Service Quality of Selected Heritage Themed Restaurants in Tagaytay City

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Abstract: **The research explores the service quality of the heritage themed restaurant in the city of Tagaytay. The study is quantitative in nature and had four restaurants selected to take part in the study which is the Antonio's, Balay Dako, Josephine's Restaurant and Pamana. There are 400 respondents in the study which are the guest of the restaurant (100 each) in which the researchers provided survey questionnaire. The result of the study shows that the customers of the heritage restaurants in the city of Tagaytay age 19 to 29, female with an educational attainment of college and had a monthly income range of 20001 to 30000 with a source of income as an employee and agrees with the service quality aspect such as human capital, property and technology while strongly agrees on working condition. There is a significant difference between gender and human capital.**

Keywords: **Service Quality, Restaurant, Heritage, Customers.**

1. INTRODUCTION

Restaurants are known to be as the meeting places where the social life among the Filipinos are actually one of the main themes in going in a certain place which can be a memorable one such as meetings, dates, weddings, reunions and the like. On the other-hand, more restaurants are inclined with the different theme such as either traditional, modern and even contemporary. Along with these are the heritage restaurants which it may describe with the factors not only ambiance but its food (Ramli et al., 2016). The said heritage restaurants are one of the inclinations of this study which will be needed to dissect- despite of the costly price then the satisfaction level of the customers must be measured.

There are several concerns of the service quality being offered among the heritage restaurants establishments. Considering those factors such as the following- a.) ambiance (far from the populated areas and silence), b.) the services which bring great dining experiences, c.) the food which they have to share with their love ones, d.) the panoramic and scenic view in and out of the restaurant and very important is the e.) affordable prices and more foods to choose from.

The Fine Dine Restaurants in the Philippines are one of the tourist attractions not only in busy Metropolitan Manila but in other nearby provinces like Tagaytay. Tagaytay is known to be as one of the scenic tourist spots because of its ambiance and the cool climate. With that kind of place then Fine Dine restaurants are scattered in every corners of the city. In this study then it will evaluate the quality management among the fine dine heritage restaurants- a.) Pamana Restaurant, b.) Balay Dako, c.) Antonios and the d.) Josephine Restaurant. Those restaurants selected has the "heritage" ambiance as well as thematic based on the Filipino culture and delicacies.

Based on the studies then heritage restaurants are needed to be evaluated the service quality since it is associated with their over-all management (Keshavarz, 2016). According to their study that almost 450 loyal customers surveyed and the results overwhelmingly that most of them are loyal customers which avail the services of the restaurant regardless of ther products but their service quality.

Heritage Restaurants are series of restaurants in Tagaytay City known as one of the "tourist spot" in southern part of Luzon (Cavite). These restaurants consist of Filipiniana culture theme with native delicacies as well as the ambiance of the place as well as the dining experiences which can be remarkable among its clients.

There are numerous studies made in relation with the study such as the works made by Bautista and Gaspar (2016) regarding the service quality of food service establishments is one of the lement in doing great business where the customers are satisfied and telling those experiences with other customers. Most likely based on the study that customer's experiences is the key to success in determining their tastes and their visits in one heritage restaurants. Though most of them serving native delicacies but they are different in several aspects such as the ambiance/environment, its location as well as its climate.

The best example of the heritage restaurants which may be considered as a model for this study on service quality is made by Karki and Panthi (2018) regarding the quality of services, price and ambiance has more effects with the customers' satisfaction which identifies the Nepalese restaurants in Finland. The study narrated the importance of the customers as well as its satisfaction levels. Furthermore, the competition among the restaurants is very sensitive since most customers easily swayed with the new ones with the technological considerations and features such as Wi-Fi, LCD monitors and the like but based on the study that the important key for the success are the quality services being offered by the heritage restaurant as well as the price and the ambiance of the place.

In Hospitality Management, many service companies are conducting a systematic service quality survey for them to identify what are the things that needs to improve and what they have to focus more on. Changing market trends, customers are now becoming more sophisticated and demanding. Businesses are spending all their resources and efforts to understand their customers better and provide them with the best possible services. The more the satisfied customer, the more benefits it creates for the image of restaurant (Dipesh Karki & Apil Panthi 2018).

Service quality used as a predictor of customer satisfaction and tries to know, and let investigate customer satisfaction and customer reviewed effect on tourist loyalty, and positive outcomes when it comes to the hospitality industry (Shasam, 2016). With regards to the paradigm presented then service quality is based on the human capital, property, technology and the working processes.

