

CUSTOMER SATISFACTION IN KOREAN RESTAURANTS AMONG FILIPINOS IN GENERAL TRIAS, CAVITE

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Abstract: This study showed how satisfied Korean restaurant customers are with the setup of a full course meal in a traditional Korean way of dining. The variables considered in this research are the product quality, service quality, demographic profile of the customers, facility, and pricing, and how will they relate to each other for the customer's satisfaction. The researchers came up with a conceptual framework having an input of Product quality, Service Quality and Pricing of the product. The process conducted was a survey of 100 customers in 5 different Korean restaurants in General Trias, Cavite, and the output was Customer satisfaction action plan on variables that need improvements and the perceived value between the price of the product and quality of service. Results showed that most of Filipino customers who have dined in this Korean Restaurants are not satisfied with prices, however they would be more satisfied if the restaurant improve their food, facility and service.

Keywords: Customer satisfaction, Korean restaurant, Filipino, General Trias, Cavite.

1. INTRODUCTION

On a global scale, Kimchi and Korean barbeque are perhaps the most well-known Korean dishes around the world, but the list could grow longer following plans to globally market the nation's unique and healthy food. Several campaigns are being conducted at both the government and private level to promote "Hansik," or Korean cuisine. The popularity of Korean pop culture in China and Southeast Asian countries, or the so-called Hallyu, helps boost the international demand for Korean food.

Most Korean dramas showcase the exquisiteness of Korean cuisine, influencing its viewers to crave the experience of Korean food. Kimchi, ramyeon, bibimbap, samgyeopsal, kimbap, and bulgogi are some of the most popular Korean dishes in the Philippines. Many Korean restaurants have been established in the country to cater to the increasing Korean food market. Korean Barbecue restaurant is a place where everyone gathers around the grill in the middle of the table, then everyone will cook their desired food or grill their desired meat in the full course of the meal.

Republic Act 7394, Article 104 states, that for service oriented businesses, it is a requirement that they provide quality or top-notch service; otherwise, acquiring unfulfilled customers will be at the company's expense. Unsatisfied customers have the right to re-avail the service or receive a complete reimbursement of the amount paid (The Consumer Act of the Philippines, 1992). This law encourages businesses to provide high quality service in the Philippines.

The research gap that the researchers want to study about is the negative feedbacks of the customer to the full service within the whole course of the meal and how to address it for better customer satisfaction, and the researchers came up with answer to this gap by relating the values of customer's satisfaction rating to the variables and analyzations for this obtained datas, the main objectives of this research are understanding the expectations and requirements of the customers,

determining how well the Korean restaurants and its competitors are satisfying these expectations and requirements and developing service and/or product standards based on the researcher's findings.

The variables considered in this research are the product quality, service quality, demographic profile of the customers, facility, and pricing and how will they relate to each other for the customer's satisfaction. Customer satisfaction are one of the basic opportunities which help run the restaurant to their desired goal, to improve and to have the loyalty of the customers. With the performance failed to exceed expectations the customer is dissatisfied. In starting to pay attention to the development and implementing of service standards, accept customer feedbacks and improve all the areas that need to be improved for the sustainability of operation. (Simon, et al., 2014).

The researchers come up with this research because of the main reason of cultural differences and how well does this Dining culture of Korea affects our Philippine dining culture in terms of product quality, service quality, pricing, facility and how it relates with the demographic profile of the customer that can be considered by the researchers. This study will benefit the owners and management of Korean restaurants selected to gain more customers and to know the area where they need to improve for better customer satisfaction and this will also help people that are also planning to engage in this kind of business.

This study showed us how satisfied are the Korean restaurant customers with the setup of a full course meal in traditional Korean way of dining. The main research question driving this study is "What explains customer satisfaction in the full course meal of Korean restaurants in General Trias, Cavite?" The variables that the researchers considered on this research are the product quality, service quality, demographic profile of customers (gender, age, highest education attainment, nationality, budget for the meal), and the pricing of the full course Korean dining meal. This research plans to collect data in different Korean restaurants in General Trias, Cavite. The reason for this location is where many Korean restaurant that can help the researchers conduct the study and are convenient enough for the researchers. The researchers utilized the exchange explicit model proposed by Teas (1993) and later extended by Parasuraman, Zeithaml and Berry (1994) – PZB consequently – to address our examination question since this model recommends how generally customer fulfilment can be clarified by assessing encounters with explicit parts of service quality, product quality, and cost of the meal (PZB, 1994). Likewise, by utilizing the exchange explicit model, we underscore that the contribution for the full help eatery industry should be seen as a combination of administration and item highlights. Hence, clients are probably going to think about explicit parts of the exchange, for example, item includes (for example food quality and eatery feel), administration highlights (for example responsiveness of the worker), just as cost, to be fulfilled with their general dining experience. The possible biases that our researchers might encounter in course of the study is cultural biases because the assumptions about motivations and influences that are based on our cultural lens create the culture bias To minimize culture bias, researchers must move toward cultural relativism by showing unconditional positive regard and being cognizant of their own cultural assumptions.

