



Customer Satisfaction in a Seafood Restaurant

DOI: <https://doi.org/10.5281/zenodo.11472817>

Marah T. Dolorfino

Preska Seafood Restaurant Bacolod City, Philippines
<https://orcid.org/0009-0004-8474-6703>

Dr. Salvador S. Sigaya Jr.

Faculty, College of Business Management and Accountancy, STI West Negros University, Philippines
<https://orcid.org/0009-0008-7036-7998>

Abstract:

Although there are many studies on customer satisfaction in the restaurant business, seafood restaurants have difficulties with freshness, friendliness, and service. In this premise, this study aimed to close this knowledge gap by offering helpful suggestions and guidance specifically suited for seafood restaurants. The research design employed was descriptive, aiming to assess the level of customer satisfaction in a seafood restaurant during the last quarter of 2023. A purposive random sampling technique was used to gather data over a one-week timeline, with a total of 300 respondents participating in the study. A researcher-made survey questionnaire served as the research instrument, and the data collected were analyzed using SPSS, employing frequency count, percentage, mean, and Mann-Whitney U test as statistical tools. The findings of the study reveal that the majority of respondents were female, younger, single, had higher levels of education, and lower family income. Age and sex had no significant impact on satisfaction with goods and pricing. However, civil status affected product satisfaction, while civil status, income, and education influenced price satisfaction. Customer service satisfaction was influenced by civil status and education. Civil status and income had a greater impact than age, sex, and education on restaurant amenities. Recommendations include conducting further research on customers' seafood preferences, aligning prices with expectations, improving customer service, and enhancing restaurant amenities such as lighting and temperature.

Keywords: Seafood Restaurant, product, price, customer service, restaurant amenities, Business, Marketing Plan, Negros Occidental, Philippines

Introduction:

Nature of the Problem

An essential part of the culinary scene, seafood restaurants provide a wide variety of mouthwatering seafood meals to satisfy even the pickiest palates. However, running these places has many difficulties that can seriously affect how well-functioning and long-lasting they are. The key to overcoming these challenges and growing is recognizing them and creating a focused action plan. The food and restaurant industry, which includes seafood restaurants, makes a substantial economic contribution to the area by creating jobs, assisting small-town suppliers, increasing tourism, and improving a city's reputation. Cost is one crucial factor in the complex equation of customer happiness in seafood restaurants. The study by Ertimur and CoskunerBalli (2020) emphasizes how crucial consumers' opinions of value for money determine satisfaction levels. To increase consumer satisfaction, strategic pricing that strikes a balance between cost and quality is essential.

Furthermore, the caliber of seafood products significantly impacts customers' satisfaction since they want their food to be flavorful, fresh, and perfectly prepared (Sánchez-Cañizares et al., 2019). Meeting client expectations require obtaining high-quality products and keeping menu uniformity. Wu et al. (2019) have noted that customer service is another crucial component impacting restaurant consumer happiness. Enhancing employee satisfaction in this area requires establishing a customer-centric culture, providing excellent customer service training, and implementing effective communication strategies. Furthermore, the atmosphere and facilities greatly influence the whole eating experience (Ting et al., 2020). Customer pleasure is enhanced by a welcome ambiance defined by comfortable seating, eye-catching décor, appropriate lighting, and calming background music. Features like parking, ease of access, and well-kept facilities also influence how satisfied and devoted customers are.

Current State of Knowledge

Food quality is an essential factor influencing customer satisfaction in a seafood restaurant. The study by Faizah & Astuti (2022) highlighted the significance of fresh and high-quality seafood ingredients, well-prepared dishes, and flavorful taste in creating positive dining experiences. Customers often associate the quality of the food with their overall satisfaction, and a lack of quality can lead to dissatisfaction and negative word-of-mouth" (Faizah & Astuti, 2022). Service quality plays a crucial role in shaping customer satisfaction. Prompt and attentive service from



friendly and knowledgeable staff members can enhance the dining experience and leave customers feeling satisfied. A study by Nxumalo (2017) on the influence of service quality on the post-dining behavioral intentions of customers at Cargo Hold, Ushaka Marine World, emphasized the importance of courteous behavior, efficient order processing, accurate delivery, and personalized attention in ensuring customer satisfaction in seafood restaurants" (Nxumalo, 2017).

Ambiance and atmosphere are critical determinants of customer satisfaction in a seafood restaurant, as the physical environment significantly contributes to the overall dining experience. Restaurant layout, decor, lighting, and cleanliness are vital in shaping the ambiance. A well-thought-out and aesthetically pleasing restaurant layout can enhance customer satisfaction by providing a comfortable and functional space for dining. The decor, including the choice of furniture, artwork, and color scheme, contributes to the overall atmosphere and sets the tone for the dining experience" (Chiguvu, 2017).

Theoretical Underpinnings

This study is anchored on the Theory of Constraints developed by Eliyahu M. Goldratt (1990). This theory is a management philosophy and methodology that aims to identify and overcome bottlenecks, or constraints, in a system to improve overall performance. It provides a systematic approach for analyzing and optimizing processes to enhance productivity, efficiency, and customer satisfaction.

In the study "Customer Satisfaction in a Seafood Restaurant: Basis for an Action Plan," the Theory of Constraints can be applied to identify and address any constraints hindering customer satisfaction. Utilizing this theory, the study aims to uncover the key factors or processes limiting customer satisfaction and develop an action plan to overcome these constraints. The Theory of Constraints emphasizes the importance of focusing on the critical few factors impacting the overall system performance. This could involve examining various aspects such as food quality, service speed, menu variety, staff training, or table turnover time in a seafood restaurant. The restaurant can enhance customer satisfaction and improve its competitive advantage by identifying and addressing the constraints in these areas.

Objectives of the Study

This study sought to assess the level of customer satisfaction in a seafood restaurant based on key areas such as product quality, pricing, customer service, and restaurant amenities. Furthermore, it aimed to group customers according to these variables, determining the level of satisfaction within each group and identifying if there is a significant difference in satisfaction levels among the groups. Finally, based on the study's findings, an action plan will be developed to guide seafood restaurants in implementing improvements and enhancing customer satisfaction.

Research Methodology:

This section provides a detailed description of the research design, the locale of the study, respondents, data gathering instrument, validity and reliability of the research instrument, data gathering procedure, analytical schemes, and statistical tools.

Research Design

This paper used a descriptive research design. The said design is valuable in providing facts on which scientific judgment may be based, providing essential knowledge about the nature of objects and persons and for closer observation into the practices, behavior, methods, and procedures, and playing a large part in the development of instruments for the measurement of many gathering instruments like questionnaires, tests, interviews, checklists, score cards, rating scales, and observation schedules, and formulating of policies in the local, national, or international level (Calmorin, 2016).

Study Respondents

This paper used purposive sampling to determine the respondents (N=300).

Procedures for Data Collection

Data collection for this study involved the use of a survey questionnaire to gather quantitative data. The questionnaire consisted of planned, written questions related to the research topic, with respondents indicating their responses. The researcher obtained permission from relevant authorities before personally administering the questionnaire to the target respondents. The collected data was then transformed into numerical code using a



coding manual. Statistical tools such as the Statistical Package for Social Science (SPSS) software and Microsoft Excel were employed to compute the encoded data and construct statistical tables for analysis.

