



## Journal of Economics, Business, and Commerce (JEBC)

ISSN: 3007-9705 (Online)

Volume 2 Issue 1, (2025)

 <https://doi.org/10.69739/jebc.v2i1.610>

 <https://journals.stecab.com/jebc>



Published by  
Stecab Publishing

### Research Article

## The Effects of Fair Pricing, Food Quality, and Service Quality on Re-Patronage Intentions Mediated by Customer Satisfaction in Full-Service Restaurants

\*<sup>1</sup>Amabelle H. Crisolo, <sup>1</sup>Nickie Boy A. Manalo

### About Article

#### Article History

Submission: April 18, 2025

Acceptance : May 25, 2025

Publication : June 02, 2025

#### Keywords

*Customer Satisfaction, Fair Pricing, Food Quality, Re-Patronage Intention, Service Quality*

#### About Author

<sup>1</sup> Batangas State University (BatStateU),  
Philippines

Contact @ Amabelle H. Crisolo  
[24-50565@g.batstate-u.edu.ph](mailto:24-50565@g.batstate-u.edu.ph)

### ABSTRACT

The study investigates the effects of fair pricing, food quality, and service quality on re-patronage intentions of customers at full-service restaurants in Calatagan, Batangas, focusing on customer satisfaction as the mediator. Using stratified random selection, 146 patrons of the three hotels and restaurants in Calatagan participated in a survey, from which 120 valid answers were gathered. The reliability test from Jamovi was used to analyze the data (94 valid questionnaires). Pricing, strategies, and dining frequency, received average scores, implying fewer positive opinions. The varying response was at a minimum for significant concerns such as price vs. portion/size and product preferences, while promotions and prizes were more variable. The reliability study revealed strong consistency across the variables. The findings indicate the importance of a sound approach to fair price, quality, and service delivery in achieving customer satisfaction in full-service restaurants. However, the non-cooperation of the hotels is the main limitation of this study due to data privacy. The study's effects rooted from the realization that full-service restaurants in Calatagan should embrace the essence of fair pricing, service, and food quality are to their customers' satisfaction and the future of their businesses.

### Citation Style:

Crisolo, A. H., & Manalo, N. B. A. (2025). The Effects of Fair Pricing, Food Quality, and Service Quality on Re-Patronage Intentions Mediated by Customer Satisfaction in Full-Service Restaurants. *Journal of Economics, Business, and Commerce*, 2(1), 169-180. <https://doi.org/10.69739/jebc.v2i1.610>



Copyright: © 2025 by the authors. Licensed Stecab Publishing, Bangladesh. This is an open-access article distributed under the terms and conditions of the [Creative Commons Attribution \(CC BY\)](https://creativecommons.org/licenses/by/4.0/) license.

## 1. INTRODUCTION

The likelihood that customers would return to a restaurant after their first visit is known as re-patronage intentions, and it is essential for both customer loyalty and success in the hospitality sector. Full-service restaurants (FSR) used to be famous for the formality and tradition that highlights fine dining, style, and service. It also connoted the stature in the society for nobles. And because of this, customers come back for the experience and association to luxury. A customer would always feel the individualized type of service that leads to building a personal connection to the staff and crew that impacts re-patronage. For any dining establishment, in this study, the full-service restaurants (FSRs) must deal with the factors that influence consumer behavior. This study will investigate the relationship between re-patronage intentions and fair pricing, service quality, and food quality, with customer satisfaction serving as a mediating factor.

By increasing customer satisfaction, which covers a variety of elements including the overall dining experience, service, and food quality, full-service restaurants can gauge the degree of meeting the expectations of their customers. It is believed these components: fair pricing, service, and good food all contribute to a customer's overall satisfaction leading to re-patronage intentions. When a customer is satisfied, expectedly, the word-of-mouth phenomenon happens and instantly, becomes the major marketing power of a restaurant. With satisfied customers relating their experiences to their family, peers, and even companies they work for. For the restaurant businesses to thrive and survive the harsh yet dynamic industry, focusing on those components is crucial to come up with absolute measures to bring in more value to excellent food, impeccable service leveled off by fair pricing, which will catapult customer satisfaction to its peak and henceforth, re-patronage.

"The evolution of full-service restaurants mirrors changes in societal norms, dining habits, and economic factors" (Allen & Hsu, 2018). FSRs started to serve a wider variety of clients in the years following World War II, especially in the 1960s and 1970s. The emergence of casual dining forms increased public accessibility to eating out. Restaurants changed to serve a wider variety of cuisines, reflecting both regional and international preferences. "The rise of family-style and buffet dining options made the experience more communal" (Collins, 2021). FSRs are adjusting to contemporary consumer demands including technology, environmental sustainability, and health concerns. Many are using farm-to-table ideas, providing healthier food alternatives and products that are acquired locally. Additionally, technology is spreading, as seen by the rise in digital menus, contactless payments, and online reservations.

Global culinary trends, economic expansion, and cultural influences have all contributed to the evolution of the full-service dining scene in the Philippines, particularly in Calatagan, Batangas. Modern dining experiences increasingly combine traditional Filipino food, which is based on hospitality and family values. While modern restaurants in cities provide fusion cuisines and high-end dining alternatives, local chains like Jollibee and Max's Restaurant have effectively blended traditional Filipino meals with full-service dining. Sustainability has also received more attention in the Philippines in recent

years. A study published in 2023 by the Philippine Statistics Authority states that "The food service industry has increasingly prioritized locally sourced, sustainable ingredients to cater to changing consumer preferences."

### 1.1. Objectives

This study sought the effects of fair pricing, food quality and service quality on re-patronage intentions in full-service restaurants, where customer satisfaction is the mediating factor guided by the problem statements, accordingly:

What is the profile of the respondents?

- i. Age
- ii. Sex
- iii. Civil status
- iv. Profession

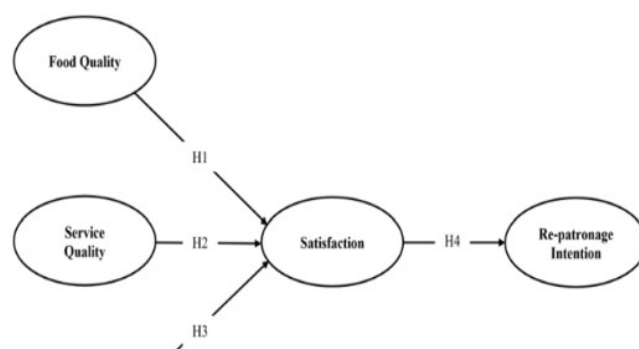
How may the re-patronage intention of the respondents be assessed?

