

## Level of Satisfaction, Emotional Responses and Behavioural Intentions of First-Visit Customers of Selected Restaurants in Quezon City, Philippines

Chiara Janina C. Del Castillo, Mikhaela F. Libao, Alyssa Kimberly A. Chua, Katrina DC. De Guzman, Erica Shayne D. De Pedro & Ryan T. Liba  
*College of Tourism and Hospitality Management  
University of Santo Tomas, Philippines*

**Abstract:** This study analyzed the level of satisfaction of first-time visit customers of selected restaurants in Maginhawa Street, Diliman, Quezon City, Philippines in terms of the service environment, product and service quality and their response to the aforementioned or their behavioural intention (intention to return, to switch or to recommend) towards the overall experience. There are certain issues that the researchers focused on, these are the managerial implications that the researchers wanted to develop and the ways on how to be of help to existing and future entrepreneurs in handling niche restaurants, especially about their managerial skills and capabilities. The researchers gathered the data through survey questionnaires, applying purposive and quota sampling regarding the selection of targeted respondents. The result showed that first-time visit customers' has positive response towards the service environment, food and service quality of the selected niche restaurants proved that they have exceeded their expectations.

**Key words:** Behavioural intentions, customer satisfaction, dining experience, first-visit customers, niche restaurants, return intent

**Suggested Citation:** Del Castillo, Chiara Janina C, Mikhaela F. Libao, Alyssa Kimberly A. Chua, Katrina DC. De Guzman, Erica Shayne D. De Pedro & Ryan T. Liba. (2016). Level of satisfaction, emotional responses and behavioural intentions of first-visit customers of selected restaurants in Quezon City, Philippines. *TEAM Journal of Hospitality and Tourism*, 13(1), 65– 72.

---

### Introduction

The researchers wanted to verify if the consistency of the selected restaurants' atmosphere, menu and services have effects on consumers' behavioural intentions: the intention to return, to recommend or to switch (Jaafar, 2010). Also, the researchers wanted to see if the quality of food and its related attributes, e.g. the taste, presentation and freshness of the food; and the quality of service were also considered factors in adding up to the guests' overall dining experience that could lead to a decision to return or not. The main focus of the study was to examine whether the aesthetics and the quality of food and services of the selected restaurants have relative impact on the customer's intention to return.

---

Correspondence: Ryan T. Liba ; Email: [ryanliba1@yahoo.com](mailto:ryanliba1@yahoo.com)

The researchers conducted this study hoping to be beneficial to the followings:

- a) the owners and management of the selected restaurants – as basis for their maintenance and/or improvement in the implementation of their services in order to have a high level of repeat-visit customers;
- b) the similar and surrounding establishments around Maginhawa Street – as basis for better understanding of customer satisfaction; and lastly,
- c) the City Government of Quezon City – to create a ripple effect of having repeat-visit customers that would help generate better tax collection.

The scope of the study are as follows:

- i) Service environment cues serve as the factor in environmental stimuli that influence consumers' responses.
- ii) Using the Extended Mehrabian-Russell Model with perceived quality, emotions, and behavioural intentions (M-R Model), the researchers described the relationships among perceived quality (product attributes, atmospherics, and service aspects), emotions (positive/negative), and behavioural intentions. Perceived quality is treated as an exogenous variable, whereas customer emotions and behavioural intentions are considered endogenous variables.

## Research Objectives

This study aimed to determine the level of satisfaction of first time customers of selected restaurants namely, *The Sweet Spot*, *Caffera* and *Leona Art*. In particular, the study examined whether the service environment, food and service quality affected the decision of the customer to come back or not. In order to determine the level of satisfaction, the researchers provided attributes per variables and asked the customers' level of satisfaction on food quality based on taste, food presentation, serving size, menu variety, temperature and food freshness. In order to determine the level of satisfaction on service environment based on the interior design, colour, theme and its relevance, cleanliness, use of space, ventilation, signage and symbols, lighting, music, noise level and aroma. Lastly, the level of satisfaction on service quality based on promptness of service, accuracy of transactions, speed of transactions, speed of response to complaints, staff attitude, staff concern, attention and patience of staff; and staff performance. With these three variables combined, the customers rated their level of emotions from negative to positive emotion – whether they are happy, excited, pleased, delighted or entertained. After determining the level of emotion, the customers can evaluate whether they will come back in the future, be willing to spend more time in the restaurant or they will recommend the restaurant to other people.

