Service Quality and Customer Loyalty of Millennial Guests in Selected Restaurants in Toril, Davao City

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Abstract: **The study was undertaken to describe the level of Service Quality and Customer Loyalty of Millennial Guest in Selected Restaurant in Toril, Davao City. The study used the non-experimental quantitative research design, employing descriptive-predictory technique. The data were gathered from 400 millennial guest in eight different restaurant around Toril and using a downloaded questionnaire and through random sampling technique. The result showed that the level of Customer Loyalty of Millennial guest was very high which indicated that the items relating to the service quality were always manifested. In addition result showed that the level of Customer Loyalty of Millenial guest in the restaurant was every high which indicated that the items relating to the customer loyalty were always manifested Further, data showed that there was a significant relationship between the service quality and customer loyalty of millenial guest in selected restaurants in Toril and that the overall service quality practices of millennial guest significantly influenced the customer loyalty. Among the domains of services quality, reliability, assurance and empathy significantly influenced customer loyalty. Likewise, between the two domains, the assurance in its singular capacity is the best predictor of customer loyalty.**

Keywords: **service quality, millenial guest, Philippines.**

1. INTRODUCTION

Loyalty is a tricky sentiment and was difficult to measure, because the state of being loyal is shown after an action takes place and it's when person's loyalty will imply. Bob Hayes, a book author of Measuring Customer Satisfaction and Loyalty (2013), breaks it down into three measurements; retention, advocacy and purchasing. If the outcome of the measurement was negative, it already indicates a loss of customer, and a business won't survive without them. Even if there are new customers, they won't spend as much money as loyal ones. In that case, migrating to the opponent will be possible if a business could not pursue their customer's loyalty.

As generation goes by, client expectations are continually increasing. The moment they enter a restaurant, their demanding mind will play its role. Lapses upon service can give a negative impact to the establishment. Small and big businesses nowadays are actively participating in a global competitive market for them to keep their passion burning and the eagerness to give the best that they can because, quality has been badly needed to obtain success. According to the study of Parasuraman (1988), the factors of service quality includes tangibility, reliability, empathy, assurance and responsiveness.

Furthermore, there were already studies conducted that service quality has contributed a big impact to customer loyalty. Archgova (2013) stated that in order to attain the loyalty of the customer, the company must have first listen and accept

the feedbacks of the service they have offered. Service quality and customer loyalty are the most important element in the process of external relations of each establishment.

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It is on the above context that the researchers decided to conduct the study of service quality and customer loyalty of millennial guest in selected restaurants in Toril, Davao City. Indeed, there are already studies related to service quality in hospitality industry but those studies are more focus on how to give the quality of service their customer wanted. The domain of the service quality in this study focuses on five variables which are the tangibility, responsiveness, reliability, assurance and empathy. In effect, the result of this study can help future researcher and will able to help for the restaurateurs to determine and implement the things to consider in pursuing customer loyalty on their business.

This study was anchored on the proposition of Parasuramanet. Al., 1988, by which they stated that there were five indicators in service quality. This includes tangibility, responsiveness, reliability, assurance and empathy. First, tangibility motivator is about the physical evidence of the service, which specifically talk discussed the physical facilities, appearance of personnel, tools or equipment used to provide the service, physical representations of the service, such as a plastic credit card or a bank statement and other customers in the service facility. Second, responsiveness concerns the willingness or readiness of employees to provide service. This involves timeliness of service, mailing a transaction slip immediately, calling the customer back quickly and giving prompt service. It means that the firm performs the service right on its first time. It also means that the firm fulfil its promises. Specifically, it involves accuracy in billing, keeping records correctly and performing the service at the designated time. Fourth is the assurance, which is the knowledge and courtesy of employees and their ability to inspire trust and confidence. Last is the empathy, which means caring, a personalized attention that the companies provides to its customers.