- i. How may the following be assessed?
- ii. Food Quality
- iii. Fair Pricing
- iv. Service Quality

### 1.2. Customer Satisfaction

The significant difference on the assessment of respondents towards re-patronage intentions, who were grouped in terms of age was also measured. Likewise, if customer satisfaction mediates the influence of fair pricing, quality of food, quality of service on re-patronage intentions of customers. Therefore, based on the results, the suggested action plan to optimize customer re-patronage intentions was dubbed the Build, Improve, Create and Enhance (BICE) Project.

## 2. LITERATURE REVIEW



**Figure 1.** Theoretical Framework

### 2.1. Food quality

Food quality is determined by the meals' flavors, appearance, freshness, and general appeal. In the full-service restaurant business, food quality is essentially a complex idea that extends beyond taste. A satisfying eating experience is the result of several elements working together, and it affects patron satisfaction, loyalty, and future plans. One of the most important factors to consider in food selection by customers is the quality of food. Although it has been frequently disregarded in research on restaurant service quality and customer satisfaction, food quality appears to be acknowledged as a crucial element in



ensuring re-patronage. It denotes the attributes and qualities of a food product that are: acceptable to consumers and meet their expectations; value for money; conforms to the required specifications, and profitable to the company (ASC Consultants, 2024). Many studies and articles also defined food quality in the past that those characteristics affect their desirability and acceptability to consumers (Chen, 2023).

High-quality food increases the likelihood that happy patrons will return and recommend the business to others. When the cuisine is of exceptional quality, patrons are more likely to return to a restaurant that consistently delivers on flavor and freshness. Consistently high-quality meals may boost repeat business as regular customers get used to the restaurant's standards and begin to prefer its offerings. Previous studies showed that food quality is the most important aspect for customers' total quality perceptions of full-service restaurants (Shahzadi *et al.*, 2018). Finally, by concentrating on food quality and consistently creating meals of the greatest standard, restaurants may have a competitive advantage in the market. Customers' dining experiences are still greatly influenced by the quality of the food. Excellent food quality has a favorable correlation with patron pleasure and loyalty, encouraging patrons to return for more better meals (Suh *et al.*, 2022).

H1: Food quality has a positive effect on customer satisfaction.

## 2.2. Service quality

In full-service restaurants (FSRs), quality of service is essential for increasing patron satisfaction and loyalty, especially in a competitive dining market like the Philippines. Professionalism, attentiveness, responsiveness, and the capacity to establish a friendly environment are just a few of the components that make up this facet of service. The eating experience is greatly impacted by the mannerisms of the restaurant employees. Employees that are polite, informed, and kind may make a good impression and increase client satisfaction. Filipino hospitality, which is ingrained in cultural values, frequently translates into top-notch service in the restaurant business (Robles & Roque, 2020). During the dining experience, being attentive entails proactively attending to the demands and questions of the patron.

Providing attentive service increases customer satisfaction and promotes repeat business (Santos & Villanueva, 2023). Regular check-ins, timely service, and quick problem-solving are a few examples of this attention. Efficiency is the speed and accuracy with which employees do jobs, which affects the entire eating experience and client satisfaction. Effective service delivery—where orders are received precisely and food is given promptly—contributes greatly to the perceived service quality in Filipino restaurants, claim Benedicto *et al.* (2021). Customer satisfaction may be increased by customizing services to fit certain tastes. Personalized interactions, such remembering the names or preferences of returning customers, help customers feel like they belong and are loyal (Casanova & Lim, 2024). In the Philippines, the concept of “hospitality” is deeply ingrained in the culture, affecting how service is delivered. This unique cultural aspect enhances the emotional connections between staff and customers, as highlighted by Diola and Santos (2022), asserting that Filipino hospitality often

manifests as warmth, friendliness, and genuine care, which are vital to the dining experience. Collecting and responding to customer feedback is essential for improving service quality. Mendoza *et al.* (2023) emphasize the importance of restaurants using customer reviews and feedback as an opportunity for service enhancement, which can then drive future business and re-patronage. Research by Kwortnik and Thompson (2021) highlighted providing excellent customer service is crucial for building repeat business. Outstanding customer service fosters sentimental bonds with patrons, enticing them to return. Customer satisfaction levels are directly raised by quality service. Diners who get prompt, courteous treatment are more likely to be pleased with their experience, which is associated with increased re-patronage intentions (Nadeem *et al.*, 2021).

H2: Service quality has a positive effect on customer satisfaction.

## 2.3. Fair pricing

Fair pricing in full-service restaurants refers to the idea that the prices of the food and services are reasonable and supported by the value, quality, and experience of the patrons. In the Philippines, where dining out is typically an important cultural practice, perceptions of fair pricing are crucial for consumer pleasure and loyalty. The idea of value for money is a major determinant of how fair pricing is perceived. Consumers anticipate that the cost will be commensurate with the quality of food, service, and overall eating experience. Filipino diners are very price sensitive, (Almeida *et al.*, 2023), underscoring the need of offering quality that is in line with price. Customers are more likely to choose restaurants where they believe they are getting a good deal as well as creating memorable experiences even at a higher cost (Diaz & Villanueva, 2022).

Discounts and promotional offers have a big impact on how people view reasonable prices. Many full-service restaurants in the Philippines used specials and inexpensive meals to draw consumers during economic downturns or crises like the COVID-19 pandemic, claimed by Casanova and Lim (2021). Particularly for families, restaurants that offered discounts and value packages produced satisfying experiences that enticed return business. Higher price points might be justified by restaurants that offer distinctive culinary experiences or innovate their menus. Customers in the Philippine market are prepared to spend more for unusual dishes or culinary experiences that feature premium ingredients and outstanding presentation (Robles *et al.*, 2023). When visitors believe they are getting something unique and worthwhile, fair price is viewed. Fair pricing is essential to retaining and satisfying customers. Research by Almeida *et al.* (2023) noted, patrons are far more likely to return to a restaurant when they believe the costs are fair and commensurate with the calibre of the food and service provided. Customer satisfaction is positively impacted by perceptions of fair pricing. Guests are more satisfied overall and are more likely to return when they believe they are getting a good deal (Ghandehari *et al.*, 2020).

H3: Fair price has a positive effect on customer satisfaction.