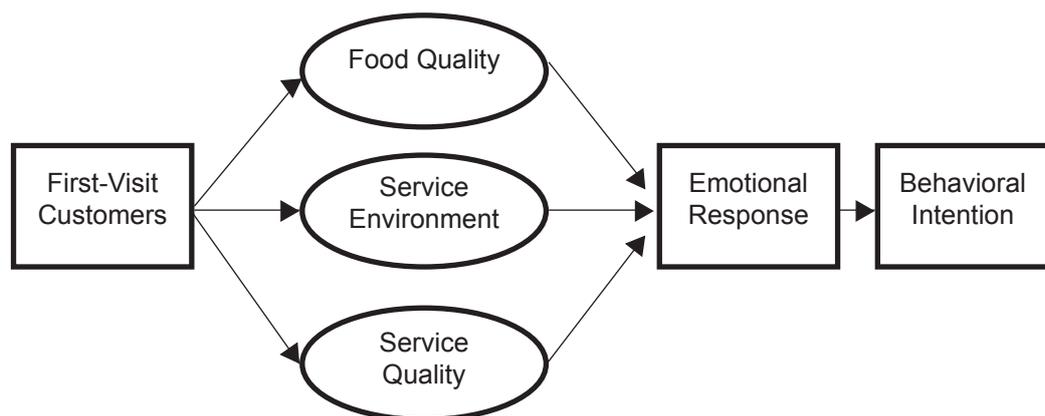
## Literature Review

Nowadays, it is very important for restaurateurs, especially those who are in a small scale industry, to come up with effective marketing strategy to reach different target markets. In this generation social media had been a very important marketing tool for every type of business as people are spending a lot of time engaging in social networking sites (SNS). As the passing of information goes faster, more and more people are becoming aware of new and emerging restaurants.

In a world wherein technology is accessible for everyone, people tend to become more innovative with their businesses. More restaurants in the Philippines are continuously offering unique and unusual 'atmospherics' or 'service environment' which have different effects on emotional responses of the guests. Atmospherics pertain to the impact of environmental sensory stimuli, such as sight, sound, smell, and touch, on consumer behavioural intention (Kang, Boger, Back & Madera, 2009). It is also about the effort to design buying environments to produce specific emotional effects in the buyer that enhance purchase probability. Aside from that, other diverse academic fields such as architecture, environmental psychology, retailing and marketing, are also paying an increasing attention to the effect of physical environment on human psychology and behaviour (Kim & Moon, 2009). Mehrabian and Russell (1974) suggest that environmental stimuli (S) lead to an emotional reaction (O) that, in turn, drives consumers' behavioural response (R) based on the stimulus-organism-response (S-O-R) paradigm.

Emotion is inherent and natural in every individual. Emotions produce individuals' physiological, subjective and behavioural responses (Lin & Mattila, 2010). Aside from that, environmental psychologists propose that people's feelings or emotions determine what they do and how they do it (Kim & Moon, 2009). Furthermore, some researchers view emotions as action-oriented. From the Mehrabian-Russell Model (M-R Model), it shows that environmental stimuli affects the emotional state of the guests, which in turn affects approach or avoidance responses. Approach behaviours include all positive behaviours that might be directed at a particular place, such as desire to stay, explore, work and affiliate, while avoidance behaviours reflect the opposite, such as desire not to stay, explore, work and affiliate (Kim & Moon, 2009). Customers' pleasure, feelings or emotions are positively related to revisit intentions. Also, Kim and Moon (2009) proposed that the perception of service environment directly influences customer emotions which result in affecting their behavioural intentions.

Customer satisfaction plays a vital role in restaurant management and marketing for the reason that such satisfaction can directly affect customer loyalty, organizational profits, return patronage, complaint behaviour, and word-of-mouth (WOM) communications (Heung & Gu, 2012). Behavioural intention, according to Aizen and Fishbein (2010) can be defined as the degree in which a person consciously formulates a plan to perform or not to perform some specified future behaviour. The customer satisfaction in terms of service product, service setting and service delivery are the determining factors which influence consumer's intentional behaviour. According to Mosavi and Gheadi (2012), high service quality as perceived by customers often leads to favorable behavioural intentions, while low-service quality tends to cause unfavorable behavioural intentions. There are three types of behavioural intentions: (1) intention to return, (2) intention to recommend; and (3) intention to switch (Jaafar, 2010). Intention of the consumers to return to a specific establishment can be determined in the willingness of the customers to repurchase and to purchase more in the future. Furthermore, the intention or the willingness of a consumer to recommend the product to others through delivery of positive word-of-mouth to other people who have not tried the product yet. These two types are the positive aspects of behavioural intention. On the other hand, the negative aspect of the behavioural intention is the intention to switch. This suggests that the service product was not able to meet customer satisfaction which leads to the customers to no longer return and recommend the brand but instead, switch to others which can meet his/her needs and wants. Thus, an excellent service quality, service environment and service delivery definitely lead to positive behavioural intentions.



