

Customer Experience on Quality Services of Selected Casual Dining Restaurants in Laguna

Asia Pacific Journal
of Management and
Sustainable Development
Vol. 9 No. 2, 70-79
October 2021, Part II
ISSN 2782-8557 (Print)

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Date Received: September 9, 2021; Date Revised: October 8, 2021

Abstract – *The occurrence of COVID-19 pandemic has triggered a dramatic transition of customers' roles as much as casual dining restaurant experiences through a variety of service production and delivery processes. This paper distinguished the customer experience on quality services of selected casual dining restaurants. Correspondingly, verify the psychographic profile, observation on service quality dimensions in management perspective and customer experience in restaurants during the pandemic. Conclusively, this aimed to determine the significant relationship between psychographic profile with service quality dimensions and customer experience. The researchers utilized a descriptive research design with a sample of 134 customers from 5 casual dining restaurants in selected cities of Laguna, Philippines. Furthermore, findings indicate that service, qualities of purchase, reasonable cost, convenient location, hygiene and cleanliness and restaurant ambiance positively affect the customer experience. Significant relationships were also found within service quality dimensions and customer experience. Improving the safety standard of the restaurants have a direct impact on exceeding the customers' expectations during the pandemic. Guided by the SERVQUAL model, it reconciles with the researchers' interest on accomplishing a study that would serve as a guide for casual dining restaurants in Laguna towards an efficient service quality amidst the new normal.*

Keywords: *Casual dining restaurant, customer experience, pandemic*

INTRODUCTION

People may have come a long way since the COVID-19 outbreak, but up to date, the strenuous battle against the pandemic continues. Those who are at the frontlines, healthcare professionals primarily, are still halfway on finding a cure for the COVID-19 patients. The general impact of Coronavirus had brought an economic crisis that has affected various industries worldwide. Such includes directly tormented industries of hospitality and tourism. Whilst stock market suffers, it has not been sufficed of the capability of policymakers to create a suitable macroeconomic strategy response [1]. In time of the emergence of pandemic in the Philippines, the sales declined because there are no operations in any establishment. Some restaurants began to operate while still recovering from the loss of profit and debts incurred by the lockdown. Dine-ins with health and safety restrictions including mandatory physical distancing and check-in forms for contact tracing purposes have become a new normal to the consumers. Dining in restaurants has been affected

when they stopped operating. Believing it could contribute to the flattening of the curve, authorities released an order to restrict places on travel and stay-at-home [2]. Since the pandemic broke, the quality of service in Laguna Restaurant has been different from the way it used to be. Back then, there are no safety measures to follow. The measure of the responses and the needs are delivered and collaborated to excel the consumer's expectations. It is an overall essence to retain the business [3]. Customer perspective are the most important matter in constructing relationship and services in a business and to retain the quality of services through protocols of the health and safety guidelines regarding the pandemic [4]. Therefore, safety protocols are mandated on food establishments by the management for the customers to feel they are protected from the virus. Restaurant personnel are too frequently disinfecting the tables and chairs, the utensils, and plates to make sure they are all properly cleaned before using.

As any local government should, the City Administrator implemented health and safety protocols by the terms of registration of information on restaurant logbooks for immediate contact tracing, wearing of face mask, and proper observation of physical distancing. The performance of the worker shows a significant participation in satisfying the consumer within the restaurant. Each individual and efficient attributes of the quality-of-service behavior were able to attain the managerial growth [5]. The empathy and assurance are found to have a significant role with the growth of business [6]. In the industries of restaurant must provide a high-quality standard experience to entice and to get the attention of the practitioners and consumer. Hence, they are essential to the business strategies [7]. In addition, management and employees must retain their quality of services for the customers. They must adapt new normal on restaurants. The primary purpose behind this research is to illuminate information and to gather proof for speculations of the Customer Experience on Quality Services of Selected Casual Dining Restaurants in Laguna and to contribute the information in the field of study. In the same way it is for the individual researchers that like to learn and to understand the studies, even the individuals are from the research institution, conducting research is not just simple but it is a goal to accomplish.