Service quality has a big impact when it comes to expectation and how they will satisfy the tourist. Restaurants not only emphasized on the food and drinks they serve but also the ambiance of the establishments and the service they provide. According to Chen and Lee (2017) "It takes great amount of effort to come up with guidelines and policies of each company to be able to establish service quality that meets standards especially in food businesses".

According to Budhathoki (2018) The customer satisfaction can improve by how the restaurants improved service quality. The researchers made customer observation to improve the customer satisfaction. the restaurant quality of services and meals provided two core factors which influence the customer satisfaction.

Customers are the key way of running business successful and the satisfied customers are the base of the business for the growth in profitability and in the competitive business market. According to Sumaedi and Yarmen (2015), that Service quality has a great influence in customer satisfaction, customer loyalty, customer trust and customer perceived value. As discussed later, the service company that doesn't focus on service quality, it may leave a bad reputation in their company. Therefore, the service company must monitor and improve the quality of service that the company provides.

The study made by Mercado (2018) regarding the heritage restaurants in Lipa City: The Case of Lomi Houses then as one of the basic landmarks of the said province (Batangas) where those heritage restaurants are primarily part of the "tourist spots" as well as delicacy of the Batanguenyos known in the "lomi" menu. As stated in the study that historical significance as well as its founders are relevant to the study of the heritage restaurants that gives the landmark and distinction to the community and to the country as a whole.

According to the Philippine Law, RA 9013 An Act Establishing the Philippine Quality award in order to encourage organizations in both the private and public sectors to attain excellence in quality in the production and/or delivery of their goods and services. Wherein, they identified the service quality of the restaurant in making the customers satisfied, Such as Human Capital, Property, Technology, and Working Process.

The authors of the study choose to research about Service Quality to gain further knowledge about the service quality that can affect the customer satisfaction. The study is significant because knowing the matters of the service quality that affects the customer satisfaction will help the researchers to determine the preferences of the customers on how the Service Quality affects the customer satisfaction.

The study will not only benefit Balay Dako, Breakfast at Antonio's, Pamana Restaurant and Josephine Restaurant but also the customers as well. This study will establish a backdrop of customer scenarios in the selected Heritage Restaurants in Tagaytay City. This will provide important insights that can give the Restaurants an idea or good strategies to improve more the service quality of the establishment.

The Antonio's Restaurants are one of those fine restaurants that can be found in Tagaytay City. The whole restaurants of Antonio's can be appreciated by all ages. On the other-hand besides Antonio, then Pamana Restaurant is one of the heritage cuisines which caters Filipino delicacies where the same with the Balay Dako and the Josephines Restaurant. Over-all, these restaurants are subject for the study which needed to evaluate their service quality. Most likely those services coming from- a.) food presentation, b.) ambiance of the fine dine restaurant, c.) dining experiences and d.) special services such as serenading their customers, giving privileges and discounts as well as birthday gifts for the celebrants.

The framework that will be used in this study is the research framework of FM-SERVQUAL: A New Approach of Service Quality Measurement Framework in Local Authorities: A Conceptual Framework published on 2008 by W Zahari Wan Yusoff.
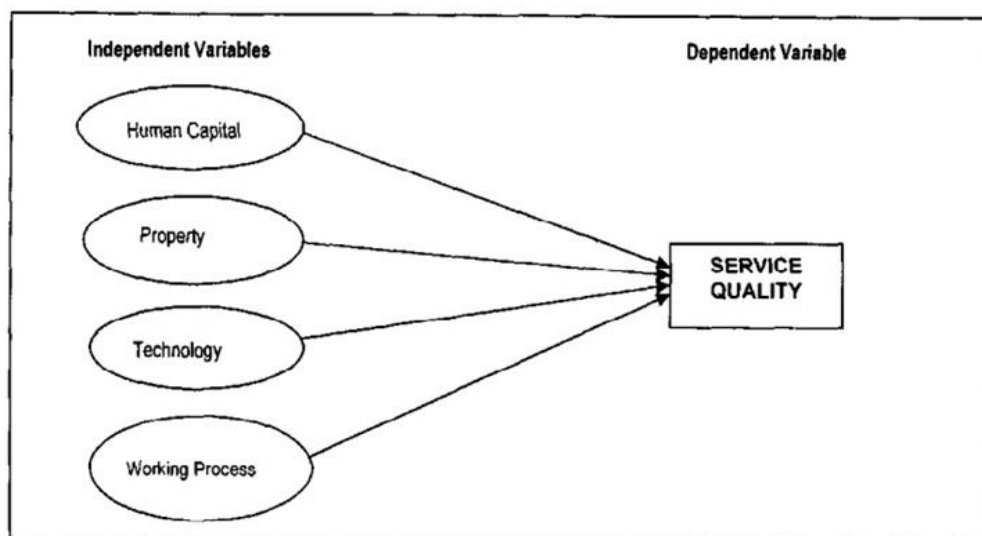
Figure 1: The Research Framework

The conceptual paradigm (research framework of the study divided into Dependent Variable (Service Quality) and the 4 Independent Variables (Human Capital, Property, Technology, Working Process). This flow is inter-related each other among the dependent and independent variables respectively. Furthermore, this process will be considered in the study as the framework of the research.