Moreover, this theory was supported by Kulasin and Santos (2005) study of review of the SERVQUAL concept where they have defended and addressed main controversies of this tough instrument which is the SERVQUAL. Kulasin and Santos's study stated that in the theory of Parasuraman et al (1985), ten indicators of Service quality were revealed and these are the; reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding/knowing the customer and tangibility. But on the revised study of Parasuraman et al (1988), service quality's indicators collapsed into five; reliability, assurance, tangibles, empathy and responsiveness. In Kulasin and Santos's (2005) study, they concluded that SERVQUAL theory is a concise and informative scale which serves as a very important tool on understanding their guests better to improve service.

In the study of Sargeant and West (2001), it is obvious that the perceptions of service quality and commitment are related to loyalty, but each of the words mentioned factors, can have a different impact on loyalty of the customers. There are two kinds of reasons that can determine the relationship breakdown between the customer and the establishment. Service quality and customer satisfaction were found to be related to customer loyalty through repurchase intentions (Levesque and Mc. Dougall, 1996; Newman, 2001; Caruana, 2002). One of the existing proof of current application on the impacts of service quality towards customer loyalty is the study of Lam and Bojei, 2007, where Malaysian banks face the challenges of greater market satisfaction in order to cultivate customer loyalty.

The output of the study is beneficial to the following concerns which are the restaurants, millennial, future researchers and the hotel education students. For restaurants the findings from this study can be used by operators as baseline data to formulate effective marketing strategies, particularly on how to gain the loyalty of the restaurant. The data and information from this study may increase the knowledge of millennials on the different factors or motivators of service quality a restaurant could offer. Also the hospitality management education students could benefit this study as a source of reference in theknowledge on the different service quality indicators will increase, thus they could benefit from this knowledge which they can apply as future hoteliers, restaurateurs, or managers of hospitality and tourism related business establishments. Future researchers could gather data and information from this study and can be used as baseline data and reference for future studies and research, specifically about service quality and customer loyalty.

2. MATERIALS AND METHOD

Presented in this chapter are the discussions on the research design, the procedure in conducting and identifying the respondents, the instrument used and the statistical tools employed.

The researchers used quantitative research using descriptive predictor method. According to Onwuegbuzie and Leech (2006) descriptive predictory method is a technique performed on a database either to predict the response variable value based on a predictor variable or to study the relationship between the response variable and the predictor variables. An account is given of a recently devised method of prediction based on sample reuse techniques. It is most useful in low structure data paradigms that involve minimal assumptions. A series of applications demonstrating the technique is presented. An account is given of a recently devised method of prediction based on sample reuse techniques. It is most useful in low structure data paradigms that involve minimal assumptions. A series of applications demonstrating the technique is presented. The predictory survey method will be an appropriate research design that will be employed for the study will try to determine the customer loyalty towards selected restaurants in Davao City.

The study was conducted within Toril District. Toril District is located in the third district of Davao City, Philippines. The city was considered densely inhabited in Mindanao because it yields a total population of 1,632,991 according to 2015 census. Geographically, Davao City is the biggest city in Philippines For this study, Toril is the right place to conduct this research not only because there are already existing restaurants in the area but also because Toril is a developing place in Davao City due to the demand of the investors who wants' to expend their money for business reasons. Since the area is now one of the fast growing economies in Davao City, there are about more than 14 actively operating restaurants now in Toril. The respondents of this study was randomly selected millennial customers of restaurants in Davao City using Slovins method. The researchers used a stratified specifical equal sampling to identify and select the respondents for this research. This study had a total sample of 400 local respondents. To get a meaningful result, statisticians agree that the most recommended minimum sample size is 100, and that 100 is adequate. Regression analysis provides an equation that depicts the statistical relationship between one or more predictor (Allison, 1998).

