CUSTOMER SATISFACTION OF SELECTED LATIN AMERICAN THEMED RESTAURANTS IN MAKATI, CITY

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Abstract: **The Poblacion, Makati City is a well-known food and entertainment spot in Makati in which Latin themed restaurants are famous because of the unique foods they serve. The study assesses the customer satisfaction of the respondents which are the guest on the selected Latin Themed restaurant in Makati City. The study is quantitative in nature and the selected restaurant that is subjected to customer satisfaction are the El Chupacabra Restaurant, Pura Vida and Senor Pollo, there are 300 respondents for the study 100 each for the restaurant and uses survey questionnaire as the instrument of the study. The study uses the concept of customer satisfaction based on the 5 aspects such as reliability, assurance, tangible, empathy and responsiveness. The result shows that most of the guest of the Latin themed restaurant age 18 to 29, male with an educational attainment of college graduate and has a monthly income range of 20,000 to 29,999 pesos per month. Most of the respondents agreed on the statements when it comes to customer satisfaction in all off the aspects such as reliability, assurance, tangible, empathy and responsiveness. There is significant difference with the profile of the respondents such as age on both the tangible and empathy aspect and the educational attainment and monthly income with the tangible aspect.**

Keywords: **Customer Satisfaction, Latin Themed Restaurants, Reliability and Tangible.**

1. INTRODUCTION

When it comes to the restaurants the management should look importance into the customer satisfaction as it can provide insights on the quality of service the restaurant provided to the consumer, the restaurants should create a good impression and a quality service to each customer because in providing a quality service the restaurant the value and the expectation of the customer is considered and it will create a brand loyalty in which the restaurant could become popular as a provider of good dining experience.

Customer satisfaction on the other hand is the measure on how products of a company are met or surpassed by a customer's expectation. The term is used because it is important. It provides a scale to the marketers and business owners so that they can improve their business and management (Clientheartbeat.org 2015).

Interaction during customer life cycle is a complex one since there is different perception of a customer that needs to address as he expects something from a particular business establishment. Improving relationship with customers to have their loyalty to help the business to stay in the competition is really important. Customers should not just feel happy; they should feel that the company takes care of them and one way to measure the overall satisfaction of the customers is to measure their customer satisfaction (Emerald, 2019).

The ISO 10002, also known as the Quality Management: Customer Satisfaction, is the legal basis for the study. It demonstrates the organization, cares about customer feedback, receives, manages, and resolves customer complaints effectively. Standard outline management controls and processes help, and handles customer complaints more effectively

and efficiently, making sure that more customers are satisfied with the service provided (isigroup.com, 2018). On the other hand there is another legal basis of the study which is the Consumer Act of the Philippines which is the R.A 7394 in which it provides protection of consumers against hazards, safety and health and it the law also provides consumer rights against deceptive and unfair practices and the right of the consumer to exercise as a consumer this is related to the study because the customer of the restaurants have the right to a right service provided and the right transactions provided by the restaurants in which the customers has the right with it (officialgazette.gov.ph).

The importance of customer satisfaction is a necessity. It is really hard to sustain a costumer. Sustaining an audience demands consistency of thought, purpose, and action over a long period of time. Customer satisfaction is really useful as a customer can span all the elements of the company from buying a product to actually using it, having issues with a product that requires resolution, or simply making the decision to use a service or product for the first time. It is not enough to make the customers happy. Maximizing customer satisfaction not only increase their satisfaction but potentially increases also the revenue of the company. That is why customer satisfaction tool is important in the company not only to make a good impression to the customers but also to improve the business (Grigalunaite and Pileliene, 2014).

Reasons why the customer satisfaction is very useful are identified in six terms. First it is an indicator of consumer repurchase, intentions, and loyalty. This is useful in knowing the general satisfaction of a consumer. Loyal consumers are always in need to meet their expectations. Second, it is a point of differentiation, meaning the understanding of the different customer in a widely sense. Third is that is reduces customers who change their supplier or brand use. Customer satisfaction is useful in this scenario in order to improve what should be needed to improve in the business. Fourth, it increases customer lifetime value. In a broad sense, this indicates good customer retention. Fifth is that it reduces negative word of mouth from the customer. It helps identify if customers are constantly happy with the service. Last, this tool is useful to retain customer than to acquire new ones since marketing costs a lot of money on advertisement and this is helpful in influencing and recommending the business (Chu et.al, 2014).

When it comes to the restaurant customer satisfaction is very important in order to maintain the quality of service provided to the customers the restaurant should provide a quality service in which the customers will be pleased with their dining experience and that in turn will create a loyal fanbase in which the restaurant will have loyal customers and advancing to creating a wonderful experience to the customers every time they visit the site (Diaz, 2019).

The idea of measuring the customer satisfaction on a restaurant is through the use of the concept of SERVQUAL which stands for service quality and uses the RATER Model which was created by professors Valarie Zeithaml, A. Parasuraman, and Leonard Berry, and published in their book, "Delivering Quality Service." The model highlights five areas that customers generally consider to be important when they use a service. Reliability means the ability to provide the service promised consistently, accurately, and on time. Assurance is the knowledge, skills, and credibility of staff; and their ability to use this expertise to inspire trust and confidence (Kendall, 2016).

Tangibles are the physical evidence of the service provided. This could be offices, equipment, employees, and communication and marketing materials use. Empathy is the relationship between employees and customers It also means the general interaction the way they handle the customer, and responsiveness is the ability to provide a quick, high quality service to the customers (Oyvind, 2016).