The researchers used the Parasuraman service quality framework adopted by Parasuraman et al. (1985). Traditionally, there have been many research studies that have used the service quality instrument, SERVQUAL, introduced by Parasuraman, Zeithaml, and Berry (1988) across several industries. The researchers would come up with a conceptual framework having an input of Product quality, Service Quality and Pricing of the product. The process was a survey of the researchers from 227 customer in 5 different Korean restaurants in General Trias, Cavite, and the output was Customer satisfaction and the perceived value between The price of the product and quality of service.

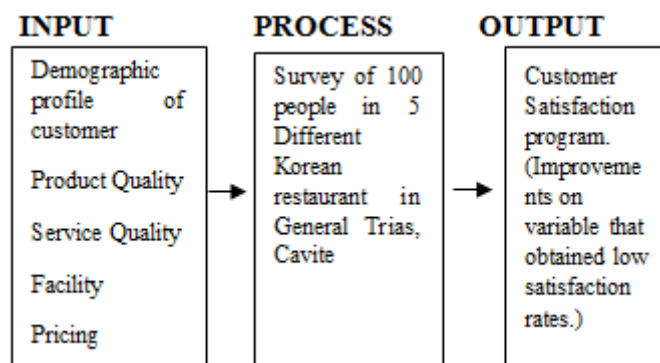


FIGURE 1. Conceptual Framework

This study determined the customer satisfaction in Korean Restaurant among Filipinos in General Trias Cavite. Specifically it sought to answer the following question:

1. What is the demographic profile of the Respondents in terms of :
 - 1.1 Gender
 - 1.2 Age
 - 1.3 Nationality.
 - 1.4 Highest education attainment.
 - 1.5 Budget for the course meal.
 - 1.6 Frequency of visit.
 - 1.7 Reason of visit.
2. What is the level of customer satisfaction in terms of:
 - 2.1 Product quality
 - 2.2 Service quality
 - 2.3 Facility
 - 2.4 Pricing
3. What is the significant difference between the demographic profile and their assessments in customer satisfaction?
4. Based on the findings, what customer satisfaction program can be applied for the negative feedbacks of the customers?

2. REVIEW OF RELATED LITERATURE

Food quality is an important component and it has been constantly shown to be a core value that a customer considers in deciding which fast food restaurant to eat at. Many studies have investigated food quality characteristics, such as the freshness of food, food presentation, food taste, a variety of menu options, and food temperature. Food quality is considered to be a key foundation for customer satisfaction and customers' revisit intention. According to Peri, food quality is an absolute requirement to satisfy the needs and expectations of restaurant customers. Youth-aged customers who mostly prefer eating delicious food require good quality food and beverages to satisfy them. Analysts have stated that the quality of menu items affects customers' revisit intention.

Service quality is a measure of how well a service conforms to the customer's expectations and the success factor of a fast food restaurant. Service quality is the main component of a fast food restaurant that can be measured and improved continuously. When there is a close interaction between a service employee and a customer, the perception of what is being delivered is as important as what is actually delivered. In other words, it is the result of the comparison between expectations about service and perceptions of the way the service has been performed that customers make. Therefore, the employees' behaviours and attitudes can influence a customer's perception of quality for the service offered.

For a range of 399 pesos to 599 pesos per person, we can enjoy a full course meal at a Korean restaurants to our heart's desire. This rate is very affordable and cheaper compared to ordering ala carte in other Fine dining Korean restaurants. Korean Restaurants has moved Korean samgyeopsal closer to the hearts of the Filipinos with their reasonable rates.

