply proactive assistance, respectful communication, and customer recognition.
Cleaning / Utility Staff	Implement sanitation and comfort-room checks and report maintenance concerns.
Assigned Feedback Staff	Collect and summarize customer feedback and repeat-visit observations.

Management Review Cycle

- Daily: Check food quality, sanitation, and immediate service concerns.
- Weekly: Review staff observations and recurring operational issues.
- Monthly: Review feedback, value perception, repeat visits, and KPIs.
- Quarterly: Review whether strategic priorities remain appropriate.
- Every six months: Conduct a broader assessment and determine the next improvement cycle.

RESOURCE AND BUDGET FRAMEWORK

The research does not provide an actual operating budget; therefore, no unsupported peso estimates are assigned. Management should determine actual costs from supplier quotations, existing resources, staffing, and available funds.

Program	Possible Resources	Budget Level
DINE VALUE	Menu/printing, package testing, feedback materials	Low-Moderate
DINE READY	Training time, briefing materials, monitoring sheets	Low
DINE CLEAN	Cleaning supplies, checklists, minor maintenance	Low-Moderate
DINE LOOK	Minor décor, signage, menu/display improvement	Moderate depending on scope
DINE FRESH	Temperature-checking tools, monitoring materials	Low-Moderate
AGE-INCLUSIVE DINE	Menu communication and feedback materials	Low
SATISFACTION-TO-RETURN	Recognition/incentive materials	Low-Moderate
DINE SCORECARD	Printed/digital monitoring forms	Low

Priority should be given to low-cost actions that directly address the lowest-rated findings before larger capital expenditures are considered.

RISK MANAGEMENT AND CONTINGENCY ACTIONS

Potential Risk	Possible Effect	Contingency Action
Value packages reduce profitability	Packages may be attractive but unsustainable.	Review food cost, portion, and pricing before continued rollout.
Employees do not consistently apply standards	Inconsistent customer experience.	Use refreshers, observation, and recognition.
Checklists become routine paperwork	Records may not reflect actual inspections.	Use random verification and spot checks.
Visual improvements become costly	Unnecessary capital spending.	Use targeted low-cost refreshes first.

Incentives reduce price fairness	Customers may perceive inconsistent pricing.	Use transparent, simple incentives.
Menu variety increases complexity	Waste or slower preparation may occur.	Test offerings in limited quantities and review demand.

Contingency Principle

If a strategy does not improve its intended indicator after a reasonable monitoring period, management should review the action rather than simply increase spending. Decisions should be based on feedback, operational observations, and feasibility.

EVALUATION AND SUSTAINABILITY

Six-Month Evaluation

At the end of six months, management should compare implementation records and customer feedback with the baseline findings, particularly the 3.99 value-for-money indicator, 4.18 willingness-to-help indicator, 4.25 sanitation/comfort-room indicators, and 4.26 interior-design indicator.

Sustainability Mechanisms

- Integrate service and sanitation checklists into daily operations.
- Include proactive helpfulness in employee coaching.
- Review value packages regularly.
- Maintain food-quality controls even when other areas receive attention.
- Use customer feedback continuously.
- Repeat the strategic review periodically.

Continuous Improvement Cycle

**ASSESS → PRIORITIZE → IMPLEMENT → MONITOR →
EVALUATE → ADJUST → REPEAT**

Project D.I.N.E. should function as a continuing management process rather than a one-time research requirement.

EXPECTED OUTCOMES

1. Stronger customer perception of value for money.
2. More proactive and responsive employee assistance.
3. More consistent sanitation and comfort-room maintenance.
4. Improved visual appeal while preserving dining comfort.
5. Continued high food quality with stronger consistency in temperature and menu variety.
6. Better use of demographic and visit-frequency information in customer management.
7. Stronger customer retention practices.
8. Continuous monitoring of customer satisfaction.
9. A clearer management system for identifying and responding to customer concerns.

Strategic Success Statement

Success should not be measured only by whether every score becomes higher. It should also be demonstrated through consistent standards, stronger perceived value, fewer recurring concerns, sustained food quality, proactive service, and a management routine that uses customer feedback for continuous improvement.

