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Influence of Restaurant Attributes to Customers Dining Experience

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Abstract - *This study aimed to assess the service experience as to restaurant attributes among customers of casual dining restaurant in Batangas province. To be able to acquire this objective, the study made use of descriptive method and utilize an adapted questionnaire which was distributed among 305 customers of registered casual dining restaurants in Batangas province. It was found out that majority of the respondents belong to the age bracket of 18-30 years old, single males, and finished college level. The respondents strongly agreed that service, food and physical environment are strong attributes to their dining experience while they only agreed with the innovation and convenience to affect their experiences as they go to casual dining restaurant. Respondents who are 18 to 30 and 31 to 35 years old have higher assessment on service and food attributes. A plan of action was proposed to enhance the restaurant attributes to customer dining experience among casual dining restaurants.*

Keywords: *Service Experience, Restaurant Attributes*

INTRODUCTION

The restaurant industry is becoming much more socially active. People go to restaurants to dine either their favorite dish with a different taste or for different experience. This has become one of the escape activities of the customers to be able to cope with stressful day-to-day routines and chores. Some would consider that restaurant may provide their comfort food to relieve their stress.

Furthermore, the customers would want to come to restaurant to experience something new from the time they enter the premises, taste their food and the services [1]. More so, they want to experience the newest trend in the delivery of services of the restaurant. So it means that all attributes that the restaurant have will compromise the overall satisfaction among their clients.

The attributes of restaurant as stated in the study of Ahmad, Ghazali, Othman and Jules [2], includes the service quality, food quality, physical environment and innovation. These factors contribute to the operation and process flow of the restaurant that when delivered properly will increase the satisfaction of the customers [3]-[5].

The restaurants are doing this already and may increase its operation by exerting effort in the delivery of these services and food products. However, there are still issues that is not addressed that lead to

customer complaint and increasing demand. Casual dining restaurant is the most growing sector as a consequence of positive growth of food service industry [6]-[8]. In facing customers demand, casual dining restaurant has to create competitive advantages to remain in the marketplace. Thus perceived value concept was introduced. Perceived value focuses on customer-directed concept that covers the interaction between product and service to measure what is provided by service provider and the result received [9],[10]. The concept of perceived value has acquired attention in many studies to anticipate consumer behavior by.

Many of prior studies explored customers' preferences at full-service restaurant but limited determines the influence of restaurant attributes towards perceived value and association with customer satisfaction particularly in casual dining restaurant segment. Despite the importance of restaurant attributes in restaurant selection and customer satisfaction, limited study has focused on the factors that lead to customer's perceived value and the relationship towards customer satisfaction at casual dining restaurant specifically in Province of Batangas.

This study was conducted to enhance the realization of the students about the attributes of restaurant that have been considered important as to how to increase their efficient operation and effective

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delivery of service. This will review the customer's perspective so that there will be no bias and the assessment will focus on the satisfaction that the clients would feel as they reach the premises of restaurants. The study will benefit the CITHM because it can provide important factors and information that may help the department to provide programs that will enhance the competitiveness of students as future entrepreneurs and restaurant management employees. The faculty will be able to use this as guide in providing necessary information for their own students and help them to become more competent individuals in the future. Addition to this, the researchers will be able to increase their understanding how the delivery of service may be enhanced that affects the customer satisfaction and lastly, this can help future researchers in their studies when they choose restaurant as the concept of their research.

OBJECTIVES OF THE STUDY

This study aimed to assess the service experience as to restaurant attributes among customers of casual dining restaurants in Batangas province. Specifically, it presented the profile of the respondents in terms of age, gender, civil status, and educational attainment; assessed the restaurant attributes to customer dining experience in terms of service attributes, food attributes, physical environment, and innovative and convenience; tested the significant difference on the service experience when grouped according to profile variables; and proposed a plan of action based on the results of the study.