## 2.4. Customer satisfaction

In full-service restaurants (FSRs) in the Philippines, customer



satisfaction refers to how well the food, service, environment, and overall dining experience meet or surpass the expectations of the consumers. It has a significant impact on client loyalty, repeat business, and the restaurant's reputation in a highly competitive market.

Components of customer satisfaction includes:

*Quality of food* - Customer satisfaction is greatly impacted by the quality of the food, which includes flavor, freshness, presentation, and variety. Positive eating experiences and higher customer satisfaction are closely correlated with high-quality food, (Suh *et al.*, 2022). The genuineness and quality of regional cuisine are crucial in the Filipino environment, where culinary customs are quite important.

*Quality of Service* - Customer satisfaction depends on the service experience, which is defined by the professionalism, friendliness, and attentiveness of the staff. Outstanding service quality in FSRs improves the entire eating experience and raises customer satisfaction, (Robles & Roque, 2020). Genuine hospitality, a defining feature of the local eating culture, is highly valued by visitors to the Philippines.

*Fair pricing* - When customers believe the quality of the food and service they receive is commensurate with the price they pay, they are satisfied. Fair pricing in relation to quality increases consumer satisfaction and promotes repeat business, (Almeida *et al.*, 2023). Value perception plays a crucial role in influencing eating choices in the Philippines, where pricing tactics are frequently examined.

The whole experience that a consumer has while there ultimately determines how satisfied they are. The general perception of the restaurant is influenced by elements such as wait times, menu diversity, and how complaints are handled. Establishing enduring customer loyalty requires combining outstanding cuisine, service, and ambience to create unforgettable dining experiences (Diaz & Villanueva, 2022).

H4: Customer satisfaction has a positive effect on restaurant re-patronage intention.

H5: The relationship between food quality, service quality, fair price and re-patronage intention is mediated by customer satisfaction.

## 2.5. Re-patronage intention

Re-patronage intentions, or the likelihood that customers will return to a restaurant after their initial visit, are an important factor in both customer loyalty and overall business performance in the hospitality industry. These objectives have evolved throughout time due to shifts in consumer preferences, technological advancements, and cultural developments. Dining experiences were seen as social gatherings with an emphasis on fine cuisine, style, and service. Compared to now, customers' selections for restaurants were very restricted during the 20th century. Consumers tended to return to known businesses, and referrals from friends and family were a major factor in influencing re-patronage intentions. The modern eating experience has evolved into a comprehensive interaction that reflects shifts in consumer society. More than just delicious cuisine, guests are looking for distinctive settings, unforgettable experiences, and inventive culinary displays. Diners nowadays are motivated by experience aspects, and their desire to return

is correlated with both their own satisfaction and the general ambience (Baker *et al.*, 2020).

Technology integration has fundamentally changed how restaurants run and how patrons engage with them. Dining is now more accessible thanks to digital reward programs, restaurant delivery apps, and online bookings. Technologically driven convenience considerations are crucial drivers of re-patronage intentions, especially in the post-pandemic environment when contactless choices have gained importance (Bennett *et al.*, 2023). Restaurants now provide a variety of dishes that appeal to rich gastronomic experiences as a result of globalization and cultural fusion.

Based on research by Chen *et al.* (2021), the availability of fresh and diverse eating alternatives encourages customers to try a variety of businesses, which results in more erratic re-patronage intentions since customers may quickly switch to rivals. Ritchie and Brindley (2019), who affirmed that restaurants that match their operations with consumers' beliefs are more likely to experience loyalty and repeat business, have underlined the importance of these values on re-patronage intentions.

Social media also has its own significant role in re-patronage intentions. Online eating experiences are frequently shared by patrons, affecting the dining preferences of others. Good internet reviews and exposure on social media sites like Instagram may increase traffic and draw in new clients. Kaplan and Haenlein (2010) investigated the ways in which social media serves as an effective marketing tool, highlighting the significance of reputation in modern client loyalty.

## 2.6. Hypothesis

The following null hypothesis were developed in order to assess the objective of the study.

H1: Food quality has a positive effect on customer satisfaction.

H1a: *Higher food quality → Higher re-patronage intentions.*

Delicious, well-prepared meals raise self-reported satisfaction levels, which in turn raise the possibility of repeat business (Zhang *et al.*, 2023).

2: Service quality has a positive effect on customer satisfaction.

H2a: *Higher service quality → Higher re-patronage intentions.*

As stated, research by Kwortnik & Thompson (2021) noted that providing excellent customer service is crucial for building repeat business.

H3: Fair price has a positive effect on customer satisfaction.

H3a. - *Fair pricing → Higher re-patronage intentions.*

Research by Almeida *et al.* (2023) indicated, patrons are far more likely to return to a restaurant when they believe the costs are fair and commensurate with the quality of the food and service provided.

4: Customer satisfaction has a positive effect on restaurant re-patronage intention.

H4a: *Higher customer satisfaction → Higher re-patronage intentions.*

Research shows that higher re-patronage intentions are substantially correlated with higher customer satisfaction. Positive experiences are more likely to be shared by happy customers, which encourages return business and referrals (Deng *et al.*, 2024).

H5: The relationship between food quality, service quality,





fair prices and re-patronage intention is mediated by customer satisfaction.

H5a. Customer satisfaction mediates the effect of service quality, quality of food and fair pricing on re-patronage intentions.

### 3. METHODOLOGY

#### 3.1. Research design

In order to determine the needed information for this study, the descriptive method of research was used. This method is a fact-finding technique that explains the current situation and what is occurring throughout the research period. It is also the most suitable and precise way to collect data. An online survey is used to gather it. The dependent variable, re-patronage intentions (RI), the mediating construct, customer satisfaction (CS), and the independent constructs, fair pricing (FP), food quality (FQ), and service quality (SQ), are assumed to be related by the theoretical framework. FQ is measured using three dimensions: presentation and over-all taste, customer service and other services offered. SQ is assessed through the four attributes: tangibility, empathy, responsiveness and reliability. Fair pricing is evaluated by price vs portion/size, promotion and rewards and pricing competitiveness. Customer satisfaction is assessed through value for money, customer service, service delivery, ambiance and likelihood to revisit. Lastly, product preferences, pricing and promotional strategies, dining frequency and location and distance were employed to gauge re-patronage intention of customers.

