

## **CUSTOMER EXPERIENCE, SATISFACTION, AND LOYALTY ON HAPPY TUMMY RESTO BAR AND CATERING SERVICES IN IMUS, CAVITE: BASIS FOR PROPOSED RETENTION PLAN**

**ISHA MAE V. OLANOSA, GIANE MIKAS F. ANASTACIO, DEBBIE ROSE B. FABIAN, BERNADETTE M. BELANDRES, JOHN WEILAND T. BERBA & ARNEL B. NAVAJA**  
Cavite State University, Tanza, Cavite, Philippines

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### **ABSTRACT**

The main objective of the study was to evaluate customer experiences and satisfaction with customer service, facility cleanliness, value for money, and food quality, as well as gauge customer loyalty at Happy Tummy Resto Bar and Catering Services. Following a comprehensive analysis of the collected data, the researchers concluded that customers have a very good experience with Happy Tummy. The findings also indicate that customers are satisfied with the establishment's customer service, facility cleanliness, value for money, and food quality. Furthermore, the study affirms that customers exhibit loyalty towards Happy Tummy. In addition, the objective of this research is to present a retention plan in which this plan emphasizes the importance of maintaining existing customer relationships. Understanding these aspects will enable Happy Tummy to tailor its strategies to meet specific customer needs and expectations.

**Keywords:** customer experience, customer satisfaction, customer loyalty, retention plan, restaurant

### **1.0 INTRODUCTION**

From the very beginning of starting up a food business and service industry, it is seen that it already has a mature market. It is hard to recognize what is unique from the newly established business to other competitors in the existing market.

In the current competitive food market, analyzing market trends is crucial as numerous businesses vie for attention. Understanding consumers' evolving preferences and needs is essential for standing out. Efficient management of customer experience, satisfaction, and loyalty becomes a key factor in maintaining a strong market position. A study can aid in creating a strategic retention plan, differentiating the business and establishing a unique market position.

Customer experience, satisfaction, and loyalty are critical for business success. Customer experience involves the overall impression and interaction with a brand across all touchpoints. Satisfaction is vital for maintaining a loyal customer base, reflecting how well a business meets expectations. Satisfied customers contribute to repeat business, referrals, and profitability. Many businesses adopt retention plans that focus on maintaining existing customer relationships through strategies such as personalized communication, excellent service, loyalty

programs, and targeted marketing. The aim is to establish a positive, enduring connection with consumers, fostering loyalty and repeated engagement.

Numerous studies highlight the vital role of customer experience, satisfaction, and loyalty in business success. Mehta (2023) emphasizes that customer satisfaction is crucial for both acquiring and retaining customers, leading to loyalty and positive advocacy. Identifying and addressing customer satisfaction at Happy Tummy Resto-Bar can reduce turnover and boost profitability.

Additionally, Eubanks (2021) notes that loyal customers act as brand ambassadors, attracting new customers through word-of-mouth and enhancing the business's reputation. This aligns with Kumar's and Reinartz (2012) research, which highlights that loyal customers engage in positive word-of-mouth, providing free advertising and potentially attracting new customers.

In the restaurant and catering industry, research by Ryu and Han (2011) in casual dining and Rajput and Gahfoor (2020) underscores that positive dining experiences directly impact customer satisfaction, leading to increased loyalty. The importance of a positive dining experience is highlighted as a key factor in fostering customer loyalty.

The research aimed to determine customers' socio-demographic profile, such as age, sex, civil status, income, and visit frequency. Following this analysis, the focus shifted to evaluating the customer experience for prompt identification of improvement areas, thereby enhancing overall satisfaction. Additionally, measuring customer satisfaction aids in assessing how well the business meets expectations, enabling the pinpointing of areas for targeted enhancements. Thirdly, assessing customer loyalty provides insights into the strength of the relationship between Happy Tummy and its customers. Lastly, the goal is to develop a customer retention plan based on identified experiences, satisfaction, and loyalty of Happy Tummy Resto Bar and Catering Services' customers.