METHODS
Research Design

This study used the descriptive method to assess the service experience based on restaurant attributes among casual dining restaurant. According to Rahi [11] that descriptive method defines as systematic approach of knowing an existing occurrence at present time. When a researcher would like to make a study, this is the most appropriate guide to use.

Participants of the Study

The participants of the study were 305 customers of 15 accredited casual dining restaurants in Batangas province. It was attained using an effect size of 0.30 and a power probability of 0.95 using G*Power 3.1.9 wherein the respondents are proportionally allocated among the areas of the province.

Instrument

The study used an adapted questionnaire as the instrument of the study The chosen study is done by Ahmad, Ghazali, Othman and Jules (2017). The questionnaire that was used in data gathering is composed of two parts.

Part I presented the profile of the respondents in terms of age, gender, civil status, educational attainment, income and frequency of visit. Part II assessed the service experience based on the restaurant attributes in terms of service attributes, food attributes, physical environment, and innovative and convenience. The questions were answered using 4 Likert scale where 4 is considered the highest and 1 as the lowest with the following interpretation. The given scale was used to interpret the result of the data gathered: 3.50-4.00: Highly Satisfied; 2.50-3.49: Satisfied; 1.50-2.49: Moderately Satisfied; 1.00-1.49: Not Satisfied.

Data Gathering Procedure

The researchers used the questionnaire as main tool in data gathering. But before they distribute the copies of questionnaire to their respondents, they provided a letter that is signed by their adviser and noted by the dean of CITHM addressed to the owners/managers of selected casual dining restaurant in Batangas province. They asked permission if the management would allow them to conduct the study through distributing the questionnaire to the customers of the restaurant. Further, another letter is directly attached to the questionnaires addressed to the respondents asking them to participate in the study by answering the instrument. They were given enough time to answer the questionnaire and retrieved it as soon as they are done with it. It was tabulated, tally and interpreted with the help of the statistician.

Data Analysis

The study analyzed its data using statistical tools that computed the tallied data from the questionnaires. It used the percentage and frequency distribution to present the profile of the respondents in terms of age, gender, civil status, educational attainment, income and frequency of visit, Weighted mean was used to assess the service experience based on the restaurant attributes in terms of service attributes, food attributes, physical environment, and innovative and convenience. Analysis of Variance (ANOVA) was used to test the significant difference on the service

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P-ISSN 2467-6691 | E-ISSN 2467-5148 | www.apjarba.apjmr.com
Asia Pacific Journal of Academic Research in Business Administration, Volume 6, No. 1, April 2020

experience when grouped according to profile variables.

Ethical Consideration

The researchers considered the rights of the potential respondents who are the customers of casual dining restaurants. They kept informing the respondents of the objectives and purpose of the study and assured them of the confidentiality of all information to be gathered.

RESULTS AND DISCUSSION

Table 1. Percentage Distribution of the Respondents' Profile

Profile Variables	f	%
Age		
Below 18 years old	43	14.10
18 – 30 years old	157	51.50
31 – 45 years old	77	25.20
46 – 59 years old	25	8.20
60 years old above	3	1.00
Gender		
Male	156	51.10
Female	149	48.90
Civil Status		
Single	173	56.70
Married	132	43.30
Educational Attainment		
College Level	220	72.10
High School Level	56	18.40
Undergraduate	29	9.50

Table 1 presents the profile of the respondents in terms of their age, gender, civil status, and educational attainment. The table shows that the respondents' age with the highest frequency is 18 – 30 years old with 157 or 51.50 percent followed by 31 – 45 years old with frequency of 77 or 25.20 percent, and below 18 years old got the frequency of 43 or 14.10 percent. Also those who belong to the age bracket of 46 – 59 years old got the frequency of 25 or 8.20 percent, while the least is 60 years old above with frequency of 3 or 1.00 percent.

This means that those who are visiting casual dining restaurants are young people because they are starting to realize the importance of complete meals provided by these kinds of restaurants. It is a fact that casual dining restaurants are providing variety of menu that is home cooked and appealing to wide array of customers.