**Figure 1.** Research Paradigm

Previous researches suggest that there is a significant relationship between customer satisfaction and behavioural intention. Heung and Gu (2012) examined the roles of perceived service quality and customer satisfaction in forming a behavioural intention in the lodging industry, finding that a high level of satisfaction increases customer's intention to repurchase and to recommend the product. Heung and Gu (2012) also found satisfaction to be a powerful predictor of customer repurchase and referral intentions.

### Research Paradigm

Figure 1 shows that first-visit customers were asked about their level of satisfaction in terms of service quality, aesthetics, and service quality. In connection with this, their overall emotional response and behavioural intentions were measured as well. Upon the evaluation and analysis of the results, recommendations for improvements and quality management were proposed.

### Methodology

The researchers used the Mehrabian-Russel Model which determines the relationship of the variables: service environment, food quality and service quality on the customer's emotion which affects the decision of the customer to return or not.

The researchers used a descriptive research design. According to Shuttleworth (2008) descriptive research is a scientific method wherein the subject is observed without influencing it in any way. The researchers provided a scale of one to four, one as the highly dissatisfied, two as dissatisfied, three as satisfied and four as the highly satisfied. The scale will help determine the customers' level of satisfaction. The researchers used weighted mean in analyzing the data with the help of a statistician.

The research was conducted in Maginhawa Street, Diliman, Quezon City, Philippines in selected the restaurants, namely, *The Sweet Spot*, *Caffera* and *Leona Art*. These restaurants were considered niche restaurants based on certain qualifiers. The qualifiers were: it focuses on a particular target market, has a unique and creative theme, the menu is composed of in-house products, has been operating for three years and below, and a casual type of service.

**Table 1.** Level of satisfaction of first-visit customers on food quality

Food Quality	Mean	Description
Taste	3.43	Highly Satisfied
Food Presentation	3.53	Highly Satisfied
Serving Size	3.29	Highly Satisfied
Menu Variety	3.30	Highly Satisfied
Temperature	3.44	Highly Satisfied
Food Freshness	3.49	Highly Satisfied
Over-all	3.41	Highly Satisfied

**Table 2.** Level of satisfaction of first-visit customers on service environment

Service Environment	Mean	Description
Interior Design	3.46	Highly Satisfied
Colour	3.49	Highly Satisfied
Theme and its Relevance	3.43	Highly Satisfied
Cleanliness	3.54	Highly Satisfied
Use of Space	3.33	Highly Satisfied
Ventilation	3.25	Satisfied
Signage and Symbols	3.44	Highly Satisfied
Lighting	3.40	Highly Satisfied
Music	3.20	Satisfied
Noise Level	3.14	Satisfied
Aroma	3.30	Highly Satisfied
Over-all	3.36	Highly Satisfied

The research was limited to the first-visit customers, since they were the ones who were the determinant factors on determining the effects on behavioural intention of the guest. First-visit customers were selected in order to have an unbiased opinion of the restaurants. The researchers purposively selected 120 first-visit customers, 40 per restaurants from the three selected niche restaurants, in order to gain significant views from the customers and to know the perception of first-visit customers. In connection, the researchers intended to examine the probability of these first-visit customers becoming loyal patrons of the said establishments.

## Results and Discussion

1. What is the level of satisfaction of first-visit customers on food quality in terms of taste; food presentation; serving size; menu variety; temperature; and food freshness?  
Table 1 shows the first-visit customer's level of satisfaction in terms of food quality. The results show that customers were highly satisfied in terms of the food quality with a weighted mean of 3.41. The food presentation has the highest mean, followed by food freshness, temperature, taste, menu variety while serving size has the lowest mean.

**Table 3.** Level of satisfaction of first-visit customers on service quality

Service Quality	Mean	Description
Promptness of Service	3.54	Highly Satisfied
Accuracy of Transaction	3.65	Highly Satisfied
Speed of Transaction	3.49	Highly Satisfied
Speed of Response to Complaint	3.48	Highly Satisfied
Staff Attitude	3.96	Highly Satisfied
Staff Concern	3.64	Highly Satisfied
Attention and Patience of Staffs	3.64	Highly Satisfied
Staff Performance	3.63	Highly Satisfied
Over-all	3.63	Highly Satisfied

Table 4. Customer over-all emotional response

Emotional Response	Mean	Description
Happiness	3.40	High Positive Emotion
Excitement	2.99	Moderate Negative Emotion
Pleasure	3.51	High Positive Emotion
Delight	3.29	High Positive Emotion
Entertainment	3.29	High Positive Emotion
Over-all	3.30	High Positive Emotion

2. What is the level of satisfaction of first-visit customer on service setting in terms of interior design; colour; theme; cleanliness; use of space; ventilation; signage and symbols; lighting; music; noise level; and aroma?

