

The Effect of Customer Service Towards Consumers' Behavior on Restaurants

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ABSTRACT

This study assessed the level of customer service and consumer behavior in restaurants in Santo Tomas, Davao del Norte. This study utilized a descriptive-correlational research design, which was used to determine the relationship between the two variables. The participants of this study were 191 consumers in restaurants in Santo Tomas, Davao del Norte, who were selected using a random sampling technique. Two sets of adapted questionnaires were utilized to collect information from respondents. The findings of this study revealed that the level of customer service in terms of product quality, service quality, and ambiance/atmosphere was very high. The result indicated that product quality was the common factor consumers considered in the restaurants. Also, the investigation found that the level of consumers' behavior in terms of satisfaction with the food, satisfaction with the establishment, trust, and loyalty to restaurants was revealed very high. It shows in the result that trust got the highest mean over other consumers' behavior in restaurants such as satisfaction with the food, satisfaction with the establishment, and loyalty. In addition, the study found a significant connection between customer and consumer behavior. Therefore, it was suggested to maintain excellent customer service in restaurants. Consumers must also maintain their scope of knowledge regarding the importance of customer service especially when dining out in restaurants based on their preferences.

Keywords - Customer Service, Consumers' Behavior, Restaurant, Consumer, Philippines

INTRODUCTION

Consumer behavior refers to the behavioral patterns, decision processes, and actions a customer takes when purchasing a product or service for personal use by Bhasin (2023). Consumers obtain favorable and unfavorable emotions regarding product and service offers based on their initial thoughts of the products or services. In some restaurants, consumers complain about customer service and atmosphere by Pecha (2021).

In America, food quality and delayed service are two main factors affecting consumer behavior in terms of customer service in restaurants. According to Smith, 76% of American consumers reported that poor customer service at a restaurant influenced their decision not to return. This signifies that customer service is important in the restaurant. Research shows that the way consumers behave at restaurants can be unpredictable, posing issues for management and staff (Smith, 2019).

In the Philippines, one significant consumer behavior problem related to customer service is the prevalence of long wait times and slow response rates by Adriatico et. al, (2022). This issue can lead to frustration and negative perceptions of brands, ultimately impacting customer loyalty and retention rates. According to a study by Frost & Sullivan, 9.3% of Filipino consumers report dissatisfaction with the time it takes to resolve issues or receive assistance from customer service representatives (Frost & Sullivan, 2019).

Despite the fact that the impact of Customer Service towards Customer Satisfaction on Restaurants in Barangay Tibal-ug had been conducted in the international setting to investigate consumer behavior in restaurants, online markets, and supermarkets. The researchers have not found a study about the effect of customer service on consumer behavior in restaurants in local settings. Therefore, the researchers urge to conduct this study to find the solution to the problem of the effect of customer service on consumers' behavior in restaurants in Santo

Tomas, Davao del Norte. This study would assist restaurant owners in providing the greatest service to their consumers by increasing customer service. This study allows the consumers to become part of the assessing the level of customer service and find out the relation between consumers' behavior.

As a result, this research aims to gain insight into how customer service affects consumer behavior at a restaurant in Santo Tomas, Davao del Norte. The researchers conducting the research would share the findings using social media channels such as Twitter and LinkedIn, where infographics or short videos summarizing key findings might capture the attention of restaurant owners, managers, and consumers. This study would provide new knowledge so that consumers and future researchers might comprehend the impact of customer service.

Statement of the Problem

This study aimed to determine the significant relationship between customer service and consumers' behavior in restaurants in Santo Tomas, Davao del Norte.

Specifically, this sought to answer the following questions:

1. What is the level of customer service in terms of:

- 1.1 product quality;
- 1.2 service quality; and
- 1.3 ambiance/atmosphere?

2. What is the level of consumers' behavior in terms of:

- 2.1 satisfaction with the food;
- 2.2 satisfaction with the establishment;
- 2.3 trust; and
- 2.4 loyalty?

3. Is there a significant relationship between customer service and consumers' behavior in restaurant in Santo Tomas Davao del Norte?

Hypothesis

The null hypothesis was tested at 0.05 level of significance stating that there was a significant relationship between customer service and consumers' behavior.