According to Budhathoki [12], casual dining restaurant have different kinds of food that could appeal to all kind of customers across ages. This is their main food service for customers who wanted to experience more focus food preparation and menu variations. More so, casual dining restaurants have facilities and amenities to accommodate basic needs of their customers.

Based on the respondents' gender, its shows that majority are males with a frequency of 156 or 51.10 percent while the females obtained the frequency of 149 or 48.90 percent. This means that those who usually go to casual dining are males because of being active type of person who are very fond of going out who and want to experience new food quality and taste. This is also an expression that they will be satisfied with the kinds of food found in these restaurants. There are more food choices from and large quantity of food servings which satisfy their hunger by having good food quality and services.

Amelia and Garg [13] cited that people eventually go to restaurant to satisfy their cravings for food and for acquiring food that is not commonly found at home. Men are becoming aware of the good quality of food provided by the casual dining restaurant since it is more complete package compared to other kind of food service restaurant.

Their civil status shows that majority of the respondents are single which got the highest frequency of 173 or 56.70 percent compared to married respondents which obtained the frequency of 132 or 43.30 percent.

This means that single customers have more capability of frequent eating in casual dining restaurants because of having no other obligations such as children or kids. They are able to provide their own basic needs, necessities and wants because they have no one to support.

Lautiainen [14] stated that it is easier for single customers to decide to eat in casual dining restaurant because they only provide their own necessities and do not need to think about their budget and expenses. The casual dining restaurants are even targeting this kind of market since they have higher capability to pay for their food compared to married people.

When it comes to highest educational attainment, it shows that majority are college level which got the highest frequency of 220 or 72.10 percent, followed by high school level with 56 or 18.40 percent and the least are undergraduate with frequency of 29 or 9.50 percent.

It means that those who are aware of the services of restaurant tend to be educated because they know the different kinds of food being served in those kinds of food service facilities compared to other restaurants. Addition to this, they know the benefit of eating a decent meal than just going to quick service restaurant that tend to have unhealthy food.

One of the determinants of customer demographic profile that could affect their decision making in choosing casual dining restaurant is their educational attainment due to vast knowledge and understanding of how service is provided in these kind of facilities [15].

Table 2. Assessment of the Restaurant Attributes to Customer Dining Experience With Regards to Service Attributes

Indicators	WM	VI	Rank
1. Cleanliness of facilities	3.79	Strongly Agree	1
2. Courtesy of the staff	3.70	Strongly Agree	2.5
3. Temperature of restaurant	3.70	Strongly Agree	2.5
4. Friendly and fast service	3.62	Strongly Agree	6
5. Assurance and empathy	3.54	Strongly Agree	10
6. Attentiveness and anticipation	3.56	Strongly Agree	8.5
7. Convenience and accessibility	3.60	Strongly Agree	7
8. Accuracy and completeness	3.63	Strongly Agree	5
9. Knowledge of food and drinks technical ability	3.66	Strongly Agree	4
10. Sympathetic handling of complaints	3.56	Strongly Agree	8.5
Composite Mean	**3.64**	**Strongly Agree**	

Table 2 presents the assessment of restaurant attributes to customer dining experience in terms of service attributes. It can be seen that the service attributes obtained an overall composite mean of 3.64 and verbal interpretation of strongly agree. This implies that the respondents strongly agreed that service contributed to their dining experience because they wanted to be accommodated while they are having their meals. They went to casual dining restaurants due to its products and services that are essential when they are already tired from work and could cook their food at home.

Amelia and Garg [13] noted that service can contribute to the experiences of the customers aside from the food they are consuming. The customers have their own preference while dining and would like to feel they are convenient while enjoying their food and experience.

The respondents strongly agreed that cleanliness of facilities is one of the main attributes of customer dining experience which got the highest weighted mean of 3.79, followed by courtesy of the staff, and temperature of restaurant with weighted mean of 3.70, and knowledge of food and drinks technical ability with weighted mean of 3.66.