In order to prove the research framework then selected sources revealed in the study such as the study made by Mensah and Mensah (2018) regarding the effects of the service quality in the service satisfaction among the restaurant customers. As stated in the study that atleast 200 customers in 10 different restaurants in Cape Coasts where survey identified the indicators which as the same with the services quality such as the human capital, property, technology and the working processes which meet the quality standards on the said restaurants to maintain the quality services being offered.

2. STATEMENT OF THE PROBLEM

Specifically, the objectives of the study are the following:

1. What are the demographic profile respondents based on the following mentioned;

1.1 Age

1.2 Gender

1.3 Educational Attainment

1.4 Monthly Income

1.5 Source of Income

2. How do the Respondents Assess the Service Quality of Selected Branches of Antonio`s Restaurant in Tagaytay City in terms of the following:

2.1 Human Capital

2.2 Property

2.3 Technology

2.4 Working Process

3. Is there a significant relationship between demographic profile and service quality rating of the restaurant?

4. What service quality practices can be proposed among the selected heritage restaurants as mentioned in Tagaytay City?

3. METHODOLOGY

The design that will be used by the authors of this study is quantitative descriptive research design. The use of this design will be suitable because the research undertaking requires the gathering of information about the Service Quality of the selected Heritage Restaurants in Tagaytay City.

The study employs data from the customers that visits the selected Heritage Restaurants in Tagaytay City. Since there is no exact number of customers coming in the said Heritage restaurants then, the researchers will use the quota and purposive sampling method. It will help the researchers since these two sampling methods are effective in exploring situations. The researchers will have 400 respondents in each selected Heritage restaurants as mentioned in this study which is located in Tagaytay City (known tourist spot located in the Southern Luzon, Philippines).

The data collection tool that will be use in this study is survey questionnaire. A questionnaire is designed to identify the customers qualifications in service quality in terms of human capital, property, technology, and working process of the selected Heritage Restaurants in Tagaytay City. Prior to data collection, permission to conduct the study will be secured from the Dean of College of Tourism and Hospitality Management of De La Salle University – Dasmarinas and research adviser. The researchers will also ask permission to the owner/s of the selected branches of Antonio's Restaurant to conduct a study about their establishment. The letter will indicate the purpose of the study, the importance of the subject's involvement and assurance of discretion we present to each target respondents. The researchers will distribute the survey questionnaire to the respondents right after their meal and they will be instructed to finish the survey questionnaire and will be collected by the researchers after. The data gathering will take four days and it will be held during Thursday, Friday, Saturday and Sunday from 11am in the morning to 7pm in the evening.

The data will be studied with the use of the statistician provided by the Mathematics and Statistics Department of De La Salle University – Dasmarinas. The analytical method that will be used by the researchers is Descriptive Statistics such as Frequencies and Percentage based on the demographic profile of the participants.

The presentation of the data is based on the descriptive and quantitative method used in the research. As described by Baac (2018) that "Descriptive studies" present the entire population responses using instrument or survey which verified by the statistician in analyzing the items of the survey question. The quantitative analysis will be presented based on the outcome of the respondents which replied on the said instruments. The said analysis will be based on the formula which gathered in the respondents of the study.

4. RESULTS AND DISCUSSIONS

Table 1: Age of the Respondents

Age	Frequency	Percent
20 years old and below	48	12.0
21-30 years old	180	45.0
31-40 years old	88	22.0
41-50 years old	66	16.5
51 years and above	18	4.5
Total	**400**	**100**

The table 1 shows the result on the age of the respondents, the result shows that most of the customers on the restaurant age 21 to 30 with 180 (45.0%) followed by 31 to 40 years old with 88 (22%) respondents while the lowest number of respondents can be found in 51 and above with 18 (4.5%) respondents.

The result shows that most of the guest of the restaurant where young adults since most of the respondents age 21 to 30 the probable reason to this was that the restaurant is famous to the young adults because most young adults wants to experience a good dinging experience and the selected restaurants in Tagaytay city can provide it.

According to Reynolds and Jaesun (2015) there has been a trend in the young adults to experience a fine dining and the Antponio's chain of restaurant are known for the heritage and fine dining experience which explains the result of the study as to why there are younger adults' respondents.