Theoretical Framework

The study was anchored on the Stimulus-Organism-Response theory of Donovan & Rossiter (1982) which states that environmental inputs such as service quality and atmosphere, influence internal reactions, such as emotions and mood, which then drive behavioral responses such as satisfaction and loyalty. Furthermore, if the customer service is poor, spent more time selecting a suitable restaurant or choosing a restaurant with a high star rating to ensure a good dining experience, leaving less time for other things to do. This theory was also supported by Kim and Tang (2020) who posits that consumers' behavior regarding trust and loyalty were major challenges in service management research, and more effort should be put into explicitly establishing a framework for assessing consumers' behavior, and how customer service can impact a consumer's thinking and behavior, leading to trust difficulties with the restaurant's service.

Conceptual Framework

Presented in Figure 1 was the conceptual framework of the variables of the study. The independent variable of this study was customer service with the following indicators: product quality, service quality, and ambiance/atmosphere

The dependent variable was the consumers' behavior with the following indicators: satisfaction with the food,

satisfaction with the establishment, trust, and loyalty of (Yusta, et. al, 2019).

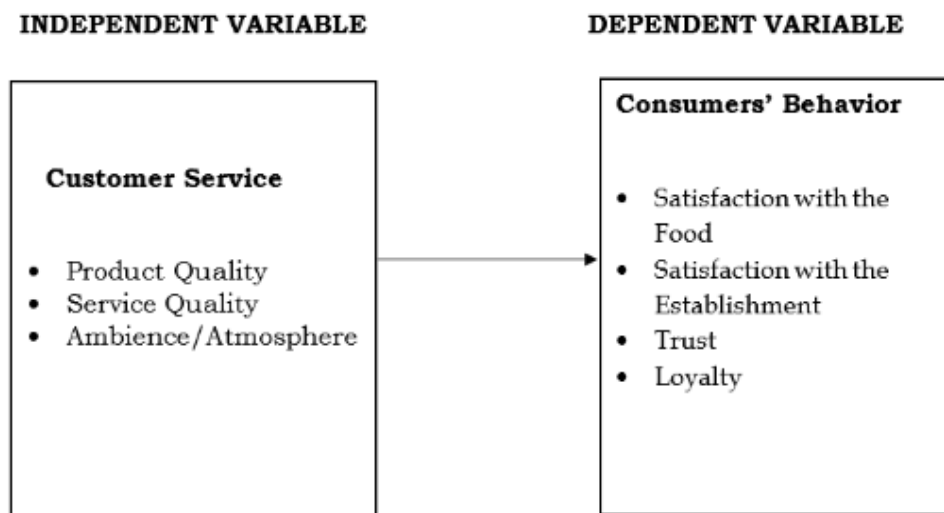


Figure 1. The Conceptual Framework of the Study

METHODOLOGY

This chapter included the research instrument, research subject, data gathering procedure, and the statistical treatment of the data to gather data and information relevant to the relationship between customer service and consumer's behavior in restaurants in Santo Tomas, Davao del Norte.

Research Design

This study conducted quantitative descriptive correlation research. Quantitative research is the process of gathering and interpreting numerical data. It is used to identify patterns and averages, make predictions, examine correlations between variables, and extrapolate findings to larger groups (Bhandari, 2023). According to McCombes, (2022), descriptive research is an accurate and methodical description of a population, circumstance, or phenomena. A correlational study is a non-experimental research method that focuses on the statistical connection between two or more variables without modifying them. The goal is to establish the degree of connection or correlation between the variables (Hassan, 2023).

The quantitative method was utilized in this study to collect objective, numerical data that could be statistically examined. This enables the measurement of variables and analyzes the patterns, trends, and generalizable conclusions across bigger populations. The study used descriptive research methods to give an in-depth and comprehensive description of the characteristics, and behaviors related to the correlation between customer service and consumers' behavior. A correlational study was utilized in this study. It is used to find and analyze the relationships between variables. This method aids in understanding how different factors are related to one another, which might inform theories about causation and influence, yet it does not establish causality.

Research Subject

The respondents of this study were the consumers who have placed orders and eaten at local dining establishments in Santo Tomas, Davao del Norte. Based on information gathered from the consumer base of the three separate restaurants, there are 375 customers in total. The researchers utilized Raosoft sampling, an online sample size calculator to acquire the target sample size from the population recorded. Out of the 375 total population, 191 individuals were the target population. The respondents were selected through a random sampling technique. As the name suggests, random sampling involves choosing a sample of information or objects from a larger population without considering any bias or predetermined pattern, ensuring that every component has an equal chance of being included (Frost, 2023). Moreover, this method is frequently used in statistics and research to conclude the total population based on the characteristics of a randomly selected sample.