The research gap of the study is the relationship between the customers and the restaurant itself as to what issues can be identified is more important to the customer satisfaction; when it comes to the restaurant itself whether the issues that could be present could be with the tangible or the food itself or other issues present such as the service itself.

The subject of the study are the Latin themed restaurants in Poblacion, Makati City. Poblacion Makati which means the downtown is the center of culture, history, government and entertainment in the city of Makati. The Poblacion is a known spot in Makati in which entertainment is a focus there are a lot of bars and restaurants in the area which is a good place to hang out and socialize, and the famous restaurants in the area that is listed on the must visits are Pura Vida, Senor Pollo and El Chupacabra in which this restaurant had a Latin American themed incorporated (Hoppler, 2018).

On the other hand, Latin American dish is considered to be corn based as some of the famous Latin American dishes were arepas, pupusas, tacos, tamales, tortillas and various salsas in which the Latin American dish also emphasize with the spices particularly chili, tomatoes and onions (Lamberto, 2016).

The first restaurant subject is El Chupacabra, which is located in Felipe St. Makati. El Chupacabra is literally a hole in the wall Mexican Cantina on a street close to P. Burgos Makati that is owned by Mexicali, a local Mexican food chain. The

second restaurant which is The Filling Station is the most atmospheric American 50's diner and ice cream parlor in the Philippines and has been in business since 1987 and is open 24 hours a day, and 7 days a week. It is owned by an ex-US Navy cook who wanted to bring a piece of America to his new home. Upon entering, you will be transported to a different time and place with all the paraphernalia that are displayed through the walls and ceilings, a VIP Cadillac dining table, pool tables, and the classic black and white checkerboard tiled floors.

Pura Vida, on the other hand which is located in Poblacion Makati. Pura Vida is the first Costa Rican Reggae Lounge, a restaurant in Manila which opened on November 11, 2016 at the trendy Poblacion district of Makati by partners Renato Robles, Nathan Riskin, PJ La Vina and Eoghan Ryan. It attracts a cosmopolitan hipster crowd and this second-floor lounge has indoor and alfresco seating where you will immediately be immersed in its laid- back colorful Rastafarian vibe. The restaurant specializes in Costa Rican cuisine which is a blend of Native American, Spanish, African and many other cuisine origins.

Lastly the Senor Pollo which is the home of the Famous Latin Chicken, Señor Pollo Makati is loved both by locals and foreigners. Its affordable food and beers, the admirable wall murals, and its street-inspired ambiance make it one of the most frequented hangouts in Poblacion. Located on Ebro Street, the hip hole-in-the-wall invites guests to come as they are. It is the second branch after the one in Quezon City. Señor Pollo is open for 11:30 AM to 2 AM, but most guests flock to it at night 'til midnight when the vibe is more unhurried and easygoing.

The scope of the study was the identified selected Latin Themed restaurants in Poblacion Makati City. The study used the RATER as the concept in assessing the customer satisfaction. The study was limited to the respondents which are the customers of the selected Latin Themed Inspired restaurant. Which was also subjected to answer the survey questionnaire.

This study has a lot of importance especially to the management of the restaurant. The study could help the restaurant industry, especially the owners of the restaurant and the staffs of the restaurant for a more efficient management and an increase in customer satisfaction. The study could be significant to the following such as the customer in order for them to experience a much better dining experience and to know their right as a customer to a quality service that the restaurant provides

STATEMENT OF THE PROBLEM

The researchers aims to determine the customer satisfaction of selected Latin Themed restaurants in Poblacion, Makati City,as input for enhance customer satisfaction program. This study seeks to answer the following:

1. What is the profile of the respondents in terms of:

   1.1 Age

   1.2 Gender

   1.3 Educational Attainment

   1.4 Monthly Income

2. How do the respondents assess the customer satisfaction in selected Latin Theme Restaurant with regard to:

   2.1 Reliability

   2.2 Assurance

   2.3 Tangible

   2.4 Empathy

   2.5 Responsiveness

3. Is there significant difference on the respondent responses on the customer satisfaction when group according to profile?

4. Based on the findings what enhanced customer satisfaction program can be proposed?

RATER model which is the model use in assessing the customer satisfaction. The lower parts of the figure are the factors for customer satisfaction: reliability, assurance, tangible, empathy, and responsiveness which are the dimensions used in the study.

The RATER Model was created by professors Valarie Zeithaml, A. Parasuraman, and Leonard Berry in 1988 and published in their book, "Delivering Quality Service. "The model highlights five areas that customers generally consider to be important when they use a service. This model was also as the conceptual framework on the study of Chu and colleagues (2014), Kendall (2016) and Oyvind (2016).

2. METHODOLOGY

The study employs quantitative type of research. The use of quantitative type of research in any study is necessary since there are no data to be manipulated. Descriptive research design allows the study to describe the characteristics of the customer satisfaction of the selected Latin Themed restaurants in Poblacion, Makati City. There are 3 restaurants in the Poblacion Makati that is Latin Themed which are the El Chupacabra Restaurant, Pura Vida and Senor Pollo. The respondents of the study are the customer of each Latin Themed restaurant.