Table 2: Gender of the Respondents

Gender	Frequency	Percent
Female	208	52
Male	192	48
Total	**400**	**100**

The table 2 shows the result on the gender of the respondents the result shows that most of the respondents are female with 208 (52%) respondents followed by male with 192 (48%) respondents.

Although there is not much big difference when it comes to the number of male and female, the probable reason as to why there are more females as compared with males is probably because females are more inclined to explore culture and are fonder of heritage.

According to the Omar et. Al. (2014), Females travel more because of cultures, and with cultures comes with the experience of the food and the Tagaytay city is known as a travel destination and had a lot of restaurants with heritage themes which explains the result as to why there are more females as compared with males.

Table 3: Educational Attainment of the respondents

Educational Attainment	Frequency	Percent
Elementary	7	1.8
High School	71	17.8
College	322	80.5
Total	**400**	**100**

The table 3 shows the result on the educational attainment of the respondents. the result shows that most of the guest of the restaurant are had an educational attainment of college graduate with 322 (80.5%) respondents while the lowest number of respondents can be found in Elementary educational attainment with 7 (1.8%) respondents.

The probable reason as to why there are more college educational attainment respondents was probably due to the knowledge of the cultural heritage restaurant to probably to experience heritage dining.

According to Machingambi & Mhlaga (2016), educational attainment influences people's attitude and develops interest to culture and experience which includes food heritage therefore a higher educational attainment is necessary in learning and develop some interest with heritage particularly the food. In which this explains the result of the study as to why there are more respondents with a college educational attainment.

Table 4: Monthly Income of the Respondents

Monthly Income	Frequency	Percent
P10000 and below	67	16.8
P10001-20000	85	21.3
P20001-30000	100	25.0
P30001-40000	95	23.8
P40001-50000	41	10.3
More than P50000	12	3.0
Total	**400**	**100**

The table 4 shows the result on the monthly income of the respondents the result shows that most of the respondents had a monthly income range of 20001 to 30000 with 100 (25%) respondents followed by respondents with a monthly income of 30001 to 40000 pesos per month. While the lowest number of the respondents can be found in more than 50,000 pesos with 12 (3.0%) respondents.

The probable reason as to why there are a lot of respondents that had a monthly income of 30001 to 40000 was because of the price of the food in these selected heritage restaurants is somehow pricey.

According to Dabu (2017) the median monthly income of a Filipino is average at 16,000 pesos per month, however if we are going to look at the result of the study it can be considered that there price of the food in the selected Tagaytay city restaurant is somehow expensive which therefore could affect the target range customer of these restaurant into middle class with a monthly income range of 30001 to 40000 pesos.

Table 5: Employment Status of the Respondents

Employment Status	Frequency	Percent
Employed	245	61.3
Self Employed	90	22.5
Unemployed	65	16.3
Total	**400**	**100**

The table 5 shows the result on the employment status of the respondents the result shows that most of the respondents are employed with 245 (61.3%) respondents followed by respondents that are self employed with 90 (22.5%) respondents while the lowest number of the respondents are unemployed with 65 (16.3%) respondents.

The probable reason as to why there are more employed guest on these selected restaurants is reflected on their monthly income result of the study. The monthly income range result reflected that their major source of income is through employment. Most of them are employed period.

According to PSA (2016) there are many employees in the country as a whole that business establishment owners in which it reflects the result that most of the respondents are employed while self-employed respondents could be entrepreneurs busy making their own money.

Table 6: Human Capital Assessment of the respondents

Human Capital	Mean	Interpretation	Rank
1. The appearance of the employees of the restaurant are well presentable.	3.81	Strongly Agree	1
2. The employees of the restaurant are approachable and polite.	3.41	Agree	2
3. The employees are aware of their surroundings	3.40	Agree	3
4. The employees are experienced	3.34	Agree	4
5. The employees gives you an excellent service quality	3.33	Agree	5
Overall	**3.46**	**Agree**	

The table 6 shows the result on the human capital assessment of the respondents the result shows that the highest mean can be found in The appearance of the employees of the restaurant are well presentable with a mean of 3.81 and interpreted as strongly agree while the lowest mean can be found in The employees gives you an excellent service quality with a mean of 3.33 and interpreted as agree the overall mean of 3.46 suggest that the respondents agree with the statements regarding the human capital.

The probable reason as to why the appearance of the employees of the restaurant are well presentable got the highest mean could probably because the employees of the hotel pay attention to their working attire in the restaurant as the restaurant markets itself as a fine heritage dining therefore the employees of each selected restaurant should be presentable at all times in order for the customer to be satisfied.