#### 3.2. Data collection

The study was conducted in Calatagan, Batangas in the year 2025. The target population of this study consists of customers of the full-service restaurants in the top three hotels in Calatagan, Batangas. A final sample of 146 participants was obtained through the use of random sampling. The survey was carried out online from March 26, 2025 to April 18, 2025. Of which, 120 responses were valid for analysis. Data was gathered through the use of a standardized questionnaire that included 94 items addressing the research constructs: re-patronage intention (19), food quality (15), fair pricing (15); service quality (20), customer satisfaction (25).

#### 3.3. Measures

Focusing on the aspects of food quality that affects customer

satisfaction and perceptions in a dining setting. Suh *et al.* (2022). Offering scales for evaluating value perception and price fairness, this article explores how perceived pricing fairness affects customer satisfaction and loyalty: Almeida *et al.* (2023). As measurement, satisfied consumers are more inclined to share positive experiences: Deng *et al.* (2024). And finally, the association between prior eating experiences, consumer satisfaction, and plans to return is identified and measured in this study: Ng and Zhang (2023). The respondents were given a five-point Likert scale (from 1 = strongly disagree and 5 = strongly agree) to indicate the level of satisfaction.

A systematic survey was used in the study to gather information on customer satisfaction, fair pricing, food and service quality, and re-patronage intention. Multiple survey items were used to measure the data, and the average score for each construct was calculated. Each variable's mean, standard deviation, and distribution were determined using descriptive statistics (Jamovi). Outliers and normalcy were checked using visualizations.

Before executing intricate models, correlation analysis was done to determine which variables were most closely associated. The direct effects of food quality, service quality, and fair price on customer satisfaction and re-patronage intention were estimated using multiple linear regression. The purpose of the mediation study was to determine if the three predictors' effects on re-patronage intention are mediated by customer satisfaction.

#### 3.4. Validity and reliability of the instrument

Deng *et al.* (2023) state that "Reliability testing not only enhances the integrity of research outcomes but also provides a framework for ensuring that constructs are measured in a way that accurately reflects the underlying theories." By providing instances of its use, this study highlights the value of Cronbach's alpha in evaluating the dependability of constructs in business research.

The study conducted a dry-run in the first week of March, 2025 on 30 respondents, randomly selected to test validity of the questionnaire. And came back with findings that led to the second dry-run. After validating and acquiring the acceptable Cronbach's alpha (Jamovi, 2024) data, the online survey proper commenced.

**Table 1.** Cronbach's alpha, means and standard deviations of the scale.

Variables	Items	Mean	SD	Cronbach's $\alpha$
<b>Re-patronage intentions</b>				
Product preferences	4	4.28	0.68	0.872
Pricing and Promotional Strategies	5	3.56	0.75	0.747
Dining Frequency	5	3.56	0.78	0.777
Location and Distance	5	4.25	0.79	0.963
<b>Food Quality</b>				
Presentation and over-all taste	5	4.25	0.74	0.942
Customer service	5	4.08	0.73	0.899



Other Services Offered	5	4.16	0.77	0.897
<b>Fair pricing</b>				
Price vs portion/size	5	3.88	0.69	0.803
Promotions and rewards	5	3.88	0.86	0.884
Pricing competitiveness	5	3.8	0.76	0.855
<b>Service quality</b>				
Tangibility	5	4.19	0.78	0.918
Empathy	5	4.31	0.74	0.948
Responsiveness	5	4.13	0.81	0.909
Reliability	5	4.23	0.77	0.949
<b>Customer satisfaction</b>				
Value for money	5	4.22	0.75	0.956
Customer service	5	4.29	0.75	0.948
Service delivery	5	4.19	0.78	0.911
Ambiance	5	4.35	0.78	0.956
Likelihood to revisit	5	4.33	0.75	0.96

As shown in Table 1, the values for all items were above 0.70 as recommended an alpha of at least 0.70 is necessary for the scale to be deemed reliable for research (Peterson, 2020).

## 4. RESULTS AND DISCUSSION

### 4.1. Demographics

**Table 2.** Frequencies of age

Age	Counts	% of Total	Cumulative %
18-28 yrs	87	72.50%	72.50%
29-39 yrs	11	9.20%	81.70%
40-50 yrs	17	14.20%	95.80%
51-61 yrs	4	3.30%	99.20%
62-above	1	0.80%	100.00%

Table 2. The majority of the sample, as shown above, comprising 72.50%, is aged 18 to 28 years old, indicating a young population. The age group between 29 and 39 is smaller, with 9.20%. The 40-50 age group is marginally better represented. The 51-61 age group is represented by 3.30%, while 0.80 percent belong to the 62 and older age group. This suggests that older people were less likely to participate in the survey.

**Table 3.** Frequencies of sex

Sex	Counts	% of Total	Cumulative %
Female	86	71.70%	71.70%
Male	34	28.30%	100.00%

Table 3 The result shows male respondents make up 28.30% of the total, while female respondents make up 71.70%. This suggests that women are well represented in the statistics, which may have consequences for comprehending requirements, preferences, or behaviors, especially from a female point of view.

**Table 4.** Frequencies of civil status

Civil Status	Counts	% of Total	Cumulative %
Married	26	21.70%	21.70%
Single	94	78.30%	100.00%

Table 4. The data shows that married people make up 21.70% of the responses, while single people make up the majority (78.30%). The disproportionately high percentage of single responses may indicate a younger population or certain lifestyle preferences.

**Table 5.** Frequencies of profession

Profession	Counts	% of Total	Cumulative %
Employed	42	35.00%	35.00%
Not Employed	78	65.00%	100.00%

Table 5. According to the data, 35.00% of people are employed, and 65.00% are not employed. This high percentage of unemployed people begs the issue of what the root reasons are, since they may be related to different socioeconomic circumstances or educational attainment.



As shown in Tables 2 and 4, the majority of respondents are aged 18-28 years and most are single. Because of their greater sample numbers, these groups will be the main focus of group comparisons. To ascertain if there are notable variations in the primary evaluation factors (Food Quality, Service Quality, Fair Price, Customer Satisfaction, and Re-patronage Intention) among these demographic groups, the researcher ran statistical tests (ANOVA or t-tests).

#### 4.2. Assessment of the variables:

**Table 6.** Level of evidence and extent on re-patronage intentions

Indicators	Mean	SD	Interpretation
Product preferences	4.28	0.716	Evident
Pricing and Promotional Strategies	3.56	0.746	Moderately evident
Dining Frequency	3.56	0.777	To a moderate extent
Location and Distance	4.25	0.788	To a great extent
<b>Total</b>	<b>3.91</b>	<b>0.635</b>	<b>To a moderate extent</b>

Table 6 shows the likelihood of customers returning to a restaurant, with strong product preferences (mean = 4.28) and a positive average for pricing (3.56) techniques. Convenience is a significant factor in attracting future visits, with a rating of 4.25. Customers are ready to choose certain product offerings on their next visit, indicating a strong preference for them. Inconsistency is evident in the score of 3.56 for pricing and promotional strategies, suggesting that while some strategies may be effective, others may not be powerful enough to attract repeat business.