The understanding of the SERVQUAL model drive the principles presented in this study. Besides its relevance, the researchers are interested in accomplishing this study for it would serve as a guide for casual dining restaurants in Laguna to observe the quality services that they can offer to the customers amidst the new normal. Now, especially more than anything, the understanding of gradual shift toward a new setup is of great necessity. Let alone that it is imperative not only to the hospitality and management industry but to the customers, above all. The lack of evaluation of the present situation, with emphasis to the fact that every industry is still stranger to a post-pandemic setup, is likely to pose threat and difficulties to customer service quality—a gap that is critical to address.

OBJECTIVES OF THE STUDY

The aim of this study was to assess the Customer Experience on Quality Services of Selected Casual Dining Restaurants in Laguna. First was to Assess the psychographic profile of the respondent in terms of Attitude, Lifestyle, Personality, and Values. Second, to determine the expectation and observation on service quality dimensions in management perspective in terms

of Tangibility, Responsiveness, Assurance, Reliability, and Empathy. Third, to analyze the customer experience on the restaurants during the pandemic in terms of Service, Qualities of Purchase, Reasonable Cost, Convenient Location, Hygiene and Cleanliness, and Restaurant Ambiance. Fourth, to test the relationship of psychographic profile with service quality dimensions and customer experience. And lastly, to test the relationship between service quality dimensions and customer experience.

MATERIALS AND METHODS

The researchers used descriptive research design to determine effects of pandemic on restaurants, and subsequently, its implementation of safety measures. This research identified with the status quo of the service quality among restaurants in areas of Laguna by analyzing the management perception using adapted questionnaires. Restaurants have been selected depending on the quantity of staff, the area space of the restaurants for customers, had it been established for a year, and standardized service quality practices.

The respondents of the research were selected using convenience sampling. The respondents consisted of 134 customers from 5 casual dining restaurants in selected cities of Laguna, Philippines. In this research, the convenience sampling was adopted which is a sort of sampling where the most important information source will be utilized for the study without extra necessities. The rationale for choosing this approach was that the researcher was seeking knowledge about customer perspective on perceived quality services among selected casual dining restaurants in Laguna predetermined, that is, by the effects of pandemic. Researchers chose respondents from 3 cities of Laguna province.

With the use of the following statistical tools/methods, the information collected were tabled, measured, analyzed, and encoded. The statistical tools used in the study were Weighted Mean, Reliability test, Frequency/Percentage Distribution, and Spearman's Rank Correlation for the significant relationship. The researchers provided a consent form to the target respondents.

The consent states the purpose of the study and sets a guideline to protect the rights of the respondent. The researchers do not constrain anybody to answer the surveys and ensured that all personal data of the respondents are managed with strict confidentiality. Researchers also abide by the ethical standard of the research for the people showing support and believe in

research. The researchers secured the discretion of the survey questionnaires since identities are vital. Data were gathered and analyzed through the help of research statistician and statistical software. All the procedures took no bias in all the involved respondents. The procedure regarding the study writing were likewise addressed. The data remained secured and confidential to avoid any unacceptable and offensive comments.

RESULTS AND DISCUSSION

Table 1. Psychographic Profile of the Respondents

Indicators:	Mean	VI	Rank
Attitude	3.65	SA	2
Lifestyle	3.63	SA	3
Personality	3.52	SA	4
Values	3.67	SA	1
Composite mean	3.62	SA	

Legend: 3.50 – 4.00- Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Agree (SD)

From the table, other indicators such as lifestyle have a weighted mean of 3.63. It can be gleaned from the same table that personality (3.52) procured the lowest rank among the given indicators. This means that when it comes to eating at a casual dining restaurant, they do not give much value to their

personality. It can be acknowledged from Table 1 that other indicators such as values (3.67), which ranked first. In addition, attitude ranked second and has a weighted mean of 3.65 and all indicators have strongly agreed verbal interpretation. It is observed that customers safety in the service that they get from the restaurants. The management in every establishment wanted to know what the attitude and value of their consumers are. It helps a certain corporation to enhance their services and guide them to improve [8]. Customer perspective are the most important matter in constructing relationship and services in a business and to retain the quality of services through protocols of the health and safety guidelines regarding the pandemic [9]. Therefore, safety protocols are mandated on food establishments by the management for the customers to feel they are protected from the virus.