The population of this study was composed the barangay residents including barangay officials of Toril Poblacion. This includes the criteria that only respondents that are over the age of 18 were the ones allowed to be surveyed. The owners of the restaurants were not included in the selection of the respondents in order to consistently align the research extent of the service quality and customer loyalty of millennial guest in selected restaurants as purely perceived by the local residents. Their close relatives were also excluded due to familiarity and to avoid biases in the selection of range in terms of service quality. Furthermore, it was done to make sure that the relevance of the study would not affect the outcome and the recommendations for further studies which may be conducted for a follow up on this research.

3. RESULTS

This section presents the analysed data and discussion. The presentation were arranged as follows: Level of Service quality of the restaurants in terms of: tangibility, responsiveness, reliability, assurance and empathy; Level of Customer loyalty of millennial guest in terms of: retention, advocacy and purchasing; Significant relationship between Service quality and customer loyalty of millennial guest in selected restaurant in Toril, Davao City; and the domain of Service quality significantly influence customer loyalty of millennial guest in selected restaurants in Toril, Davao City.

Level of Service Quality of selected Restaurants in Toril, Davao City

Table 1 presents the responses of residents on the level of service quality of selected restaurants in Toril, Davao City which registered an overall mean score of 4.38 or *very high* level with a standard deviation of 0.37 indicating that majority of the items regarding the service quality of the restaurant are always manifested.

Table 1: Level of Service Quality of selected Restaurants in Toril, Davao City

Indicator	SD	Mean	Descriptive level
Tangible	0.41	4.41	*Very High*
Responsiveness	0.48	4.38	*Very High*
Assurance	0.48	4.38	*Very High*
Empathy	0.47	4.38	*Very High*
Reliability	0.51	4.37	*Very High*
Overall	**0.37**	**4.38**	***Very High***

Looking the data per indicator, it can be seen that the *tangible* got the highest mean rating of 4.41 and a standard deviation of 0.41 with a descriptive level of *very high;* followed by r*esponsiveness, assurance* and *empathy* with all same mean rating of 4.38 and a standard deviation of 0.48 for both responsiveness and assurance and 0.47 for empathy with all three same descriptive level of very high. Lastly, the indicator *reliability* got a mean rating of 4.37 and a standard deviation of 0.51 with a descriptive level of *very high.*

Level of Customer Loyalty of Millennial Guest in Selected Restaurants in Toril, Davao City

Shown in Table 2 is the level of customer loyalty of millennial guest in selected restaurants in Toril, Davao City. The overall mean range of customer loyalty of millennial guest is 4.40 or *very high* with a standard deviation of 0.34. The indicator *purchasing* got the highest mean range of 4.42 or *very high* with a standard deviation of 0.46, this was followed by the two remaining indicators which are the *retention* and *advocacy* which reflected both mean range of 4.39 or *very high* with a standard deviation of 0.39 for retention while 0.43 for advocacy.

Table 2: Level of Customer Loyalty of Millennial Guest in Selected Restaurants in Toril, Davao City

Indicator	SD	Mean	Descriptive level
Purchasing	0.46	4.42	*Very High*
Advocacy	0.43	4.39	*Very High*
Retention	0.39	4.39	*Very High*
Overall	**0.34**	**4.40**	**Very High**

Significant Relationship

The relationship between the service quality and customer loyalty of millennial guest is presented in Table 3. Results revealed that the overall r-value is 0.242 with a p-value of .000. It was revealed that the p-value of .000 is less than the level of significance 0.05. This meant that the hypothesis of no significant relationship between the level of Service Quality and Customer Loyalty of millennial guest in Toril, Davao City is rejected.

The significant relationship between the service quality and customer loyalty in terms of advocacy, gained the r-value of .219 with the p-value of 0.00 lesser than the significance level of 0.05. The other indicators namely retention and purchasing also had significant relationship to the indicators of service quality, since the r-value are .159 and .193 with p<0.00 respectively are lesser than the significance level of 0.05.