**Table 7.** Level of evidence on food quality

Indicators	Mean	SD	Interpretation
Presentation and over-all taste	4.25	0.742	Evident
Customer Service	4.08	0.733	Evident
Other Services Offered	4.16	0.773	Evident
<b>Total</b>	<b>4.18</b>	<b>0.701</b>	<b>Evident</b>

Table 7 signifies excellent food quality has a big impact on customer satisfaction; high mean ratings (4.25) show that meal presentation and flavor, as well as customer service, play a big role in their experience. High levels of satisfaction are exhibited by establishments that regularly meet and frequently surpass customer expectations in these areas. This suggests that they have successfully fulfilled consumer expectations with regard to food presentation, taste, service quality (4.08), and extra services offered (4.16).

**Table 8.** Level of satisfaction on fair pricing

Indicators	Mean	SD	Interpretation
Price vs Portion/Size	3.88	0.69	Fair
Promotions and Rewards	3.88	0.856	Fair
Pricing Competitiveness	3.8	0.756	Fair
<b>Total</b>	<b>3.85</b>	<b>0.712</b>	<b>Fair</b>

Table 8 shows that customers think that pricing are generally fair, despite the fact that there is room for improvement. The range of responses indicates that some promotions may not be acceptable to all customers, yet the average ratings of 3.88 suggest that respondents thought they received good value for their money. Based on the ratings in this table, customers believe the prices are reasonable. Conversely, somewhat lower SDs indicate some differences in views of how well pricing methods satisfy customer expectations and demonstrate differences in fairness judgements.

**Table 9.** Level of satisfaction, evidence and performance on service quality

Indicators	Mean	SD	Interpretation
Tangibility	4.19	0.776	Satisfactory
Empathy	4.31	0.743	Evident
Responsiveness	4.13	0.808	Evident
Reliability	4.23	0.772	Very good
<b>Total</b>	<b>4.21</b>	<b>0.739</b>	<b>Very good</b>

Table 9 indicates service quality has a big impact on overall customer satisfaction and their likelihood to return. Customers regard the service to be reliable and pleasant when they receive high rankings that reflect consistency in interactions. A greater empathy rating confirms that staff actions increase customer satisfaction and encourage repeat business. Generally high scores suggest effective service quality. Notable is empathy (4.31), which suggests that customers feel valued and understood. Reliability (4.23) demonstrates that the service is consistently dependable. These benefits might significantly boost customer loyalty.

**Table 10.** Level of Satisfaction on Customer Satisfaction Variable

	Mean	SD	Interpretation
Value for Money	4.22	0.745	Satisfactory
Customer Service	4.29	0.753	Satisfactory
Service Delivery	4.19	0.782	Satisfactory
Ambiance	4.35	0.778	Satisfactory
Likelihood to Revisit	4.33	0.751	Satisfactory
<b>Total</b>	<b>4.28</b>	<b>0.72</b>	<b>Satisfactory</b>



Table 10 implies that when a restaurant has high customer satisfaction ratings, it means that customers are happy with the whole experience and the value they get. Since favorable experiences with service (4.29), ambiance (4.35), and general satisfaction are linked to re-patronage ratings (4.33), this satisfaction is connected with consumer loyalty. Customers are happy with the value they receive and the entire experience, as evidenced by consistent satisfaction levels across all parameters. This suggests that the restaurant has been effective in fostering an atmosphere that encourages return business, increasing the possibility that customers would return.

#### 4.2. Key Findings on the Assessment of Variables



**Figure 2.** Service quality

The most significant overall effect ( $c = 0.657$ ,  $p < 0.001$ ) and indirect effect (0.810) on re-patronage intention is demonstrated by service quality through customer satisfaction.



**Figure 3.** Food quality

Through customer satisfaction, food quality has a moderate indirect effect (0.271) and a substantial overall effect ( $c = 0.306$ ,  $p < 0.01$ ).



**Figure 4.** Fair Price vs Repatronage Intention

Fair Pricing exhibits a minor indirect effect (-0.011) and a modest overall effect ( $c = 0.001$ ,  $p > 0.05$ ).

Furthermore, after testing for the significant difference if grouped by age, the findings are as follow:

Variable: RI\_avg

Shapiro-Wilk Test for Normality:

Age Group 40-50 yrs: statistic = 0.936,  $p = 0.278$

Age Group 18-28 yrs: statistic = 0.797,  $p = 0.000$

Age Group 29-39 yrs: statistic = 0.688,  $p = 0.000$

Age Group 51-61 yrs: statistic = 0.630,  $p = 0.001$

Levene's Test for Homogeneity of Variance:

statistic = 1.779,  $p = 0.138$

One-way ANOVA results:

F-statistic = 2.568,  $p = 0.042$

Kruskal-Wallis H-test results:

H-statistic = 14.153,  $p = 0.007$

Using Tukey's HSD, the analysis determined that RI\_avg (Repatronage Intention) was the sole significant variable. With a p-value of 0.0193, the only significant difference was between the groups of people aged 29-39 and 40-50. Because there are violations of normality and fewer assumptions on the underlying distribution of the data, the Kruskal-Wallis results could be more acceptable.

#### 4.3. Mediation analysis

These tests and analyses gave a thorough knowledge of how food quality, service quality, and fair price impact consumer satisfaction and, ultimately, re-patronage intentions. The mediation analysis, in particular, tested whether customer satisfaction mediates the effects of the three predictors on re-patronage intention, the researcher regressed re-patronage intention on the predictors (total effect), customer satisfaction on the predictors (a-paths), re-patronage intention on both the predictors and customer satisfaction (b-path and direct effects), compared direct, indirect, and total effects to determine the strength of mediation. by the use MedMod (Jamovi).