Hereafter, from Table 2, it can be gleaned that the lowest in rank when it comes to the observation on service quality dimensions in management perspective is responsiveness with the weighted mean of 3.56 and a verbal interpretation agree. This shows that every customer desire prompt service; and responsiveness is one of the management quality measurements that restaurants are willing to provide as assistance.

Table 2. Summary table of the Observation on Service Quality Dimensions in Management Perspective

Indicators:	Expectation			Observation		
	Mean	Verbal Interpretation	Rank	Mean	Verbal Interpretation	Rank
Tangibility	3.60	<i>Strongly Agree</i>	2.5	3.59	<i>Strongly Agree</i>	3.5
Responsiveness	3.52	<i>Strongly Agree</i>	5	3.56	<i>Strongly Agree</i>	5
Assurance	3.60	<i>Strongly Agree</i>	2.5	3.59	<i>Strongly Agree</i>	3.5
Reliability	3.56	<i>Strongly Agree</i>	4	3.61	<i>Strongly Agree</i>	1.5
Empathy	3.65	<i>Strongly Agree</i>	1	3.61	<i>Strongly Agree</i>	1.5
Composite Mean	3.59	<i>Strongly Agree</i>		3.59	<i>Strongly Agree</i>	

Based on the following indicators, tangibility and assurance ranked the same with 3.59 weighted mean and a verbal interpretation strongly agree. This manifests that assurance and tangibility are service qualities dimensions due to the importance of having credibility and secured customers that the company shows through its services. In the same case, reliability and empathy ranked the same with 3.61 and a verbal interpretation strongly agree. Moreover, within the restaurant, empathy makes a difference with the management and collaboration by helping to understand the other person's point of view.

The reliability is important to the management to serve a timely service, to maintain the cleanliness of the facilities, and to protect the environment [10]. The

service standard is a multifaceted idea which carries a position of assorted qualities assembled in few measurements. It is basic that service suppliers acknowledge client discernments and desires in expansion to the components that impact their fulfillment with the benefit given. The objective of the restaurant is to supply clients with their requirements and wishes and make them unforgettable. The variable lifestyle has the most important impact on the dependent variable and future demands and consumer preferences [11].

Table 3 presents the summary table of the customer experience on the restaurants. Indicator such as reasonable cost with 3.62 weighted mean ranked the lowest followed by qualities of purchase (3.65).

Table 3. Summary of the Customer Experience on the Restaurants During the Pandemic

Indicators:	Mean	VI	Rank
Service	3.68	SA	3
Qualities of Purchase	3.65	SA	5
Reasonable Cost	3.62	SA	6
Convenient Location	3.71	SA	2
Hygiene and Cleanliness	3.73	SA	1
Restaurant Ambience	3.67	SA	4
Composite mean	3.68	SA	

Legend: 3.50 – 4.00- Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Agree (SD)

Moreover, other variables influence the prestige of customers' willingness to pay a price for a premium experience or to a reasonable cost. In the same table, restaurant ambience ranked fourth with 3.67 weighted mean and service which ranked third with 3.68 weighted mean and a strongly agree verbal interpretation. This means, restaurant ambience and service helped restaurants to boost customer experience. The service employees shape the interaction between the employee and customer. It also brands relationship of full-service restaurants. Consumer sentiment indicates ratings and loyalty of the frequent or regular consumers that considers the cost and its reasonable price [12]. The restaurant's atmosphere affects the happiness of customers [13]. Additionally, the customers' restaurant attribute had influenced the image of the brand of the restaurant [14]. Moreover, convenient location with the weighted mean of 3.71 and a verbal interpretation strongly agree. Besides, hygiene and cleanliness, which ranked first with the weighted mean of 3.73 and a verbal interpretation strongly agree. In addition, this indicator is the most important indicator as restaurant serves food and hygiene and cleanliness is a must inside the area. In addition, it is important to have a secure place to the environment of the restaurant because customers want to enjoy their meal without worrying to their surroundings. It analyzes the importance for customers of quality of services, quality of food, the environment, and the purchase price [15].