Those consumers who are present in the area and usually come five (5) times a month were the respondents of this study. They have the potential and capability to respond and provide data based on their personal experiences and perceptions of the restaurants in Santo Tomas, Davao del Norte. Nevertheless, the eligible respondents' participation was voluntary, and individuals could withdraw if they felt uncomfortable. Furthermore, the respondents' personal information and responses would be kept confidential to avoid privacy leaks.

Table 1. Distribution of Participants

Local Restaurant in Santo Tomas	Population (N)	Sample (n)	Percentage (%)
Restaurant A	125	64	33%
Restaurant B	150	76	48%
Restaurant C	100	51	27%
Total	375	191	100%

Research Instrument

The researchers used two adapted research instruments from internationally disseminated articles to achieve the goals of this research. The questionnaires were validated by the panelists and by an external validator.

Customer Service Questionnaire (CSQ). The instrument for the independent variable was adapted from Customer Service and Customers' Satisfaction in Jollibee by Acuña, et. al, (2017). This instrument contains 15 survey questionnaires comprising the three (3) components of customer service such as product quality (5 items), service quality (5 items), and ambiance/atmosphere (5 items).

In measuring the degree of this variable, a five-point Likert-type scale was used: 5 (Strongly Agree), 4 (Agree), 3 (Moderately Agree), 2 (Disagree), and 1 (Strongly Disagree).

Range of Means	Descriptive Level	Interpretation
4.20-5.00	Very High	Customer Service is always observed.
3.40-4.19	High	Customer Service is oftentimes observed.
2.60-3.39	Average	Customer Service is sometimes observed.
1.80-2.59	Low	Customer Service is rarely observed.
1.00-1.79	Very Low	Customer Service is least observed.

Consumers' Behavior Questionnaire (CBQ). The dependent variable for consumers' behavior was adapted from Consumers' Behavior in fast-food restaurants: a food value perspective from Spain by Yusta et. al, (2019).

This instrument contains 20 survey questionnaires comprising the Four (4) components of consumers' behavior such as satisfaction with the food (5 items), satisfaction with the establishment (5 items), trust (5 items), and loyalty (5 items).

In measuring the degree of this variable, a five-point Likert-type scale was used: 5 (Strongly Agree), 4 (Agree), 3 (Moderately Agree), 2 (Disagree), and 1 (Strongly Disagree).

Range of Means	Descriptive Level	Interpretation
4.20-5.00	Very High	Consumers' Behavior is always observed.
3.40-4.19	High	Consumers' Behavior is oftentimes observed.
2.60-3.39	Average	Consumers' Behavior is sometimes observed.
1.80-2.59	Low	Consumers' Behavior is rarely observed.
1.00-1.79	Very Low	Consumers' Behavior is least observed.

Statistical Treatment of Data

The following statistical tools were used in the computation of data, and testing of hypothesis.

Mean. The sum of the values in a sample is divided by the total number of values of the sample is another definition of the average (Hurley & Tenny, 2023). This was utilized to assess the quality of the restaurant's customer service and consumer behavior.

Pearson-r. The most widely used method for calculating a linear correlation. A value between -1 and -1 indicates the strength and direction in which two variables are related (Turney, 2024). This method was used to investigate the significant correlation between the consumers' behavior in the restaurant and the customer service in the restaurants.

RESULTS AND DISCUSSIONS

This chapter provides the analysis and interpretation of the data collected from consumers at restaurants in Santo Tomas, Davao del Norte, that includes the level of customer service and consumer behavior. The data was arranged depending on the statement of the problem.

Level of Customer Service in terms of Product Quality

Table 1 displays the level of customer service based on product quality. The table shows that the descriptive level was very high, and the overall mean was 4.67 with a standard deviation of 0.53. It was intended that the standard of product quality at restaurants in Santo Tomas, Davao del Norte, was always observed.

Item number 3 "The food has a pleasing appearance" has the highest mean of 4.72, followed by item number 1 "The food is served hot and fresh" with a mean of 4.71, and item 5 "The menu has a good variety of items" with a mean of 4.58. All items in the product quality range from 4.58 to 4.72, with a descriptive level of very high.

