



FOOD AND BEVERAGE SERVICES OF THE SELECTED LOCAL RESTAURANTS IN THE PROVINCE OF PANGASINAN, PHILIPPINES: BASIS FOR A PROPOSED SERVICE RECOVERY APPROACH

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Abstract

Food and Beverage Sector is one of the fastest growing sectors under the umbrella of the hospitality industry. This particular sector offers food and beverage as well as quality service to the customers to meet their expectations and satisfaction. Moreover, this sector includes many forms of service. The quality of products offered and the level of intricacy service rendered by the employees will depend on the price you will pay for it. Since this is one of the sectors that have a broad scope in the market under the hospitality industry there were still cases where in customers raised certain concerns or in a worst case a complaint pertinent to the Products and Service rendered by the Restaurants. Therefore, it is very important to revisit the food and beverage services of the local restaurants in order to propose Service Recovery Approach that will revitalize their operations. The researcher used Quantitative Research Design using Descriptive and Correlational Design to elicit pertinent information about the Food and Beverage Management of the Local Restaurants in the Province of Pangasinan. The respondents of this study are the Managers, Supervisors and Staff of the Local Restaurants in the Province of Pangasinan, Philippines. Moreover, the researcher used survey-questionnaire as the research instrument of this study to elicit pertinent information from the target participants of the study. Prior the distribution of the Research Instrument, the researcher conducted content validation and reliability test of the research instrument to ensure that the content of the instrument is aligned with the research variables and meet the internal consistency. The researcher conducted and analyzed the information obtained from the respondents of this study. A weighted mean, frequency distribution, rankings, percentage, and other statistical descriptive and inferential metrics will be used from the measured data. It confirmed that the Food and Beverage Services of the Local Restaurants were Practiced but there are still complaints or concerns encountered during their operations.

Keywords: Food and Beverage; Services; Local Restaurants; Service Recovery Approach

1. Introduction

The Food and Beverage sector is one of the fastest-growing segments within the hospitality industry, driven by the increasing demand for dining experiences and quality service. This sector offers a wide range of products and services designed to meet customer expectations and ensure satisfaction. The quality of the food and beverages offered, as well as the level of service provided by employees, typically correlates with the price customers are willing to pay. With such a broad scope, this sector plays a significant role in the overall success of the hospitality industry. However, despite its growth, challenges remain in consistently meeting customer expectations, leading to occasional complaints regarding the products and services rendered by restaurants.

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Given the importance of customer satisfaction in the food and beverage industry, it is crucial for local restaurants to assess and improve their food and beverage management strategies. This includes evaluating the service procedures and practices to ensure they align with customer expectations. Addressing concerns through effective service recovery methods can help restore customer trust and satisfaction, ultimately revitalizing operations. Without the right strategies, restaurants may struggle to maintain their customer base and remain competitive. Therefore, a continuous reassessment of service quality and business procedures is necessary to address the challenges and elevate the dining experience.

In the global context, there is a noticeable lack of research focused on evaluating food and beverage management in local restaurants, particularly in the Philippine setting. More specifically, there is limited research on the identification and implementation of appropriate Service Recovery Methods that can enhance the operations of local restaurants. In the Province of Pangasinan, the issue is compounded by the scarcity of published research, journals, and articles that address the implementation of business operating procedures and the service quality practices within local dining establishments. Bridging these gaps would provide valuable insights into improving the performance and sustainability of local restaurants in the region.

2. Literature Review

The food and beverage industry play a vital role within the broader hospitality sector, encompassing a wide range of services from on-premise dining at restaurants and hotels to off-premise options like takeaway and food delivery. In the Philippines, this industry is experiencing rapid growth, fueled by the country's rich culinary diversity and the increasing demand for both traditional and modern dining experiences. Local restaurants, particularly in tourism-driven regions like Pangasinan, face unique challenges in balancing food quality, service, and customer satisfaction while catering to both tourists and locals. Understanding the factors that influence restaurant performance, such as service quality and customer reviews, is crucial for navigating these challenges and driving success in this competitive market.

2.1. Food and Beverage Industry Overview

The food and beverage industry is a crucial segment within the hospitality sector, responsible for preparing, presenting, and serving food and beverages either on-premise (at restaurants, hotels) or off-premise (such as takeaway, catering, and food delivery). This vast industry has diverse establishments ranging from local food stalls to multinational corporations. Despite its importance, hotel restaurants face challenges in attracting both tourists and locals, often becoming a non-profitable extension of the hotel due to their struggle to cater to both customer groups (Diaz, 2019). The Philippine foodservice industry, enriched by its diverse cultural influences, is growing rapidly, contributing significantly to the economy while offering various employment opportunities in food preparation, customer service, and business management (Rayev, 2023).