Table 4 presents the relationship of psychographic profile with service quality dimensions and customer experiences in terms of attitude. It was observed that there was significant relationship when grouped according to tangibility ($p=.015$), responsiveness ($p<.01$), assurance ($p<.01$), reliability ($p<.01$), and empathy ($p<.01$) since the results of the p -values were less than 0.05 alpha level.

Table 4. Relationship of Psychographic Profile with Service Quality Dimensions and Customer Experience

Attitude vs	Rho-value	p-value	Interpretation
Tangibility	.210	.015	Significant
Responsiveness	.300	.000	Significant
Assurance	.362	.000	Significant
Reliability	.356	.000	Significant
Empathy	.343	.000	Significant

If the p -value is $<.05$, Significant. If the p -value is $>.05$, Not Significant.

This means that the response differs significantly, and it is based on the test conducted. It was found out that tangibility, responsiveness, assurance, reliability, and empathy are all highly affecting the relationship of psychographic profile with service quality dimensions and customer experience in terms of attitude. the company's goal is to have loyal customers. The target of the restaurant management is to know what the customers want and to gather information of the customers regarding their needs and interest, the firm might promote its products or services with various promotional methods. It may also inform customers of the characteristics and benefits those restaurants provide to purchase [16].

Table 5. Relationship of Psychographic Profile with Service Quality Dimensions and Customer Experience

Lifestyle vs	Rho-value	p-value	Interpretation
Tangibility	.217	.012	Significant
Responsiveness	.011	.895	Not Significant
Assurance	.210	.015	Significant
Reliability	.164	.058	Not Significant
Empathy	.114	.189	Not Significant

If the p -value is $<.05$, Significant. If the p -value is $>.05$, Not Significant.

Table 5 presents the means that the relationship of psychographic profile with service quality dimensions and customer experience was really affecting the service quality dimension and customer experiences in terms of tangibility and assurance. The behavior of the employee plays a huge impact in satisfying the consumer of the restaurant. Both personal and functional aspects of the quality-of-service behavior were able to attain the managerial growth. The empathy and assurance are found to have a significant role with the growth of business. The restaurant industry must create a good quality service experience to attract the attention of the practitioners and customer. Hence, they are essential to the business strategies [17]. Furthermore, management and employees must retain their quality of services for the customers. They must adapt the new normal on restaurants. vital challenge for each management and technical competencies to other companies. It was found out that customer

satisfaction and the status of restaurants have a significant relation to the return of the customers. Customers build trust to restaurant management and besides satisfaction-revisit, restaurant develop their status [18].

Table 6. Relationship of Psychographic Profile with Service Quality Dimensions and Customer Experience

Personality vs	Rho-value	p-value	Interpretation
Tangibility	.146	.093	Not Significant
Responsiveness	.358	.000	Significant
Assurance	.270	.002	Significant
Reliability	.242	.005	Significant
Empathy	.340	.000	Significant

If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 6 presents the relationship of psychographic profile with service quality dimensions and customer experience in terms of personality. It was observed that there was a significant relationship when grouped according to responsiveness ($p < .01$), assurance ($p = .002$), reliability ($p = .005$), and empathy ($p < .01$) since the results of the p-values were less than the 0.05 alpha level. This means that the responses differ significantly, and it is based on the test conducted. However, tangibility in terms of personality has no difference as it resulted to be greater than the 0.05 alpha level. And it was found out that responsiveness, assurance, reliability, and empathy are all highly affecting the customer experiences in terms of the personality of the customers. The customers' bigger necessities on service standard are food production that satisfies their wants. There is a need for an arrangement to extend the aggressive capacity and to get a better quantity of faithful clients in order to create the desires of clients concurred together with advertised service standard [19]. By reasoned procedures, it got to be apparent that there's a critical connection among the general service standard and client fulfillment; and between client fulfillment and dependability [20].