The study used Quota Sampling as the sampling technique, the study 100 respondents each in each restaurant in which the number of respondents is totaled to 300. The respondents of the study were the customers of the Latin Themed Restaurant in Poblacion Makati. The instrumentation that was used in the study is questionnaire in which is in Likert form.
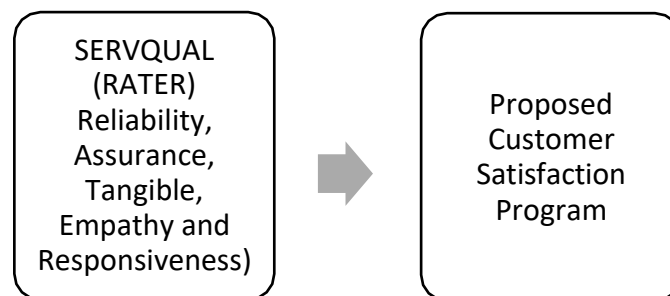

Figure 1: Conceptual Framework RATER Model

The conceptual paradigm shows the main concept of the study. The figure at the right shows the proposed customer satisfaction program which is the output of the study and the figure at the left shows the

A legal letter was given to the Latin Themed restaurant in Poblacion Makati in which it is to inform them of a research conducted in their respective Latin Themed restaurant. The approval of the concern offices (Latin Themed Restaurants) was be done in order to distribute the survey questionnaire. The survey questionnaire was validated by the thesis adviser. The survey included the demographic profile of the respondent and a Likert type question on customer satisfaction of the Latin Themed restaurant. The data that were gathered in the survey were used to further analyze the data statistically. The data that the research retrieved was treated with utmost confidentiality.

3. RESULTS

The researchers used survey questionnaire in data gathering. The researchers had personally handled out the survey questionnaire to the customers of the selected Latin Themed inspired restaurant in the Poblacion, Makati city. The data gathering process started on the 2nd week of February up to 4th week of the same month.

The researchers conducted the survey during weekends the respondents answered immediately the survey questionnaires and these are waited until they are finished answering. After handling out the questionnaire, it was collected by the researchers from the respondents for the researchers listed their answers for further statistical analysis.

The questionnaire was validated by the adviser. The study also uses face validity to validate the survey questionnaire by using the respondents to validate if the survey questionnaire could answer the intended question (Sharma, 2014) on the customer satisfaction of the Latin themed inspired restaurant in Poblacion, Makati city. This serve as the test run in proceeding with the real survey test that was done.

Percentage and frequency was use in analyzing the demographic profile of the respondent's Descriptive statistics was used in the study in order to interpret the data. Computing the standard deviation in the study was really important since this was compared to the standard weighted mean. The standard weighted mean had a meaning for the corresponding points 1.00 to 1.49 Strongly Disagree, 1.50 to 2.49 Disagree, 2.5 to 3.49 Agree and

Table 1: Age of the Respondents

Age	Frequency	Percentage
18 to 29	176	58.67
30 to 39	78	26
40 to 49	36	12
50 to 59	8	2.67
60 and above	2	0.67
Total	**300**	**100**

The table above shows the result of the age of the respondents the result shows that most of the respondents of the Latin themed restaurants were age 18 to 29 with 176 (58.67%) respondents followed by respondents with an age group of 30 to 39 with 78 (26%) respondents. While the lowest number of respondents was 60 Years old and above with 2 respondents (0.67%).

The probable reason as to why most of the customers of the Latin restaurant age 18 to 29 and considered to be young adults is because the Poblacion in which it is known as an entertainment district Makati was a known spot for workers to dine and to party which could explain as to why most of the respondents are young adults

According to Hoppler (2018) the Poblacion is a known destination in the Makati City to which visitors can experience good food and to have party all night long as some of the restaurants in the area is also a bar in which young adults are the primarily visitors of Poblacion, Makati City.

Table 2: Gender of the Respondents

Gender	Frequency	Percentage
Male	168	56
Female	132	44
Total	**300**	**100**

3.5 to 4 Agree. Lastly, ANOVA (Analysis of Variance) was used to assess the difference between the profile variable of the respondents and their assessment of the preference. This statistical analysis is really important in testing, significance for categorical variables.

The table above shows the result of the gender of the respondents the result shows that most of the respondents where male with 168 (56%) respondents while there are 132 (44%) female respondents.

The probable reason as to why there are more male that visits the Latin themed restaurants in Poblacion Makati City was because due to the chance that the researchers have more male respondents when the survey was done during the visit of the researchers.

According to PSA (2017) (Philippine Statistical Authority) when it comes to the number of tourists there is an equal ratio of male and female visitors in which the result should have an equal representation of gender but the result shows otherwise and this could be by chance.

Table 3: Educational Attainment of the Respondents

Educational Attainment	Frequency	Percentage
High School	15	5
Vocational	14	4.67
College Level	67	22.33
College Graduate	198	66
Post-Graduate	6	2
Total	**300**	**100**

The table above shows the result of the educational attainment of the respondents the result shows that most of the respondents are college graduates with 198 (66%) followed by college level respondents with 67 (22.33%) respondents while the lowest in the result was in post graduate with 6 (2%) respondents.

The probable reason as to why most of the respondents had an educational attainment of college graduate was because this could be attributed that most of the respondents are young adults and these young adult are considered to be workers in which most of the sector in the nearby area of Poblacion Makati is service sector which requires a college graduate level in order to work in the service industry.

According to Makati.gov.ph (2020) the city of Makati is also known as the financial hub of the Philippines in which there are a lot of business establishment in the area in which most of them deal with Finance and these business employs workers in which this could attribute to the educational attainment of the respondents as most of the financial companies employs college graduates.

Table 4: Monthly Income of the Respondents

Monthly Income	Frequency	Percentage
P10,000 and below	15	5
P10,001 to P19,999	73	24.33
P20,000 to P29,999	116	38.67
P30,000 to 39,999	41	13.67
P40,000 to 49,999	28	9.33
P50,000 and above	27	9
Total	**300**	**100**

The table above shows the result of the monthly income of the respondents the result shows that most of the respondents had a monthly income range of 20,000 to 29,999 with 116 (38.67%) respondents followed by respondents with income range of 10,001 to 19,999 while the lowest number of respondents can be found in 10,000 and below with 15 (5%) respondents.