According to Tables 12, there is a substantial indirect effect of 0.165 units for every unit increase in food quality, indicating that meal quality directly affects re-patronage intentions. This impact is mediated by customer satisfaction, suggesting that it





**Table 11.** Mediation estimates, customer satisfaction (CS) on food quality and Re-patronage intention.

Effect	Estimate	SE	Z	p	% Mediation
Indirect	0.165	0.078	2.11	0.035	21.8
Direct	0.589	0.09	6.58	<.001	78.2
<b>Total</b>	<b>0.754</b>	<b>0.046</b>	<b>16.6</b>	<b>&lt;.001</b>	<b>100</b>

Path estimates						
	Label	Estimate	SE	Z	p	
FQ → CS	a	0.889	0.047	19.1	<.001	
CS → RI	b	0.185	0.087	2.12	0.034	
FQ → RI	c	0.589	0.09	6.58	<.001	

serves as a mediator. With an estimated 0.589, food quality has a substantial direct influence even in the absence of customer happiness, suggesting that improving meal quality enhances the probability that consumers would return. Food quality is a major predictor of re-patronage intentions, as evidenced by the combined impact of direct and indirect components of 0.754.

**Table 12.** Mediation estimates, customer satisfaction (CS) on service quality (SQ) and Re-patronage intention (RI).

Effect	Estimate	SE	Z	p	% Mediation
Indirect	0.355	0.134	2.65	0.008	53.7
Direct	0.307	0.142	2.16	0.031	46.3
<b>Total</b>	<b>0.662</b>	<b>0.05</b>	<b>13.2</b>	<b>&lt;.001</b>	<b>100</b>

Path estimates						
	Label	Estimate	SE	Z	p	
SQ → CS	a	0.916	0.03	30.1	<.001	
CS → RI	b	0.388	0.146	2.66	0.008	
SQ → RI	c	0.307	0.142	2.16	0.031	

As shown above, with a substantial direct effect (0.307) and an indirect effect (0.355), the study indicated that service quality significantly positively influences re-patronage intentions. Re-patronage intention rose by 0.355 units for each unit improvement in service quality, suggesting a strong correlation. Higher service quality directly increases intentions to return, even in the absence of customer pleasure, however the effect is somewhat less ( $p = 0.031$ ). Combining direct and indirect paths, the overall effect (0.662) shows that service quality has a significant overall impact on re-patronage intentions.

**Table 13.** Mediation estimates, customer satisfaction (CS) on fair pricing (FP) and Re-patronage intention (RI).

Effect	Estimate	SE	Z	p	% Mediation
Indirect	0.207	0.055	3.77	<.001	27.6
Direct	0.543	0.067	8.1	<.001	72.4
<b>Total</b>	<b>0.75</b>	<b>0.044</b>	<b>17.1</b>	<b>&lt;.001</b>	<b>100</b>

**Path estimates**

	Label	Estimate	SE	Z	p
FP → CS	a	0.797	0.057	14	<.001
CS → RI	b	0.259	0.066	3.91	<.001
FP → RI	c	0.543	0.067	8.1	<.001

Table 13 shows that the study discovered that the effect of food prices on re-patronage intentions was strongly influenced indirectly by customer satisfaction. Customer satisfaction (CS) has an impact on re-patronage intention (RI) of about 0.207 for every unit rise in food price (FP). The statistical significance of this link suggests that the relationship between food cost and re-patronage intentions is mediated by customer satisfaction. Re-patronage intention (RI) and food price (FP) have a significant direct correlation; for every unit rise in FP, RI increases by 0.543. The overall effect of food prices on intentions to return is significant and well-established.

**4.4. Related studies**

Research on marketing and hospitality emphasizes how crucial fair pricing, high-quality food and service, satisfied patrons, and repeat business are to the restaurant industry. While outstanding cuisine has a direct impact on customer satisfaction, which is a significant predictor of desire to return, good service has a favorable impact on consumer intents to return.

The results of this study mainly support linkages that have been found in the literature on marketing and hospitality concerning the factors that influence patrons' willingness to return to full-service restaurants. This study supported the fundamental function of these operational aspects by finding that fair pricing, food quality, and service quality significantly affect customer happiness, which is in line with the great majority of prior studies (Namkung & Jang, 2007; Hanaysha, 2016; Konuk, 2017). Additionally, there is compelling evidence of a positive relationship between customer satisfaction and the intention to return, which is in line with decades of research on consumer behavior and empirical evidence that customer satisfaction increases the likelihood that a customer will return (Fornell, 1992; LaBarbera & Mazursky, 1983; Kim & Hyun, 2011). Since it was shown to be the "best indicator" of re-patronage intentions, customer contentment was important in this situation. One of the study's key contributions and a strong support for its complex theoretical models is the significant mediating influence of customer happiness. The study found that good service, good cuisine, and reasonable prices had far bigger indirect effects on customer satisfaction and future intentions to return than did their direct benefits. This study (Abdullah *et al.*, 2018; Bernarto *et al.*, 2022; Ryu *et al.*, 2010) supports the notion that consumers aggregate their opinions about several factors to generate an overall satisfaction evaluation, which then significantly impacts their behavioral intentions. However, an aspect discovered in this study, which gives a point of special insight, is the non-significant direct influence of service quality on re-patronage intention ( $p = 0.5210$ ). Although this finding may appear to contradict certain research that suggests a direct correlation (Susskind, 2002; Qin & Prybutok, 2008), it actually supports the