2.2. Food Quality and Service Quality

Food quality is a critical factor for customer satisfaction in restaurants, influencing their decision to revisit and recommend the establishment. Key attributes such as food temperature, presentation, flavor, freshness, and menu variety all play a significant role in determining food quality (Luong & Hussey, 2022). Service quality also strongly impacts the dining experience. Studies have shown that aspects like the atmosphere, personalization, and efficiency of service contribute significantly to customer satisfaction, which in turn affects customer retention and

loyalty (Crick & Spencer, 2021). In the competitive foodservice market, improving service quality is essential for sustaining business operations and enhancing customer loyalty, making it a strategic factor for restaurants aiming to stand out.

2.3. Service Quality and Customer Experience

The link between service quality and customer experience is pivotal for success in the hospitality and foodservice industries. Service quality is considered a key determinant of competitive advantage, with direct implications for customer satisfaction, retention, and future business. Research suggests that when restaurants focus on improving the guest experience by addressing specific service quality dimensions, they significantly boost their chances of repeat visits and positive word-of-mouth (Ali et al., 2021). Customer reviews, especially on platforms like Yelp, OpenTable, and TripAdvisor, are now a major influence on a restaurant's success, with a notable correlation between higher ratings and increased revenue (American Express, 2023; Temkin Group, 2023). Furthermore, the post-pandemic landscape has heightened the importance of service quality in driving customer loyalty, as consumers continue to prioritize clean, safe, and well-managed dining experiences.

2.4. Local Restaurant Landscape in the Province of Pangasinan, Philippines

In the province of Pangasinan, Philippines, local restaurants play a significant role in serving both tourists and locals, particularly by offering traditional Filipino dishes and "lutong bahay" (home-cooked) food. The province, known for its natural attractions and culinary delights, has become a popular destination for both domestic and international tourists, with over 4.2 million tourist arrivals in 2023 (Austria, 2023). This surge in tourism has led to a rise in local restaurants, as entrepreneurs capitalize on the demand for authentic Filipino meals. However, while the foodservice industry in Pangasinan shows promise, restaurants still face challenges related to business operations, quality control, and customer retention. As the region's foodservice industry recovers from the pandemic, understanding the business profile, operating procedures, service quality practices, and obstacles faced by local restaurants will be essential for sustaining growth and profitability in this dynamic market.

Based from the above cited literatures, therefore this study aimed to assess the Food and Beverage Services of selected local restaurants in the province of Pangasinan. Specifically, it sought to examine the business profile of these restaurants in terms of location, forms of organization, years of operation, number of staffs, operating hours, type of service, and specialties. It also aimed to evaluate the food and beverage service procedures implemented in these establishments and to determine whether there are significant differences in these procedures based on their business profiles. Additionally, the study assessed the food and beverage service practices of local restaurants in terms of product, service, ambience, pricing, facilities, and amenities, and explored the relationship between service procedures and practices. The research further aimed to identify common customer complaints related to food and beverage service procedures and, based on the findings, propose a service recovery approach to address the challenges faced by these restaurants.

3. Methodology

This study used a Quantitative Research Design, incorporating Descriptive and Correlational methods to gather data on the Food and Beverage Services Procedures and Practices of DOT Accredited and DTI Registered Local Restaurants in Pangasinan. Quantitative research focused on numerical data to find patterns, make

predictions, and test relationships (Bhandari, 2023). Descriptive research aimed to describe the characteristics of a population or phenomenon (McCombes, 2023), while Correlational Design examined the relationships between variables without manipulation (Bhandari, 2023).

There were four (4) DOT Accredited and 133 DTI Registered Local Restaurants in Pangasinan. The researcher used Taro Yamane's formula to calculate the sample size for the study and purposive sampling to select respondents from restaurants offering authentic Pangasinan dishes. The respondents included the managers, supervisors, and staff of the selected local restaurants, as they were directly involved in food and beverage service activities.

A survey questionnaire was used to collect data. The instrument consisted of four parts: (a) business profile, (b) food and beverage service procedures, (c) food and beverage service practices, and (d) common challenges faced by local restaurants. A five-point Likert Scale was used for responses. Content validity was ensured through feedback from 6 panel experts in the field, and reliability was assessed using Cronbach's alpha, with a pilot test conducted on 15 participants. The reliability results determined the internal consistency of the research instrument.

The researcher first sought approval from the adviser and the College Dean to conduct the study. After obtaining permission from the local restaurants, the researcher distributed the questionnaires and collected the completed forms within 1-2 days. Data were classified, tallied, analyzed, and interpreted.