The probable reason as to why most of the respondents had an income of 20,000 to 29,999 was probably because in Makati City the salary is much higher since this is a Financial District in which the Salary could be much higher as compared to other places.

The average worker salary in the in the Philippines was 16,000 pesos as according to the report from PSA (2017) (Philippine Statistical Authority), but the result suggest different as most of the respondents had an income range of 20,000 to 29,999 this could explain that the average monthly income in Makati City is much higher that the national average.

Table 5: Reliability assessment of the Respondents

Reliability	Mean	Interpretation	Rank
1. The Restaurant serves the food on the allotted time	2.84	Agree	5
2. The Restaurant ordering process is efficient	2.88	Agree	4
3. The Service provided by the staffs is fast enough and consistent	3.18	Agree	1
4. The Restaurant is clean and well maintained	3.12	Agree	2
5. The order accuracy of the restaurant is good	3.03	Agree	3
Overall	**3.01**	**Agree**	

The table above shows the result of the reliability of the respondents the result shows that the highest mean can be found in The Service provided by the staffs is fast enough and consistent with a mean of 3.18 and interpreted as agree while the lowest mean can be found in The Restaurant serves the food on the allotted time with a mean of 2.84 and interpreted as agree the overall mean of 3.01 suggest that most of the respondents agree with the statements on the reliability of the Latin Themed restaurants.

The probable reason as to why The Service provided by the staffs is fast enough and consistent got the highest mean is probably because that the restaurant management of the Latin themed restaurant pay attention to the service, they provided to their customers in which this can was felt by their respective guest.

According to Diaz (2019) in customer satisfaction specially in restaurants the reliability part is important because this is the primary aspect when a guest comes to the restaurant in reliability this usually comes in the form of service, cleanliness and efficiency this is the main background of the restaurant in which at all times it should be reliable, in which the service provided is a main indicator of the impression of a guest in a restaurant.

In relation with the result the lowest mean can be found in The Restaurant serves the food on the allotted time the probable reason as to why this got the lowest mean could probably due to the busy schedule in the Latin themed restaurant as these Latin themed restaurant are very famous in Poblacion Makati City.

According to Kendall (2016) when it comes to the customer satisfaction the reliability aspect could be affected greatly by a large number of que of orders this could be attributed to the busy schedule of an establishment in the case of the research the restaurant in which this could greatly affect the customer perspective.

The probable reason as to why The Staffs of the restaurant are knowledgeable with the menu of the restaurant got the highest mean could probably because the respective management of the restaurant pay attention to the service provided by the staff to the guest and that the staff should be knowledgeable when it comes to their menu in order to entice and to provide information to the guest about the food they serve.

Table 6: Assurance assessment of the Respondents

Assurance	Mean	Interpretation	Rank
1. The Staffs of the restaurant are knowledgeable with the menu of the restaurant	3.33	Agree	1
2. The Restaurant have a sufficient selection of food and healthy choices	2.98	Agree	5
3. The Selection of Beverage in the restaurant is sufficient	3.12	Agree	2
4. The Staffs of the restaurant suggest the recommended dish to the customers	3.00	Agree	3.5
5. The Social Media accounts of the restaurant is consistently updated	3.00	Agree	3.5
Overall	**3.09**	**Agree**	

The table above shows the result of the assurance assessment of the respondents the result shows that the highest mean can be found in. The Staffs of the restaurant are knowledgeable with the menu of the restaurant with a mean of 3.33 and interpreted as agree while the lowest mean can be found in The Restaurant have a sufficient selection of food and healthy choices with a mean of 2.98 and interpreted as agree the overall mean of 3.09 suggest that most of the respondents agree with the statements of assurance.

According to Oyvind (2016) knowledge when it comes to the products and services an establishment provides is very important because if a customer is informed of their product and services provided it entices the customer more to avail of the product and services and creates a trusting relationship with the establishment in the case of the research the Latin themed restaurants a knowledgeable staffs about the menu creates a trusting environment between the guest and the restaurant.

In relation with the result the lowest mean can be found in The Restaurant have a sufficient selection of food and healthy choices which has a mean of 2.98 and interpreted as agree the probable reason why these is has the lowest mean was probable because of the nature of the Latin themed cuisine in which most of their food is either fried and sautéed.

According to Lamberto (2016) latin cuisines is primarily corn based in which these types of food are rich and carbohydrates and some of them are fried such as empanadas and chimichangas while the characteristics of desserts are generally very sweet such as dulce de leche and tres leches cake in which this characteristics of cuisine might turn off healthy conscious guest. There is a need for the Latin themed restaurant to diversify their menu to include healthy options to cater to the requirements of their guest.

According to Diaz (2019) when it comes to customer satisfaction particularly in restaurants the tangible aspect is the most important because the tangible shows the physical evidence of the restaurant such as food and a good food is the main reason why a guest visit the restaurant since food is the main product of a restaurant.

In relation with the result the lowest mean was The Restaurant had enough parking space the probable reason to these is probably due to the lack of space for parking since the area of Poblacion is spot for dine in and entertainment and the area is dense in which attributed to the lack of parking space.

According to Hoppler (2018), the area of Poblacion Makati is very accessible as there are a lot of mode of transportation in the area. However, there are problems with parking area since Poblacion had a limited space due to two-way lane street and the first lane is occupied by already park cars in which when a guest come using a car the time to find a parking spot is a hassle.