Table 7. Relationship of Psychographic Profile with Service Quality Dimensions and Customer Experience

Values vs	Rho-value	p-value	Interpretation
Tangibility	.243	.005	Significant
Responsiveness	.130	.135	Not Significant
Assurance	.236	.006	Significant
Reliability	.310	.000	Significant
Empathy	.187	.031	Significant

If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 7 presents the relationship of psychographic profile with service quality dimensions

and customer experience in terms of values. It was observed that there was a significant difference when grouped according to tangibility ($p = .005$), assurance ($p = .006$), reliability ($p < .01$), and empathy ($p = .031$) since the results of the p-values were less than 0.05 alpha level. This means that the response differs significantly, and it is based on the test conducted. However, the second indicator, which is responsiveness resulted greater than the p-value of 0.05 alpha level in terms of its difference in values. It was found out that in accordance with values of the tangibility, assurance, reliability, and empathy all are highly affecting the relationship of psychographic profile within the customer experience and quality of service. Service quality is essential in each management, especially in-service field. Specifically, service industry has an important role to perform on service quality in order to develop and advance the service [21]. Service quality is essential in each management, especially in-service field. Specifically, service industry has an important role to perform on service quality in order to develop and advance the service [22].

Table 8. Relationship of Psychographic Profile with Service Quality Dimensions and Customer Experience

Attitude vs	Rho-value	p-value	Interpretation
Service	.331	.000	Significant
Qualities of Purchase	.248	.004	Significant
Reasonable Cost	.215	.013	Significant
Convenient Location	.317	.000	Significant
Hygiene & Cleanliness	.175	.043	Significant
Restaurant Ambiance	.282	.001	Significant

If the p-value is <.05, Significant. If the p-value is >.05, Not Significant

Table 8 presents the relationship of psychographic profile with service quality dimensions and customer experiences in terms of attitude. It was observed that there was a significant difference when grouped according to service ($r = .331$, $p < .01$), quality of purchase ($p = .004$), reasonable cost ($p = .013$), convenient location ($p < .01$), hygiene cleanliness ($p = .043$), and restaurant ambiance ($p = .001$) since the results of the p-values were less than 0.05 alpha level. This means that the responses differ significantly, and they are based on the test conducted. It was found out that service, quality of purchase, reasonable cost, convenient location, hygiene and cleanliness and restaurant ambiance are all highly affecting the relationship of psychographic profile with service quality dimensions and customer experience in terms of attitude. The retention of a consumer is a result of quality of service, brand attitude of the restaurant

industries [23]. Hence, they are essential to the business strategies [24]. In addition, management and employees must retain their quality of services for the customers. They must adapt the new normal in restaurants. The customers are the top priority of the restaurants and they must value their attitude towards the environment of the restaurant [25]. In addition, management and employees must retain their quality of services for the customers. They must adapt the new normal in restaurants.

Table 9. Relationship of Psychographic Profile with Service Quality Dimensions and Customer Experience

Lifestyle vs	Rho-value	p-value	Interpretation
Service	.149	.086	Not Significant
Qualities of Purchase	.331	.000	Significant
Reasonable Cost	.196	.023	Significant
Convenient Location	.278	.001	Significant
Hygiene & Cleanliness	.309	.000	Significant
Restaurant Ambiance	.274	.001	Significant

If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 9 presents the relationship of psychographic profile with service quality dimensions and customer experience in terms of lifestyle. It was observed that there was a significant relationship in terms of quality of purchase ($p < .01$), reasonable cost ($p = .023$), convenient location ($p = .001$), hygiene and cleanliness ($p < .01$), and restaurant ambiance since the results of the p-values were less than the 0.05 alpha level. This means that the responses related significantly on various levels, and they are based on the test conducted. However, service in terms of lifestyle has no relationship as it resulted to be greater than the 0.05 alpha level. And it was found out that quality of purchase, reasonable cost, convenient location, hygiene and cleanliness, and restaurant ambiance are all highly affecting the customer experiences in terms of the lifestyle of the customers. Customers build trust in restaurant management and besides satisfaction-revisit, restaurant develop their status [26].