Data Analysis and Statistical Treatment

Objective 1 used the descriptive analytical scheme and frequency count and percentage distribution to determine the respondents' demographics in terms of age, sex, marital status, family income, and education.

Objective 2 also used the descriptive analytical scheme and mean as statistical tools to determine a variety of factors pertaining to the dining experience, such as amenities, customer service, pricing, and product quality.

Objective 3 likewise used the descriptive analytical scheme and mean as statistical tools to determine the level of customer satisfaction based on the same demographics above. Finally, objective 4 used the comparative analytical scheme and Mann-Whitney U test to determine the significant difference, if any, in the customer satisfaction levels in a seafood restaurant.

Ethical Considerations

Ethical considerations were taken into account throughout the research process. The principles guiding research ethics, including voluntary participation, informed consent, confidentiality, and avoidance of plagiarism, were strictly followed. Study respondents were not coerced or pressured to participate and had the right to withdraw from the study at any time without providing a reason. They were provided with thorough information about the study's purpose, nature, benefits, risks, and consequences. The confidentiality of their personal and identifying information was ensured.

Results and Discussion

This section presents the process of data collection, analysis, and interpretation conducted to fulfill the objectives of this study. The utilization of specific and appropriate procedures was essential in obtaining precise and tailored data and solutions for each individual problem.

Level of Customer Satisfaction in a Seafood Restaurant in terms of Product, Price, Customer Service, and Restaurant Amenities

Table 1

Level of Customer Satisfaction in a Seafood Restaurant in Terms of Product

Items	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...		
1. the quality of the seafood dishes I ordered.	4.94	Very High Level
2. the freshness and flavor of seafood dishes.	4.89	Very High Level
3. the presentation of the seafood dishes.	4.84	Very High Level
4. the adequacy of portion sizes of the seafood dishes.	4.82	Very High Level
5. the taste and seasoning of the seafood dishes.	4.86	Very High Level
6. the restaurant's dietary preferences or restrictions.	4.81	Very High Level
7. the variety of seafood options on the menu.	4.85	Very High Level
Overall Mean	4.85	Very High Level

The overall mean score, in terms of Product, was 4.85, interpreted as very high level. Item no. 1 got the highest mean score of 4.94 interpreted as very high level. Meanwhile, Item No. 6 got the lowest mean score of 4.81 interpreted as very high level. This implies that the restaurant may have limited dietary preferences or restrictions.

Table 2

Level of Customer Satisfaction in a Seafood Restaurant in Terms of Price

Items	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...		
1. the value for money in relation to the prices of the seafood dishes.	4.78	Very High Level
2. the prices of seafood dishes which aligns with my expectations.	4.72	Very High Level
3. the availability of affordable options in the menu.	4.76	Very High Level
4. the overall cost of dining at the restaurant.	4.85	Very High Level



5. prices of the menu items in relation to the quality and portion size of the dishes.	4.78	Very High Level
6. the overall affordability of the menu.	4.78	Very High Level
7. the prices in comparison with other seafood restaurants.	4.84	Very High Level
Overall Mean	4.79	Very High Level

The overall mean score, in term of customer satisfaction in a seafood restaurant in the area of Price, is 4.79, interpreted as very high level. Item No. 5 got the highest mean score of 4.85 interpreted as very high level. Meanwhile, Item No. 2 got the lowest mean score of 4.72 interpreted as very high level. This indicate that the prices of seafood dishes do not align with the expectation of the customers. The customer may have found that either the price of the dishes is too high for the quality or quantity of the dishes they received.

Table 3
Level of Customer Satisfaction in a Seafood Restaurant in terms of Customer Service

Items	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...		
1. the friendliness of the restaurant staff.	4.93	Very High Level
2. how accurately and promptly my orders were served.	4.90	Very High Level
3. how responsive the servers are to our requests and needs.	4.93	Very High Level
4. how we are greeted and seated in a timely and friendly manner.	4.86	Very High Level
5. the overall professionalism of the staff.	4.88	Very High Level
6. how issues or concerns raised were promptly addressed.	4.92	Very High Level
7. staff being knowledgeable and accommodating when assisting customers.	4.88	Very High Level
Overall Mean	4.90	Very High Level

The overall mean score, in terms of customer satisfaction in a seafood restaurant in the area of Customer Service, is 4.90, interpreted as very high level. Items with the highest mean score are Item No. 1, which has a mean score of 4.93, interpreted as Very High Level, and Item No. 3, which has a mean score of 4.93, also interpreted as Very High Level. However, Item No. 4 got the lowest mean score of 4.86, interpreted as a very high level. This indicates that a majority of the customers perceived that they were not sufficiently greeted and seated in a timely and friendly manner at the restaurant. This suggests that there were issues with the restaurant's customer service in terms of the greeting and seating process.

Table 4
Level of Customer Satisfaction in a Seafood Restaurant in terms of Restaurant Amenities

Items	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...		
1. the cleanliness and hygiene of the restaurant.	4.91	Very High Level
2. the seating arrangements and ambiance of the restaurant.	4.88	Very High Level
3. maintaining high standards of cleanliness and presentability when it comes to their utensils and dining tables	4.91	Very High Level
4. the noise level and overall atmosphere of the restaurant.	4.90	Very High Level
5. how clean and well-maintained the restrooms are	4.90	Very High Level
6. the accessibility and parking facilities of the restaurant.	4.86	Very High Level
7. the lightings and temperatures of the restaurant.	4.79	Very High Level
Overall Mean	4.88	Very High Level

The overall mean score, in terms of customer satisfaction in a seafood restaurant in the area of Restaurant Amenities, is 4.88, interpreted as very high level. Moreover, the items with the highest mean scores are: item no. 1 has a mean score of 4.91, interpreted as Very High Level, and item no. 3 also has a mean score of 4.91, interpreted as Very High Level. Meanwhile, Item No. 7 has the lowest mean score of 4.79, interpreted as a Very High Level. This indicates that the customer's perception of the lighting being either too bright, too dim, or not well-balanced in creating a pleasant ambiance, as well as the temperatures in the restaurant being either too warm or too cold, significantly impacted their comfort level.



Level of Customer Satisfaction in a Seafood Restaurant based on Product, Price, Customer service, and Restaurant Amenities when Grouped According to Age, Sex at Birth, Civil Status, Family Income, and Educational Attainment

Table 5
Level of Customer Satisfaction in a Seafood Restaurant in Terms of Product When Grouped According to Age

Items	Younger		Older	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the quality of the seafood dishes I ordered.	4.92	Very High Level	4.96	Very High Level
2. the freshness and flavor of seafood dishes.	4.86	Very High Level	4.93	Very High Level
3. the presentation of the seafood dishes.	4.81	Very High Level	4.89	Very High Level
4. the adequacy of portion sizes of the seafood dishes.	4.82	Very High Level	4.82	Very High Level
5. the taste and seasoning of the seafood dishes.	4.85	Very High Level	4.86	Very High Level
6. the restaurant's dietary preferences or restrictions.	4.76	Very High Level	4.88	Very High Level
7. the variety of seafood options on the menu.	4.82	Very High Level	4.90	Very High Level
Overall Mean	4.84	Very High Level	4.89	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Product, when grouped according to Age, are 4.84 for the younger and 4.89 for the older group; both mean scores are interpreted as very high levels. In the younger category, item no. 1 got the highest mean score of 4.92, interpreted as a very high level. Similarly, in the older group, Item no. 1 also got the highest mean score of 4.96 for the older group, interpreted as a very high level. Meanwhile, Item No. 6 got the lowest mean score of 4.76 for the younger group, interpreted as a high level, and Item No. 4 also got the lowest mean score of 4.82 for the older group, interpreted as a very high level. This indicates that the dietary choices and portion sizes could be more appropriate and satisfying and do not meet the customers' expectations.