Table 3

Variable	R value	P value	Significance 2 tailed	Deccesion in H_0
Assurance/Retention	.135	.007	significant	Rejected
Reliability/Retention	.116	.020	significant	Rejected
Responsiveness/Retention	.126	.012	significant	Rejected
Empathy/Retention	.134	.007	significant	Rejected
Tangible/Retention	.105	.035	significant	Rejected
Assurance/Advocacy	.167	.001	significant	Rejected
Reliability/ Advocacy	.179	.000	significant	Rejected
Responsiveness/ Advocacy	.009	.862	significant	Rejected
Empathy/ Advocacy	.195	.000	significant	Rejected
Tangible/ Advocacy	.160	.001	significant	Rejected
Assurance/Purchasing	.194	.000	significant	Rejected
Reliability/ Purchasing	.171	.000	significant	Rejected
Responsiveness/Purchasing	.168	.080	significant	Rejected
Empathy/ Purchasing	.114	.000	significant	Rejected
Tangible/ Purchasing	.093	.002	significant	Rejected

*Significant at 0.05 significance level

Regression Analysis on the influence of service quality and customer loyalty of millennial guest

Presented in Table 4 is the regression analysis that revealed the indicator of service quality of selected restaurant in Toril Davao City. The model showed that the computed R-squared value of .213 suggested that 4.5% of the variance in the advocacy was attributed to the indicators of service quality.

However, since the main point of this section was the determination of the domain of service quality that best influence of customer loyalty of millennial guest, data shows that in their singular capacities, assurance is the best predictor.

Table 4: Regression Analysis on the Influence of Service Quality on Customer Loyalty

Customer Loyalty Service Quality	B	t	Significant
Reliability	.110	1.789	.074
Empathy	.114	2.100	.036*
Assurance	.150	4.352	.000*
Combined Percent of Influence	4.5%		
R	.213a		
p-value	0		
Best Predictor	Assurance		
Prediction Model	.110x1+.114x2+1.150		
Alienation	55%		

4. DISCUSSION

Presented in this chapter are the discussions on the data gathered and collated on the Service quality and customer loyalty of millennial guest towards selected restaurants.

Service Quality of Selected Restaurants

The service quality level of selected restaurants is very high. Indicators with very high level are tangible, responsiveness, reliability, assurance and empathy. One measure to check the level of service quality is tangible, which was described as very high. This means that among the five indicators, tangible was manifested always by these selected restaurants.

Findings implied that tangible is one of the indicators that affects the most of the service quality level of these restaurants and it was in the study of Johns and Howard (1998) on Customer Expectations and Service Quality Perception in the Restaurant Industry that tangibility is described as the reach out to which physical facilities of work drive are sufficient. They also stated that there are some important attributes such as low price, service, location, brand name food quality, value of money and image. Also, according to Wilson et. Al., (2008) tangible represents the service physically. Companies ought to give physical representations or pictures of their benefit that clients will utilize to assess quality, to enhance picture, give coherence and flag quality. Most companies would however, combine this dimension with another measurement to make a benefit quality technique.

Moreover, responsiveness, assurance and empathy are the second highest level indicators of service quality which was also described as very high. This means that these three indicators are also highly manifested by those restaurants. Responsiveness was supported by Armstrong (2012) that as service was provided promptly, it was highly appreciated by the customer. This dimension emphasises the attentiveness and promptness in handling client requests, questions, complaints and issues. This includes the length of your time a client should anticipate help, answers to queries or attention to issues. Notion of flexibility and skill to customize the service to client needs. Reflect customer's point of view, not corporations. (Wilson et.al,2008). According to Parasuraman et al., (1985,1988), Assurance dimension indicates the customers' perceived security and privacy. This dimension is important when customers perceive services as high risk or feel uncertain about their ability to evaluate outcomes. The company has to seek to build trust and loyalty between key contact people and customers (Wilson et.al, 2008). Empathy was also supported by Zeithaml pet al., 2002, it reflects on how information or service was tailored to fit or to meet customers' desire. This also conforms to the study of Wilson et.al, (2008) that Customers are unique and special and it's important that their desires and needs are understood. Each client needs to feel vital and understood by companies that give a selected service. It might be a good strategy for businesses to grasp their customers by name and build relationships that replicate their personal data of their needs and preferences. In cases wherever a little firm has to vie with larger companies, the power to be empathetic to their customers might offer the small firm a certain advantage. In business to business companies, customers wish companies to understand their industries and problems.