Although item 5 was ranked lowest, it has a very high descriptive level, indicating that product quality was always observed.

The product quality in a restaurant was always observed, this means that the restaurant's food and services continuously fulfill the expected standards. The consistency suggests that consumers can always expect high-quality dishes and service when they visit the restaurant. It implies that the restaurant has a consistent and dependable level of quality in its offerings, which ensures consumer satisfaction and a reputation for excellence.

Table 1.

Level of customer service in terms of Product Quality

Items	SD	Mean	Descriptive Equivalent
1. The food is served hot and fresh.	0.48	4.71	Very High
2. The food is tasty and flavorful.	0.49	4.69	Very High
3. The food has pleasing appearance.	0.48	4.72	Very High
4. The ingredients used are excellent in quality.	0.56	4.65	Very High
5. The menu has a good variety of items.	0.63	4.58	Very High
Category	0.53	4.67	Very High

The result of the study was aligned with the study Sweeney et al., (2019) discovered that product quality significantly influences consumer perceptions and purchase intentions in the restaurant business. These findings highlight the significance for restaurants to prioritizing product quality to improve customer experiences and create loyalty.

Level of Customer Service in terms of Service Quality

Table 2 shows the level of customer service in terms of service quality. The overall mean was 4.42 with a standard deviation of 0.79 and a very high descriptive level, shown in the table. This indicates that the service quality of the restaurants in Santo Tomas, Davao del Norte was always observed.

Item number 4 "Prioritize the customers" and 5 "Respond to the customer's concern immediately" have the highest mean of 4.58, followed by item 2 "Serves customers on time" with a mean of 4.44, and item 1 "Informs how many minutes the food will be served" with the lowest mean of 4.18. Item number 1 in the service quality categories has a range of 4.18 and a descriptive meaning of high. The service quality items 2, 3, 4, and 5 have a range of 4.32-4.58 with a descriptive meaning of very high, indicating that consumers are satisfied with the service quality at restaurants in Santo Tomas, Davao del Norte.

Service quality in a restaurant was always observed, this means that the level of service provided by the restaurant regularly exceeds or meets expected standards. This shows that the employees regularly provide excellent customer service, including attentiveness, friendliness, efficiency, and professionalism, regardless of when or by whom the service was provided. This regular demonstration of outstanding service quality adds to a positive experience, increasing customer loyalty and improving the restaurant's reputation.

Table 2

Level of Customer Service in terms of Service Quality

Items	SD	Mean	Descriptive Equivalent
1. Informs how many minutes the food will be served.	1.08	4.18	High
2. Serves customers on time.	0.73	4.44	Very High
3. Are well trained to serve customers.	0.77	4.32	Very High
4. Prioritize the customers.	0.69	4.58	Very High
5. Respond to the customer's concern immediately.	0.68	4.58	Very High
Category	0.79	4.42	Very High

Level of Customer Service in terms of Ambience/Atmosphere

Reflected in Table 3 was the level of customer service in terms of ambience/atmosphere. As stated in the table, the overall mean is 4.29 with a standard deviation of 0.68 with a descriptive level of very high. It is projected that the level of ambience/atmosphere in restaurants in Santo Tomas, Davao del Norte was always observed.

Item number 2 “The restaurant has clean serving and dining area” has the highest mean of 4.43, followed by item number 3 “The restaurant has a relaxing atmosphere”, and the item that got the lowest mean was item number 5 “The decoration of the restaurant is attractive and modern” with a mean of 4.15. Item number 5 in the ambience/atmosphere has a range of 4.15 with a descriptive level of high. Item numbers 1, 2, 3, and 4 had a range of 4.25-4.43, which has a descriptive level of very high.

The ambience/atmosphere at a restaurant was always observed, which means that the restaurant continuously provides the same perfect atmosphere or environment each time a consumer arrives. This could include features like décor, lighting, music, cleanliness, and overall atmosphere, all of which contribute to a consistent and predictable dining experience. Consistent ambience contributes to the restaurant's personality and can improve consumer happiness and comfort, making it a trustworthy and appealing dining option.

The results were in line with the research of Lopez (2023) which states that consumer decisions and overall dining experiences are significantly affected by the atmosphere, interior design, and surroundings of restaurants. In addition to the food and service a dining establishment provides, these qualities are critical to its success.