## **2.0 MATERIALS AND METHODS**

### **2.1 Research Design**

This study used quantitative data collection methods to examine and analyze the consumers' experience, satisfaction, and loyalty. The researchers systematically examined the participants, specifically Happy Tummy Resto Bar and Catering Services consumers. The descriptive approach comprehensively described the participants without manipulating any variables and focused solely on describing the consumers' experience, satisfaction, and loyalty.

### **2.2 Sources of Data**

The individuals included in this study are specifically the customers who dine in at the restaurant of Happy Tummy Resto Bar and Catering Services. The researchers used convenience sampling, randomly selected a sample size of 100 customers.

### **2.3 Data Analysis**

The survey gathered information on participants' socio-demographics, their experiences, satisfaction, and loyalty towards Happy Tummy Resto Bar and Catering Services. Data analysis involved assessing participants' profiles and opinions through a 5-point Likert scale, gauging their agreement or disagreement with constructed statements.

**2.4 Statistical Treatment**

Descriptive statistics such as frequency and percentage distribution were used in presenting the participants' demographic profiles. Weighted means were used in interpreting the consumer experience, satisfaction, and loyalty. The researchers used a five-point Likert scale to determine the set objectives by summarizing the data from a researcher-made structured survey questionnaire.

**3.0 RESULTS AND DISCUSSION**

**3.1 Participants' Socio-Demographic Profile**

The first objective of the study was to ascertain the participant's profile, which table 1 elaborates in detail, covering age, sex, marital status, income, and visit frequency. The age group with the most representation is 23-27 years, comprising 38 percent of the participants. The sex distribution reveals that 45 percent of the participants are female while the most (55%) are male. When it comes to civil status, a significant 70 percent are single while 30 percent are married. Nearly half of the participants, 54 percent earn between 20,001 – 25,000 monthly. The data shows a trend of monthly restaurant visits, with 38 percent of participants.

Table 1 offers an in-depth analysis of the study participants' socio-demographic traits, including age, sex, and marital status, income, and visit frequency. The data showcases a wide variety among the 100 participants across various categories. A significant segment of participants' falls within the 23-27 age bracket, a trend underscored in the "Influence of Social Media on Customer" (2018) study, showing a propensity for lifestyle spending in this age group. In contrast, older demographics tend to stay indoors more. The sex distribution tilts slightly towards males, who, according to Ali et al. (2021), exhibit a stronger correlation with purchase intentions. Most participants are single, a group known for its busy schedules, thus valuing quick and convenient dining options. Regarding income, a majority earn between 20,001 – 25,000 monthly, emphasizing the need for affordable dining experiences. The frequency of visits is diverse, with a significant group visiting once a month, a trend that restaurants can capitalize on for strategic planning and customer satisfaction enhancement.

**Table 1. Participants' socio-demographic profile**

PROFILE	FREQUENCY	PERCENTAGE
<b>Age</b>		
18-22 years old	20	20%
23-27 years old	38	38%
28-32 years old	20	20%
33 years old and above	22	22%
<b>Total</b>	<b>100</b>	<b>100%</b>

<b>Sex</b>		
Female	45	45%
Mae	55	55%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Civil Status</b>		
Single	70	70%
Married	30	30%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Monthly Income</b>		
20,001-25,000	54	54%
25,001-3,000	30	30%
30,001 and above	16	16%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Dining Frequency</b>		
Everyday	16	16%
Several times a week	20	20%
Once a week	17	17%
Once a month	38	38%
Others	9	9%
<b>Total</b>	<b>100</b>	<b>100%</b>

### 3.2 Customer Experience at Happy Tummy Resto Bar and Catering Services

The study’s second objective was to describe the experience of the customers at Happy Tummy Resto Bar and Catering Services in terms of customer service, facility cleanliness, value for money, and food quality. Table 2 displays the summary of customer experience at Happy Tummy Resto Bar and Catering. Moreover, the total mean for customer experience is 3.95 (SD = 1.01) indicating that customers have very good experience with regard to their experience at Happy Tummy Resto Bar and Catering Services