STRATEGIC MANAGEMENT PLAN CONCLUSION

Project D.I.N.E. was developed from the actual findings of the study and is intended to serve as a practical management guide for Judy Ann's Crispy Pata. The research results indicate favorable performance across food quality, service quality, restaurant ambiance, cleanliness, and price fairness, with customer satisfaction assessed as Very Satisfied.

The main strategic priority is not to overhaul the restaurant but to strengthen the areas where customers gave comparatively lower assessments. The 3.99 assessment for good value for money provides the clearest opportunity for improvement. Supporting actions address employee willingness to help, sanitation, comfort-room maintenance, interior appeal, food temperature, and menu variety.

The demographic results also contribute to the plan. The 25–34 age group and the substantial proportion of customers who had visited more than five times provide useful information for inclusive service and customer-retention strategies. These findings are used as management inputs rather than assumptions about customer behavior.

Ultimately, Project D.I.N.E. connects research evidence with restaurant management. By focusing resources on the lowest-rated areas, protecting existing strengths, monitoring results, and adjusting actions based on customer feedback, Judy Ann’s Crispy Pata can pursue a more consistent, value-oriented, and customer-centered dining experience.

RESEARCH BASIS

Research Basis	Key Information Used
Chapter 3 – Respondents’ Assessment	Weighted means and descriptive ratings for the five dining-experience dimensions and customer satisfaction.
Chapter 4 – Summary and Recommendations	Recommendations on perceived value, service quality, comfortable environment, cleanliness, food quality, and retention.
Matrix A – Proposed Strategic Matrix	AGE-INCLUSIVE DINE and SATISFACTION-TO-RETURN plus DINE VALUE and supporting programs.
Demographic Profile	25–34 years = 43%; more than 5 visits = 35%.
Strategic Priority	Price Fairness = 4.06 overall; good value for money = 3.99, the lowest individual dining-experience indicator.

Appendix B. Research Instrument

QUESTIONNAIRE FOR RESPONDENTS

Data Privacy Form

In accordance with the Data Privacy Act of 2012 (Republic Act No. 10173), all information collected from this questionnaire shall be treated with the utmost confidentiality. Your identity will remain anonymous, and no personally identifiable information will be collected. The data gathered will be used solely for academic and research purposes and will only be accessed by the researchers, research adviser, and panel members. All collected information will be securely stored and will be properly disposed of after the completion of the study.

☐ I have read and understood this form, and I voluntarily consent to the collection and use of my personal information.

☐ I freely and voluntarily consent to answer this questionnaire.

Part I. Demographic Profile

Directions: Please put a check (✓) in the appropriate box that best describes you.

1. Age:

- ☐ 18-24 years old
- ☐ 25-34 years old
- ☐ 35-44 years old
- ☐ 45 years old above

2. Frequency of Visit

- ☐ First Visit
- ☐ 2-3 Times
- ☐ 4-5 Times
- ☐ More than 5 times

Part II. DINING EXPERIENCE

Direction: Please rate your dining experience by placing a check (✓) in the appropriate box.

Scale	Description
5	Excellent (E)
4	Very Good (VG)
3	Good (G)
2	Fair (F)
1	Poor (P)

A. FOOD QUALITY

Statement	5 (E)	4 (VG)	3 (G)	2 (F)	1 (P)	Source
1. The food served at the restaurant is fresh. (Ang pagkaing inihahain ay sariwa.)						Hanaysha (2016)
2. The food has good taste and flavor. (Ang pagkain ay may masarap na lasa at timpla.)						Hanaysha (2016)
3. The food is served at the proper temperature. (Ang pagkain ay inihahain sa tamang temperatura.)						Namkung & Jang (2007), cited in Hanaysha (2016)
4. The food presentation is visually appealing. (Ang presentasyon ng pagkain ay kaaya-aya sa paningin.)						Hanaysha (2016)
5. The restaurant offers a variety of food choices. (Nag-aalok ang restoran ng iba't ibang pagpipiliang pagkain.)						Hanaysha (2016)