Table 6
Level of Customer Satisfaction in a Seafood Restaurant in Terms of Price When Grouped According to Age

Items	Younger		Older	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the value for money in relation to the prices of the seafood dishes.	4.78	Very High Level	4.78	Very High Level
2. the prices of seafood dishes, which aligns with my expectations.	4.67	Very High Level	4.76	Very High Level
3. the availability of affordable options on the menu.	4.76	Very High Level	4.77	Very High Level
4. the overall cost of dining at the restaurant.	4.84	Very High Level	4.86	Very High Level
5. prices of the menu items in relation to the quality and portion size of the dishes.	4.78	Very High Level	4.78	Very High Level
6. the overall affordability of the menu.	4.74	Very High Level	4.82	Very High Level
7. the prices in comparison with other seafood restaurants.	4.85	Very High Level	4.82	Very High Level
Overall Mean	4.78	Very High Level	4.80	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Price, when grouped according to Age, are 4.78 for the younger and 4.80 for the older group, interpreted as a very high level. Item no. 7 got the highest mean score of 4.85 for the younger group, and Item no. 4 got the highest mean score of 4.86 for the older group, interpreted as a very high level. Meanwhile, Item No. 2 got the lowest mean score of 4.67 for the younger group, interpreted as high level; and the same item No. 2 got the lowest score with the older group with a mean score of 4.76, interpreted as very high level. This suggests that, particularly for the younger age group, the prices of seafood dishes do not align with their expectations. This particular case may have found that the price needs to be lowered to meet the quantity and quality of the seafood dishes they expected.



Table 7

Level of Customer Satisfaction in a Seafood Restaurant in Terms of Customer Service When Grouped According to Age

Items	Younger		Older	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the friendliness of the restaurant staff.	4.92	Very High Level	4.94	Very High Level
2. how accurately and promptly my orders were served.	4.89	Very High Level	4.92	Very High Level
3. how responsive the servers are to our requests and needs.	4.93	Very High Level	4.93	Very High Level
4. how we are greeted and seated in a timely and friendly manner.	4.86	Very High Level	4.85	Very High Level
5. the overall professionalism of the staff.	4.91	Very High Level	4.85	Very High Level
6. how issues or concerns raised were promptly addressed.	4.94	Very High Level	4.90	Very High Level
7. staff being knowledgeable and accommodating when assisting customers.	4.86	Very High Level	4.90	Very High Level
Overall Mean	4.90	Very High Level	4.90	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Customer Service, when grouped according to Age, are 4.90 for both the younger and older groups, interpreted as a very high level. Item no. 6 got the highest mean score of 4.94 for the younger group, and Item no. 1 got the highest mean score of 4.94 for the older group, interpreted as a very high level. Meanwhile, in the younger group, Item No. 4 and Item No. 7 got the lowest mean score of 4.86, which was interpreted as very high. Moreover, in the older group, item no. 4 and item no. 5 got the lowest score of 4.85, interpreted as a very high. This suggests that overall customer satisfaction is excellent. However, a notable observation is that most older customers expressed dissatisfaction with the timeliness and friendliness of the greetings they received. This implies that there may be a specific issue or gap in the customer service provided to older individuals.

Table 8

Level of Customer Satisfaction in a Seafood Restaurant in Terms of Restaurant Amenities When Grouped According to Age

Items	Younger		Older	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the cleanliness and hygiene of the restaurant.	4.91	Very High Level	4.91	Very High Level
2. the seating arrangements and ambiance of the restaurant.	4.88	Very High Level	4.88	Very High Level
3. maintaining high standards of cleanliness and presentability when it comes to their utensils and dining tables	4.89	Very High Level	4.94	Very High Level
4. the noise level and overall atmosphere of the restaurant.	4.92	Very High Level	4.86	Very High Level
5. how clean and well-maintained the restrooms are	4.91	Very High Level	4.89	Very High Level
6. the accessibility and parking facilities of the restaurant.	4.88	Very High Level	4.84	Very High Level
7. the lightings and temperatures of the restaurant.	4.81	Very High Level	4.77	Very High Level
Overall Mean	4.89	Very High Level	4.87	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of restaurant amenities, when grouped according to age, are 4.89 for the younger group and 4.87 for the older group, interpreted as a very high level. Item no. 4 got the highest mean score of 4.92 for the younger group, and Item no. 3 got the highest mean score of 4.94 for the older group, interpreted as a very high level. Meanwhile, Item No. 7, with a mean score of 4.81, interpreted as a very high level, is the lowest mean score for the younger group; also, the same item got a mean score of 4.77, interpreted as a very high level, is the lowest mean score for the



older group. This suggests that, despite the high level of satisfaction overall, both the younger and older groups find the lighting and temperature of the restaurant not appealing or comfortable.

Table 9
Level of Customer Satisfaction in a Seafood Restaurant in Terms of Product When Grouped According to Sex

Items	Male		Female	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the quality of the seafood dishes I ordered.	4.94	Very High Level	4.93	Very High Level
2. the freshness and flavor of seafood dishes.	4.87	Very High Level	4.91	Very High Level
3. the presentation of the seafood dishes.	4.90	Very High Level	4.80	Very High Level
4. the adequacy of portion sizes of the seafood dishes.	4.81	Very High Level	4.83	Very High Level
5. the taste and seasoning of the seafood dishes.	4.84	Very High Level	4.87	Very High Level
6. the restaurant's dietary preferences or restrictions.	4.84	Very High Level	4.79	Very High Level
7. the variety of seafood options on the menu.	4.87	Very High Level	4.84	Very High Level
Overall Mean	4.87	Very High Level	4.85	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in terms of Product when grouped according to Sex, are 4.94 for the male group and 4.85 for the female group, interpreted as very high level. Item no. 1 got the highest mean score of 4.94 for the male group and 4.93 for the female group. Meanwhile, Item No. 4 got the lowest mean score of 4.81 for the male group and is interpreted as very high; Item No. 6 got the lowest mean score of 4.79 for the female group and is interpreted as very high level. This indicates that the restaurant's dietary preferences or restrictions were not suitable for the female group. This implies that the restaurant's menu or offerings did not adequately cater to the specific dietary needs, preferences, or restrictions of female customers.