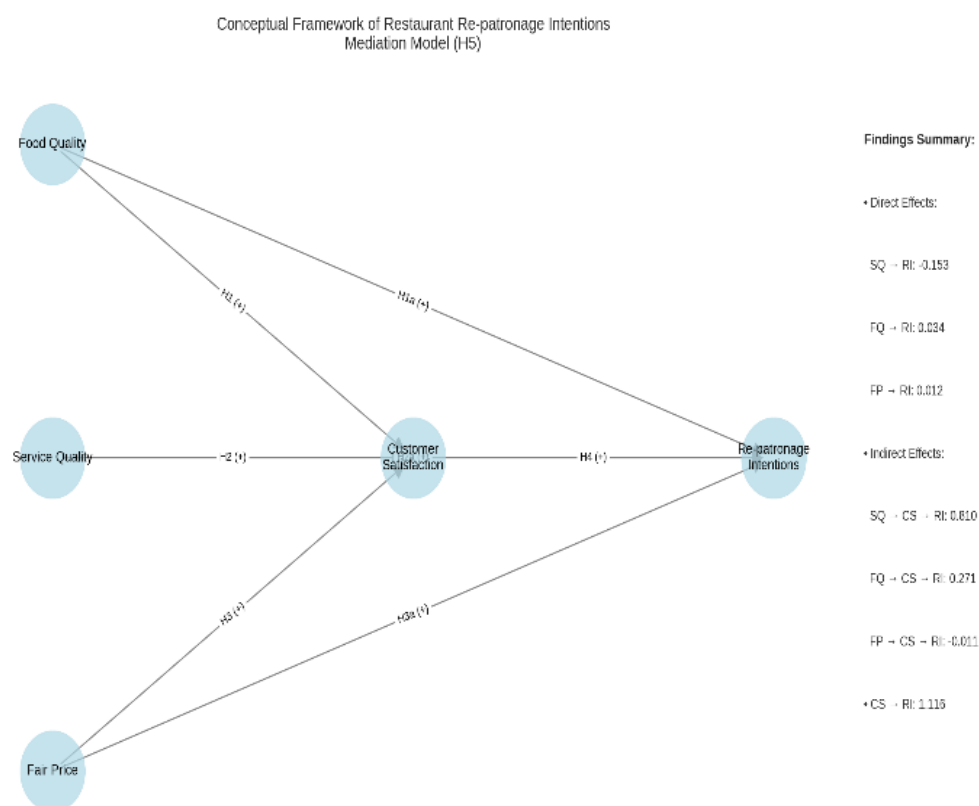
strong and comprehensive mediation of customer satisfaction in this particular setting. The statement suggests that customers do not just return to full-service restaurants in Calatagan because they received good treatment; rather, a pleasant service experience must first result in a high degree of total customer satisfaction, which in turn motivates them to return. But, with the current trend of how the society looks at satisfaction, it may not be too far-fetched to have new findings in the future. Nowadays, there are themed restaurants that specifically serves the guests with the unpleasant type of service like Karen's Diner, which originated from Sydney, Australia and was able to branch out to the UK, Indonesia, and the US. So, indeed, it will shape a whole new scenario for the next generation of researchers.

## 5. CONCLUSION

In conclusion, re-patronage intentions at full-service restaurants

are significantly affected by fair pricing, service quality, and meal quality. The necessity of providing a comprehensive experience to increase re-patronage intentions is shown by the mediation of customer satisfaction. Restaurant owners should concentrate on maximizing these elements to provide unique dining experiences that promote return business. Furthermore, improving perceived value or adjusting price tactics can better satisfy customer needs.

Value for money (4.22), customer service (4.08), and dependability (4.23), for instance, show that customers are happy with these aspects of the service, which might encourage repeat business and customer loyalty. Opportunities for Improvement: In order to better meet customer expectations, there may be room to enhance marketing tactics and clarify the pricing structure of the dining experience, as shown by lower dependability coefficients and pricing strategies scores.



**Figure 5.** Conceptual Framework of Restaurant Re-patronage Intentions Mediantion Model (H5)

The arrows represent the direct/indirect pathways (H1a–H3a, H5) and predicted positive effects (H1–H4). Fair pricing, good food, and good service all influence consumer satisfaction (H1, H2, H3), and re-patronage intentions are driven by customer satisfaction (H4). A mediation analysis shows that the indirect effects through satisfaction are significantly stronger than the direct paths from meal quality, service quality, and fair price to re-patronage intentions (H1a, H2a, and H3a). This paradigm amplifies the impact of food and service quality on consumers' intentions to return by demonstrating that customer satisfaction is the primary mediator (H5).

## RECOMMENDATION

Based on the findings of the study, Calatagan's top three hotel restaurants are all doing well and are getting their fair share of the full-service restaurant market. The following suggestions are closely related to the results of the researcher's investigation, were through customer satisfaction, service quality shown a strong indirect effect (0.81). Re-patronage showed a favorable indirect effect (0.271) due to food quality. The best indicator of re-patronage intentions was found to be customer satisfaction. To increase satisfaction, the entire eating experience must be optimized. The researcher is confident to recommend the BICE



Project to further the establishments' market positionings.

**B - build customer satisfaction through service excellence:** Implementing standard operating processes, performing frequent service assessments, educating staff members on hospitality standards and best practices, implementing a program to recognize exceptional customer service, and precisely outlining service recovery procedures.

**I - improve food quality standards:** Use standardized recipes, carry out regular inspections, purchase premium ingredients from reliable suppliers, and continuously improve menus based on customer feedback to ensure good food quality.

**C - create value through customer-centric approaches:** Establish a customer feedback process, create a loyalty program, keep an eye on internet reviews, routinely evaluate customer happiness, and provide devoted consumers outstanding experiences.

**E - Enhance overall dining experience:** Along with regular equipment maintenance and taking seasonal décor and themes into consideration to keep a fresh environment, it's imperative to maintain the establishment's cleanliness, comfort, and seating arrangements.

## RECOMMENDATIONS

Future research might look into additional mediators or moderators that might affect customer satisfaction and repeat business, such as ambiance, service speed.

## ACKNOWLEDGEMENT

Thank you to my family, my loving son, friends, colleagues, Zac and to my father, Mr. Rufino C. Crisolo Sr., who inspired me to keep on learning, beyond my years. To God be ALL the Glory!