Table 7: Tangible assessment of the respondents

Tangible	Mean	Interpretation	Rank
1. The food taste really good	3.52	Strongly Agree	1
2. The Ambiance of the restaurant follows the Latin American Inspired Theme	3.33	Agree	2
3. The Restaurant had enough seat spaces and wide enough for people to pass through	2.88	Agree	4
4. The Restaurant Menu can be easily read	3.12	Agree	3
5. The Restaurant had enough parking space	2.72	Agree	5
Overall	**3.11**	**Agree**	

The table above shows the result of the tangible assessment of the respondents the result shows that the highest mean can be found in The food taste really good with a mean of 3.52 and interpreted as strongly agree while the lowest mean can be found in The Restaurant had enough parking space with a mean of 2.72 and interpreted as agree the overall mean of 3.11 suggest that the respondents agree with the statements when it comes to the tangible

The probable reason to why the food taste really good got the highest mean was probably because due the fact that these Latin Themed restaurants was very famous because of their signature dish that many customers tried their respective specialty again and again and these Latin themed restaurants where featured in online articles and social media.

According to Diaz (2019), when it comes to customer satisfaction in restaurants one should look to the empathy dimension of customer satisfaction because this provide an overall ambiance that the restaurant provides a quality service and to cater the needs of the guest is an important priority while dining because the satisfaction of the guest with the restaurant elevates in which the food and the service provided are the main factors for customer satisfaction in restaurants.

In relation with the result the probable reason as to why the Restaurant have a family friendly Environment was probably due to the fact that the restaurants market in the Poblacion Makati are mostly young adults in which a family friendly themed restaurant is not famous because most of the guest are young adult workers who dines in and socialize.

According to Chu and colleagues (2016) when it comes to customer satisfaction particularly on the restaurant the main focus is on the customer itself and not on a particular group such as family because customers provide the feedback itself and not the whole group but it is important to consider family guest of the restaurant because they are the ones that provide a loyalty to the restaurant and they provide more profit because they are family which orders more as compared to other guest of a restaurant.

Table 8: Empathy assessment of the respondents

Empathy	Mean	Interpretation	Rank
1. The Staffs of the restaurant caters to the special needs of the customers	3.26	Agree	2.5
2. The Staffs of the restaurant caters to the request of the customers	3.30	Agree	1
3. The Staffs of the restaurant are courteous and kind	3.26	Agree	2.5

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4. The Restaurant have a family friendly Environment	3.00	Agree	5
5. The Restaurant had enough security parameters	3.08	Agree	4
Overall	**3.18**	**Agree**	

The table above show the result on the assessment of the respondents when it comes to empathy the result shows that the highest mean is the Staffs of the restaurant caters to the request of the customers with a mean of 3.30 and interpreted as agree while the lowest mean was The Restaurant have a family friendly Environment with a mean of 3.00 and interpreted as agree the overall mean suggest that most of the respondents agree with the statements when it comes to empathy.

The probable reason as to why is the Staffs of the restaurant caters to the request of the customers got the highest mean was because due to service provided by the staff of the respective restaurant in which the management of the restaurant pays attention to the needs of the guest this shows that the staff of the respective restaurants takes care of their customers .

Table 9: Responsiveness assessment of the respondents

Responsiveness	Mean	Interpretation	Rank
1. The Restaurant meets your expectation	3.24	Agree	2
2. The Location of the Restaurant is accessible	3.11	Agree	3
3. I enjoy the dining experience in the restaurant	3.52	Strongly Agree	1
4. The Restaurant had reward perks for loyal customer	2.79	Agree	5
5. I will recommend the restaurant to my friends and family	3.00	Agree	4
Overall	**3.13**	**Agree**	

in a restaurant such as the ambiance, the atmosphere, service and the food itself in order to have a feedback that the guest really enjoy their dining in a restaurant.

In relation with the result it shows that the lowest mean is The Restaurant had reward perks for loyal customer the probable reason to this was although there are observed promos in the restaurant, the respective restaurants does not have reward perks this is because this could cost additional in the part of the restaurant and they only have one location in which reward perks could be unnecessary.

According to Oyvind (2016) one important factor when it comes to customer satisfaction of a customer is to provide a loyalty card and perks benefits because it increases the chance that the customer will be loyal to the business establishment and these will create in turn loyal customers because it is more easy to maintain loyal customers than to find new potential customers.

Table 10: Significant Difference Between Profile the Age of the Respondents and Customer Satisfaction

Age	p- value	Interpretation	Decision
Reliability	.100	Not Significant	Accept
Assurance	.128	Not Significant	Accept
Tangible	.042	Significant	Reject
Empathy	.021	Significant	Reject
Responsiveness	.445	Not Significant	Accept

The table above shows the result of the responsiveness the result shows that the most highest mean can be found in I enjoy the dining experience in the restaurant with a mean of 3.52 and interpreted as strongly agree while the lowest mean can be found in The Restaurant had reward perks for loyal customer with a mean of 2.79 and interpreted as agree the overall mean for responsiveness of 3.13 suggest that most of the respondents agree with the terms of the responsiveness.

The probable reason as to why I enjoy the dining experience in the restaurant got the highest mean could probably because of the fact that Poblacion Makati provides a spot for enjoying, having fun and to go party in which the Poblacion Makati as a spot for entertainment in which the restaurants provide an fun and enjoyment ambiance through dining in and socializing.