B. SERVICE QUALITY

Statement	5 (E)	4 (VG)	3 (G)	2 (F)	1 (P)	Source
1. Employees provide prompt service. (Ang mga empleyado ay nagbibigay ng maagap na serbisyo.)						Stevens et al. (1995)
2. Employees are courteous and respectful. (Ang mga empleyado ay magalang at may						Stevens et al. (1995)

paggalang sa mga customer.)						
3. Employees are knowledgeable in answering customers' questions. (Ang mga empleyado ay may sapat na kaalaman sa pagsagot sa mga tanong ng mga customer.)						Stevens et al. (1995)
4. Employees provide dependable service. (Ang mga empleyado ay nagbibigay ng maaasahan at mapagkakatiwalaang serbisyo.)						Stevens et al. (1995)
5. Employees show willingness to help customers. (Ang mga empleyado ay handang tumulong sa mga customer.)						Stevens et al. (1995)

C. RESTAURANT AMBIANCE

Statement	5 (E)	4 (VG)	3 (G)	2 (F)	1 (P)	Source
1. The restaurant has an attractive interior design. (Ang restoran ay may kaakit-akit na disenyo ng loob.)						Ryu & Jang (2008)
2. The lighting creates a pleasant dining atmosphere. (Ang ilaw sa restoran ay lumilikha ng kaaya-ayang kapaligiran para sa pagkain.)						Ryu & Jang (2008)
3. The restaurant has a comfortable dining environment. (Ang restoran ay may komportable						Ryu & Jang (2008)

at maayos na kapaligiran para sa pagkain.)						
4. The seating arrangement allows customers to dine comfortably. (Ang ayos ng mga upuan ay nagbibigay ng komportableng karanasan sa pagkain ng mga customer.)						Ryu & Jang (2008)
5. The overall ambience enhances the dining experience. (Ang kabuuang ambience ng restoran ay nagpapaganda ng karanasan sa pagkain.)						Ryu & Jang (2008)

D. CLEANLINESS

Statement	5 (E)	4 (VG)	3 (G)	2 (F)	1 (P)	Source
1. The dining area is clean and organized. (Ang lugar ng kainan ay malinis at maayos.)						Stevens et al. (1995)
2. The tables, chairs, and utensils are clean. (Malinis ang mga mesa, upuan, at kubyertos.)						Stevens et al. (1995)
3. The food is prepared hygienically. (Ang pagkain ay inihahanda nang malinis at sumusunod sa wastong kalinisan.)						Hanaysha (2016)

4. The restaurant maintains proper sanitation. (Pinananatili ng restoran ang wastong kalinisan at sanitasyon.)						Bitner (1992), cited in Ryu & Jang (2008)
5. The comfort room is clean and well-maintained. (Malinis at maayos ang palikuran.)						Ryu & Jang (2008)

E. PRICE FAIRNESS

Statement	5 (E)	4 (VG)	3 (G)	2 (F)	1 (P)	Source
1. The prices are reasonable. (Ang mga presyo ay makatwiran.)						Hanaysha (2016)
2. The prices are fair considering the quality of food. (Makatarungan ang mga presyo batay sa kalidad ng pagkain.)						Zhong & Moon (2020)
3. The restaurant offers good value for money. (Sulit ang halagang binabayaran sa pagkain at serbisyong natatanggap.)						Hanaysha (2016)
4. The prices are acceptable compared with similar restaurants. (Katanggap-tanggap ang mga presyo kung ihahambing sa mga katulad na restoran.)						Hanaysha (2016)
5. Overall, the prices are fair. (Sa kabuuan, makatarungan ang mga presyo.)						Zhong & Moon (2020)

Part III. CUSTOMER SATISFACTION

Direction: Please indicate your level of satisfaction by placing a check (✓) in the appropriate box.