The lowest level indicator that was rated by the respondents is the reliability, although this was also described as very high. This means that reliability was also a high level factor that can affect service quality. Reliability was defined as the "ability to perform the promised service dependably and accurately". This conformed to the idea of Parasuraman,

Zeithaml, and Berry (1988) that this is about the on-time service, accurate delivery, accurate product representation, and other fulfilment issues. In the study of Wilson et.al., (2008) this includes the consistency in which service promises are met which could include keeping schedules or appointment times, completing tasks on time, and ensuring that outcomes are met. In the virtual environment, it is vital to make customers to trust that the organization is going to perform what it promises to do (Omar et.al, 2015).

The statement above means that various service quality indicators such as tangible, responsiveness, assurance, reliability and empathy was manifested effectively by these restaurants in Toril, Davao City. It was emphasized by Parasuraman et al., 1988 that these indicators of Service Quality are the factors that can help manifest the good service quality effectively.

Customer Loyalty of Millennial Guests

The level of customer loyalty of millennial guest towards the selected restaurants is very high. Indicators with very high responsive levels are retention, advocacy and purchasing. Customer loyalty of millennial guest towards the selected restaurants was highly manifested particularly on purchasing. This means that restaurants strongly influenced the guests' purchase decision. Findings implied that restaurants strongly influence the guest's purchase decision. According to Jacoby and Kyner (1973), Brand loyalty will be identified first from simple repeat purchasing behaviour. This is because, in practice, only repeat purchase behaviour is rewarded and not attitude as loyalty schemes are often based on classic promotional techniques, with delayed or immediate rewards (gifts, price reductions, points, etc.) or relationship marketing techniques (access to privileges or services, special status, individualisation, etc.), which encourage consumers to purchase more often and remain loyal to the store (Waarden&Benavent, 2006).

Moreover, retention and advocacy had both reflected also in a very high descriptive level. Customer advocacy is also viewed as an essential outcome of client commitment (Morgan & Hunt 1994; Price Arnould1999). Gerpott, Rams and Schindler (2001) stated that it is the continuity of the business relations between the customer and company. Retention and attraction of new customer are used as drivers for increase in market share and revenues (Rust, Zohorik & Keiningham 1995). In the retention of customer, it is significant for firm to know how to serve their customers (Saeed, Grover & Hwang, 2005). It is important for product/service provider to emphasis on the quality of product and service. It was found that customer satisfaction enhances reputation in the service environment. It was also discovered that reputation partially mediates the relationship between satisfaction and loyalty, and that reputation partially mediates the relationship between satisfaction and recommendation (Booker and Serenko,2007). Zeithamlet.al.; Bolton et al., (2000) says that excellent service encourage customer to buy again from same provider and spread positive feedbacks regarding the service they had received. According to Booker and Serenko (2007) Client loyalty and the probability of patron recommendation may be more suitable by way of increasing reputation. Consequently, popularity must serve to enhance corporate profitability. This undertaking reinforces the perception that reputation has an essential position to play in the banking service surroundings. Service recommendation conjointly observed as advocacy and viva-voce within the client service literature, this can be either positive or negative. Satisfied customers are more likely to interact in positive viva-voce (Anderson et al., 1994; Athanassopoulos et al., 2001). Brown et al. (2005) argue that the antecedents of viva-voce are not fully understood. This project defines recommendation because the consumer's likelihood of recommending the establishment if asked to make a recommendation by a friend.