According to Ali (2016), it is very important for a fine dining restaurant to pay attention to the impression that it is a fine dining restaurant and one way the restaurant ensures that the customer and guest will have a good impression is to pay attention to the attire of the employees since the employees will engage with the customer and a good impression also add an improvement with the service quality provided.

However, the result also shows that the lowest mean can be found in the employees gives you an excellent service quality According to Newman (2014) while it is important to provide a first impression which could improve the service quality the service that is provided to the customer is much important because this will seal the deal when it comes to service quality a good service provided means that the restaurant is taking care of its customer in which the restaurant will attract a following and loyal customers because they see the service provided as the indicator of a good service quality.

Table 7: Property Assessment of the Repsondents

Property	Mean	Interpretation	Rank
1. The environment is very appealing.	3.77	Strongly Agree	1
2. The restaurant is eco-friendly in terms of its landscape, design, and facilities.	3.56	Strongly Agree	2
3. The restaurant is safe and well secured for the customers.	3.33	Agree	3
4. The place of the restaurant is very spacious.	3.30	Agree	4
5. The cleanliness of the restaurant is well maintained.	3.36	Agree	5
Overall	**3.46**	**Agree**	

The table 7 shows the result of the assessment of the respondents when it comes to the property aspect of service quality the result shows that the highest mean can be found in the environment is very appealing and interpreted as strongly agree with a mean of 3.77 while the lowest mean can be found in The cleanliness of the restaurant is well maintained with a mean of 3.36 and interpreted as agree the overall mean of 3.46 suggest that the respondents agree with the statements on the service quality property aspect of the restaurant.

The result shows that the highest mean can be found in the environment is very appealing and interpreted as which means that the restaurant environment is top notch the probable reason behind this was that the restaurant is located in Tagaytay city which is known to have a great atmosphere and add the heritage theme of each restaurant and it will create a good atmosphere in which the guest are entice to it.

According to Keshavarz (2016), when it comes to the service quality particularly in restaurant the atmosphere and the ambiance provided by the restaurant is very important because it create a sense of aesthetic beauty in which the guest will enjoy specially in a fine dining restaurant the importance of a good atmosphere provided is very important because the customers will feel that the dining experience provided to them is on a higher level.

In relation with the result of the study the probable reason as top why the lowest mean can be found in the cleanliness of the restaurant is well maintained could probably due to the busy schedule of the restaurant as the restaurant is situated in the city of Tagaytay with lots of tourist and these tourist need a place to eat the restaurant can be quite busy at a times that the cleanliness mush have been forgotten by the management.

According to Machingambi and Mhlamga (2016) cleanliness is a very important factor when it comes to the restaurant because if a restaurant is not cleanly maintained then the customers or guest could be turned off and could have a bad reputation for the restaurant which will lose loyal customers and will get a bad review from the guest, the guest expected

cleanliness more in a fine dining type of restaurant and the management should looked forward in maintaining the cleanliness of their respective restaurant.

Table 8: Technology Assessment of the Respondents

Technology	Mean	Interpretation	Rank
1. The restaurant website is pleasant to the eye.	3.78	Strongly Agree	1
2. The restaurant ICT secure confidential.	3.54	Strongly Agree	2
3. The restaurant online booking reflects real time ability.	3.35	Agree	3
4. The restaurant website updates the place in their website frequently.	3.27	Agree	5
5. The restaurant feedbacks from their website is helpful for future customers.	3.39	Agree	4
Overall	**3.46**	**Agree**	

The table 8 shows the result on the assessment of the respondents on the technology aspect of service quality and the result shows that the highest mean can be found in the restaurant website is pleasant to the eye with a mean of 3.78 and interpreted as strongly agree while the lowest mean can be found in the restaurant website updates the place in their website frequently with a mean of 3.27 and interpreted as agree. The overall mean of 3.46 suggest that the respondents agree with the statements on technology aspect of service quality.

The result suggest that the respondents strongly agree to the restaurant website is pleasant to the eye which got the highest mean the probable reason behind this was that the website of the resort was designed based on a modern template in which is the trend when it comes to the website of the restaurant in which the respondents find it to be eye catching and informative.

According to Chen and Lee (2017) with the advent of use of technology in order to improve the service quality specially in the restaurant the design of the website for the restaurant became an important factor in order for the guest to be entice to experience the fine dining of the restaurant that it offers because it creates an expectation with the potential guest that the restaurant is a good place to eat.

However the result of the respondents reflected on the lowest mean because the lowest mean can be found in the restaurant website updates the place in their website frequently which indicates that the restaurant where not regularly updated the probable reason to this could probably that the management is not trained to run a website in which the website could felt like is outdated on the information even though the website has a modern content.