Scale	Interpretation
5	Very Satisfied (VS)
4	Satisfied (S)
3	Neutral (N)
2	Dissatisfied (D)
1	Very Dissatisfied (VD)

Statement	5 (VS)	4 (S)	3 (N)	2 (D)	1 (VD)
1. The overall dining experience at Judy Ann's Crispy Pata is satisfactory. (Sa kabuuan, kasiya-siya ang karanasan sa pagkain.)					
2. Judy Ann's Crispy Pata meets customers' expectations in providing dining services. (Natutugunan ng restoran ang inaasahan ng mga customer sa pagbibigay ng serbisyo sa pagkain.)					
3. Judy Ann's Crispy Pata provides a satisfying dining experience. (Nagbibigay ang restoran ng kasiya-siyang karanasan sa pagkain.)					
4. The services provided by Judy Ann's Crispy Pata satisfy customers' dining needs. (Natutugunan ng mga serbisyong ibinibigay ang pangangailangan					

ng mga customer sa pagkain.)					
5. Overall, customers are satisfied with the services provided by Judy Ann's Crispy Pata. (Sa kabuuan, nasisiyahan ang mga customer sa mga serbisyong ibinibigay.)					
6. Judy Ann's Crispy Pata provides an enjoyable dining experience. (Nagbibigay ang Judy Ann's Crispy Pata ng kasiya-siya at kaaya-ayang karanasan sa pagkain.)					
7. Judy Ann's Crispy Pata provides services that meet customers' expectations. (Nagbibigay ang Judy Ann's Crispy Pata ng mga serbisyong nakatutugon sa inaasahan ng mga customer.)					
8. The overall dining experience at Judy Ann's Crispy Pata meets customers' needs. (Natutugunan ng pangkalahatang karanasan sa pagkain sa Judy Ann's Crispy Pata ang pangangailangan ng mga customer.)					
9. Customers are satisfied with their overall dining experience at Judy Ann's Crispy Pata (Nasisiyahan ang mga customer sa kanilang pangkalahatang karanasan sa pagkain sa Judy Ann's Crispy Pata.)					

10. Customers are likely to return to Judy Ann's Crispy Pata for another dining experience. (Malamang na muling kakain ang mga customer sa Judy Ann's Crispy Pata.)					
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Appendix C. Result of Reliability Test

FOOD QUALITY

	A	B	C	D	E	F	G	H	I
1	SUBJECT	Q1	Q2	Q3	Q4	Q5	TOTAL		
2	1	5	5	5	5	1	21		
3	2	5	3	3	3	5	19	#items/questions/components	5
4	3	5	5	5	4	5	24	sumof the items variances	3.05222
5	4	5	5	5	5	5	25	Variance of Total Scores	7.75667
6	5	5	5	5	5	5	25	Cronbach's α	0.75813
7	6	3	3	4	3	3	16		
8	7	5	5	5	5	5	25		
9	8	3	3	3	3	3	15		
10	9	5	5	5	5	5	25		
11	10	4	4	5	4	5	22		
12	11	5	5	5	5	4	24	DR. JOSE Y. TRENCIO, CPA, LPT, MBA, CTCS, DBA Adviser	
13	12	5	5	5	5	4	24		
14	13	4	4	4	4	4	20		
15	14	4	4	5	5	5	23		
16	15	1	5	5	5	5	21		
17	16	4	4	4	4	4	20		
18	17	4	4	4	4	4	20		
19	18	4	4	4	4	3	19		
20	19	5	5	5	5	5	25		
21	20	5	5	5	5	5	25		
22	21	5	5	5	5	5	25		
23	22	4	4	4	4	4	20		
24	23	4	5	4	4	4	21		
25	24	3	4	4	4	5	20		
26	25	4	4	4	4	4	20		
27	26	5	5	4	5	5	24		
28	27	5	5	5	5	5	25		
29	28	5	5	5	5	5	25		
30	29	3	3	5	5	5	21		
31	30	5	5	5	5	4	24		
32	variances	0.87667	0.51222	0.38222	0.44889	0.83222			