Table 10
Level of Customer Satisfaction in a Seafood Restaurant in Terms of Price When Grouped According to Sex

Items	Male		Female	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the value for money in relation to the prices of the seafood dishes.	4.78	Very High Level	4.78	Very High Level
2. the prices of seafood dishes, aligns with my expectations.	4.74	Very High Level	4.71	Very High Level
3. the availability of affordable options on the menu.	4.73	Very High Level	4.78	Very High Level
4. the overall cost of dining at the restaurant.	4.81	Very High Level	4.88	Very High Level
5. prices of the menu items in relation to the quality and portion size of the dishes.	4.79	Very High Level	4.78	Very High Level
6. the overall affordability of the menu.	4.77	Very High Level	4.78	Very High Level
7. the prices in comparison with other seafood restaurants.	4.84	Very High Level	4.83	Very High Level
Overall Mean	4.78	Very High Level	4.79	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Price, when grouped according to Sex, are 4.78 for the male group and 4.79 for the female group, interpreted as a very high level. Item no. 3 got the highest mean score of 4.73 for the male group, interpreted as a very high level, and Item no. 2 got the highest mean score of 4.71 for the female group, interpreted as a very high level. Meanwhile, Item No. 4 got the lowest mean score of 4.81 for the male group, interpreted as a very high level; and Item No. 6 got the lowest mean score of 4.79 for the female group, interpreted as a very high level. This shows that the seafood restaurant portion sizes of the seafood dishes were not adequate for male group, while the restaurant's dietary preferences or restrictions were not suitable for female group.



Table 11

Level of Customer Satisfaction in a Seafood Restaurant in Terms of Customer Service When Grouped According to Sex

Items	Male		Female	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the friendliness of the restaurant staff.	4.94	Very High Level	4.92	Very High Level
2. how accurately and promptly my orders were served.	4.90	Very High Level	4.91	Very High Level
3. how responsive the servers are to our requests and needs.	4.95	Very High Level	4.92	Very High Level
4. how we are greeted and seated in a timely and friendly manner.	4.87	Very High Level	4.85	Very High Level
5. the overall professionalism of the staff.	4.88	Very High Level	4.89	Very High Level
6. how issues or concerns raised were promptly addressed.	4.93	Very High Level	4.91	Very High Level
7. staff being knowledgeable and accommodating when assisting customers.	4.90	Very High Level	4.87	Very High Level
Overall Mean	4.91	Very High Level	4.89	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Customer Service, when grouped according to Sex, are 4.91 for the male group and 4.89 for the female group, interpreted as a very high level. Item no. 3 got the highest mean score of 4.95 for the male group, interpreted as a very high level, and Items no. 1 and 3 got the highest mean score of 4.92 for the female group, interpreted as a very high level. Meanwhile, the lowest mean score for the male group is 4.87, interpreted as a very high level is Item No. 4. For the female group, the lowest mean score is 4.85, interpreted as a very high level is also Item No. 4. This suggests that both male and female group were not greeted in a friendly and timely manner. This implies that there is a common perception among both genders that the greeting they received at the establishment was lacking in friendliness and promptness.

Table 12

Level of Customer Satisfaction in a Seafood Restaurant in Terms of Restaurant Amenities When Grouped According to Sex

Items	Male		Female	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the cleanliness and hygiene of the restaurant.	4.93	Very High Level	4.90	Very High Level
2. the seating arrangements and ambiance of the restaurant.	4.89	Very High Level	4.87	Very High Level
3. maintaining high standards of cleanliness and presentability when it comes to their utensils and dining tables	4.92	Very High Level	4.90	Very High Level
4. the noise level and overall atmosphere of the restaurant.	4.90	Very High Level	4.89	Very High Level
5. how clean and well-maintained the restrooms are	4.90	Very High Level	4.90	Very High Level
6. the accessibility and parking facilities of the restaurant.	4.88	Very High Level	4.85	Very High Level
7. the lightings and temperatures of the restaurant.	4.84	Very High Level	4.76	Very High Level
Overall Mean	4.90	Very High Level	4.87	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in Restaurant Amenities, when grouped according to Sex, are 4.90 for the male group and 4.87 for the female group, interpreted as very high level. Item no. 1 got the highest mean score of 4.93 for the male group, interpreted as a very high level, and Item no. 1, 3, and 5 got the highest mean score of 4.90 for the female group, interpreted as a very high



level. Meanwhile, the lowest mean score for the male group is 4.84, interpreted as a very high level in item No. 7, and the lowest mean score for the female group is 4.76, interpreted as a very high level, is also in item no.7. This indicates that both the male and female groups found the lighting and temperature of the restaurant to be unsuitable and uncomfortable. This suggests that there was a shared perception among both genders that the lighting and temperature did not meet their preferences or provide a comfortable dining environment.

Table 13

Level of Customer Satisfaction in a Seafood Restaurant in Terms of Product When Grouped According to Civil Status

Items	Single		Married	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the quality of the seafood dishes I ordered.	4.92	Very High Level	4.98	Very High Level
2. the freshness and flavor of seafood dishes.	4.86	Very High Level	4.96	Very High Level
3. the presentation of the seafood dishes.	4.88	Very High Level	4.77	Very High Level
4. the adequacy of portion sizes of the seafood dishes.	4.84	Very High Level	4.78	Very High Level
5. the taste and seasoning of the seafood dishes.	4.87	Very High Level	4.82	Very High Level
6. the restaurant's dietary preferences or restrictions.	4.82	Very High Level	4.78	Very High Level
7. the variety of seafood options on the menu.	4.85	Very High Level	4.85	Very High Level
Overall Mean	4.86	Very High Level	4.85	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Product, when grouped according to civil status, are 4.86 for the single group and 4.85 for the married group, interpreted as a very high level. Item no. 1 got the highest mean score of 4.92 for the single group and 4.98 for the married, interpreted as very high level. Meanwhile, the lowest mean score for the single group is 4.82, interpreted as a very high level on item no 6; while the lowest mean score for the married group is 4.77, interpreted as a very high level on item no. 3. This suggests that the restaurant's dietary preferences or restrictions were not suitable for the single group, implying that the menu or offerings did not adequately cater to the specific dietary needs or preferences of single customers. On the other hand, the findings also indicate that the presentation of the restaurant's seafood dishes could have been more sufficiently appealing to the married group. This implies that the married customers perceived a lack of attractiveness or visual appeal in the way the seafood dishes were presented.

Table 14

Level of Customer Satisfaction in a Seafood Restaurant in Terms of Price When Grouped According to Civil Status

Items	Single		Married	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the value for money in relation to the prices of the seafood dishes.	4.81	Very High Level	4.72	Very High Level
2. the prices of seafood dishes align with my expectations.	4.73	Very High Level	4.70	Very High Level
3. the availability of affordable options on the menu.	4.78	Very High Level	4.70	Very High Level
4. the overall cost of dining at the restaurant.	4.87	Very High Level	4.79	Very High Level
5. prices of the menu items in relation to the quality and portion size of the dishes.	4.81	Very High Level	4.71	Very High Level
6. the overall affordability of the menu.	4.78	Very High Level	4.76	Very High Level
7. the prices in comparison with other seafood restaurants.	4.87	Very High Level	4.74	Very High Level
Overall Mean	4.81	Very High Level	4.73	Very High Level

When grouped according to Civil Status, the overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Price, are 4.81 for the single group and 4.73 for the married group, interpreted as a very high level. Items no. 4 and 7 got the highest mean score of 4.87 for the single group, interpreted as a very



high level, and item no. 4 got the highest mean score of 4.79 for the married group, interpreted as a very high level. Meanwhile, the lowest mean score for a single group is 4.73, interpreted as a very high level on item no. 2. For the married group, the lowest men's score is 4.70, interpreted as a very high level on item no. 2; and also, on item no. 3, with the lowest mean score of 4.70, interpreted as a very high level. This indicates that the prices of seafood dishes at the seafood restaurant do not adequately align with the expectations of both the single and married groups. This suggests that customers from both groups perceive the prices to be higher than what they anticipated or considered reasonable. Additionally, the findings reveal that the availability of affordable options on the menu was insufficient for the married group. This implies that married customers desired more affordable choices that would better suit their budgetary constraints.