Table 3.

Level of Customer Service in terms of Ambience/ Atmosphere

Items	SD	Mean	Descriptive Equivalent
1. The ambience of the restaurant is trendy.	0.68	4.26	Very High
2. The restaurant has clean serving and dining area.	0.67	4.43	Very High
3. The restaurant has relaxing atmosphere.	0.76	4.36	Very High
4. The restaurant's facilities are well-organized and simple to locate.	0.64	4.25	Very High
5. The decoration of the restaurant is attractive and modern.	0.63	4.15	High
Category	0.68	4.29	Very High

Level of Customer Service

Presented in Table 4 was the summary of customer service. It can be seen from the table that the overall mean

was 4.46 with a standard deviation of 0.67, with a descriptive level of very high. It means that the level of customer service in restaurants in Santo Tomas, Davao del Norte was always observed.

Of all the items, product quality has the highest mean of 4.67, with a descriptive equivalent of very high. This means that the product quality of restaurants in Santo Tomas, Davao del Norte was always observed. On the other hand, ambience/atmosphere items have the lowest mean of 4.29 which has a descriptive equivalent of very high. Though ranked as the lowest, it still means that the ambience/atmosphere of restaurants in Santo Tomas, Davao del Norte was always observed.

Customer service in a restaurant was always observed, which indicates the quality of service provided by the company is consistent and fulfills expected standards every time. This means that the staff consistently provides attentive, friendly, efficient, and professional service to every consumer interaction. Consistent customer service ensures that consumers have an outstanding and satisfying experience on each visit, developing customer loyalty and improving the restaurant's reputation for excellent service.

Table 4.

Summary of the level of Customer Service

Indicators	SD	Mean	Descriptive Equivalent
1. product quality	0.53	4.67	Very High
2. service quality	0.79	4.42	Very High
3. ambience/atmosphere	0.68	4.29	Very High
Category	0.67	4.46	Very High

Level of Consumers' Behavior in terms of Satisfaction with the food

Reflected in Table 5 was the level of consumers' behavior in terms of satisfaction with the food. As stated in the table the overall mean was 4.43 with a standard deviation of 0.63 with a descriptive level of very high. It intends that the level of satisfaction with the food in restaurants in Santo Tomas, Davao del Norte was always observed.

Item number 4 "The food is reasonable for its price" has the highest mean of 4.48, followed by item numbers 1 "The food meets my expectations" and 3 "I feel satisfied with the food prepared in this restaurant" with a mean of 4.44, and the item that have the lowest mean was the item number 2 "The food is satisfactory" with a mean of 4.37. All items in the satisfaction with the food have a range of 4.37-4.48 with a descriptive level of very high. Although item number 2 has the lowest mean, it has the descriptive equivalent of very high which indicates that satisfaction with the food was always observed.

The satisfaction with the food in a restaurant was always observed, this indicates that consumers consistently find the food to be satisfying every time they dine there. This indicates that the restaurant consistently provides high-quality, pleasant, and well-prepared dishes, resulting in a consistently positive dining experience for its consumers. Consistent food enjoyment can help to build customer loyalty and an excellent restaurant reputation.

Table 5.

Level of Consumers' Behavior in terms of Satisfaction with the Food

Items	SD	Mean	Descriptive Equivalent
1. The food meets my expectations.	0.61	4.44	Very High
2. The food is satisfactory.	0.65	4.37	Very High
3. I feel satisfied with the food prepared in this restaurant.	0.61	4.44	Very High
4. The food is reasonable for its price.	0.64	4.48	Very High
5. The food tasted fresh.	0.65	4.41	Very High
Category	0.63	4.43	Very High

The results aligned with the research by Chiciudean et al., (2019) which stated, that consumers' restaurant choices depend on certain aspects such as quality of food, price, variety, reputation, promotion, location, and information sources. A key element of the natural dining approach is food satisfaction; removing a favorite dish or extras from a meal may occasionally lead to reduced satisfaction during dining. Consumers seek fulfillment more when dissatisfied with the meals, which leads to longing, suffering, and excessive consumerism (Osborn, 2023).

Level of Consumers' Behavior in terms of Satisfaction with the Establishment

Table 6 displays the level of consumer behavior in terms of satisfaction with the establishment. The table shows an overall mean of 4.21, with a standard deviation of 0.71, and a descriptive level of very high. It suggests that satisfaction with the establishment of restaurants in Santo Tomas, Davao del Norte, was always observed.