According to Diaz (2019) the most important feedback when it comes to the customer satisfaction when it comes to the restaurant is to provide an overall pleasant experience to the guest in which the form is the joy, but certain factors added to the overall experience when it comes to the customer satisfaction

The table above shows the result on the significant difference on the age of the respondents and their assessment of customer satisfaction of the Latin Themed Restaurants in Poblacion, Makati. The result shows that age is a factor when it comes to Tangible and Empathy as the p-value is less than the level of significance of 0.05. While other aspects such as Reliability, Assurance and Responsiveness are not a factor when it comes to the customer satisfaction because all of the p-value was more than the significance level of 0.05.

The result shows that when it comes to the relationship of age and customer satisfaction aspect such as tangible and empathy is a significant factor when it comes to the age of the respondents as young adult respondents have higher assessment of tangible and empathy as compared with the older respondents.

According to Oyvind (2016) older customers have a higher standard in customer satisfaction because they have experience more when it comes to the service in case of the research of the study the restaurants, the connection with older respondents as more experience is more evident with the significance of tangible and empathy, it can be said that older gender groups have the same assessment of customer satisfaction aspect such as reliability, assurance, tangible, empathy and responsiveness. respondents have tried a lot of restaurant and have experience better food and better service provided.

Table 11: Significant Difference Between Profile the Gender of the Respondents and Customer Satisfaction

Gender	p-value	Interpretation	Decision
Reliability	.088	Not Significant	Accept
Assurance	.093	Not Significant	Accept
Tangible	.100	NotSignificant	Accept
Empathy	.096	Not Significant	Accept
Responsiveness	.132	Not Significant	Accept

According to Kendall (2016), when it comes to customer satisfaction gender is not a major factor unless a business establishment caters to a particular gender, but since the subject of the research is restaurant gender is not a factor because the restaurant serves both male and females.

Table 12: Significant Difference Between Profile the Education Attainment of the Respondents and Customer Satisfaction

Educational Attainment	p- value	Interpretation	Decision
Reliability	0.45 3	Not Significant	Accept
Assurance	0.259	Not Significant	Accept
Tangible	0.043	Significant	Reject
Empathy	0.065	Not Significant	Accept
Responsiveness	0.611	Not Significant	Accept

The table above shows the result on the significant difference on the gender of the respondents and their assessment of customer satisfaction of the Latin Themed Restaurants in Poblacion, Makati the result shows that gender is not a factor when it comes to the customer satisfaction 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 gender of the respondents and the aspects of the customer satisfaction a probable reason for the result was that gender is not a factor when it comes to customer satisfaction because different

The table above shows the result on the significant difference on the educational attainment of the respondents and their assessment of customer satisfaction of the Latin Themed Restaurants in Poblacion, Makati. The result shows that educational attainment is a factor when it comes to Tangible as the p-value is less than the level of significance of 0.05. While other aspects such as Reliability, Assurance. Empathy and Responsiveness are not a factor when it comes to the customer satisfaction because all of the p-value was more than the significance level of 0.05.

The result shows that when it comes to the relationship of educational attainment and customer satisfaction aspect such as tangible is a significant factor when it comes to the educational attainment of the respondents as college graduates' respondents have higher assessment of tangible as compared with other educational attainment of the respondents.

According to Kendall (2016), respondents with a much higher knowledge of a product had a much higher chance that they are satisfied with the product or service that they avail in the case of the research which is the restaurant. The respondents such as college graduates and post graduate have a much more knowledge when it comes to the tangible aspect of the restaurant as compared to the educational attainment of the respondents.

Table 13: Significant Difference Between Profile the Monthly Income of the Respondents and Customer Satisfaction

Monthly Income	p-value	Interpretation	Decision
Reliability	0.281	Not Significant	Accept
Assurance	0.179	Not Significant	Accept
Tangible	0.028	Significant	Reject
Empathy	0.089	Not Significant	Accept
Responsivenes_s	0.338	Not Significant	Accept

The table above shows the result on the significant difference on the monthly income of the respondents and their assessment of customer satisfaction of the Latin Themed Restaurants in Poblacion, Makati. The result shows that monthly income is a factor when it comes to Tangible as the p- value is less than the level of significance of 0.05. While other aspects such as Reliability, Assurance. Empathy and Responsiveness are not a factor when it comes to the customer satisfaction because all of the p-value was more than the significance level of 0.05. The result shows that when it comes to the relationship of monthly income and customer satisfaction aspect such as tangible is a significant factor when it comes to the monthly income of the respondents as respondents with monthly income range of P20,000 to P29,999 have higher assessment of tangible as compared with monthly income of other respondents.

According to Diaz (2019), when it comes to customer satisfaction specially in a restaurant there is a need to look at prize ratio because this shows that the price is justified with the service and quality of food provided by the restaurant, if a restaurant had a high price the quality of food and service should justify the price in the case of the research since most of the respondents are college graduate the ratio of the price to the quality of food and service provided by the restaurant is certainly justified.