SERVICE QUALITY

	A	B	C	D	E	F	G	H	I
1	SUBJECT	Q1	Q2	Q3	Q4	Q5	TOTAL		
2	1	5	5	5	5	5	25		
3	2	4	4	4	5	4	21	#items/questions/components	5
4	3	5	4	4	4	4	21	sumof the items variances	2.08889
5	4	5	5	5	5	5	25	Variance of Total Scores	8.12889
6	5	5	5	5	5	5	25	Cronbach's α	0.92879
7	6	3	4	4	4	4	19		
8	7	5	5	5	5	5	25		
9	8	3	3	3	3	3	15		
10	9	5	5	5	5	5	25		
11	10	4	5	5	5	4	23	DR. JOSE Y. TRENCIO, CPA, LPT, MBA, CTCS, DBA Adviser	
12	11	5	5	5	5	5	25		
13	12	4	5	5	4	4	22		
14	13	4	4	4	4	4	20		
15	14	5	5	5	5	5	25		
16	15	5	5	5	5	5	25		
17	16	4	4	4	4	4	20		
18	17	4	4	4	4	4	20		
19	18	3	4	4	3	4	18		
20	19	5	5	5	5	5	25		
21	20	5	5	5	5	5	25		
22	21	4	4	4	4	4	20		
23	22	4	4	4	4	4	20		
24	23	4	5	5	4	5	23		
25	24	3	5	5	5	5	23		
26	25	4	4	4	4	4	20		
27	26	4	5	4	4	4	21		
28	27	5	5	5	5	5	25		
29	28	5	5	5	5	5	25		
30	29	5	3	3	3	3	17		
31	30	5	5	5	5	5	25		
32	variances	0.49889	0.38222	0.38333	0.44556	0.37889			

RESTAURANT AMBIANCE

	A	B	C	D	E	F	G	H	I
1	SUBJECT	Q1	Q2	Q3	Q4	Q5	TOTAL		
2	1	5	5	5	5	5	25		
3	2	5	5	4	4	4	22	#items/questions/components	5
4	3	5	5	5	5	5	25	sumof the items variances	2.15444
5	4	5	5	5	5	5	25	Variance of Total Scores	9.00556
6	5	5	5	5	5	5	25	Cronbach's α	0.95096
7	6	3	3	3	3	3	15		
8	7	5	5	5	5	5	25		
9	8	3	3	3	3	3	15		
10	9	5	5	5	5	5	25		
11	10	5	5	5	5	5	25	DR. JOSE Y. TRENCIO, CPA, LPT,	
12	11	5	5	5	5	5	25	MBA, CTCs, DBA	
13	12	4	4	5	4	4	21	Adviser	
14	13	4	4	4	4	4	20		
15	14	5	5	5	5	5	25		
16	15	5	4	4	5	5	23		
17	16	4	4	4	4	4	20		
18	17	4	4	5	4	4	21		
19	18	3	4	4	4	4	19		
20	19	4	5	5	5	5	24		
21	20	5	4	4	5	5	23		
22	21	5	5	4	4	4	22		
23	22	3	3	3	4	4	17		
24	23	4	5	5	5	5	24		
25	24	4	4	4	4	4	20		
26	25	4	4	4	4	4	20		
27	26	4	4	4	4	4	20		
28	27	4	4	4	4	4	20		
29	28	5	5	5	5	5	25		
30	29	5	5	5	5	5	25		
31	30	4	5	5	5	5	24		
32	variances	0.49889	0.44556	0.44556	0.38222	0.38222			