Customer satisfaction is becoming a common goal for businesses. Customer satisfaction, as defined by Oliver, is the after-purchase judgment or evaluation of a product or service. It is also frequently described as the extent to which the chosen product meets or exceeds consumer expectations. It is, hence, a comprehensive domain that is the result of several inter-related variables impacting each other on an ongoing basis, rather than a single variable. Customer satisfaction is an overall evaluation that compares post-purchase perceived performance with purchase expectations. Taking the past as an example, when consumers decide to have a meal in a specific restaurant, they will have an expectation of how they will be served. After the meal, they will compare the serving experience with their level of anticipation. If the service quality the restaurant offered is equal to or higher than expected, they will be satisfied with this restaurant and likely come to the same restaurant again. Based on this theory, customer satisfaction is the measure of the gap between a customer's expectations and perceived performance. Therefore, to enlarge the market segments in the restaurant industry, customer satisfaction is a powerful predictor of customer intent to repurchase.

3. METHODOLOGY

The study, entitled “Customer satisfaction in Korean restaurants among Filipinos in General Trias, Cavite”, is a quantitative research study, following a descriptive correlational design. This research design seeks to provide the information regarding the relationship between variables within a population which are then interpreted using statistical analysis (Creswell, 2013). This will help the researchers to assess the causal impact of one or more experimental manipulations on a dependent variable. Descriptive correlational design describes to a type of study in which information is collected without making any changes to the study subject.

The research locale where the researchers collected data in different Korean restaurants is in General Trias, Cavite. The researchers gathered their data from 5 different restaurant in the said area of study, the first Korean restaurant is *Season 2 DAE JANG GEUM Korean restaurant* located in 9025 NR Diversion road BLK new C-6 D Bacao 2. 4107 General Trias Cavite. The second Korean restaurant is *Samgyup Korean Restaurant* located at Governor's Hills Village General Trias Cavite. The third Korean restaurant is *NOL BOO Korean Restaurant* located at Centennial Road, Yokota building General Trias Cavite. The fourth Korean restaurant is *Bujikkaeng Korean Charcoal Restaurant* located at Ground Floor La Vanya H square, General Trias Cavite and the fifth Korean restaurant is *Romantic Baboy Korean restaurant* located in V-Central Mall, General Trias Cavite.

The researchers gathered data using a survey questionnaire that is distributed to a targeted respondents who have dined in a Korean restaurants at General Trias, Cavite. The researchers gathered the seating capacity or the average allowable customer of the Korean restaurants and the researcher obtained a value of:

Restaurant	Seating capacity	Percentage	Respondents
<i>Season dae jang geum</i>	150	28%	62
<i>Samgyup Korean restaurant</i>	80	15%	34
<i>Nol boo</i>	70	14%	31
<i>Bujikkaeng</i>	80	15%	34
<i>Romantic baboy</i>	150	28%	62
Total	530	100	223

Table 1.1 Distribution of Respondents

The sample size of the study was obtained by getting the percentage of the seating capacity and ratio of it to the total number of seating capacity. Based on raosoft software to compute for the margin of error and confidence level, the researchers obtained a value of 5% error and 95% of confidence level.

The sampling technique that the researchers used is a purposive sampling because it is a type of nonprobability sample. The main objective of a purposive sample is to produce a sample that can be logically assumed to be representative of the population. This is often accomplished by applying expert knowledge of the population to select in a non-random manner a sample of elements that represents a cross-section of the population. The researchers arrived with a sample size of 223 person by getting the prescribed number of respondents in selected 5 Korean restaurants, a sample size is a part of the population chosen for a survey or experiment.

The researcher used research questionnaire as a research instrument. The researchers formulated a research questionnaire without a bias, with the internal consistency measured using cronbach’s alpha method before distributing it with the target respondents in the research area. The researchers gathered 10 responses to test the internal consistency of the research questionnaire, the researchers obtained a cronbach’s alpha value of 0.957 which means that the research questionnaire has an excellent consistency based on the Cronbach’s alpha internal consistency table. The research questionnaire responses in the customer satisfaction process are interpreted by scale of 5.00-4.50 as strongly agree, a scale of 4.49-3.40 as agree, a scale of 3.49-2.50 as disagree and a scale 1.49-1.00 as strongly disagree.

The data gathering procedure was conducted through survey of customer who have visited and reviewed the Korean Restaurants selected in General Trias through their social media platform which is Facebook and was answered through google form. The researchers acquired the response from different ages, different status and different point of views when dining to a Korean barbecue restaurant.