4. CONLUSION

Based on the result of the study it shows that when it comes to the profile of the respondents most of the respondents age are 18 to 29 with 176 (58.67%), when it comes to gender most where male with 168 (56%), in regards with the educational attainment of the respondents most of the respondents are college graduates with 198 (66%) and when it comes to monthly income most of the respondents had a monthly income range of 20,000 to 29,999 with 116 (38.67%). The result of the assessment of the respondents when it comes to customer satisfaction shows that in terms of reliability the highest mean can be found in The Service provided by the staffs is fast enough and consistent with a mean of 3.18 and interpreted as agree while the lowest mean can be found in The Restaurant serves the food on the allotted time with a mean of 2.84 and interpreted as agree, the overall mean for reliability of 3.01 is interpreted as agree. In terms of assurance the highest mean can be found in the Staffs of the restaurant are knowledgeable with the menu of the restaurant with a mean of 3.33 and interpreted as agree while the lowest mean can be found in the Restaurant have a sufficient selection of food and healthy choices with a mean of 2.98 and interpreted as agree the overall mean of 3.09 for assurance is interpreted as agree. When it comes to Tangible the highest mean can be found in The food taste really good with a mean of 3.52 and interpreted as strongly agree while the lowest mean can be found in the Restaurant had enough parking space with a mean of 2.72 and interpreted as agree the overall mean of 3.11 for tangible is interpreted as agree. In regards with Empathy the highest mean is the Staffs of the restaurant caters to the request of the customers with a mean of 3.30 and interpreted as agree while the lowest mean was The Restaurant have a family friendly Environment with a mean of 3.00 and interpreted as agree the overall mean for empathy of 3.18 is interpreted as agree and lastly for responsiveness, the most highest mean can be found in I enjoy the dining experience in the restaurant with a mean of 3.52 and interpreted as strongly agree while the lowest mean can be found in The Restaurant had reward perks for loyal customer with a mean of 2.79 and interpreted as agree the overall mean for responsiveness of 3.13 suggest that most of the respondents agree with the terms of the responsiveness. The result of the relationship of the profile of the respondents and assessment of customer satisfaction

shows that there is a significant difference between the age of the respondents and the tangible and empathy aspect of customer satisfaction, educational attainment and tangible aspect and monthly income and tangible aspect.

Based on the findings the researchers have concluded the following most of the guest of the Latin themed restaurant age 18 to 29, male with an educational attainment of college graduate and has a monthly income range of 20,000 to 29,999 pesos per month. Most of the respondents agreed on the statements when it comes to customer satisfaction in all off the aspects such as reliability, assurance, tangible, empathy and responsiveness. There is significant difference with the profile of the respondents such as age on both the tangible and empathy aspect and the educational attainment and monthly income with the tangible aspect.

Based on the findings the researchers have recommended the following to improve the customer satisfaction of the Latin themed restaurant based on each of the lowest mean on each of the aspects of customer satisfaction. First is the training to the staffs when it comes to improving queuing process. Second is the Latin themed restaurants should add healthy choices on their menu. Third is the Latin themed restaurants should add a valet parking service. Fourth is the Latin themed restaurants Restaurant should add family combo meals on their menu and the Latin themed restaurants should add loyalty cards and lastly the restaurant management should regularly monitor the feedback of the customers in order to provide and improved better product and services.

OUTPUT

With the findings of the research the researchers have proposed an enhance customer satisfaction program in which this will further improved the customer satisfaction of the restaurant. Each of the objective is based on the aspects of the customer satisfaction such as reliability, assurance, tangible, empathy and responsiveness. The enhance customer satisfaction had five objectives the first objective is a training to the staffs of the restaurant in improving the queuing process, the second objective is to add healthy options in the menu, the third objective is to add a valet parking service while the fourth objective is to include family combo meals on the menu of the restaurant and lastly the last objective is for the Latin Themed restaurants to add loyalty cards.
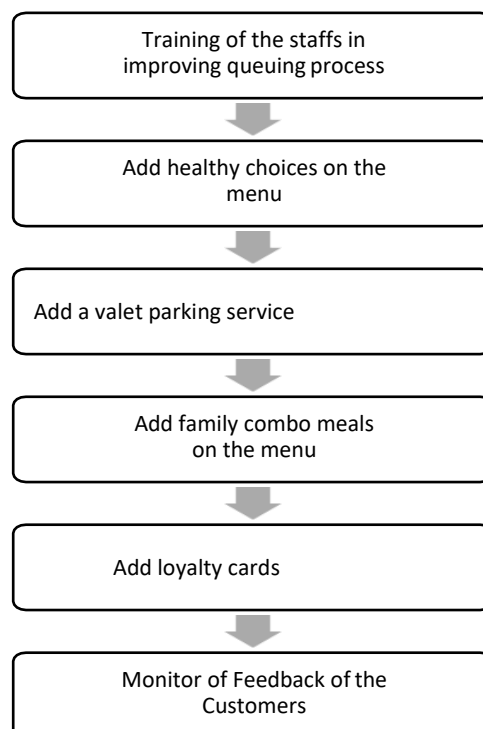
Figure 2: Objectives of the Output

The first objective of the study is to train the staffs to improve the queuing process this will be done by the management of the respective Latin themed restaurant and these can be done in a span of 1-day this will improve the queuing process of the restaurant in order to meet the promised allotted time for the food to go out from the kitchen to serving to the guest, the probable training cost is about 10,000 pesos which includes kits and snacks.

The second objective of the study is to add healthy choices to the menu this can be done by the restaurant management in formulating recipes of healthy choices that will be added to the menu this can be done in a span of 1-month which includes formulation, taste test and introducing it to the menu this will improve the choices on the menu of the Latin themed restaurant and will entice healthy conscious guest to dine in the Latin themed restaurant the probable cost for this objective is about 10,000 pesos.

Exhibit 1 Healthy Choices Example Menu (Photo adapted from:

https://muncheezeastwindsor.weebly.com/healthy- choices.html

The third objective of the study is to add valet parking service because there has been a problem when it comes to the parking service since there has been a limited parking space in the area this will help to reduce the time consumption of the guest in finding parking spots this can be done immediately while the cost cannot be estimated right now because the valet service needs hiring and depending on the agreement of the restaurant management with the hired valet parking staff this objective can be done with a time frame of 1-month.