## REFERENCES

- Abubakar, A. M., & Muda, M. M. (2023). Evaluating Construct Reliability: The Significance of Cronbach's Alpha in Research. *Journal of Business Research*, 145, 346-354
- Allen, C. M. B., & Hsu, M. H. J. (2018). The Evolution of Full-Service Restaurants: An Analysis. *Journal of Hospitality Management Review*.
- Almeida, F., Beirão, G., & Pinho, J. (2023). Fair Price as a Catalyst for Customer Loyalty: A Full-Service Restaurant Perspective. *Journal of Retailing and Consumer Services*, 71, 102860.
- Baker, M. A., Pizam, A., & Bakhshandeh, M. (2020). Experience and Customer Satisfaction in Full-Service Restaurants: The Importance of the Dining Environment. *Service Business*, 14(3), 1-22.
- Benedicto, E. J., Angeles, M. A. & Tolentino, J. P. (2021). Efficiency and Customer Satisfaction in Restaurants: A Study of Service Quality in Metro Manila. *Asian Journal of Business and Management*, 9(4), 159-168.
- Bernarto, I., Bachtar, D., Prameswari, H. P., Purwanto, A., & Nurdin, A. (2022). The influence of service quality, food quality, and price on customer satisfaction and revisit intention in full-service restaurants. *International Journal of Research and Review*, 9(1), 167-178.
- Bichler, B. F., Pikkemaat, B., & Peters, M. (2021). Exploring the role of service quality, atmosphere and food for revisits in restaurants by using a e-mystery guest approach. *Journal of Hospitality and Tourism Insights*, 4(3), 351-369. <https://doi.org/10.1108/JHTI-04-2020-0048>
- Casanova, V., & Lim, M. (2024). Personalization in Service Delivery: Enhancing Customer Loyalty in Philippine Restaurants. *International Journal of Hospitality Management*, 115, 102890.
- Chen, Z. (2023). Food Safety and Quality: Importance, Challenges, and Solutions. *Journal of Food: Microbiology, Safety & Hygiene*, 8, 211.
- Collins, G. G. (2021). Evolution in Dining: The Shift to Casual Dining in Full-Service Restaurants. *Culinary Perspectives Journal*.
- Consultants, A., & Consultants, A. (2024, December 14). *The Difference between Food Safety and Food Quality Explained*. ASC Food Safety and Public Health Consultants. ASC Consultants. Your Partner in Food Safety and Public Health Solutions. <https://ascconsultants.co.za/the-difference-between-food-safety-and-food-quality-explained>
- Deng, Z., Xu, L., & Liu, Y. (2023). Exploring the Role of Customer Satisfaction in the Relationship between Food Quality and Re-patronage Intentions. *International Journal of Hospitality Management*, 116, 103259.
- Deng, Z., Xu, L., & Liu, Y. (2024). The Influence of Customer Perception of Fair Pricing on Repurchase Intentions in Restaurants: Mediating Role of Satisfaction. *International Journal of Hospitality Management*, 106, 102575.
- Diola, J. D., & Santos, C. J. (2022). Filipino Hospitality: The Heart of Service Quality in the Restaurant Industry. *Journal of Asian Hospitality and Tourism*, 12(1), 45-60.
- Foodservice Equipment Reports. (2022). *Restaurant Technology Trends: The Future of Dining*. Foodservice Equipment Reports.
- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 1-21.
- Hanaysha, J. (2016). The influence of service quality, food quality, and physical environment on customer satisfaction in fast-food restaurants. *International Journal of Quality & Reliability Management*, 33(3), 675-691.
- Konuk, F. A. (2017). The role of price fairness, satisfaction, and loyalty on behavioral intentions in the restaurant industry. *Journal of Foodservice Business Research*, 20(3), 282-297.
- Kwortnik, R. J., & Thompson, G. M. (2021). Unifying Service Marketing and Operations: The Impact of Quality of Service



- in Full-Service Restaurants. *Journal of Services Marketing*, 35(2), 257-274.
- LaBarbera, P. A., & Mazursky, D. (1983). A longitudinal assessment of consumer satisfaction/dissatisfaction: The dynamic aspect of the cognitive process. *Journal of Marketing Research*, 20(4), 393-404.
- Mendoza, P., Flores, R., & Ocampo, J. (2023). Feedback Mechanisms in the Restaurant Sector: A Path Toward Enhanced Service Quality. *Journal of Hospitality Marketing & Management*, 32(2), 123-140.
- Nadeem, W., Akhtar, N., & Ghafoor, A. (2021). Service Quality and Customer Satisfaction in Restaurants: Empirical Evidence from the Hospitality Sector. *Journal of Hospitality Marketing & Management*, 30(1), 36-54.
- Namkung, Y., & Jang, S. C. (2007). Customer satisfaction in restaurants: An analysis of the leading attributes. *Cornell Hospitality Quarterly*, 48(4), 347-363.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
- Philippine Statistics Authority. (2023). *The Growth of the Food Service Industry in the Philippines*. Philippine Statistics Authority Report.
- Popular restaurant chain shuts three pop-ups. (2023, June 4). News. <https://www.news.com.au/lifestyle/food/restaurants-bars/chain-diner-known-for-rude-staff-closes-three-locations-nationwide/news-story>
- Qin, H., & Prybutok, V. R. (2008). Service quality, customer satisfaction, and behavioral intentions in Chinese restaurants. *International Journal of Quality and Reliability Management*, 25(8), 770-783.
- Razak, N. A., Aminuddin, Z. M., & Ghazali, A. R. (2020). Service quality and customer satisfaction in restaurant industry using partial least square. *European Proceedings of Social and Behavioural Sciences* (pp. 218-225).
- Ritchie, J. R., & Brindley, C. (2021). The Role of Sustainability in the Dining Experience: Insights into the Future of Restaurant Practices. *Journal of Hospitality and Tourism Management*, 40, 60-66.
- Robles, J. J. & Roque, J. M. (2020). Examining the Role of Staff Attitude in Service Quality Perception Among Filipino Diners. *Journal of Service Management*, 31(2), 280-295.
- Ryu, K., Han, H., & Jang, S. C. S. (2010). Relationships among customers' perceived value, satisfaction, and behavioral intentions in a quick-casual restaurant context. *Journal of Hospitality & Tourism Research*, 34(3), 330-349.
- Santos, M. E., & Villanueva, J. A. (2023). The Impact of Attentive Service on Customer Satisfaction in Full-Service Restaurants: Evidence from the Philippines. *Journal of Foodservice Business Research*, 26(3), 239-256.
- Shahzadi, M., Malik, S. A., Ahmad, M., & Shabbir, A. (2018). "Perceptions of fine dining restaurants in Pakistan. *International Journal of Quality and Reliability Management*, 35(3), 635-655.
- Singh, D. (2024, August 20). *Impact of food quality on customer satisfaction*. ETHospitalityWorld.com. <https://hospitality.economictimes.indiatimes.com/news/speaking-heads/impact-of-food-quality-on-customer-satisfaction/>
- Suh, J., Lee, S. H., & Lee, G. (2022). The Impact of Food Quality on Customer Satisfaction in Dining Experiences: Evidence from Full-Service Restaurants. *Journal of Foodservice Business Research*, 25(3), 217-233.
- Susskind, A. M. (2002). The effect of restaurant service on return patronage. *Cornell Hotel and Restaurant Administration Quarterly*, 43(3), 11-18.
- What is customer satisfaction? Definition + importance. (2025, February 12). *Zendesk*. <https://www.zendesk.com/blog/3-steps-achieving-customer-satisfaction-loyalty/>
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2009). *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw-Hill Education.
- Zhang, R., Huang, J. Z., & Wu, X. (2023). The Role of Food Quality in Customer Loyalty and Repurchase Intentions in Restaurants: An Investigation into the Mediating Effects of Customer Satisfaction. *International Journal of Hospitality Management*, 108, 102662.