This means that among the services provided for them, cleanliness is the important factor to satisfy their experience because of the sensitivity of food products consumed; they want to assure that it will still be safe to eat because they are eating in a place that is clean and maintained.

Important aspect of restaurant is their cleanliness because the customers will have a negative perception of food when the place is already dirty. Addition to this, cleanliness can add to positive ambiance of the place and increase initial impression of first time customers [16].

However, the respondents strongly agreed with attentiveness and anticipation, and sympathetic handling of complaints which got a low value of 3.56 while the least is assurance and empathy with lowest weighted mean of 3.54.

It shows that the respondents strongly agreed that assurance and empathy are also factors considered in their dining experience because eventually they will seek help from the staff of the restaurant asking for help regarding their meals and dining experiences. So eventually, they want to feel accommodated and served by staff a management with good and positive behavior as well as the compassion being felt during the dining transactions.

Qin and Prybutok [17] posited that assurance and empathy must be delivered to the customers efficiently and effectively because of its impact to the satisfaction being felt when it is demonstrated by the restaurant staff. The customers have different demands and just by thinking that the staff are trying their best to accommodate them is enough to make them feel satisfied with the services of the restaurant.

Table 3. Assessment of the Restaurant Attributes to Customer Dining Experience With Regards to Food Attributes

Indicators	WM	VI	Rank
1. Appropriate temperature of food	3.59	Strongly Agree	6
2. Tastiness of food	3.61	Strongly Agree	3
3. Menu variety	3.54	Strongly Agree	9
4. Nutritional value	3.55	Strongly Agree	8
5. Appearance of food	3.67	Strongly Agree	1
6. Free sanitation from defect	3.62	Strongly Agree	2
7. Economic value of size	3.58	Strongly Agree	7
8. Aroma of food	3.60	Strongly Agree	4.5
9. Portion size	3.60	Strongly Agree	4.5
Composite Mean	**3.60**	**Strongly Agree**	

Table 3 presents the assessment of restaurant attributes to customer dining experience in terms of food attributes. It can be seen that the food attributes obtained an overall composite mean of 3.60 and verbal interpretation of strongly agree. This shows that the respondents strongly agreed that food is one of the high valued attributes of casual dining experience because the restaurant's main factor is to provide food that is not commonly provided by any restaurant. Being a casual dining restaurant make them provide newly cooked food with fresh ingredients and unique taste to allow the customer feel the worth of their money.

The food being bought from a casual dining is a moderately-priced food due to its quality and completeness of ingredients. This is not just fried or heated by combination food preparation techniques to increase its taste and nutrients because the restaurant wanted to make their customers' dining experience to a higher level compared to any quick served food found around the market. This gives opportunity to customers to eat home style cooked food where they have no time to prepare anymore [18].

The results shows that the respondents strongly agreed that appearance of food is a positive attribute to dining experience which got the highest weighted mean of 3.67, followed by free sanitation from defect with weighted mean of 3.62, and tastiness of food with weighted mean of 3.61.

This means that the appearance of food create positive experiences among customers because the combination of color and the plate presentation encourage them to decide to buy the food. Eventually casual dining provides foods that are found in a home cooking with new ways along with side dishes that collaborate with the taste of the menu.

Watrous [19] stated that food that is found in a casual dining restaurant tend to have positive appearance and were well prepared by their kitchen staffs with high knowledge how to do this procedure. The foods are prepared from scratch with fresh ingredients and cooked for the first time to maintain its quality. It is presented in plates to increase the satisfaction of the consumers that would encourage them to have a taste of these food products.

Meanwhile, the nutritional value got the weighted mean of 3.55 and the least is menu variety with lowest weighted mean of 3.54 and verbally interpreted as strongly agree.

It can be seen that the menu variety is also a factor to increase the dining experience of the customers of casual dining because of the options provided for them. When they dine in a casual restaurant, they expect to have wide array of choices so that they will not feel satiated with these foods.