The statements above prove that the three indicators of Customer Loyalty which are the retention, advocacy and purchasing are in the very high level of manifestation of the millennial guests' customer loyalty. Customer loyalty is also the focus in the research and It turn into an important concern for management only due to concentrated competition especially in service industry (Inamullah Khan, 2012). This was also conformed on Bob Hayess' Measuring Customer Satisfaction and Loyalty, that these indicators are the factors to consider upon measuring customer loyalty.

Significant Relationship

Generally, findings revealed that between the two variables there is a significant relationship. This implied that the customer loyalty of millennial guest was strongly influenced by the service quality of the said restaurants. The findings of the study corroborated with Doney and Cannon, (1997); Garbarino and Johnson, (1999) which stated that service quality analysis makes an impact on the development of the customer loyalty concept. Service quality can be regarded as one of the most frequently analysed customer loyalty determinants. Tangible and intangible constituents of service quality were important in evaluating either customer view of an organization or customer trust in an organization.

It has been defined that service quality is very essential for customer satisfaction, and by means of it service quality affects customer loyalty. It can be stated, that the predicament of service quality research is the inconsistency in identifying the link between service quality and customer loyalty. Some research had discovered that service quality determines customer satisfaction and affects customer loyalty via satisfaction (Cronin and Taylor, 1992; Rust and Oliver, 1994).

Regression Analysis of Service Quality and Customer Loyalty

Presented on this area is the determination of service quality and customer loyalty through the use of regression analysis. The predictors of service quality are tangibility, responsiveness, reliability, assurance and empathy. Among the predictors of customer loyalty are retention, purchasing and advocacy. This means that the restaurants should strengthen and intensify the manifestation of the service quality of the restaurant.

Result of the study shows a significant influence of the domains of service quality of selected restaurants on the customer loyalty of the millennial guest as mention on the significant relationship study. The result of the study, therefore, supported the research of Liu and Wang 2007 by which they stated that a lot of researchers on service quality as the essential aggressive tactics and the difference from other establishment. From the element of provider recipients, the enhancement of service fine would promote customer satisfaction and influence customers to receive the next service.

5. CONCLUSION

Based on the result of the study, the following conclusions were drawn:

It has been determined that the reliability, assurance and empathy are the domains of service quality that best influenced the customer loyalty of millennial guest in Toril, Davao City. Likewise, between these three domains, the assurance is the best predictor in its singular capacity.

Furthermore, the overall level of service quality of selected restaurants was very high. Its indicators revealed the following results: very high for tangible very high for responsiveness, very high for reliability, very high for assurance and very high for empathy. Unarguably, research hypothesize that there is a significant relationship between service quality and customer loyalty of millennial guest in Toril, Davao City as described.

The overall service quality of selected restaurants significantly influences the customer loyalty of millennial guest in Toril, Davao City. In their singular capacities, the said indicators can significantly influence the customer loyalty of millennial guest in Toril, Davao City.

To sum it up, this present study has confirmed the proposition of Liu and Wang 2007 by which they stated that a lot of researchers service quality as the essential aggressive tactics and the difference from other establishment.

6. RECOMMENDATION

In pursuit of determining the specific domain of service quality of selected restaurants in Toril, Davao City and customer loyalty of millennial guest, and upon considering the results of this study, the researchers came up with the following recommendations:

Result which underscores this study is that a very high level in tangible, responsiveness, reliability, assurance and empathy significantly influence customer loyalty. The researchers therefore suggest that restaurateurs can use this study as baseline data to formulate effective marketing strategies, particularly on how to gain the loyalty of the restaurant's millennial customers. This can be done by enhancing the assurance aspects of the services rendered.

However, hospitality education students may continue to increase the knowledge on the different restaurants, particularly millennial which they could benefit from this knowledge and can be applied as future hoteliers, restaurateurs, or managers of the hospitality industry and related business establishment. This could be done by continuous researching, reading of books and also surfing the net.

Finally, further related to this study may also be conducted into a wider scale and on a greater population in order to gather broader knowledge regarding the topics. This may also use the data and information from the baseline data and references of this study for future research, specifically about service quality of restaurants and customer loyalty.

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