According to Sumaedi and Yarmen (2015) different companies adopt to the use of technology to improve the service quality particularly in the restaurant and that means that many restaurants adopt to embracing the use of technology such as website in order to improve the service quality however the use of technology is fast pace and the websites should be updated so that it appears to be engaging to the potential guest and customer which in turn would improve the service quality of the restaurants.

Table 9: Working Condition Assessment of the Respondents

Working Condition	Mean	Interpretation	Rank
1. The restaurant implement a solid understanding of customer's needs and expectations.	3.76	Strongly Agree	1
2. The service satisfies the customer's expectation and will recommend the restaurant to others.	3.59	Strongly Agree	2
3. The employees performs the service right the first time.	3.47	Agree	3
4. The server place the order the way the customer place their order.	3.35	Agree	5
5. The Security personnel assists the customer when entering and leaving the restaurant.	3.39	Agree	4
Overall	**3.51**	**Strongly Agree**	

The table 9 shows the result on the working condition aspect of the service quality the result shows that the highest mean can be found in the restaurant implement a solid understanding of customer's needs and expectations with a mean of 3.76

and interpreted as strongly agree while the lowest mean can be found in the server place the order the way the customer place their order with a mean of 3.35 and interpreted as agree. The overall mean of 3.51 suggest that the respondents are strongly agree with the statements on the working condition aspect of service quality.

The probable reason why the restaurant implement a solid understanding of customer's needs and expectations got the highest mean could probably because of the nature of the restaurant itself which is fine dining therefore the employees should be responsible with the needs and expectations of the guest of the restaurant so that the restaurant reputation won't be hit.

According to Ali (2016), it is very important that the employees particularly in the restaurant that offers fine dining experience to take care the needs of the guest because the guest needs to serve excellently because the reputation of the restaurant is at stake and this is a good note on the part of the management that they take good care of the request and needs of the guest and customers alike.

In relation with the result it is note that the lowest mean can be found in the server place the order the way the customer place their order the lowest mean could probably because due to the busy schedule of the restaurant that the staffs could probably forgot due to busy happenings in the restaurant which could affect the service quality and takes long time for the orders to go out.

According to Chen and Lee (2017) a crucial factor when it comes to the service quality in the restaurants was the orders of the customer the delays should be lessen and the orders should be followed in serving especially in fine dining restaurants however, this factor has been the most problem that is facing the restaurant because there is a lot that is going on from the dining to the kitchen and other stuff in which affects the service provided therefore the management should restructure their system in order to provide an efficient service to the guest.

Table 10: Significant Different between the age of the respondents and their assessment of service quality aspects

Age	p-value	Interpretation	Decision
Human Capital	0.252	Not Significant	Accept
Property	0.924	Not Significant	Accept
Technology	0.455	Not Significant	Accept
Working Condition	0.542	Not Significant	Accept

The table 10 shows the result on the significant difference on the age of the respondents and their assessment of service quality aspects. The result shows that age is not a factor when it comes to the service quality aspects because all of the p-value was more than the significance level of 0.05.

The result reflects that there is no significant difference with the age of the respondents and the said service quality aspects of the restaurant a probable reason for the result was that age is not a factor when it comes to sustainability practices in the resort. Which means that the different age groups have the same assessment of human capital, property, technology and working condition.

According to Ali (2016), service quality is noticeable with the different age groups although age could be a factor when it comes to service quality because older age group had more request and have a different perception of service quality; particularly in restaurant, however the result of the study suggest otherwise.

Table 11: Significant Different between the gender of the respondents and their assessment of service quality aspects

Gender	p-value	Interpretation	Decision
Human Capital	0.045	Significant	Reject
Property	0.052	Not Significant	Accept
Technology	0.365	Not Significant	Accept
Working Condition	0.574	Not Significant	Accept

The table 11 shows the result on the significant difference on the gender of the respondents and their assessment of service quality aspects. The result shows that age is not a factor when it comes to the service quality aspects because all of the p-value was more than the significance level of 0.05. However, there is a significant relationship between the gender of the respondents and human capital since the p-value is lower than 0.05 which is interpreted as significant.

The result shows that human capital is a factor when it comes to the gender of the respondents. The respondents who are female gave a higher assessment on human capital. The probable reason as to why this happens is because females could have a higher expectation when it comes to the human capital.

According to Machingambi and Mhlamga (2016) when it comes to the experience of fine dining the women are more meticulous than men is because females find the fine dining restaurant experience to be fancy in which this increase their expectations when it comes to the human capital aspect of service quality.