Descriptive statistics such as mean, frequency distribution, and percentage were used to summarize the data. Kruskal Wallis tested the differences in food and beverage procedures based on business profile, while Kendal's Tau B examined the relationship between procedures and practices.

The study ensured voluntary participation, confidentiality, and the absence of harm to participants, adhering to ethical guidelines and ensuring the integrity of the research.

4. Findings

4.1. Food and Beverage Service Procedures implemented in the Local Restaurants

Table 4.1: Food and Beverage Service Procedures implemented in the Local Restaurants

Indicators	Mean	Descriptive Equivalent	Ranking
<i>The restaurant...</i>			
welcome the customer/s with a polite and friendly manner.	4.55	HI	1
welcome the customer/s with appropriate greeting	4.00	I	8
use a positive body language such as eye contact and friendly smile	3.96	I	11
pay attention to the guest's body language as this will indicate if they need help or ready to order	3.87	I	16
inquire the customer/s with a smile and salutation if they are ready to order	4.01	I	6.5
take the food order accurately	4.09	I	5
take the beverage order accurately	4.01	I	6.5
repeat the order and clarify all special requests	4.11	I	4
recommend and upsell specialty foods and beverages appropriately	3.94	I	12
maintain food hygiene standards for the health of every guest	4.15	I	2
inform the customer/s for any delay	3.88	I	15
apologize for the inconvenience	3.89	I	14
ensure that the customer/s do not feel that they are being neglected	3.97	I	9.5
ensure that if customer/s complaints arise there is an appropriate action to be made	3.92	I	13
consider guest/s complaint as a constructive criticism for them to serve better	3.97	I	9.5
thanking the customer/s politely for coming and giving them a warm farewell	4.14	I	3
Average Weighted Mean	4.03	I	

Table 4.1 shows the Food and Beverage Service Procedures implemented in local restaurants, with an average weighted mean of 4.03, classified as "Implemented" (I). The procedure with the highest ranking was welcoming customers with a polite and friendly manner (mean = 4.55, "Highly Implemented" or HI), followed by maintaining food hygiene standards (mean = 4.15, "Implemented" or I), and thanking customers politely for coming and giving them a warm farewell (mean = 4.14, "Implemented" or I). The lowest-ranked procedure was paying attention to the guest's body language to determine if they need help or are ready to order (mean = 3.87, "Implemented" or I). Overall, the procedures were generally implemented, with some areas like greeting and handling customer complaints showing slightly lower mean scores but still within the "Implemented" range.

4.2. *The Food and Beverage Service Practices of the Local Restaurants in the Province of Pangasinan*

Table 4.2.1: Food and Beverage Service Practices of the Local Restaurants in terms of Product

Indicators	Mean	Descriptive Equivalent	Ranking
<i>The restaurant...</i>			
ensure that the Food and beverage taste is consistent	4.32	HP	1
serve the appropriate quantity of the food and beverage	4.26	P	2
follow the proper mechanics of food architecture in preparing the food products to create attractiveness	4.12	P	3
infuse herbs and spice to improve the aromatic flavor of the food product	4.11	P	4
Average Weighted Mean	4.20	HP	

Table 4.2.1 displays the Food and Beverage Service Practices of local restaurants in terms of product, with an average weighted mean of 4.20, categorized as "Highly Practiced" (HP). The practice of ensuring that the food and beverage taste is consistent ranked highest with a mean of 4.32, also classified as "Highly Practiced" (HP). Serving the appropriate quantity of food and beverage followed closely with a mean of 4.26, categorized as "Practiced" (P). Other practices, such as following proper mechanics of food architecture and infusing herbs and spices to enhance flavor, both received a mean score of 4.12 and 4.11, respectively, and were classified as "Practiced" (P). Overall, the food and beverage practices were highly consistent, with most procedures being well-executed.

Table 4.2.2: Food and Beverage Service Practices of the Local Restaurants in terms of Service

Indicators	Mean	Descriptive Equivalent	Ranking
<i>The restaurant...</i>			
ensure that all the staff have in-depth Knowledge at restaurant services	4.10	P	2
ensure that all the staff have skills required to perform services	4.19	P	1
train the staff speak with the customers with appropriate forms	4.05	P	3
orient the staff to respect and make sure that all customers are feel safe	4.03	P	4
Average Weighted Mean	4.09	P	

Table 4.2.2 shows the Food and Beverage Service Practices of local restaurants in terms of service, with an average weighted mean of 4.09, classified as "Practiced" (P). The highest-ranking practice, with a mean of 4.19, is ensuring that all staff have the necessary skills to perform services, followed closely by ensuring staff have in-depth knowledge of restaurant services with a mean of 4.10. Other practices, such as training staff to communicate appropriately with customers (mean of 4.05) and orienting staff to respect and ensure customer safety (mean of 4.03), were also ranked as "Practiced" (P). Overall, these service practices were well implemented in the local restaurants.