According to Mealey [20], options for wide array of menu products is an advantage for casual dining restaurant because it can increase the likelihood that customers will acquire their products. This factor contributes to the fact that customer would want to try new food since they wanted to get out of their daily food routine.

Table 4. Assessment of the Restaurant Attributes to Customer Dining Experience With Regards to Physical Environment Attributes

Indicators	WM	VI	Rank
1. Visually appealing interior design	3.58	Strongly Agree	4
2. Pleasing background music	3.60	Strongly Agree	2.5
3. Appropriate lighting	3.55	Strongly Agree	6
4. Color used in the restaurant	3.56	Strongly Agree	5
5. Level of noise in the restaurant	3.63	Strongly Agree	1
6. View from the restaurant	3.60	Strongly Agree	2.5
Composite Mean	**3.59**	**Strongly Agree**	

Table 4 present the assessment of restaurant attributes to customer dining experience in terms of

physical environment attributes. It can be seen that the physical environment attributes obtained an overall composite mean of 3.59 and verbal interpretation of strongly agree.

This implies that the respondents strongly agreed that the physical environment is an attribute to gain positive dining experiences for the customers because of the ambiance and relaxation it brings to them. The physical facilities also support the needs of the customers physically and psychologically because they want to experience something new, but basically would need to provide for their basic needs.

Almanza et al. [21] posited that the physical environment of restaurant contributes to the satisfaction of the customers due to the impression it brings prior to the consumption of products and acquisition of services. The customers are very sensitive when it comes to what is being seen by their eyes, so management of restaurant must assure that this factor is addressed efficiently.

It can be gleaned from the table that the respondents strongly agreed that the level of noise in the restaurant is an important attribute of dining experience which obtained the highest weighted mean of 3.63, followed by pleasing background music, and view from the restaurant with 3.60, and visually appealing interior design with weighted mean of 3.58.

This means that noise can affect the dining experiences of the customers due to the stress it brings. They will be less satisfied in during their dining loud noises are heard that increases negative feeling towards the food and the ambiance of the casual dining. When customers come into a restaurant, they want to have a decent meal in a relaxing environment, and the presence of noise will make them feel more irritated with the restaurant that likely will lower their intention to return.

Belluz' [22] article emphasized the negative effect of noise to the solemn and peaceful intention to eat among customers. Further, noise can increase the possibility of wrong information acquired by the restaurant staff from their customers. Addition to this, restaurant is a place where the people would want to socialize and talk to other people, so noise will make them less satisfied when they want to experience leisure time with their friends, family and relatives.

Among the low value items, it shows that the color used in the restaurant got the weighted mean of 3.56 while the least is appropriate lighting with lowest weighted mean of 3.55 and verbal interpreted as strongly agree. The respondents strongly agreed that

appropriate lighting is an important attribute to their experience because it can add up to the ambiance of the restaurant. It must be designed to fit the theme of the casual dining restaurant to create more effective and relaxing environment for the people enjoying their food. Kelly [23] stated in the article that the lighting is a key setting to the ambiance of any restaurant. It affects the mood of the people eating their food and may increase their positive attitude towards the food, the staff and the overall management. More so, it influence the dining decision of the customers when they see that the place is relaxing by having exact lighting that shows that beauty of its decorations and theme.

Table 5. Assessment of the Restaurant Attributes to Customer Dining Experience with Regards to Innovation and Convenience

Indicators	WM	VI	Rank
1. Availability of playing area	2.52	Agree	5
2. Strong access of internet	3.57	Strongly Agree	1
3. Adequate parking	3.53	Strongly Agree	3
4. Dining hall size	3.56	Strongly Agree	2
5. Facility layout that makes easy to get around	3.50	Strongly Agree	4
Composite Mean	**3.34**	**Agree**	

Table 5 presents the assessment of restaurant attributes to customer dining experience in terms of innovation and convenience. It can be seen that the innovation and convenience obtained an overall composite mean of 3.34 and verbal interpretation of agree. The respondents strongly agreed that the innovation and convenience brought by the restaurant add to their dining experience and satisfaction for the casual dining restaurant create new way to provide food and services to their customers. The creative way make the customers feel that the restaurant is open to changes that allow them having unique dine in that is never experienced before.