Table 15
Level of Customer Satisfaction in a Seafood Restaurant in Terms of Customer Service When Grouped According to Civil Status

Items	Single		Married	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the friendliness of the restaurant staff.	4.92	Very High Level	4.95	Very High Level
2. how accurately and promptly my orders were served.	4.90	Very High Level	4.91	Very High Level
3. how responsive the servers are to our requests and needs.	4.94	Very High Level	4.93	Very High Level
4. how we are greeted and seated in a timely and friendly manner.	4.88	Very High Level	4.79	Very High Level
5. the overall professionalism of the staff.	4.90	Very High Level	4.83	Very High Level
6. how issues or concerns raised were promptly addressed.	4.95	Very High Level	4.84	Very High Level
7. staff being knowledgeable and accommodating when assisting customers.	4.89	Very High Level	4.87	Very High Level
Overall Mean	4.91	Very High Level	4.87	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Customer Service, when grouped according to Civil Status, are 4.91 for the single group and 4.87 for the married group, interpreted as a very high level. Item no. 6 got the highest mean score of 4.95 for the single group, interpreted as a very high level, and item no. 1 got the highest mean score of 4.95 for the married group, interpreted as a very high level. Meanwhile, Item No. 4 got the lowest mean score of 4.88, interpreted as a very high level for the single group, and Item No. 4 got the lowest mean score of 4.88, interpreted as a very high level for the married group. This indicates that both single and married groups needed to be greeted and seated more in a timely and friendly manner. This implies that both groups felt that they were not adequately greeted and seated promptly and welcomingly.

Table 16
Level of Customer Satisfaction in a Seafood Restaurant in Terms of Restaurant Amenities When Grouped According to Civil Status

Items	Single		Married	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the cleanliness and hygiene of the restaurant.	4.92	Very High Level	4.89	Very High Level
2. the seating arrangements and ambiance of the restaurant.	4.90	Very High Level	4.83	Very High Level
3. maintaining high standards of cleanliness and presentability when it comes to their utensils and dining tables	4.89	Very High Level	4.96	Very High Level
4. the noise level and overall atmosphere of the restaurant.	4.90	Very High Level	4.89	Very High Level
5. how clean and well-maintained the restrooms are	4.93	Very High Level	4.83	Very High Level
6. the accessibility and parking facilities of the restaurant.	4.89	Very High Level	4.80	Very High Level
7. the lightings and temperatures of	4.86	Very High Level	4.62	Very High Level



the restaurant.

Overall Mean	4.90	Very High Level	4.83	Very High Level
---------------------	-------------	------------------------	-------------	------------------------

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Restaurant Amenities, when grouped according to Civil Status, are 4.90 for the single group and 4.83 for the married group, interpreted as a very high level. Item no. 5 got the highest mean score of 4.93 for a single group, interpreted as a very high level, and item no. 3 got the highest mean score of 4.96 for the married group, interpreted as a very high level. Meanwhile, the lowest mean score for the single group is 4.86, interpreted as a very high level in item no 7; also, the lowest mean score for the married group is 4.62, interpreted as a very high level in item no. 7. This indicates that both single and married group perceived that the lightings and temperatures of the restaurant were not suitable and comfortable enough. This implies that individuals from both groups felt that the lighting and temperature did not meet their preferences or provide a comfortable dining environment.

Table 17

Level of Customer Satisfaction in a Seafood Restaurant in Terms of Product When Grouped According to Family Income

Items	Lower		Higher	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the quality of the seafood dishes I ordered.	4.96	Very High Level	4.89	Very High Level
2. the freshness and flavor of seafood dishes.	4.90	Very High Level	4.87	Very High Level
3. the presentation of the seafood dishes.	4.85	Very High Level	4.81	Very High Level
4. the adequacy of portion sizes of the seafood dishes.	4.83	Very High Level	4.81	Very High Level
5. the taste and seasoning of the seafood dishes.	4.87	Very High Level	4.84	Very High Level
6. the restaurant's dietary preferences or restrictions.	4.79	Very High Level	4.85	Very High Level
7. the variety of seafood options on the menu.	4.84	Very High Level	4.89	Very High Level
Overall Mean	4.86	Very High Level	4.85	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Product when grouped according to Average Family Monthly Income, are 4.86 for lower group and 4.85 for higher group, interpreted as very high level. Item no. 1 got the highest mean score of 4.96 for lower group interpreted as very high level, and items no. 1 and 7 got the highest mean score of 4.89 for higher group interpreted as very high level. Meanwhile, the lowest mean score for the lowest group is 4.79, interpreted as very high level is on item no. 6. However, the lowest mean score for the higher group is 4.81 interpreted as very high level is on item no. 3; another lowest mean score for the higher group is 4.81 interpreted as very high level is on item no. 4. This suggests that the seafood restaurant's dietary preferences or restrictions were not suitable for customers with the lowest average family monthly income. This implies that the menu or offerings at the restaurant did not sufficiently cater to the specific dietary needs or preferences of customers with a lower income. Additionally, the findings indicate that the presentation of the seafood dishes and the adequacy of portion sizes were not appealing or sufficient for customers with the highest average family monthly income. This implies that customers with a higher income level expected a higher level of presentation and portion sizes that would better match their expectations and preferences.

Table 18

Level of Customer Satisfaction in a Seafood Restaurant in Terms of Price When Grouped According to Family Income

Items	Lower		Higher	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the value for money in relation to the prices of the seafood dishes.	4.77	Very High Level	4.81	Very High Level
2. the prices of seafood dishes which aligns with my expectations.	4.67	Very High Level	4.82	Very High Level
3. the availability of affordable options in the menu.	4.76	Very High Level	4.76	Very High Level
4. the overall cost of dining at the restaurant.	4.85	Very High Level	4.85	Very High Level



5. prices of the menu items in relation to the quality and portion size of the dishes.	4.76	Very High Level	4.84	Very High Level
6. the overall affordability of the menu.	4.77	Very High Level	4.78	Very High Level
7. the prices in comparison with other seafood restaurants.	4.86	Very High Level	4.79	Very High Level
Overall Mean	4.78	Very High Level	4.81	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Price when grouped according to Average Family Monthly Income, are 4.78 for lower group and 4.81 for higher group, interpreted as very high level. Item no. 7 got the highest mean score of 4.86 for lower group interpreted as very high level, and item no. 4 got the highest mean score of 4.85 for higher group interpreted as very high level. Meanwhile, the lowest mean score for the lower group is 4.67 interpreted as very high level is on item no. 2; likewise, the lowest mean score for the higher group is 4.67 interpreted as very high level is also item no. 2. This indicates that the prices of seafood dishes at the restaurant do not align sufficiently with the expectations of customers with both lower and higher average family monthly income. Customers from both income groups perceive the prices to be higher or lower than what they expected or considered reasonable. For customers with lower average family monthly income, the prices may be perceived as too high and not affordable within their budgetary constraints. On the other hand, customers with higher average family monthly income may find the prices to be lower than what they expected, potentially leading to a perception of lower quality or value.