For the data treatment and analysis of the obtained responses from the customers, to address the first problem stated, the researchers used frequency and percentage, for the second stated problem the researchers used mean and ranking, and for the hypothesis the researchers used Chi Square statistic, it is commonly used for testing relationships between categorical variables. The null hypothesis of the Chi-Square test is that no relationship exists on the categorical variables in the population; they are independent.

Presentation of Results and Discussions for Quantitative Data

Socio-demographic Profile

Table 1.1: Gender group distribution of the respondents

Gender	Frequency	Percent
Bisexual	12	5.3
Female	105	46.3
Male	110	48.5
Total	227	100.0

Most of the respondents participated are male, corresponding to 48.5% of the total number of respondents, the next if female corresponding to 46.3%. On the other hand, the least are bisexual corresponding to only 5.3% of the respondents, which found that it is nearly equally distributed results in the gender of male and female customer who are dining in at the selected Korean restaurants in General Trias, Cavite

Table 1.2: Age group distribution of the respondents

Age	Frequency	Percent
14-24	113	49.8
25-31	65	28.6
32-38	40	17.6
39-45	8	3.5
53-59	1	.4
Total	227	100.0

Table 1.2 shows that majority of the respondents are in 14-24 years old group of age (49.8%); 28.6% of the respondents are in 24 to 31 years old group of age; 17.6% of the respondents are in 32 to 38 years old group of age and the remaining 0.4% are comprise of people whose age in 53 to 59 years old group of age, which found that majority of the customers who dine are in the age group of 14 to 24 years old, this age group is likely to have an expectation for a Korean way of dining due to the possible influence with the Korean pop and drama culture rising in south east Asian countries.

Table 1.3: Educational attainment group distribution of the respondents

Education	Frequency	Percent
College Graduate	117	51.5
High School Graduate	13	5.7
Master's Degree	10	4.4
Undergraduate	87	38.3
Total	227	100.0

Table 1.3 shows data that assessed the respondents' levels of educational attainment.

51.5% are college graduates, 5.7% are high school graduates, 4.4% are Master’s degree, 38.3% are undergraduate. This means that most of the customer are college graduates. The probable reason as to why there are a lot of college graduates that dine in the Korean restaurant is that probably the Korean dining experience is famous for the workers in which these workers are college graduate.

Table 1.4: Nationality group distribution of the respondents

Nationality	Frequency	Percent
American	1	.4
Filipino	224	98.7
KOREAN	1	.4
Russian	1	.4
Total	227	100.0

In table 1.4 shows that the majority of respondents are Filipino with the percentage of 98.7%. This is due to the fact that most of Filipino love Korean Food. The potential reason of why a lot of Filipino dine in Korean Restaurant is because of the trend that many people dine in the Korean restaurant in which people enjoys the dining experience.

Table 1.5: Budget group distribution of the respondents

Budget	Frequency	Percent
400-599	145	63.9
600-799	59	26.0
800 or Higher	23	10.1
Total	227	100.0

Table 1.5 this table shows the budget of the customer per head, 400-599 pesos have the highest percentage of 63.9%. The result shows that most of the respondents had budget, It was probably because they are professional with a high income.

Table 1.6: Assessment of Respondents in terms of Product Quality

Statement	Mean	Std. Deviation	Interpretation	Rank
1. There are numerous selection of meat. (e.g. pork, chicken, beef)	4.238	.7903	Agree	1
2. The quality of meat is good, it is fresh and doesn’t have an unpleasant smell.	4.132	.7643	Agree	2
3. All the products and promos indicated in the menu are all available.(e.g. full course of Samgyupsal meal, Korean drinks, Korean desserts)	3.969	.7893	Agree	5
4. The presentation of the full course of meal are orderly mannered and presentable.	3.974	.8088	Agree	4
5. The quality of the side dishes are good, it is also fresh and doesn’t have an unpleasant smell as well.	3.978	.8117	Agree	3
Product Quality Average	4.058	.6467	Satisfied	

Table 1.6 shows that the assessment in terms of product quality has a high level of satisfaction with the highest mean of 4.238 in statement number 1 involving the numerous selection of meat for the full course of Korean meal. The findings support the researchers’ study because having a different variety of product for a certain course of meal helps maintain or boost customer satisfaction for dining, (Shirin and Puth, 2011) states that the restaurant industry should offer a variety of cuisines to maintain longitudinal satisfaction. The literature suggests that customers' variety seeking behavior negatively affects customer retention and behavioural loyalty. Therefore, if service managers offer a wide array of service outcomes the customers will not seek alternatives and it will help to maintain the steady and stable output for the customers.