Table 12: Significant Different between the educational attainment of the respondents and their assessment of service quality aspects

Educational Attainment	p-value	Interpretation	Decision
Human Capital	0.084	Not Significant	Accept
Property	0.286	Not Significant	Accept
Technology	0.431	Not Significant	Accept
Working Condition	0.528	Not Significant	Accept

The table 12 shows the result on the significant difference on the educational attainment of the respondents and their assessment of service quality aspects. The result shows that educational attainment is not a factor when it comes to the service quality aspects because all of the p-value was more than the significance level of 0.05.

The result reflects that there is no significant difference with the educational attainment of the respondents and the said service quality aspects of the restaurant a probable reason for the result was that age is not a factor when it comes to sustainability practices in the resort. Which means that the different age groups have the same assessment of human capital, property, technology and working condition.

According to Karki and Panthi (2018) service quality is experience by most guest and customers regardless of their educational background as the keyword is the service provided particularly in the restaurant there is a expectation that the customer should have regardless of the educational attainment in which this explains that educational attainment is not a factor when it comes to the service quality.

Table 13: Significant Different between the monthly income of the respondents and their assessment of service quality aspects

Monthly Income	p-value	Interpretation	Decision
Human Capital	0.051	Not Significant	Accept
Property	0.753	Not Significant	Accept
Technology	0.236	Not Significant	Accept
Working Condition	0.636	Not Significant	Accept

The table 13 shows the result on the significant difference on the monthly income of the respondents and their assessment of service quality aspects. The result shows that monthly income is not a factor when it comes to the service quality aspects because all of the p-value was more than the significance level of 0.05.

The result reflects that there is no significant difference with the monthly income of the respondents and the said service quality aspects of the restaurant a probable reason for the result was that monthly income is not a factor when it comes to sustainability practices in the resort. Which means that the different age groups have the same assessment of human capital, property, technology and working condition.

According to Chen and Lee (2017) the price of the restaurants created the impression of what the guest should expect what type of service the restaurant has, therefore monthly income could have a relation with the service quality because the more expensive the restaurant is the more a guest expect better service however the result suggest otherwise in which it could be explain the range on the monthly income of the respondents are near to each other.

Table 14: Significant Different between the source of income of the respondents and their assessment of service quality aspects

Source of Income	p-value	Interpretation	Decision
Human Capital	0.944	Not Significant	Accept
Property	0.369	Not Significant	Accept
Technology	0.912	Not Significant	Accept
Working Condition	0.703	Not Significant	Accept

The table 14 shows the result on the significant difference on the source of income of the respondents and their assessment of service quality aspects. The result shows that source of income is not a factor when it comes to the service quality aspects because all of the p-value was more than the significance level of 0.05.

The result reflects that there is no significant difference with the source of income of the respondents and the said service quality aspects of the restaurant a probable reason for the result was that source of income is not a factor when it comes to sustainability practices in the resort. Which means that the different age groups have the same assessment of human capital, property, technology and working condition.

According to Chen and Lee (2017) the price of the restaurants created the impression of what the guest should expect what type of service the restaurant has in which it can be interpreted that as long as the customer pays for what they eat the source of income does not matter therefore it should not have a significant relationship with the aspects of service quality.

5. CONCLUSION AND RECOMMENDATION

The result of the study shows that most of the guest in the heritage restaurant where young adults age 18 to 29 with 180 (45%) respondents. While most of the gender of guest in the heritage restaurant was female with 208 (52%) respondents and had an educational attainment of college graduate with 322 (80.5%) respondents. With a monthly income range of 20001 to 30000 pesos with 100 (25%) and a source of income as employed with 245 (61.3%) respondents.

The result of the service quality aspects shows that the respondents overall agree with the statements on human capital with a mean of 3.46 and interpreted as agree. While the result on the property also shows that the respondents agree with the statements with an overall mean of 3.46. The same can also be said with the technology with an overall mean of 3.46 and interpreted as agree and lastly the result on working condition suggest that the overall mean of 3.51 is interpreted as strongly agree.

The result also shows that there is no significant different with the age, educational attainment, monthly income and source of income and the aspects of service quality such as human capital, property, technology and working condition however there is significant difference with the human capital and gender.

Based on the findings the researcher concluded that the customers of the heritage restaurants in the city of Tagaytay age 19 to 29, female with an educational attainment of college and had a monthly income range of 20001 to 30000 with a source of income as an employee and agrees with the service quality aspect such as human capital, property and technology while strongly agrees on working condition. There is a significant difference between gender and human capital.