Table 4.2.3: Food and Beverage Service Practices of the Local Restaurants in terms of Ambience

Indicators	Mean	Descriptive Equivalent	Ranking
<i>The restaurant...</i>			
provide good lighting and ventilation in the restaurants area	4.25	HP	1
keep the dining area, kitchen area, and staff area are clean and sanitized	4.14	P	3
ensure that restaurant interior and exterior are well maintained	4.03	P	4
integrate appropriate décor based on the restaurant theme	4.24	HP	2
Average Weighted Mean	4.17	P	

Table 4.2.3 presents the Food and Beverage Service Practices of local restaurants in terms of ambience, with an average weighted mean of 4.17, classified as "Practiced" (P). The highest-ranking practice, with a mean of 4.25, is providing good lighting and ventilation in the restaurant area, followed closely by integrating appropriate décor based on the restaurant theme (mean of 4.24), both of which were rated as "Highly Practiced" (HP). Other practices, such as keeping the dining, kitchen, and staff areas clean and sanitized (mean of 4.14) and ensuring that the restaurant's interior and exterior are well maintained (mean of 4.03), were classified as "Practiced" (P). Overall, these ambience practices were well implemented in the local restaurants.

Table 4.2.4: Food and Beverage Service Practices of the Local Restaurants in terms of Pricing

Indicators	Mean	Descriptive Equivalent	Ranking
<i>The restaurant...</i>			
apply the standard service charge rate	4.02	P	3
ensure that the price commensurate to the quality of food product	4.14	P	1
set reasonable price incase that the raw ingredients in the market is high	4.12	P	2
offer affordable price	3.88	P	4
Average Weighted Mean	4.04	P	

Table 4.2.4 presents the Food and Beverage Service Practices of local restaurants in terms of pricing, with an average weighted mean of 4.04, classified as "Practiced" (P). The highest-ranking practice, with a mean of 4.14, is ensuring that the price is commensurate to the quality of the food product, followed by setting reasonable prices in case raw ingredients in the market are high (mean of 4.12), both of which were rated as "Practiced" (P). The practice of applying the standard service charge rate was ranked third with a mean of 4.02, while offering an affordable price ranked fourth with a mean of 3.88. Overall, pricing practices in the local restaurants were consistently implemented.

Table 4.2.5: Food and Beverage Service Practices of the Local Restaurants in terms of Facilities

Indicators	Mean	Descriptive Equivalent	Ranking
<i>The restaurant...</i>			
inspect that the cutleries, silverwares and plates are in good condition before setting-up in the dining area	4.10	P	2
ensure that the comfort rooms are clean, sanitized and free from odor	4.32	HP	1
check that the dining tables and chairs are in good condition at all times	4.02	P	4
assure that the glass wares are free from damages and water marks	4.05	P	3
Average Weighted Mean	4.12	P	

Table 4.2.5 shows the Food and Beverage Service Practices of local restaurants in terms of facilities, with an average weighted mean of 4.12, classified as "Practiced" (P). The highest-ranking practice, with a mean of 4.32, is ensuring that the comfort rooms are clean, sanitized, and free from odor, which was rated as "Highly Practiced" (HP). The second-ranked practice is inspecting the cutleries, silverware, and plates for good condition before setting them up in the dining area, with a mean of 4.10, classified as "Practiced" (P). Checking that the dining tables and chairs are in good condition ranked third with a mean of 4.02, and assuring that glassware is free from damages and watermarks ranked fourth with a mean of 4.05. These practices reflect a strong emphasis on maintaining the cleanliness and condition of facilities within the restaurants.

Table 4.2.6: Food and Beverage Service Practices of the Local Restaurants in terms of Amenities

Indicators	Mean	Descriptive Equivalent	Ranking
<i>The restaurant...</i>			
provide free, spacious and well-secured parking area	3.48	P	2
provide strong and free internet access inside the restaurant	3.38	P	4
provide visual entertainment (e.g. television) in the restaurant	3.43	P	3
installed good Air conditioning in the restaurant	3.84	P	1
Average Weighted Mean	3.53	P	

Table 4.2.6 presents the Food and Beverage Service Practices of local restaurants in terms of amenities, with an average weighted mean of 3.53, classified as "Practiced" (P). The highest-ranked practice, with a mean of 3.84, is the installation of good air conditioning in the restaurant, indicating that it is a common practice. The second-ranked practice is providing a free, spacious, and well-secured parking area, with a mean of 3.48. Visual entertainment (such as television) in the restaurant ranked third, with a mean of 3.43, while providing strong and free internet access inside the restaurant ranked fourth with a mean of 3.38. These practices reflect the amenities that local restaurants offer to enhance the comfort and convenience of their customers.