Prioritizing a positive customer experience in a restaurant is crucial for fostering repeat business, attracting new customers, and ensuring long-term success. Grewal and Roggeveen (2020) emphasize the importance of understanding and managing customer experience at each stage for survival and prosperity. Satisfied customers become advocates, sharing positive experiences through word-of-mouth and online reviews, acting as free advertising. A positive customer experience directly impacts profitability, with content customers likely to spend more, order additional items, and tip generously. Consistently delivering excellent customer experiences is a strategic investment influencing customer loyalty, positive word-of-mouth marketing, online reputation, and overall financial success in the competitive food industry.

**Table 2. Overall customer experience at Happy Tummy Resto Bar and Catering Services**

<b>CUSTOMER EXPERIENCE</b>	<b>WEIGHTED MEAN</b>	<b>STANDARD DEVIATION</b>	<b>VERBAL INTERPRETATION</b>
Customer Service	4.00	0.94	Agree
Facility Cleanliness	3.95	1.05	Agree

Value for Money	3.99	1.02	Agree
Food Quality	3.86	1.05	Agree
<b>Overall Mean</b>	<b>3.95</b>	<b>1.01</b>	<b>Agree</b>

### 3.3 Satisfaction Level of the Participants

The study’s third objective was to describe the satisfaction level of the customers at Happy Tummy Resto Bar and Catering Services. Table 3 displays the summary of customer satisfaction at Happy Tummy Resto Bar and Catering Services in terms of customer service, facility cleanliness, value for money, and food quality. Moreover, the total mean for customer satisfaction is 3.66 (SD = 1.02) indicating that customers are satisfied with Happy Tummy Resto Bar and Catering Services

The success of a business relies on high-quality products and services, which attract and retain customers. Meeting or surpassing customer expectations with quality offerings ensures satisfaction. When products or services deliver as promised and provide value for money, customers feel content and valued. The quality of a company's offerings significantly influences customer behavior, impacting their decisions to make purchases or stay loyal. Khairawati (2019) emphasizes that efficient business performance is associated with delivering quality products. Quality products and services are not only crucial for customer satisfaction but also contribute to building a positive brand image and differentiating the business from competitors. Therefore, investing in quality is an investment in customer satisfaction and, ultimately, the success of the business.

**Table 3. Overall customer satisfaction at Happy Tummy Resto Bar and Catering Services**

CUSTOMER SATISFACTION	WEIGHTED MEAN	STANDARD DEVIATION	VERBAL INTERPRETATION
Customer Service	3.73	0.95	Satisfied
Facility Cleanliness	3.63	1.06	Satisfied
Value for Money	3.56	1.05	Satisfied
Food Quality	3.55	1.03	Satisfied
<b>Overall Mean</b>	<b>3.66</b>	<b>1.02</b>	<b>Satisfied</b>

### 3.4 Consumer Loyalty at Happy Tummy Resto Bar and Catering Services

Table 4 shows the mean and standard deviation of customer loyalty with Happy Tummy Resto Bar and Catering Services. The total mean loyalty score of 3.68 (SD = 0.91) indicates that customers are loyal with Happy Tummy Resto Bar and Catering Services

Prioritizing excellent customer service, cleanliness, value, and food quality is vital for establishing and retaining consumer loyalty. Exceptional service creates positive connections, encouraging repeat business through memorable interactions. A well-maintained facility not only boosts satisfaction but also reflects a commitment to hygiene and well-being. Ensuring value for money builds trust and fosters lasting loyalty by assuring customers that their investment is justified. Napitupulu et al. (2023) found that loyalty is significantly influenced by service and food quality, atmosphere, and social interactions, collectively contributing to a positive customer experience that extends beyond individual transactions.