Rasdan [24] posited that changes and innovation create new experiences among casual dining restaurant for it makes them different from others. When a restaurant creates unique services, the customers will likely to come and visit the place. Addition to this, the changing preference and demand of customers are being addressed when the restaurant

is changing its traditional way of providing food and services.

The table revealed that the respondents strongly agreed that the strong access of internet is essential to their dining experience which got the highest weighted mean of 3.57, followed by dining hall size with weighted mean of 3.56 and adequate parking with weighted mean of 3.53.

It shows that the access to internet increases the dining experience of the customers since they are already accustomed to social media networks and eventually would want to inform social networks of their experience all throughout the day. They want to express their feelings through the use of internet and social networking sites and even informed their friends where they are at the moment. When the casual dining restaurant allows their customers to access the internet, there is chance that the customers would not feel bored while waiting for the food to be prepared.

Zimnowski [25] wrote in her article the impact of internet to the services of casual dining restaurant. This access can lessen the critical time of preparation of food since the customers can enjoy accessing to their phones and laptops. It even encourages them to work or deal with their social activities while waiting.

Whilst, the facility layout that makes easy to get around got a low mean score of 3.50 and the least is availability of playing area with lowest weighted mean of 2.52 and verbal interpreted as agree.

Nevertheless, the respondents agreed that availability of playing area can contribute to their dining experience especially those eating with their family and kids to allow them enjoy their time while waiting for their food. Even when the customers are socializing with friends, their kids can got to the playing area to enjoy.

McCall and Lynn [26] posited that some restaurant playing area so that kids could enjoy the place even the ambiance is not suitable for them. They will be able to have their own time socializing with other kids and allow their parents to enjoy conversation with other adults.

Table 6 presents the comparison of responses on the assessment of restaurant attributes. It was observed that there was a significant difference observed on service attributes (p=0.032) and food attributes (p=0.045). This means that the responses vary significantly and based from the post hoc test conducted, 18 to 30 years old have higher assessment on service attributes while those who are 31 to 45 are more on food attributes. When a person is getting older, they become wiser and understanding of how restaurant may provide their services.

Table 6. Difference of Responses on Assessment of the Restaurant Attributes to Customer Dining ExperienceWhen Grouped According to Age

	F-value	p-value
Service Attributes	2.669*	0.032
Food Attributes	2.467*	0.045
Physical Environment Attributes	1.818	0.125
Innovation	1.705	0.149

Legend: Significant at p-value < 0.05

This is supported by Akareem and Hossain [15] study which implies that when people are getting older they become more matured so they understand why and how a restaurant can make their customers satisfied with their services. They usually become more considerate of all the operation and process of a restaurant and the things that made these establishment weak such as tiredness of waitress and food servers, and become conscious of the long hours of employees working in the restaurant which make them too tired and irritated.

Table 7. Difference of Responses on Assessment of the Restaurant Attributes to Customer Dining Experience When Grouped According to Sex

	t-value	p-value
Service Attributes	0.326	0.745
Food Attributes	1.377	0.170
Physical Environment Attributes	1.429	0.154
Innovation	0.808	0.420

Legend: Significant at p-value < 0.05

Table 7 reveals that all computed p-values are greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis. This implies that the responses between males and females do not differ significantly. Both males and females have the same assessment of restaurant attributes because both groups have the same intention of acquiring good food service. When the restaurants are able to provide the sufficient food service to their customers, the impact and satisfaction will be same for both men and women.

This is also found in the study of Almanza et al. [21] where they found no difference on the responses of the respondents when grouped according to their

sex because their basic need is the same such as acquisition of food.