Table 19

Level of Customer Satisfaction in a Seafood Restaurant in Terms of Customer Service When Grouped According to Family Income

Items	Lower		Higher	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the friendliness of the restaurant staff.	4.94	Very High Level	4.91	Very High Level
2. how accurately and promptly my orders were served.	4.89	Very High Level	4.94	Very High Level
3. how responsive the servers are to our requests and needs.	4.94	Very High Level	4.91	Very High Level
4. how we are greeted and seated in a timely and friendly manner.	4.84	Very High Level	4.90	Very High Level
5. the overall professionalism of the staff.	4.87	Very High Level	4.92	Very High Level
6. how issues or concerns raised were promptly addressed.	4.91	Very High Level	4.95	Very High Level
7. staff being knowledgeable and accommodating when assisting customers.	4.88	Very High Level	4.88	Very High Level
Overall Mean	4.89	Very High Level	4.91	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Customer Service when grouped according to Average Family Monthly Income, are 4.89 for lower group and 4.91 for higher group, interpreted as very high level. Items no. 1 and 3 got the highest mean score of 4.94 for lower group interpreted as very high level, and item no. 6 got the highest mean score of 4.95 for higher group. Meanwhile, the lowest mean score for the lower group is 4.84 interpreted as very high level, is on item no. 4 which states "how issues or concerns raised were promptly addressed"; while the lowest mean score for the highest group is 4.88 interpreted as very high level is on item no. 7. This suggests that the issues or concerns raised by customers with a lower average family monthly income were not promptly addressed by the restaurant. Individuals from this income group felt that their concerns were not given sufficient attention or that the restaurant did not adequately address their specific needs or preferences. Additionally, the findings indicate that the staff were not knowledgeable and accommodating enough when assisting customers with the highest average family monthly income. Individuals from this income group felt that the staff lacked the necessary expertise or willingness to provide a high level of service.

Table 20

Level of Customer Satisfaction in a Seafood Restaurant in Terms of Restaurant Amenities When Grouped According to Family Income



Items	Lower		Higher	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the cleanliness and hygiene of the restaurant.	4.91	Very High Level	4.92	Very High Level
2. the seating arrangements and ambiance of the restaurant.	4.86	Very High Level	4.92	Very High Level
3. maintaining high standards of cleanliness and presentability when it comes to their utensils and dining tables	4.90	Very High Level	4.92	Very High Level
4. the noise level and overall atmosphere of the restaurant.	4.88	Very High Level	4.93	Very High Level
5. how clean and well-maintained the restrooms are	4.89	Very High Level	4.93	Very High Level
6. the accessibility and parking facilities of the restaurant.	4.84	Very High Level	4.91	Very High Level
7. the lightings and temperatures of the restaurant.	4.75	Very High Level	4.88	Very High Level
Overall Mean	4.86	Very High Level	4.91	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Restaurant Amenities when grouped according to Average Family Monthly Income, are 4.86 for lower group and 4.91 for higher group, interpreted as very high level. Item no. 1 got the highest mean score of 4.91 for lower group interpreted as very high level, and items no. 4 and 5 got the highest mean score of 4.93 for higher group interpreted as very high level. Meanwhile, the lowest mean score for the lower group is 4.75, interpreted as very high level is on Item No. 7; while the lowest mean score for the higher group is 4.88 interpreted as very high level is also on item no. 7. This indicates that both customers with lower and higher average monthly income perceived the lighting and temperatures of the restaurant to be unsuitable and uncomfortable. Individuals from both income groups felt that the lighting and temperature did not meet their preferences or provide a comfortable dining environment.

Table 21

Level of Customer Satisfaction in a Seafood Restaurant in Terms of Product When Grouped According to Educational Attainment

Items	Lower		Higher	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the quality of the seafood dishes I ordered.	4.95	Very High Level	4.93	Very High Level
2. the freshness and flavor of seafood dishes.	4.88	Very High Level	4.90	Very High Level
3. the presentation of the seafood dishes.	4.85	Very High Level	4.83	Very High Level
4. the adequacy of portion sizes of the seafood dishes.	4.86	Very High Level	4.78	Very High Level
5. the taste and seasoning of the seafood dishes.	4.88	Very High Level	4.84	Very High Level
6. the restaurant's dietary preferences or restrictions.	4.86	Very High Level	4.76	Very High Level
7. the variety of seafood options on the menu.	4.89	Very High Level	4.82	Very High Level
Overall Mean	4.88	Very High Level	4.84	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Product when grouped according to Highest Educational Attainment, are 4.88 for lower group and 4.84 for higher group, interpreted as very high level. Item no. 1 got the highest mean score of 4.95 for lower group and 4.93 for higher group interpreted as very high level. Meanwhile, the lowest mean score for the lower group is 4.85 interpreted as very high level is on item no. 3; while the lowest mean score for the higher group is 4.76 interpreted as very high level is on item no. 6. This indicates that customers with lower educational attainment perceived the presentation of the seafood dishes at the restaurant to be not sufficiently appealing. Individuals in this group felt that the visual presentation of the dishes did not meet their expectations or did not appear visually appealing. On the other hand, the study also found that customers with higher educational attainment perceived that the restaurant's dietary



preferences or restrictions were not suitable enough. This implies that individuals in this group felt that the menu did not adequately cater to their specific dietary needs or preferences.

Table 22

Level of Customer Satisfaction in a Seafood Restaurant in Terms of Price When Grouped According to Educational Attainment

Items	Lower		Higher	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the value for money in relation to the prices of the seafood dishes.	4.87	Very High Level	4.70	Very High Level
2. the prices of seafood dishes which aligns with my expectations.	4.74	Very High Level	4.71	Very High Level
3. the availability of affordable options in the menu.	4.81	Very High Level	4.71	Very High Level
4. the overall cost of dining at the restaurant.	4.87	Very High Level	4.83	Very High Level
5. prices of the menu items in relation to the quality and portion size of the dishes.	4.84	Very High Level	4.73	Very High Level
6. the overall affordability of the menu.	4.80	Very High Level	4.76	Very High Level
7. the prices in comparison with other seafood restaurants.	4.90	Very High Level	4.77	Very High Level
Overall Mean	4.83	Very High Level	4.74	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Price when grouped according to Highest Educational Attainment, are 4.83 for lower group and 4.74 for higher group, interpreted as very high level. Item no. 7 got the highest mean score of 4.90 for lower group interpreted as very high level and item no. 4 got the highest mean score 4.83 for higher group interpreted as very high level. Meanwhile, the lowest mean score for the lower group is 4.74 interpreted as very high level is on item no 2; while the lowest mean score for the higher group is 4.70 interpreted as very high level is on item no. 1. This suggests that the prices of seafood dishes at the restaurant do not align sufficiently with the expectations of customers with lower educational attainment. Individuals with lower educational attainment perceive the prices to be higher than what they expected or considered reasonable.