Table 10. Relationship of psychographic profile with service quality dimensions and customer experience

Personality vs	Rho-value	p-value	Interpretation
Service	.197	.022	Significant
Qualities of Purchase	.011	.896	Not Significant
Reasonable Cost	.231	.007	Significant
Convenient Location	.144	.096	Not Significant
Hygiene & Cleanliness	.130	.135	Not Significant
Restaurant Ambiance	.244	.004	Significant

If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 10 presents the relationship of psychographic profile with service quality dimensions

and customer experience in terms of personality. It was observed that there are three relationships when grouped according to service ($p = .022$), reasonable cost ($p = .007$) and restaurant ambiance ($p = .004$) since the result of the p-values were less than 0.05 alpha level. However, there are three indicators, which are the quality of purchase ($p = .896$), convenient location ($p = .096$), and hygiene and cleanliness ($p = .135$) that results in not significant since their p-values were greater than 0.05 alpha level. It was found out that service, reasonable cost, and restaurant ambiance are highly affecting the relationship of the psychographic profile with service quality dimension and customer experience. The service employees shape the interaction between the employee and customer. It also brands relationship of full-service restaurants. Consumer sentiment indicates ratings and loyalty of the frequent or regular consumers that considers the cost and its reasonable price [27].

Table 11. Relationship of psychographic profile with service quality dimensions and customer experience

Values vs	Rho-value	p-value	Interpretation
Service	.261	.002	Significant
Qualities of Purchase	.245	.004	Significant
Reasonable Cost	.213	.013	Significant
Convenient Location	.255	.003	Significant
Hygiene & Cleanliness	.227	.008	Significant
Restaurant Ambiance	.167	.053	Not Significant

If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 11 presents the relationship of psychographic profile with service quality dimensions and customer experience in terms of value. It was observed that there was a significant relationship when grouped according to service ($p = .002$), quality of purchase ($p = .004$), reasonable cost ($p = .013$), convenient location ($p = .003$), and hygiene and cleanliness ($p = .008$) since the result of the p-values were less than 0.05 alpha level. However, restaurant ambiance ($p = .053$) results not significant since their p-values were greater than 0.05 alpha level. It was found out that service, quality of purchase reasonable cost, convenient location, and hygiene and cleanliness are highly affecting the relationship of the psychographic profile with service quality dimension and customer experience. Furthermore, identity characteristics have coordinated impacts in customer satisfaction [28]. Likewise, people are all different. They think differently, they act and respond differently. Customers are all unique since they have a pattern of relatively permanent traits that give individuality to a consumer's behavior.

Table 12. Relationship between service quality dimensions and customer experience

Tangibility vs	Rho-value	p-value	Interpretation
Service	.435	.000	Significant
Qualities of Purchase	.356	.002	Significant
Reasonable Cost	.437	.000	Significant
Convenient Location	.261	.002	Significant
Hygiene & Cleanliness	.418	.000	Significant
Restaurant Ambiance	.384	.000	Significant

If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 12 manifests the relationship between service quality dimensions and customer experience in terms of tangibility. It was distinguished that there was a significant relationship when grouped according to service ($p < .01$), qualities of purchase ($p < .01$), reasonable cost ($p < .01$), convenient location ($p = .002$), hygiene and cleanliness ($p < .01$) and restaurant ambiance ($p < .01$). Since the results of the p-values were less than 0.05 alpha level. This means that the responses relate significantly on different levels. It was found out that service, qualities of purchase, reasonable cost, convenient location, hygiene and cleanliness and restaurant ambiance are all highly affecting the relationship between service quality dimensions and customer experience in terms of tangibility. Furthermore, tangible service is really helpful on the businesses. Interaction with the customers is one of the satisfactions of their satisfactions. Giving them what they want and need is the same as extending their hospitality. It can also result in customer's loyalty [29].