Item number 1 "This establishment is a good choice for dining" has the highest mean of 4.36, followed by item number 5 "This establishment provides sufficient seats" with a mean of 4.32, and item number 3 "I am satisfied with the appearance of the establishment" and 4 "The establishment is clean" have the lowest mean of 4.10. Item numbers 2, 3, and 4 in the table of satisfaction with the establishment have a range of 4.10-4.17 with a descriptive meaning of high. Item numbers 1 and 5 have a very high descriptive level which means that the consumers' behavior is affected by satisfaction with the establishment of restaurants in Santo Tomas, Davao del Norte, was always observed.

The satisfaction with the establishment in a restaurant was always observed, which means that consumers are continuously satisfied with their total dining experience. This includes many factors such as food quality, service, ambience, cleanliness, and overall atmosphere. Consistent satisfaction shows that the restaurant consistently exceeds or meets consumer standards in all areas, resulting in an excellent dining experience each time. Consistent satisfaction among consumers can improve the image of the restaurant and encourage consumers to return.

The results aligned with the research by Graves (2024) which states that any restaurant's ability to succeed depends on its ability to satisfy its customers, regardless of the size, location, demographics, or caliber of its food. However, restaurant owners frequently find it difficult to identify the key factors that affect consumer pleasure, particularly when their opinions differ from what consumers desire. Restaurants have to prioritize the convenience of their patrons before their own, providing outstanding customer service is essential for success. Satisfied consumers are more likely to become loyal customers, write favorable reviews, and tell their friends and family about the restaurant (Graves, 2024).

Table 6

Level of Consumers' Behavior in terms of Satisfaction with the Establishment

Items	SD	Mean	Descriptive Equivalent
1. This establishment is a good choice for dining.	0.66	4.36	Very High
2. I am satisfied with this establishment.	0.77	4.17	High
3. I am satisfied with the appearance of the establishment.	0.73	4.10	High
4. The establishment is clean.	0.66	4.10	High
5. This establishment provides sufficient seats.	0.75	4.32	Very High
Category	0.71	4.21	Very High

Level of Consumers' Behavior in Terms of Trust

Table 7 displays the level of consumers' behavior in terms of trust. The table shows an overall mean of 4.47, with a standard deviation of 0.75, and a descriptive level of very high. It indicates that consumers in Santo Tomas, Davao del Norte have a high level of trust in their restaurants.

Item number 3 "I receive proper treatment by the staff and management" has the highest mean of 4.60, followed by item number 4 "The employees are concerned for our satisfaction" with a mean of 4.54, and item number 2 "The restaurant gives information of their menu accurately" has the lowest mean of 4.36. All items in the trust have a range of 4.36-4.60 with a descriptive meaning of very high. Although item number 2 has the lowest mean, it has a very high descriptive level indicating that the consumers' trust in restaurants in Santo Tomas, Davao del Norte was always observed.

Trust in a restaurant was always observed, it indicates that consumers trust the restaurant's capacity to satisfy their expectations and provide a consistent and enjoyable dining experience each time they come. Trust can be applied to several factors including the quality and safety of the food, consistency of service, cleanliness, and overall integrity of the restaurant. When trust is consistently shown the restaurant has a solid, trustworthy reputation, and consumers are confident that they can rely on the restaurant to provide a pleasant experience.

Businesses can build trust with customers by being honest and trustworthy by proactively offering this information. Long-term relationships built on mutual trust are more likely to be established when customers believe that a business is not hiding anything and is willing to provide accurate data (Ikezuruora, 2024).

Table 7

Level of Consumers' Behavior in terms of Trust

Items	SD	Mean	Descriptive Equivalent
1. The establishment values its promise to offer us excellent services.	0.78	4.41	Very High
2. The restaurant gives information of their menu accurately.	0.78	4.36	Very High
3. I receive proper treatment by the staff and management.	0.72	4.60	Very High
4. The employees are concern for our satisfaction.	0.75	4.54	Very High
5. The restaurant employees are qualified workers.	0.75	4.42	Very High
Category	0.75	4.47	Very High

Level of Consumers' Behavior in Terms of Loyalty

Table 8 shows the level of consumers' behavior in terms of loyalty. As mentioned in the table, the total mean was 4.20, with a standard deviation of 0.80 and a descriptive level of very high. It indicates that the consumers' loyalty of the restaurants in Santo Tomas, Davao del Norte was always observed.