CLEANLINESS

	A	B	C	D	E	F	G	H	I
1	SUBJECT	Q1	Q2	Q3	Q4	Q5	TOTAL		
2	1	5	5	5	5	5	25		
3	2	5	5	5	5	3	23	#items/questions/components	5
4	3	5	5	5	4	4	23	sumof the items variances	1.93222
5	4	5	5	5	5	5	25	Variance of Total Scores	7.20556
6	5	5	5	5	5	5	25	Cronbach's α	0.9148
7	6	3	4	4	4	4	19		
8	7	5	5	5	5	5	25		
9	8	3	3	3	3	3	15		
10	9	5	5	5	5	5	25		
11	10	5	4	5	5	4	23	DR. JOSE Y. TRENCIO, CPA, LPT,	
12	11	4	4	5	5	5	23	MBA, CTCs, DBA	
13	12	5	4	5	4	4	22	Adviser	
14	13	4	4	4	4	4	20		
15	14	5	5	5	5	5	25		
16	15	5	5	5	5	5	25		
17	16	4	4	4	4	4	20		
18	17	5	4	4	4	3	20		
19	18	4	4	4	4	3	19		
20	19	5	5	5	5	5	25		
21	20	5	4	4	5	5	23		
22	21	4	4	4	4	4	20		
23	22	4	4	4	4	3	19		
24	23	4	4	4	5	5	22		
25	24	3	4	4	4	4	19		
26	25	5	5	5	5	5	25		
27	26	4	4	4	4	4	20		
28	27	4	4	4	4	4	20		
29	28	4	4	4	4	4	20		
30	29	5	5	5	5	5	25		
31	30	5	5	5	5	5	25		
32	variances	0.44889	0.30667	0.31667	0.31667	0.54333			

PRICE FA

	A	B	C	D	E	F	G	H	I
1	SUBJECT	Q1	Q2	Q3	Q4	Q5	TOTAL		
2	1	5	5	5	5	5	25		
3	2	4	4	4	3	4	19	#items/questions/components	5
4	3	5	5	5	5	5	25	sumof the items variances	3.25667
5	4	5	5	5	5	5	25	Variance of Total Scores	14.6322
6	5	5	5	5	5	5	25	Cronbach's α	0.97179
7	6	3	3	3	3	3	15		
8	7	5	5	5	5	5	25		
9	8	3	3	3	3	3	15		
10	9	5	5	4	5	5	24		

CUSTOMER SATISFACTION

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	SUBJECT	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	TOTAL		
2	1	5	5	5	5	5	5	5	5	5	5	50		
3	2	4	5	5	4	4	4	5	5	5	5	46	#items/questions/components	10
4	3	5	5	5	5	5	5	5	5	5	5	50	sumof the items variances	3.65778
5	4	5	5	5	5	5	5	5	5	5	5	50	Variance of Total Scores	30.7822
6	5	5	5	5	5	5	5	5	5	5	5	50	Cronbach's α	0.97908
7	6	4	4	4	4	4	4	4	4	4	4	40		
8	7	5	5	5	5	5	5	5	5	5	5	50		
9	8	3	3	3	3	3	3	3	3	3	3	30		
10	9	5	5	5	5	5	5	5	5	5	5	50		
11	10	4	5	5	5	5	5	5	5	5	5	49		
12	11	5	5	5	5	5	5	5	5	5	5	50	DR. JOSE Y. TRENCIO, CPA, LPT,	
13	12	4	4	4	4	4	4	4	4	4	4	41	MBA, CTCs, DBA	
14	13	4	4	4	4	4	4	4	4	4	4	40	Adviser	
15	14	4	5	5	5	5	5	5	5	5	5	49		
16	15	5	5	5	5	4	5	5	5	4	5	47		
17	16	5	4	4	4	4	4	4	4	4	4	41		
18	17	4	4	4	4	4	4	4	4	4	4	40		
19	18	4	3	3	4	3	3	3	3	3	3	32		
20	19	5	5	5	5	5	5	5	5	5	5	50		
21	20	5	4	4	5	4	5	5	5	4	5	46		
22	21	4	4	4	4	4	4	4	4	4	5	41		
23	22	4	4	4	4	4	4	4	4	4	4	40		
24	23	5	5	5	5	5	5	4	5	4	5	48		
25	24	5	4	4	4	4	5	5	5	5	4	45		
26	25	5	5	5	5	5	5	5	5	5	5	50		
27	26	5	5	5	5	5	5	5	5	5	5	50		
28	27	4	4	4	4	4	4	4	4	4	4	40		
29	28	5	5	5	5	5	5	5	5	5	5	50		
30	29	4	5	5	5	5	5	5	5	5	5	49		
31	30	5	5	5	5	5	5	5	5	5	5	50		
32	variances	0.31556	0.38222	0.38222	0.31222	0.38222	0.37889	0.38222	0.37333	0.38333	0.36556			