Table 13. Relationship between service quality dimensions and customer experience

Responsiveness vs	Rho-value	p-value	Interpretation
Service	.414	.000	Significant
Qualities of Purchase	.263	.002	Significant
Reasonable Cost	.354	.000	Significant
Convenient Location	.283	.001	Significant
Hygiene & Cleanliness	.231	.007	Significant
Restaurant Ambiance	.265	.002	Significant

If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 13 manifests the relationship between service quality dimensions and customer experience in terms of responsiveness. It was distinguished that there was a significant relationship when grouped in accordance with the service ($p < .01$), qualities of purchase ($p = .002$), reasonable cost ($p < .01$), convenient location ($p = .001$), hygiene and cleanliness ($p = .007$) and restaurant ambiance ($p = .002$). Since the results of the p-values were less than 0.05 alpha level. This means that the responses relate significantly in different levels. It was found out that service, qualities of purchase, reasonable

cost, convenient location, hygiene and cleanliness and restaurant ambiance are all highly affecting the relationship within service quality dimensions and customer experience. In addition, the responsiveness of the management will give a full attention to the customers. The services will be promoted, and the restaurant will respond according to their needs [30].

Table 14. Relationship between service quality dimensions and customer experience

Assurance vs	Rho-value	p-value	Interpretation
Service	.439	.000	Significant
Qualities of Purchase	.349	.000	Significant
Reasonable Cost	.397	.000	Significant
Convenient Location	.329	.000	Significant
Hygiene & Cleanliness	.309	.000	Significant
Restaurant Ambiance	.275	.001	Significant

If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 14 indicates the relationship within service quality dimensions and customer experience in terms of assurance. It was distinguished that there was a significant relationship when grouped in accordance with the service ($p < .01$), qualities of purchase ($p < .01$), reasonable cost ($p < .01$), convenient location ($p < .01$), hygiene and cleanliness ($p < .01$) and restaurant ambiance ($p = .001$). Since the results of the p-values were less than 0.05 alpha level. This means that the responses relate significantly in different levels. It was found out that service, qualities of purchase, reasonable cost, convenient location, hygiene and cleanliness and restaurant ambiance are all highly affecting the relationship between service quality dimensions and customer experience in terms of assurance. Additionally, assurance is one of the important dimensions, assurance is having the credibility and secured customers that the company shows through their services [31]. Service quality assurance also happens online using technology that provides reliable and credible resources.

Table 15. Relationship between service quality dimensions and customer experience

Reliability vs	Rho-value	p-value	Interpretation
Service	.420	.000	Significant
Qualities of Purchase	.318	.000	Significant
Reasonable Cost	.259	.000	Significant
Convenient Location	.239	.000	Significant
Hygiene & Cleanliness	.238	.000	Significant
Restaurant Ambiance	.420	.000	Significant

If the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 15 indicates the relationship within service quality dimensions and customer experience in terms

of reliability. It was distinguished that there was a significant difference when grouped in accordance with the service ($p < .01$), qualities of purchase ($p < .01$), reasonable cost ($p < .01$), convenient location ($p < .01$), hygiene and cleanliness ($p < .01$) and restaurant ambiance ($p = .001$). Since the results of the p-values were less than 0.05 alpha level. This means that the responses differ significantly, and they are based on the test conducted. It was found out that service, qualities of purchase, reasonable cost, convenient location, hygiene and cleanliness and restaurant ambiance are all highly affecting the relationship between service quality dimensions and customer experience in terms of reliability. The restaurants consider reliability to have a quality service. The management must be reliable to do their promised service for their customers and to perform it accurately [32]. In addition, reliability has been argued as the chief of dimensions as empathy followed. Reliability is important to the management to serve a timely service, to maintain the cleanliness of the facilities, and to protect the environment [33].