Table 1.7: Assessment of Respondents in terms of Service Quality

Statement	Mean	Std. Deviation	Interpretation	Rank
1. The service of the staff are efficient.	3.881	.8668	Agree	4
2. All the staff are friendly and approachable.	3.912	.9029	Agree	1
3. The helpfulness of staff when you need a refill or additional orders.	3.855	.8929	Agree	5
4. The appearance of staff are neat and clean for proper food service.	3.890	.8781	Agree	3
5. The overall service of the crews from start to finish of the full course of Korean restaurant meal.	3.899	.8639	Agree	2
Service Quality Average	3.887	.7471	Satisfied	

Table 1.7 shows that the assessment in terms of service quality has a high level of satisfaction with the highest mean of 3.912 in statement number 2 involving the friendliness and approachability of the staffs. The findings support the researchers' study because almost everybody wants a food service crew serving with a smile and being approachable when you need something within the full course of the meal, an article from Yoobix.com for restaurants and internal communications dated 29th of September 2019, any customer-facing role requires a certain amount of social skills. Being friendly and approachable should be the minimum requirement for working in hospitality, but a truly great server takes those natural skills and hones them to create the best possible customer experience. Part of this is knowing how to read the mood of a table and adjust your approach accordingly. A friendly chat is pleasant for some guests, whereas others find those niceties a little forced and would prefer not to make small talk.

Table 1.8: Assessment of Respondents in terms of Facility

Statement	Mean	Std. Deviation	Interpretation	Rank
1. The counter area are orderly mannered.	3.850	.8490	Agree	2
2. The dining areas such tables, chairs and utensils are clean and sanitized.	3.780	.8849	Agree	4
3. The comfort rooms are clean and has a hand wash soap available for usage.	3.771	.9025	Agree	5
4. The ambience of the restaurant is relaxing and accommodating while having a good Korean restaurant meal.	3.850	.8279	Agree	1
5. The dining area is properly vented and the vents can be adjust to the costumer's preference.	3.841	.8578	Agree	3
Facility Average	3.819	.7273	Satisfied	

Table 1.8 shows that the assessment in terms of facility has a high level of satisfaction with the highest mean of 3.850 in statement number 1 and 4 involving the orderly mannered of counter area and the relaxing ambience of the Korean restaurant. The findings support the researchers' study because from the studies of (Heap, 2014) shown that ambience can affect everything from perceptions on responsiveness and reliability, how much and how fast customers eat, how much they spend, how long they stay in the restaurant, if they decide to return and more. As a restaurant owner, if you set the right kind of atmosphere, your customers feel comfortable and enjoy their experience at your restaurant. When you have high levels of customer satisfaction, you have repeat customers, which means increased profit.

Table 1.9: Assessment of Respondents in terms of Pricing

Statement	Mean	Std. Deviation	Interpretation	Rank
1. The product are in reasonable price.	3.789	.8515	Agree	3
2. The marketing strategy of the restaurant is efficient. (e.g. promo for availing all kinds of meal for one payment instead of separated payments, unlimited side dishes, etc.)	3.833	.8715	Agree	2
3. The price are reasonable compared to other Korean restaurant near the area.	3.863	.8329	Agree	1
4. The change of price are reasonable especially when the price of meat in market is high.	3.771	.8726	Agree	4
5. The service charge is in reasonable price.	3.753	.8575	Agree	5
Pricing Average	3.802	.7335	Satisfied	

Table 1.9 shows that the assessment in terms of pricing has a high level of satisfaction with the highest mean of 3.863 in statement number 3 involving the reasonable price of the full course meal of Korean restaurant compared to other Korean restaurant near the area. The findings support the researchers’ study because prices are also an important variable in marketing. Low prices or affordable prices are triggers to improve marketing performance. However, prices can also be a quality indicator where high quality products will be bold at high prices. Prices can affect customers in making decisions to purchase a product. Kotler (2010) states that what is meant by price is the amount of money set by the product to be paid by the customer to cover the costs of producing, distributing and selling the principal including the return that marks the effort and the risk.

Table 1.10: Relationship between demographic and overall satisfaction..