Table 8. Difference of Responses on Assessment of the Restaurant Attributes to Customer Dining Experience When Grouped According to Civil Status

	t-value	p-value
Service Attributes	1.166	0.244
Food Attributes	1.615	0.107
Physical Environment Attributes	1.489	0.138
Innovation	0.078	0.938

Legend: Significant at p-value < 0.05

As shown from Table 8 that all computed p-values are greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis of no significant difference on the assessment of restaurant attributes to customer dining experience. This implies that the responses between single and married do not differ significantly.

When a person is single or married, there will be no difference on their assessment of restaurant attributes because such characteristics vary depending on how the management and the food service will deliver their food products.

Al-Tit [18] emphasized the importance of service of restaurant to attain the customer satisfaction among their customers. No difference was found in their assessment when it is grouped to their marital status because basically people who come to restaurant intend to experience good and positive food services.

Table 9. Difference of Responses on Assessment of the Restaurant Attributes to Customer Dining Experience When Grouped According to Educational Attainment

	F-value	p-value
Service Attributes	0.181	0.835
Food Attributes	0.520	0.595
Physical Environment Attributes	1.084	0.340
Innovation	0.346	0.708

Legend: Significant at p-value < 0.05

Table 9 disposes that all computed p-values are greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis of no significant difference on the assessment of restaurant attributes to customer dining experience. This implies that the responses do not differ significantly across the respondents educational attainment. Skroupa [27] in a study distinguished the importance of management innovation because of the changes that an organization is willing to take to increase their efficiency. The goal of change management is to assure that all aspect of the organization is heard and understood, allowing the employees to provide novel ideas, and empowering each member to practice decision making. Reicks et al. [28] stated that future programs and new methods to increase the sustainability of businesses. Intervention and innovation has becoming part of the popular culture of food preparation which has great impact to the efficient operation.

Table 10. Proposed Plan of Action to Enhance the Restaurant Attributes to Customer Dining Experience

Key Result Area Objectives	Activities	Expected Outcome
Service Attributes To enhance the assurance and empathic behaviour among the staff of casual dining restaurant	Provide staff with inspirational books about good service quality and emphatic behaviour Allow the restaurant staff to attend seminars about emphatic and assurance as well as leadership	The restaurant staff become empathic towards their customers and be able to understand the real meaning of assurance in service
Food Attributes To provide more food variety available in casual dining restaurant	Allow restaurant staff to propose new menu and provide budget for recipe testing	More new variety of menu which are home cooked offered
Physical Environment To provide appropriate lighting within the premises of dining area	Provide more lighting and use it as decoration of the restaurant Make sure all windows and doors are open to allow sunlight to enter the dining premises	Appropriate lighting facilities in the restaurant provided
Innovation and Convenience To assure the availability of playing area for the children	Provide area where children could play toys Install be workstations or arcade where children could play operate to income of the casual dining restaurant	Playing area for the children while waiting for their ordered foods made available

CONCLUSIONS AND RECOMMENDATIONS

Majority of the respondents belong to the age bracket of 18-30 years old, single males, and finished college level.The respondents strongly agreed that service, food and physical environment are strong attributes to their dining experience while they only agreed with the innovation and convenience to affect their experiences as they go to casual dining restaurant.Respondents who are 18 to 30 and 31 to 35 years old have higher assessment on service and food attributes.A plan of action was proposed to enhance the restaurant attributes to customer dining experience among casual dining restaurants.

It is recommended that the staff of casual dining restaurant maybe more sensitive, more sympathetic and empathic to maintain harmonious ambiance during food service delivery to increase the satisfaction of the customers. The casual dining restaurant may come up with variety of menu that is nutritious or may use organic ingredients to assure the safety and health benefits of their products among their customers.The restaurant management may come up with more themes with their physical facilities including colorful walls and interior designs to increase the experiences of their customers.The plan of action may be used to enhance the attributes of the casual dining restaurants for continuous customer patronage.A future study is recommended including some external factors that could affect the restaurant attributes such as government policies, environment and climate, and the norms with the community.

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