Table 2 shows the first-visit customer's level of satisfaction in terms of overall service setting. The results show that customers were highly satisfied in terms of the service quality with a weighted mean of 3.36. Cleanliness has the highest mean, followed by colour, interior design, signage and symbols, theme and its relevance, lighting, use of space, aroma, ventilation and music while noise level has the least mean.

3. What is the level of satisfaction of first-visit customer on service quality in terms of promptness of service; accuracy of transactions; speed of transactions; speed of response to complaints; staff attitude; staff concern; attention and patience of staff; and staff performance?

Table 3 shows the first-visit customer's level of satisfaction in terms of overall service quality. The results show that customers were highly satisfied in terms of the service quality with a weighted mean of 3.63. Staff attitude has the highest mean, followed by accuracy of transaction, staff concern and attention and patience of staffs, staff performance, promptness of service, and speed of transaction while speed of response to complaints has the lowest mean.

**Table 5.** Customer behavioural intention

Behavioural Intention	Mean	Description
I will come back here in the future	3.46	Strongly Agree
I am willing to spend more time in this restaurant.	3.54	Strongly Agree
I will recommend this to other people.	3.34	Strongly Agree
Over-all	3.45	Strongly Agree

4. What is the level of emotional response of first-visit customers in terms of happiness; excitement; pleasure; delight; and entertainment?

Table 4 shows first-visit customers' level of emotional response in relation with their satisfaction in terms of Food Quality, Service Setting and Service Quality. The result shows that customers have high level of positive emotions with a weighted average of 3.30. Based on the findings, 'Pleasure' has the highest mean, followed by 'Happiness, Delight and Entertainment' while 'Excitement' has the lowest mean.

5. What is the level of agreement as perceived by customers on their behavioural intentions in terms of willingness to spend more time inside the restaurant; willingness to come back in the future; and willingness to recommend the restaurant to other people?

Table 5 shows customer's level of agreement in relation with their behavioural intention. The result shows that customers perceived a high level of agreement in relation with their behavioural intention with a weighted mean of 3.45. Based on the findings, customers strongly agree 'to spend more time in the restaurant,' 'to come back in the future' and 'to recommend the restaurant to other people'.

## Conclusions and Recommendations

Based on the findings, it can be concluded that the first-visit customers were provided with excellent food quality, service setting and service quality. The positive emotional responses of customers were congruent with their level of satisfaction in terms of food quality, service setting and service quality; and the behavioural intentions of first-visit customers correspond to their level of satisfaction and emotional responses.

The study showed that there is a high level of satisfaction of the guests towards the overall service environment, product and service quality of the establishments. Moreover, based on the data gathered, most of the customers were willing to go back, stay longer and recommend the establishment to other people. To maintain their level of service environment, product and service quality and having a positive response from the customers, using their current status as reference, it is recommended for the owners to sustain their current practices and continuously gather feedback from their customers for future improvements.

## References

- Ajzen, I. & Fishbein, M (2010). *Predicting and changing behavior: The reasoned action approach*. New York: Psychology Press (Taylor & Francis)
- Heung, V. C. S. & Gu, T. (2012). Influence of restaurant atmospherics on patron satisfaction and behavioural intentions. *International Journal of Hospitality Management*, 31, 1167-1177.

- Jaafar, S. N. (2010). *The Relationships between food quality, service quality, perceived value-for-money, desires congruence and self-congruence on consumer satisfaction and in turn lead to behavioural intentions and consumers' post-purchase attitude in the restaurant industry*. Surrey, UK: University of Surrey.
- Josiam, B. M. & Henry, W. (2014). Eatertainment: Utilitarian hedonic motivation for patronizing fun experience restaurants. *Social and Behavioral Sciences*, 144, 187-202.
- Kang, E., Boger, C. A., Back, K. J. & Madera, J. (2009). *The Impact of Sensory Environments on Spagoers' Emotion and Behavioral Intention*. Houston, Texas: University of Houston.
- Lin, I. Y. & Mattila, A. S. (2010). Restaurant servicescape, service encounter, and perceived congruency on customers' emotions and satisfaction. *Journal of Hospitality Marketing & Management*, 19, 819-841.
- Mehrabian, A. & Russell, J. A. (1974). *An approach to environmental psychology*. Cambridge, MA: MIT Press.
- Mosavi, S. A. & Ghaedi, M. (2012). Behavioral intention in the luxury fast food restaurant. *African Journal of Business Management*, Vol. 7 (18), pp. 1847-1852.
- Othman, M. & Goodarzirad, B. (2013). Restaurant colors as stimuli to enhance pleasure feeling and its effect on diners' behavioral intentions in the family chain restaurants. *Journal of Tourism, Hospitality & Culinary Arts*, 5(1), 75-101.
- Shuttleworth, M (2008). Descriptive Research Design. Retrieved April 27, 2015 from Explorable.com: <https://explorable.com/descriptive-research-design>