Item number 2 "I am likely to recommend this restaurant to my friend" has the highest mean of 4.61, followed by item number 4 "I will spread positive words about this restaurant to others" with a mean of 4.50. Item number

1 "The meals outside the home are consumed at this establishment" has a mean of 3.10. The first item has the lowest mean, with an average descriptive equivalent. Item numbers 2, 3, 4, and 5 have a range of 4.36-4.61 with a descriptive level of very high, indicating that consumers' loyalty to restaurants in Santo Tomas, Davao del Norte, was always observed.

Loyalty in a restaurant was always observed. It signifies that consumers continuously return with a strong preference for dining at the restaurant. This dedication shows itself in frequent visits, positive word-of-mouth recommendations, and a preference for the restaurant over competitors. Consistently displayed loyalty shows that the restaurant effectively maintains high levels of consumer happiness through excellent food, outstanding service, a nice atmosphere, and overall trustworthiness, resulting in loyal consumers who return frequently.

Table 8

Level of Consumers' Behavior in terms of Loyalty

Items	SD	Mean	Descriptive Equivalent
1. The meals outside the home are consumed at this establishment.	1.25	3.10	Average
2. I am likely to recommend this restaurant to my friend.	0.65	4.61	Very High
3. I'm going to visit regularly in this restaurant.	0.73	4.36	Very High
4. I will spread positive words about this restaurant to others.	0.68	4.50	Very High
5. The restaurant is the finest choice for celebrations.	0.68	4.41	Very High
Category	0.80	4.20	Very High

Trust is just as essential, as said. Consumers should feel that the restaurant cares about them, emphasizing food safety, open ingredient sources, and safe handling procedures Truong et. al., (2021).

Level of Consumers' Behavior

Table 9 provides a summary of consumer behavior. As demonstrated in this table, the overall mean was 4.33, with a standard deviation of 0.72, and a descriptive level of very high. It means that the level of consumer behavior at restaurants in Santo Tomas, Davao del Norte, was always observed.

Of all the items, trust has an overall mean of 4.47, which has a descriptive equivalent of very high. This means consumer behavior in Santo Tomas, Davao del Norte, is always observed. Loyalty, on the other hand, has the lowest mean of 4.20, with a descriptive equivalent of very high.

Consumers' behavior in a restaurant was always observed, which implies that consumers exhibit predictable and expected behaviors every time they visit. This could include behaviors such as visit frequency, food type, spending habits, dining duration, and overall engagement with restaurant staff and atmosphere. Consistent consumer behavior indicates that the restaurant provides a consistent and reliable experience that satisfies consumers' expectations, resulting in frequent and repeated activities from consumers. This consistency can assist the restaurant in planning and optimizing its operations, marketing initiatives, and customer service procedures.

Table 9

Summary of the Level of Consumers' Behavior

Indicators	SD	Mean	Descriptive Equivalent
1. satisfaction with the food	0.63	4.43	Very High
2. satisfaction with the establishment	0.71	4.21	Very High
3. trust	0.75	4.47	Very High
4. loyalty	0.80	4.20	Very High
Category	0.72	4.33	Very High

The findings were in line with the research of Bruner et. al, (2019) which posits that success in the restaurant industry depends on having a solid understanding of consumer behavior. Several elements such as cost, food, atmosphere, level of service, and even internet reviews, affect diners' decisions. Price sensitivity might change based on perceived value and the occurrence. A consumer may be inclined to spend more on a special occasion than on a casual meal (Paulus et al. 2020). Consumers may be drawn in by menu items that are distinctive, fascinating, or accommodate dietary needs McCarty et al., (2020). Additionally, the ambience of a restaurant greatly influences the mood and level of pleasure. Lastly, prompt and helpful service makes a good impression, while unfavorable internet evaluations may put off future clients (Hjalageri et al., 2021).

Correlation between Customer Service and Consumers' Behavior

Table 10 illustrates the relationship between customer service and consumer behavior. The table shows that the null hypothesis was rejected, with an overall R-value of 0.612 and a p-value of <.001 (less than 0.05). It indicates a significant relationship between customer service and consumer behavior. It implies that the customer service in restaurants in Santo Tomas, Davao del Norte has significant impact in consumers' behavior. This means that the higher the product quality, the higher the consumers' behavior improvement.