Table 23

Level of Customer Satisfaction in a Seafood Restaurant in Terms of Customer Service When Grouped According to Educational Attainment

Items	Lower		Higher	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the friendliness of the restaurant staff.	4.97	Very High Level	4.88	Very High Level
2. how accurately and promptly my orders were served.	4.94	Very High Level	4.87	Very High Level
3. how responsive the servers are to our requests and needs.	4.94	Very High Level	4.92	Very High Level
4. how we are greeted and seated in a timely and friendly manner.	4.88	Very High Level	4.83	Very High Level
5. the overall professionalism of the staff.	4.90	Very High Level	4.86	Very High Level
6. how issues or concerns raised were promptly addressed.	4.93	Very High Level	4.92	Very High Level
7. staff being knowledgeable and accommodating when assisting customers.	4.94	Very High Level	4.82	Very High Level
Overall Mean	4.93	Very High Level	4.87	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Customer Service when grouped according to Highest Educational Attainment, are 4.93 for lower group and 4.87 for higher group, interpreted as very high level. Item no. 1 got the highest mean score of 4.97 for lower group interpreted as



very high level and items no. 3 and 6 got the highest mean score 4.92 for higher group interpreted as very high level. Meanwhile, the lowest mean score for the lower group is 4.88 interpreted as Very High Level is on item no. 4 while the lowest mean score for the higher group is 4.82 interpreted as very high level is on item no 7. This suggests that customers with lower educational attainment were not sufficiently greeted and seated in a timely and friendly manner at the restaurant. Individuals in this group felt that they did not receive the level of attention or hospitality they expected during the greeting and seating process. On the other hand, customers with higher educational attainment perceived that the staff's level of knowledge and accommodation when assisting customers was not sufficient. This suggests that individuals in this group expected a higher level of expertise and personalized attention from the staff.

Table 24
Level of Customer Satisfaction in a Seafood Restaurant in the Area of Restaurant Amenities When Grouped According to Educational Attainment

Items	Lower		Higher	
	Mean	Interpretation	Mean	Interpretation
As a customer of the seafood restaurant, I am satisfied with...				
1. the cleanliness and hygiene of the restaurant.	4.93	Very High Level	4.90	Very High Level
2. the seating arrangements and ambiance of the restaurant.	4.87	Very High Level	4.89	Very High Level
3. maintaining high standards of cleanliness and presentability when it comes to their utensils and dining tables	4.90	Very High Level	4.91	Very High Level
4. the noise level and overall atmosphere of the restaurant.	4.92	Very High Level	4.88	Very High Level
5. how clean and well-maintained the restrooms are	4.90	Very High Level	4.90	Very High Level
6. the accessibility and parking facilities of the restaurant.	4.93	Very High Level	4.80	Very High Level
7. the lightings and temperatures of the restaurant.	4.84	Very High Level	4.75	Very High Level
Overall Mean	4.90	Very High Level	4.86	Very High Level

The overall mean scores, in terms of customer satisfaction in a seafood restaurant in the area of Restaurant Amenities when grouped according to Highest Educational Attainment, are 4.90 for lower group and 4.86 for higher group, interpreted as very high level. Items no. 1 and 6 got the highest mean score of 4.93 for lower group interpreted as very high level and items no. 3 got the highest mean score 4.91 for higher group interpreted as very high level. Meanwhile, the lowest mean score of the lower group is 4.84 interpreted as very high level is on item no. 7; while the lowest mean score for the higher group is 4.75 interpreted as very high level is also on item no. 7. This indicates that both customers with lower and higher educational attainment perceived the lighting and temperatures of the restaurant to be unsuitable and uncomfortable. Individuals from both educational attainment groups felt that the lighting and temperature did not meet their preferences or provide a comfortable dining environment.

Comparative Analysis on the Level of Customer Satisfaction in a Seafood Restaurant in Terms of Product, Price, Customer Service, and Restaurant Amenities when Grouped according to Age, Sex, Family Income and Educational Attainment

Table 25
Difference in the Level of Customer Satisfaction in a Seafood Restaurant in Terms of Product When Grouped According to Selected Variables

Variable	Category	N	Mean Rank	Mann Whitney U	p-value	Sig. level	Interpretation
Age	Younger	176	144.63	9879.000	0.120		Not Significant
	Older	124	158.83				
Sex	Male	134	156.49	10319.000	0.231	0.05	Not Significant
	Female	166	145.66				
Civil Status	Single	218	157.50	7412.500	0.011		Significant



	Married	82	131.90			
Average Family Monthly Income	Lower	203	148.10	9359.000	0.441	Not Significant
	Higher	97	155.52			
Highest Educational Attainment	Shorter	147	159.04	9989.500	0.062	Not Significant
	Longer	153	142.29			

Table 25 shows the difference in the level of customer satisfaction in a seafood restaurant in the area of Product when grouped and compared according to variables. The result of the study shows, that on age, mean rank score of the younger category is 144.63, while on the older category the mean rank score is 158.83, with a p-value of 0.120, interpreted as not significant. On sex, the mean rank score on male category is 156.49, while on the female category, the mean rank score is 145.66, with a p-value of 0.23, and is interpreted as not significant. In terms of civil status, the mean rank score on single category is 157.50, while on the married category, the mean rank score is 131.90, with a p-value of 0.01, and is interpreted as significant. On average family monthly income, the mean rank score of the lower category is 148.10, while on the higher category the mean rank score is 155.52, with a p-value of 0.44, interpreted as not significant. In terms of highest educational attainment, the mean rank score of the shorter category is 159.04, while on the longer category the mean rank score is 142.29, with a p-value of 0.06, interpreted as not significant. This implies that only civil status influences the level of customers satisfaction on a seafood restaurant.

Table 26

Difference in the Level of Customer Satisfaction in a Seafood Restaurant in Terms of Price When Grouped According to Selected Variables

Variable	Category	N	Mean Rank	Mann Whitney U	p-value	Sig. level	Interpretation
Age	Younger	176	144.63	10670.500	0.733		Not Significant
	Older	124	158.83				
Sex	Male	134	156.49	10989.500	0.853		Not Significant
	Female	166	145.66				
Civil Status	Single	218	157.50	6765.000	0.001	0.05	Significant
	Married	82	131.90				
Average Family Monthly Income	Lower	203	148.10	8119.500	0.010		Significant
	Higher	97	155.52				
Highest Educational Attainment	Shorter	147	159.04	9485.000	0.014		Significant
	Longer	153	142.29				

Table 26 shows the difference in the level of customer satisfaction in a seafood restaurant in the area of Price when grouped and compared according to variables. The result of the study shows, that on age, mean rank score of the younger category is 144.63, while on the older category the mean rank score is 158.83, with a p-value of 0.733, interpreted as not significant. On sex, the mean rank score on male category is 156.49, while on the female category, the mean rank score is 145.66, with a p-value of 0.853, and is interpreted as not significant. In terms of civil status, the mean rank score on single category is 157.50, while on the married category, the mean rank score is 131.90, with a p-value of 0.001, and is interpreted as significant. On average family monthly income, the mean rank score of the lower category is 148.10, while on the higher category the mean rank score is 155.52, with a p-value of 0.01, interpreted as significant. In terms of highest educational attainment, the mean rank score of the shorter category is 159.04, while on the longer category the mean rank score is 142.29, with a p-value of 0.01, interpreted as significant. This implies that, civil status, average family monthly income, and highest educational attainment do influence the level of customer satisfaction in a seafood restaurant in the area of price when grouped and compared according to variables.