Demographic Profile	Chi-Square			Interpretation
	Value	df	p-value	
Gender	5.554	6	0.475	Not Significant
Age	13.571	12	0.329	Not Significant
Nationality	1.47	9	0.997	Not Significant
Educational Attainment	11.751	9	0.228	Not Significant
Budget	8.041	6	0.235	Not Significant

Looking at the p-value column, all are greater than 0.05. This leads to the retention of the null hypothesis. Null hypothesis: There is no significant correlation between demographic profile and the overall satisfaction of the respondents. Reject the null if p-value is less than 0.05, otherwise fail to reject the null. The perception of value is convolute as it is purely evaluated by consumers. Hence, it is a customer who set standard and measure for product and service rather than supplier. The customer values also rely on many other attributes which includes financial resources, knowledge about the product and location of the outlet or service center. The development of strategies for creating customer value is a key to attract attention of new customers, develop and maintain a good relationship with them and for gaining customer loyalty. Therefore, it is a common believe that by creating high customer value among the target customer there is a high possibility of enhancing trust and commitment which leads to gaining high customer loyalty.

4. CONCLUSION AND RECOMMENDATIONS

The findings of the study in the Demographic profile of the respondents indicate that a large percentage of the respondents belong to the age group of 14 to 24 years of age, which is 49.8% of the total number of respondents. Respondents in this age group tend to be satisfied by the way the Korean restaurants in the area of study cater their desire to experience the feeling of eating at a Korean restaurant which is more likely introduced by social media especially with this group of age which spends the most numbers of hours a day at social media (Tankovska, 2021). Majority of the respondents that dine in the restaurant are males and females with 48.5% and 46.3% respectively of the total sample of respondents. Due to Filipino social division by education and careers, college level customers got the highest percentage which is 60%. Majority of the respondents visit the restaurant only once a week which is 53.3 % of the total number of respondents.

This is because customers visit the restaurant not mainly for the food but also for friends or family gathering and leisure purpose (Sasson, 2021). In the demographics, it is clear that the respondents have ages that vary. Findings show that, amidst these variations, the level of satisfaction is not influenced by the age of the respondents. Findings support that there is no significant difference on the levels of satisfaction that the customers experience when it comes to educational attainment. As seen from the results, a lot of respondents come to the restaurant weekly. This suggests that going to the restaurant may just be done during free time of the customers.

Based on the descriptive statistics of results from all the 227 respondents on the 5 selected Korean restaurants in General Trias, Cavite, in the product quality variable the researchers obtained a total mean value of 4.058 and which was evaluated as satisfied, in the service quality variable the researchers obtained a mean value of 3.878 which was evaluated as satisfied, on the facility variable the researchers obtained a mean value of 3.819 which was evaluated as satisfied and in the pricing variable the researchers obtained a mean value of 3.802 which was evaluated as satisfied, the researchers obtained an overall results of 3.891 which was evaluated as satisfied, the researchers come up with a conclusion that in every aspect of a dining service, every customer of different taste or standards when dining differs with how they get satisfied with the service brought to them by the management of the restaurant. Based from the results of the 227 respondents from 5 different Korean restaurants selected, the variable that obtained the highest mean value is the product quality, therefore, the customer of different age, of different gender, of different educational attainment, of different budget for a full course meal of Korean restaurant was satisfied with the products served to them by the management of Korean restaurant. The variable that obtained the lowest mean value is the pricing, therefore in every customer with different demographic profile, they are satisfied with the pricing of the Korean restaurant but when it comes to pricing there are some variables that is needed to be classified and improve for better customer satisfaction (Melanie, 2017)

As for recommendations for the future researchers who will study about customer satisfaction, when studying about customer satisfaction of a certain food industry, the researchers also needs to consider some points for a better output of study, the researchers recommend to measure customer effort score, set appropriate key performance indicators (KPIs) and then ensure that your team knows what they are and why they should be working to hit those metrics. One of the key KPIs to measure is customer effort score (CES). The less effort customers have to put into doing business with you, the more likely they will be to stick with your company year after year. Also for future researchers, the researchers also recommend to Stay Current on Customer Reviews In a world that is heavily dependent on the internet, consumers are quick to hop online and share how they feel about a product or service. Take the time to log onto the internet and observe what people are saying about your business. Find out what people enjoy, as well as what they'd like to see improved. The reviews you stumble across might surprise you and introduce you to areas of improvement that you had not previously considered. Being aware of these issues is the first step towards resolving them.

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