Table 10.

Significance of the Relationship between Customer Service and Consumers' Behavior on Restaurant in Santo Tomas Davao del Norte

Variables Correlated	R	p-value	Decision on Ho	Decision on Relationship
between customer service and consumers' behavior on restaurants in Santo Tomas Davao del Norte	0.612	<.001	Reject	Significant

In this research, customer service has three indicators to measure the service quality of restaurants. Overall, consumers' behavior is influenced by customer service. In restaurants, customer service has an important impact on how consumers behave. Research has shown a connection between customer happiness, service quality, and repeat business Qin et. al., (2019).

SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

Summary of Findings

1. The customer service had a mean of 4.46 and a standard deviation of 0.67, with a descriptive equivalent of very high. The indicator that had the highest mean was product quality, with a descriptive equivalent of very

high. It was followed by service quality, which had a descriptive equivalent of very high. Lastly, was ambiance/atmosphere, which had a very high descriptive equivalent.

2. The level of consumers' behavior had a mean of 4.33 and a standard deviation of 0.72, with a descriptive equivalent of very high. was very high. The indicator that had the highest mean was trust, with a descriptive equivalent of very high. It was followed by satisfaction with the food. Next to satisfaction with the food was satisfaction with the establishment, which had a descriptive equivalent of very high. Lastly, was loyalty, which has a very high descriptive equivalent.

3. The relationship between customer service and consumer' behavior showed a strong positive correlation with a p-value of $<.001$ which was lower than the level of significant 0.05. The result indicates the rejection of the null hypothesis.

CONCLUSIONS

1. The customer service was very high. This indicates that when consumers receive exceptional service, they are more likely to have positive interactions with the business, leading to increased satisfaction, loyalty, and potentially higher spending or repeat visits.

2. The level of consumers' behavior was very high. The study's findings revealed that consumer behavior was affected by a number of factors, including food quality, service quality, and environmental quality. Furthermore, it was discovered that food quality has an important effect on how satisfied consumers are with customer service. As a result, for their customers' confidence to evolve into trustworthiness, which would eventually lead to more consumer behavior, businesses that provide customer services relieve consumers through excellent customer service and efficient referral marketing.

3. There was a strong connection between customer service and consumer behavior. It suggested that consumers' behavior improved in direct proportion to the quality of customer service. The results showed a significant correlation between consumers' behavior and customer service on restaurants. For owners of restaurants, it was hoped that this study could influence them to implant more effective strategies in terms of customer service by providing product quality, service quality, and ambiance/atmosphere to enhance the positive effect on consumers' behavior.

Recommendations

1. Restaurant owners may continue to provide great customer service by addressing questions, worries, and feedback. Restaurant owners may show their dedication to promptly attending to consumer demands and responsive customer service procedures using several methods, including social media, email, and phone. Additionally, restaurant owners may create an inviting ambience with warm lighting, comfortable seating, and subtle background music to enhance dining experience. By providing so, their relationships with consumers are strengthened, and the pursuit of excellence can be seen. Consequently, this will affect consumer behavior, which would help the restaurant succeed and expand by promoting customer loyalty, positive word-of-mouth recommendations, and higher patronage.

2. Consumers may choose a restaurant that they have known for a long time and known for providing exceptional customer service to ensure a pleasant dining experience. Consumers can learn about different areas of restaurant services through research, such as menu offerings, special specials, reservation systems, and customer feedback mechanisms, and restaurant environment. This enhanced knowledge gives customers a greater awareness of the services of restaurants, and how they connect to their preferences and demands. Expanding understanding of restaurant services enables consumers to make informed decisions specific to their interests and needs, eventually changing their behavior and improving their dining experiences. Consumers can refine their expectations and contribute to a culture of excellence in customer service in the restaurant business by doing continuing research and raising awareness.

3. Future researchers were encouraged to expand on this research by investigating the effectiveness and focus of

present instructional programs on customer service and consumer behavior. They must publish their findings to improve their understanding of these problems. Comprehensive and accurate research should be undertaken to validate and expand on the data acquired in this study, giving a solid foundation for enhancing customer service techniques in the restaurant industry.

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