**Table 4. Consumer loyalty at Happy Tummy Resto Bar and Catering Services**

CUSTOMER LOYALTY	WEIGHTED MEAN	STANDARD DEVIATION	VERBAL INTERPRETATION
Customer Service	3.64	0.99	Loyal
Facility Cleanliness	3.64	1.06	Loyal
Value for Money	3.75	0.99	Loyal
Food Quality	3.67	1.16	Loyal
<b>Overall Mean</b>	<b>3.68</b>	<b>0.91</b>	Loyal

### 3.5 Happy Tummy Resto Bar and Catering Services Retention Plan

A retention plan is a strategic approach implemented by businesses to retain existing customers and encourage their continued loyalty. It involves a series of activities and initiatives designed to enhance the customer experience, build strong relationships, and reduce customer churn. The plan may include various strategies and activities such as personalized customer service, proactive communication, continuous improvement efforts, and targeted marketing campaigns. By focusing on retaining existing customers, businesses can benefit from repeat purchases, positive word-of-mouth referrals, and a stronger customer base.

**Table 5. Happy Tummy Resto Bar and Catering Services Retention Plan**

COMPONENTS	OBJECTIVES	RETENTION PLAN ACTIVITIES
Customer Service	<ul style="list-style-type: none"> <li>To enhance customer engagement and immediately address customer concerns</li> </ul>	<ul style="list-style-type: none"> <li>Training and Development- provide comprehensive training to staff members on customer service skills, including effective communication, active listening, and problem-solving.</li> <li>Utilization of social media platforms- maintain an active presence on social</li> </ul>

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		<p>media platforms to continuously gain interest to its target market</p> <ul style="list-style-type: none"><li>• Technology Integration- utilize technology to streamline operations and enhance customer service.</li></ul>
Facility Cleanliness	<ul style="list-style-type: none"><li>• To provide comfortable dining areas and spacing</li></ul>	<ul style="list-style-type: none"><li>• Space optimization- reassessing the current layout and consider rearranging tables and chairs to create more space</li><li>• Temperature control- ensuring the restaurant is at a comfortable temperature is also important. It shouldn't be too hot or too cold.</li><li>• Ambiance enhancement- soft lighting, relaxing music, and elegant decor can create a more inviting and comfortable atmosphere.</li></ul>
Value for Money	<ul style="list-style-type: none"><li>• To enhance cost savings and to encourage repeat purchase</li></ul>	<ul style="list-style-type: none"><li>• Collaboration with Local Suppliers- this can help in creating unique dishes that reflect the local culinary culture and support local businesses.</li><li>• Loyalty Program- customers feel valued and appreciated when they receive special treatment, leading to increased engagement and loyalty.</li></ul>
Food Quality	<ul style="list-style-type: none"><li>• To identify areas for improvement and refine flavor combinations</li></ul>	<ul style="list-style-type: none"><li>• Menu Research and Development- to identify new and innovative dishes</li><li>• Taste testing- conduct taste testing sessions with a diverse group of individuals, including staff members and customers to identify areas for improvement.</li></ul>

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#### 4.0 CONCLUSION

The research reveals that Happy Tummy Resto Bar and Catering Services is frequented by a younger demographic, particularly those aged 23-27, making up 38 percent of the participants. This group, along with a balanced gender representation and a majority of low to mid-income individuals, shows a preference for dining out. Interestingly, 38 percent of these customers visit the restaurant monthly, indicating a need for a customer-focused strategy to cater to their preferences and motivations.

The study further illustrates that customers have a highly positive experience at Happy Tummy. The establishment's customer service, cleanliness, value for money, and food quality all received positive feedback. This indicates that Happy Tummy is successful in providing a satisfying experience across various aspects. Furthermore, customers express satisfaction and loyalty towards the establishment, demonstrating Happy Tummy's success in fostering repeat business. The establishment's holistic approach to customer satisfaction and its emphasis on key areas contribute to an environment where customers feel valued and content.

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