4.3. Differences between the food and beverages service procedures of local restaurants in the province of Pangasinan when classified according to their business profile

Table 4.3: Differences between the food and beverages service procedures of local restaurants in the province of Pangasinan when classified according to their business profile using Kruskal-Wallis Test

Business Profile		Chi-Square	df	p-value	Interpretation	Decision
Food and Beverages Service Procedures	Business Location	29.009	4	<.001	Significant	Reject
	Forms of Organization	.452	1	.502	Not Significant	Failed to reject
	Years of Operations	1.471	3	.689	Not Significant	Failed to Reject
	Number of Manpower	2.616	2	.270	Not Significant	Failed to Reject
	Operating Hours	.004	1	.952	Not Significant	Failed to Reject
	Type of Service	.335	1	.563	Not Significant	Failed to Reject

The Kruskal-Wallis test results in table 4.3 revealed that business location significantly influences the food and beverage service procedures in local restaurants in Pangasinan ($p < .001$). However, no significant differences were found in the service procedures based on the forms of organization ($p = 0.502$), years of operations ($p = 0.689$), number of manpower ($p = 0.270$), operating hours ($p = 0.952$), and type of service ($p = 0.563$). These findings suggest that while the location of the restaurant plays a critical role in shaping food and beverage service procedures, other business profile factors, such as organizational structure, experience, staffing, hours, and service type, do not significantly affect the procedures employed in these establishments.

4.4. Relationship between the food and beverage service procedures and the food and beverage service practices of the local restaurants in the province of Pangasinan

Table 3: Relationship between the food and beverage service procedures and the food and beverage service practices of the local restaurants in the province of Pangasinan using Kendall's tau b

Food and Beverages Service Practices		Correlation Coefficient	Description	p-value	Interpretation	decision
Food and Beverages Service Procedures	Product	.050	very weak negative	.518	Not significant	Failed to reject
	Service	.062	very weak negative	.431	Not significant	Failed to reject
	Ambience	-.140	very weak negative	.065	Not significant	Failed to reject
	Pricing	-.166	very weak negative	.040	significant	Reject
	Facilities	-.155	very weak negative	.049	significant	Reject

Amenities	-.550	Moderate negative	<.001	significant	Reject
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The results in table 4.4 from Kendall’s tau b correlation analysis indicated a very weak negative relationship between food and beverage service procedures and practices in the local restaurants of Pangasinan for product, service, and ambience, with correlation coefficients of .050, .062, and -.140, respectively, and p-values of 0.518, 0.431, and 0.065, all of which were not significant (failed to reject). However, significant negative correlations were observed for pricing (-.166, $p = 0.040$), facilities (-.155, $p = 0.049$), and amenities (-.550, $p < .001$), indicating that as the service procedures for these aspects improve, the practices related to them tend to decrease or weaken. The significant relationships for pricing, facilities, and amenities suggest that these factors have a more meaningful impact on the service procedures and practices of the local restaurants in the region.

5. Conclusions

In conclusion, the findings indicated that local restaurants in Pangasinan generally implement food and beverage service procedures and practices at a high level. Procedures related to customer service, such as greeting customers with politeness and maintaining food hygiene standards, were among the most highly implemented. Similarly, food and beverage practices, including ensuring consistent food and beverage taste, appropriate quantity, and proper food preparation, were highly practiced. Service practices, such as training staff in communication and service skills, and ambience practices, such as providing good lighting and maintaining cleanliness, were also well executed. In terms of pricing, facilities, and amenities, the practices were consistently applied, though amenities like parking, internet access, and visual entertainment showed room for improvement.

The Kruskal-Wallis test results revealed that business location plays a significant role in shaping food and beverage service procedures, while other business profile factors, such as organizational form, years of operation, staffing, operating hours, and service type, do not have a significant impact. Furthermore, the correlation analysis revealed a very weak negative relationship between food and beverage service procedures and practices, with significant negative correlations observed for pricing, facilities, and amenities. These findings suggest that improvements in service procedures for these aspects may weaken or reduce the frequency of corresponding practices, highlighting the need for local restaurants to carefully balance procedures and practices to maintain service quality and customer satisfaction.

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