Therefore, the researchers have recommended the following based on the lowest mean on each aspect such as human capital, property, technology and working condition. First the management of the restaurant should conduct a regular training regarding the service provided to the guest, second the management should ensure the cleanliness of the restaurant third the management of the restaurant should regularly update their website by training a staff on web updates and lastly the management of the restaurants should improve their order managing system.

6. OUTPUT

Based on the findings of the research the researchers have come up with a service quality practices program which will improve the service quality aspects of the each heritage restaurant in the city of Tagaytay, the design of the service quality program is based on the lowest mean in each of the aspect namely; Human Capital, Property, Technology and Working Condition. There are four objectives as suggested by the researchers.

The first objective is to provide the management of the restaurant should conduct a regular training regarding the service provided to the guest which means that the management of the restaurant will provide a training regarding the service quality which will improve the service provided to the customers and the guest this can be done on a daily basis and is implemented on a quarterly basis the probable cost for this training is about 10,000 pesos and will significantly improve the service quality provided to the customers.

While the second objective was to ensure the cleanliness of the restaurant this objective is very important because cleanliness affects greatly the service quality. This can be done by assigning 2 staff that will regularly check the cleanliness of the restaurant 3 times per day with a focus on the dining area this can be implemented immediately with no additional cost and can should be done daily.
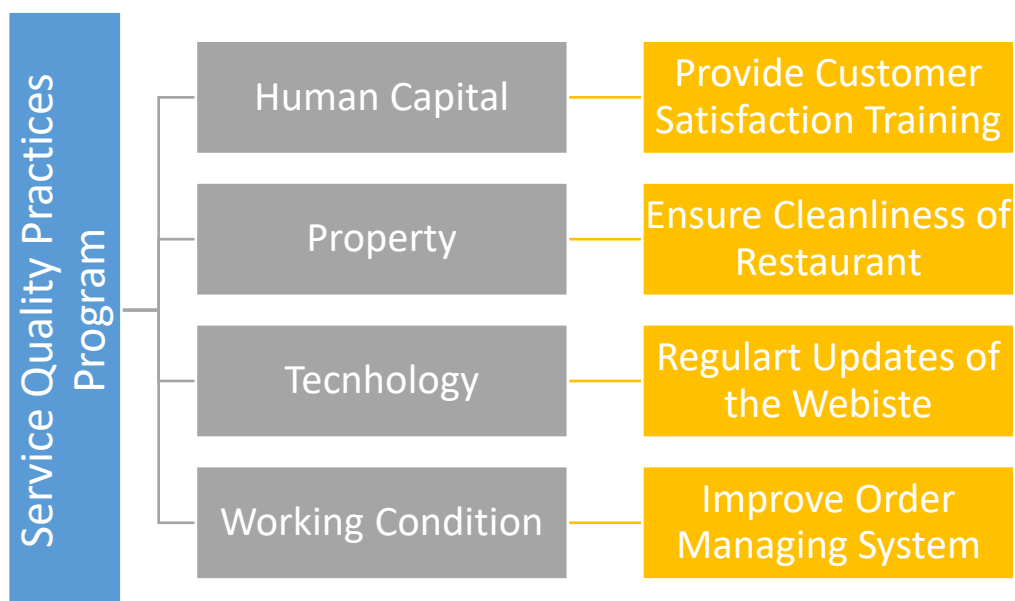

Figure 1: Objectives of the Service Quality Practices Program

Third objective for the restaurants was to manage their respective website and regularly updating it this can be done on a monthly basis by providing a training on a staff on how to update the website this is very important because regularly updating a website improves the engaging capability of restaurant towards its customer which in turn will improve the service quality of the restaurant the cost of the training is about 2,000 pesos.

The last objective of the program was to improve order managing system in order to cut the delay times for the order and improve the overall quality provided to the customers. This can be done by a meeting of the staffs and the manager on a monthly basis in order to identify the problems that is present and to solve it which also includes a better decision-making process there will be no additional cost with this objective.

Table 15: Roadmap of Activities

Activity	Objective	Time Frame	Implementing Body	Expected Result	Projected Cost
Provide Customer Satisfaction Training	To improve Service Quality Provided	Training: 1 day Implementation: Quarterly	Restaurant Management	Service Quality will be improved	10,000 Pesos
Regular checking of Cleanliness of the restaurant	Ensure the cleanliness of the restaurant	Daily: 3 times a day Implementation: Immediately	Restaurant Management	Cleanliness will be improved	N/A
Update of Website	Regularly update of website of the Restaurant	Training: 1day Implementation: Monthly Basis	Restaurant Management	Websites will more engaging to the customers	2,000 Pesos
Improving order managing system	To improved the order managing system	Meeting: Monthly Basis	Restaurant Management	There will be an improved order managing system	N/A

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