Table 27

Difference in the Level of Customer Satisfaction in a Seafood Restaurant in Terms of Customer Service When Grouped According to Selected Variables



Variable	Category	N	Mean Rank	Mann Whitney U	p-value	Sig. level	Interpretation
Age	Younger	176	144.63	10771.000	0.825		Not Significant
	Older	124	158.83				
Sex	Male	134	156.49	10415.000	0.271		Not Significant
	Female	166	145.66				
Civil Status	Single	218	157.50	7449.500	0.010	0.05	Significant
	Married	82	131.90				
Average Family Monthly Income	Lower	203	148.10	8849.000	0.099		Not Significant
	Higher	97	155.52				
Highest Educational Attainment	Shorter	147	159.04	9087.000	0.001		Significant
	Longer	153	142.29				

Table 27 shows the difference in the level of customer satisfaction in a seafood restaurant in the area of Customer Service when grouped and compared according to variables. The result of the study shows, that on age, mean rank score of the younger category is 144.63, while on the older category the mean rank score is 158.83, with a p-value of 0.825, interpreted as not significant. On sex, the mean rank score of male categories is 156.49, while on the female category, the mean rank score is 145.66, with a p-value of 0.27, and is interpreted as not significant. In terms of civil status, the mean rank score on single category is 157.50, while on the married category, the mean rank score is 131.90, with a p-value of 0.01, and is interpreted as significant. On average family monthly income, the mean rank score of the lower category is 148.10, while on the higher category the mean rank score is 155.52, with a p-value of 0.099, interpreted as not significant. In terms of highest educational attainment, the mean rank score of the shorter category is 159.04, while on the longer category the mean rank score is 142.29, with a p-value of 0.001, interpreted as significant. This implies that, civil status, and highest educational attainment do influence the level of customer satisfaction in a seafood restaurant in the area of customer service when grouped and compared according to variables.

Table 28

Difference in the Level of Customer Satisfaction in a Seafood Restaurant in Terms of Restaurant Amenities When Grouped According to Selected Variables

Variable	Category	N	Mean Rank	Mann Whitney U	p-value	Sig. level	Interpretation
Age	Younger	176	144.63	10241.500	0.307		Not Significant
	Older	124	158.83				
Sex	Male	134	156.49	9903.000	0.066		Not Significant
	Female	166	145.66				
Civil Status	Single	218	157.50	6720.500	0.000	0.05	Significant
	Married	82	131.90				
Average Family Monthly Income	Lower	203	148.10	8191.000	0.008		Significant
	Higher	97	155.52				
Highest Educational Attainment	Shorter	147	159.04	10029.000	0.068		Not Significant
	Longer	153	142.29				

Table 28 shows the difference in the level of customer satisfaction in a seafood restaurant in the area of Restaurant Amenities when grouped and compared according to variables. The result of the study shows, that on age, mean rank score of the younger category is 144.63, while on the older category the mean rank score is 158.83, with a p-value of 0.307, interpreted as not significant. On sex, the mean rank score on male category is



156.49, while on the female category, the mean rank score is 145.66, with a p-value of 0.066, and is interpreted as not significant. In terms of civil status, the mean rank score on single category is 157.50, while on the married category, the mean rank score is 131.90, with a p-value of 0.00, and is interpreted as significant. On average family monthly income, the mean rank score of the lower category is 148.10, while on the higher category the mean rank score is 155.52, with a p-value of 0.01, interpreted as significant. In terms of highest educational attainment, the mean rank score of the shorter category is 159.04, while on the longer category the mean rank score is 142.29, with a p-value of 0.068, interpreted as not significant. This implies that, Civil Status and Average Family Monthly Income do influence the level of customer satisfaction in a seafood restaurant in the area of restaurant amenities when grouped and compared according to variables.

Conclusion

The study on customer satisfaction in a seafood restaurant across different areas, such as product, price, customer service, and restaurant amenities, when grouped by variables including age, sex, civil status, family income, and highest educational attainment, has provided valuable insights. The findings indicate that overall customer satisfaction in the restaurant is high. While there were no significant differences in customer satisfaction based on age and sex in relation to the product, price, customer service, and restaurant amenities, other variables such as civil status, average family monthly income, and highest educational attainment did show significant differences. This suggests that the restaurant should pay attention to the specific needs and preferences of customers based on these variables in order to further improve customer satisfaction. By considering factors like dietary choices, portion sizes, lighting, and temperatures, the restaurant can create a more tailored and enjoyable dining experience for patrons of all backgrounds and demographics. Additionally, addressing dietary restrictions and ensuring appropriate serving sizes can contribute to customer satisfaction, particularly among younger and older customers. These findings call for a comprehensive pricing analysis to ensure affordability, including the introduction of affordable options or value meal packages for customers with lower average family monthly incomes. Addressing concerns about portion sizes among male customers and accommodating the dietary preferences and restrictions of female customers are recommended through monitoring and adjusting portion sizes, as well as gathering feedback to develop menu offerings tailored to specific needs. Additionally, further analysis of the significant differences in customer satisfaction across civil status groups is necessary to identify contributing factors and develop strategies such as special promotions and personalized service.

References

- Chiguvi, D. (2017). Impact of Ambiance Conditions on Customer Satisfaction in the Restaurant Industry; Case Study of Debonairs Pizza Outlets in Botswana. *International Journal of Science and Research*, 6(2), 1825-1833. https://d1wqtxts1xzle7.cloudfront.net/75929132/ART20164140-libre.pdf?1639080626=&response-content-disposition=inline%3B+filename%3DImpact_of_Ambiance_Conditions_on_Custome.pdf&Expires=1713100049&Signature=JhPh4EcCC~ld5dVMIXO3HYcwVNUZXEjbjajs575eUqj7LvJ6olw0cSc9kww7q~0iTCuHIZWSghWOyZ5ZwxlJsCZj5GoSsAEcyNEIwm4ogaEtbA5aOM7cSgzsQx-5~Y-QN9ZXI-CjRu3KTHFpGVqdw0AaAVD0HK45rvR-Kaj9Lu-TejqIVEYXJ5Ala0Zr2MMRPwxQAMyxCfqkPHH~VP2ynP8yXDEWhtq0-8~ZiB4yloq4nOctC1GJAlnzKzFyvP6XBA2kytn59nHextAVQMxYXh3YcXxRgJL2hOk8RWEIyIhu4MPIjw2DI5yp-5VGXfy8cGohM0rDUptAzZAFJ5zgA~Q__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA
- Faizah, G. N., & Astuti, M. (2022). The Influence of Price, Service Quality and Brand Image on Consumer Satisfaction in Restaurants. *Indonesian Journal of Law and Economics Review*, 17, 10-21070. <https://ijler.umsida.ac.id/index.php/ijler/article/view/829>
- Nxumalo, T. (2017). *The influence of service quality on the post-dining behavioural intentions of customers at Cargo Hold, Ushaka Marine World* [Published Doctoral Dissertation]. <https://openscholar.dut.ac.za/handle/10321/2528>
- Wu, L., So, K. K. F., Xiong, L., & King, C. (2019). The impact of employee conspicuous consumption cue and physical attractiveness on consumers' behavioral responses to service failures. *International Journal of Contemporary Hospitality Management*, 31(1), 21-40. <https://www.emerald.com/insight/content/doi/10.1108/IJCHM-08-2017-0500/full/html>

Bio-notes:

Marah T. Dolorfino is a Marketing Consultant at Preska Seafood Restaurant in Bacolod City. She is currently pursuing her Master's Degree in Business Administration. Her research interest includes Business Management and marketing management endeavors.