Exhibit 2 Valet Parking Service (Photo adapted from: https://www.freepik.com/free-vector/valet-parking- service-composition_4358889.htm)
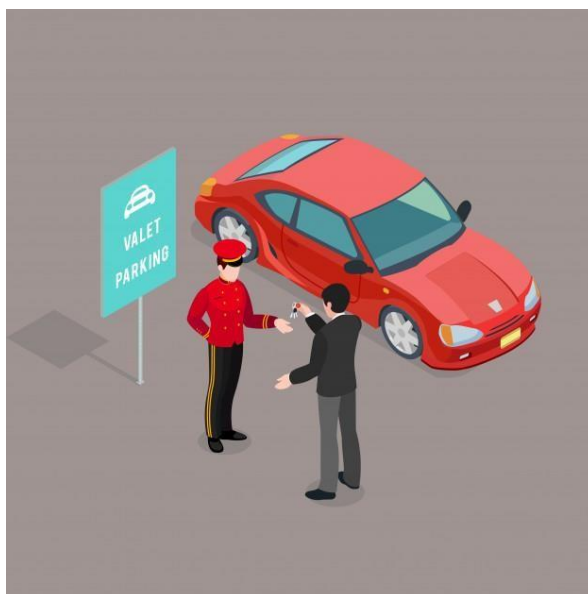
The fourth objective of the output was to include a family combo meals on their menu this will improve the family friendly atmosphere of the restaurant because family guest will see that the restaurant provides a sense of belonging to a family guest by including family combo meals on their menu this can be done in a span of 1-week in which the restaurant management will design their respective family combo menu the probable cost in creating a family combo menu is about 1,000 pesos.

Exhibit 3 Family Meal Combo Example (photo adapted from: aristrocrat.com.ph

The fifth objective of the study is to add loyalty cards this can be done a span of 1-week this will improve the loyalty of the customers towards the restaurant because the guest will be rewarded with perks and rewards in dining in the restaurant which could potentially increase the profit of the restaurant. The design of the loyalty card and the perks with it will be done by the restaurant management and would probably cost about 5,000 pesos.

Exhibit 4 Loyalty Card Design Example (Photo adapted from:

https://www.musthavemenus.com/feature/create- loyalty-cards.html).
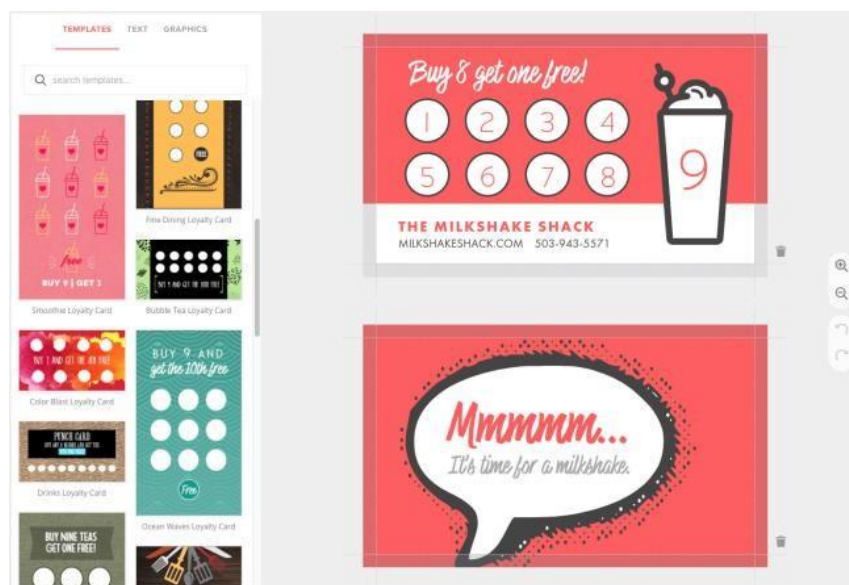
The last objective for the output was for the management to constantly monitor the feedback of the customers of the restaurant this will improve the tangible aspect in order to minimize the difference with the profile of the customers. Regularly monitoring of the feedback of the guest is very important to identify some issues with a product or services in order to mitigate and enhance the product and service provided this can be done by the management of the restaurant in a regular monitoring every month and creating a report every 3 months. Feedback monitoring can be done by doing a survey and analyze the data regarding the feedback of the customer the projected cost for this output is about 1,000 pesos.

Exhibit 5 Restaurant Feedback Form Example (Photo adapted from:

https://www.wordexceltemplates.com/restaurant- customer-feedback-forms/

Table 14: Roadmap of Activities

Objective	Time Frame	Implementing Body	Result	Projected Cost
Training of the staffs in improving queuing process	1-Day	Restaurant Management	The queuing process of the restaurant improves minimize delay on the orders	Cost: 10,000 pesos
Add healthy choices on the menu	1-Month	Restaurant Management	The healthy conscious guest will be enticed to dine in the restaurant	Cost: 10,000 pesos
Add a valet parking service	1-Month	Restaurant Management	Minimize the time the guest finds parking spot	Cost: TBA
Add family combo meals on the menu	1-Week	Restaurant Management	Increases the family friendliness of the restaurant	Cost: 1,000 pesos
Add loyalty cards	1-Week	Restaurant Management	Increases the loyal customer and increase in profit due to rewards and perks presented to loyal customer	Cost: 5000 pesos
Monitor of Feedback of Customers	1-Month (Quarterly Repoting)	Restaurant Management	This will identify some problems with a product or service and provides a solution to enhance the product and service provided	Cost: 1,000

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