

ASSESSING THE CULTURAL COMPETENCE OF MULTINATIONAL RESTAURANT TOWARDS CUSTOMER SATISFACTION IN FAIRVIEW, QUEZON CITY

ABSTRACT

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This examines the rising presence of multinational restaurant chains as cultural hubs in a globalized world, underscoring the critical role of cultural competence in improving customer satisfaction. Successfully catering to a diverse customer base requires sensitivity to cultural preferences, dietary needs, and communication styles—key elements in building customer loyalty and driving business success. Although existing research highlights the positive impact of cultural competence on customer satisfaction and retention, there is a noticeable gap in studies focusing specifically on its application in the restaurant industry. The researchers adopted a descriptive research design, aiming to systematically capture relevant patterns and insights. Data collection was carried out using structured survey questionnaires, enabling the researchers to obtain key information from participants. A convenience sampling technique was applied, selecting respondents based on their accessibility and willingness to participate. This study explores customer satisfaction with the service quality, food quality, and ambiance at Sbarro restaurant located in Fairview, Quezon City. A total of 60 respondents participated in the survey, providing insights into key demographic factors such as age, frequency of visits, and nationality. Results revealed that the majority of customers are aged 21 to 25 (37%), with 70% visiting the restaurant once or twice. The clientele is primarily Filipino (97%), reflecting a strong local customer base. Satisfaction ratings were consistently high across all categories, with mean scores of 3.37 for service quality, 3.36 for food quality, and 3.35 for ambiance. Customers expressed the greatest satisfaction with staff attentiveness, overall food quality, and the restaurant's atmosphere. In contrast, the lowest satisfaction levels were related to inconsistencies in service across cultural expectations and visual presentation of food. The most frequently reported concerns included overheated dishes, unfriendly staff behavior, and slow service. To enhance customer satisfaction, the research suggests implementing a customer loyalty program, improving staff training in responsiveness and efficiency, ensuring high food quality, and making further enhancements to the restaurant ambiance. By systematically training staff, incorporating real-time feedback procedures, and regularly testing seasonal menus, these improvements can lead to better dining experiences and increased customer loyalty. Additionally, the study recommends launching a customer loyalty program, enhancing quality control with immediate feedback, and introducing new seasonal menus. It also highlights the importance of refurbishing the restaurant ambiance and making operational improvements to provide faster and more efficient service.

RECOMMENDED CITATION

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