Table 16. Relationship between service quality dimensions and customer experience

Empathy vs	Rho-value	p-value	Interpretation
Service	.468	.000	Significant
Qualities of Purchase	.313	.000	Significant
Reasonable Cost	.453	.000	Significant
Convenient Location	.370	.000	Significant
Hygiene & Cleanliness	.230	.007	Significant
Restaurant Ambiance	.304	.000	Significant

If the p-value is <.05, Significant. If the p-value is >.05, Not Significant

Table 16 indicates the relationship within service quality dimensions and customer experience in terms of empathy. It was distinguished that there was a significant difference when group in accordance with the service ($p < .01$) qualities of purchase ($p < .01$), reasonable cost ($p < .01$), convenient location ($p < .01$), hygiene and cleanliness ($p = .007$) and restaurant ambiance ($p < .01$). Since the results of the p-values were less than 0.05 alpha level. This means that the response differs significantly, and it is based on the test conducted. It was found out that service, qualities of purchase, reasonable cost, convenient location, hygiene and cleanliness and restaurant ambiance are all highly affecting the relationship within service quality dimensions and customer experience in terms of empathy. Furthermore, empathy is considered as one of the service qualities dimensions. It provides attention and care toward the customer [34]. Empathy is the way of the management to take care of customers and it helps employee to give full attention to the needs of

customers. Some research stated that, employees may impress the customer by showing empathy and welcoming the customers with their names [35].

This measure that the relationship within service quality dimensions and customer experience in terms of empathy are undoubtedly affecting the service quality dimensions and customer experience in terms of service, qualities of purchase, reasonable cost, convenient location, hygiene and cleanliness and restaurant ambiance. In any case, empathy helps to form an enjoyable guest experience and persuades them to write a positive review which undeniably influence income. When we think about customer service, our thoughts go first to dealing with complaints, but much more is involved. All interaction with a visitor is 'serving the customer'. It is not continuously conceivable for the restaurant employees to solve a customer's issue, conveying empathy helps customers to feel that their concerns matter. It fortifies that they are esteemed by the restaurant.

CONCLUSIONS AND RECOMMENDATIONS

Most of the respondents strongly agree in terms of attitude, lifestyle, personality, and values. Most of the respondents conclude that they are contented with the restaurant's safety practices. They are also satisfied within the management services and that the restaurant provides their needs and wants. It also revealed that the respondents are comfortable with the way of service of the restaurant's employees. And that they value the services that the restaurant offers. And most of the respondents acknowledge that they follow the safety protocols of the restaurants to prevent the transmission of the virus. Most of the observations on service quality dimensions in the management perspective in tangibility, responsiveness, assurance, reliability and empathy are all strongly agree in restaurant's clean looking environment. Furthermore, it is observed that staff is always eager to aid clients and employees are always kind to clients. Moreover, it is also found out that when restaurants promise to serve food by a certain time, they do. The other one is restaurant will have operating hours convenient to all customers. Consequently, observation on service quality dimensions in management perspective related to the result that the customer satisfaction and the status of restaurants have a significant relation to the return of the customers. Hence, customers build trust in restaurant management and besides satisfaction-revisit and restaurants develop their status.

The Casual Dining Restaurants in Laguna may maintain the management set-up that they have most specifically the safety protocols that they are implementing to ensure the safety of every customer to be able to maintain and improve their services and relationship among the employee and customer. And that customer satisfaction and the status of restaurants have a significant relation to the return of the customers. Thereafter, customers will also look for services provided by other companies. The goal of every businessman is to give excellent service to customer. The employees may observe the service quality dimensions in management perspective through the different attributes of the restaurants. The service quality can be achieved by the restaurant management by observing the expectation of the customers to the management. Thus, future researchers might use this as a groundwork to conduct a similar investigation and might include variables that were not included in this study. The Casual Dining Restaurants in Laguna may observe the behavior of the customers experience through the different attributes of the restaurants. It can improve the standard of the restaurants in Laguna by exceeding the customers' expectations during the pandemic. Future researchers may use it as a basis in conducting similar research and may include variables that were not covered in this study.

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