

# THE IMPACT OF CUSTOMER INTERACTION ON DINING EXPERIENCE AT JAPANESE RESTAURANT IN MALL OF QUEZON CITY

## ABSTRACT

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The hospitality industry faces a growing challenge in balancing personalized service with respect for customer privacy. This study examines the impact of customer interaction on the overall dining experience, focusing on comfort, ambiance perception, repeat patronage, and cultural preferences at a Japanese restaurant located in a mall in Quezon City. As customers increasingly seek service that is attentive yet non-intrusive, understanding this dynamic is essential for enhancing satisfaction and improving service quality. A descriptive research design was utilized in this study. Data were collected through a self-administered questionnaire distributed to 50 diners using convenience sampling. The survey assessed respondent demographics, experiences with staff interaction, and perceptions related to privacy and dining comfort. Collected data were analyzed using percentages, rankings, and weighted mean to evaluate key aspects of the dining experience and identify service-related challenges. The results indicated that guests placed a high value on dining experiences that respected their personal space, with ambiance perception receiving the highest composite mean (3.50), followed by comfort (3.43). Respondents expressed greater satisfaction and a higher likelihood of returning when customer service was respectful and unobtrusive. However, several concerns were reported, including meal interruptions, language barriers, and perceived cultural insensitivity, all of which negatively affected comfort and service consistency. The findings suggest that an optimal balance between personalized service and privacy awareness significantly improves the dining experience. Strategic interventions, such as staff training in cultural sensitivity, the use of subtle non-verbal service cues, and maintaining a tranquil dining atmosphere, are recommended. Emphasizing respectful engagement can enhance customer satisfaction, promote loyalty, and encourage positive word-of-mouth, making privacy-conscious service a critical component of modern restaurant management.

## RECOMMENDED CITATION

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