

A STUDY ON THE FACTORS THAT IMPACT THE QUALITY AND CONSISTENCY OF AUTHENTIC DISHES

ABSTRACT

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KEYWORDS

*barbara's heritage restaurant;
food quality; preparation
methods; temperature control;
luzon; taste*

ARTICLE ID

AASGBCPJMRA-B98551

This study examines the impact of modernization and globalization on the authenticity of traditional cuisines and customer satisfaction, using Barbara's Heritage Restaurant (established in 1977 in Manila's historic Casa Manila) as a case study for balancing innovation with heritage. By emphasizing indigenous Fil-Hispanic recipes, locally sourced ingredients, and immersive cultural elements such as live performances, Barbara successfully preserves culinary authenticity while deepening diners' emotional and historical connection. Although trends like fusion cooking can expand appeal, they may also dilute traditional flavors and commodify cultural heritage. This study advocates for integrating modern techniques without compromising a dish's core essence, as demonstrated by Barbara's ability to maintain authenticity through thoughtful innovation, thereby enhancing satisfaction beyond taste to include cultural and nostalgic significance. This quantitative study employed a descriptive research design to examine factors affecting food quality and consistency in authentic dishes, drawing on a sample of 50 customers evenly divided by gender at Barbara's Heritage Restaurant in Manila. Simple random sampling was used to ensure unbiased representation, consistent with Lauren Thomas' (2023) guidance on minimizing selection bias and improving validity. Data were gathered through a 1-4 satisfaction-scale questionnaire, with confidentiality measures implemented in response to Torres and Garcia's (2022) findings on the need for enhanced privacy assurances, particularly among female participants. The study examined 50 customers—mostly male, aged 23 to 27, and primarily from Luzon—at Barbara's Heritage Restaurant. Findings showed that taste attributes, such as flavor profiles and sweetness, along with visual elements like artistic presentation and vibrant colors, significantly influenced satisfaction (mean scores between 3.30 and 3.48). Furthermore, factors related to the preparation process, including the use of fresh ingredients and authentic cooking methods, as well as proper temperature control (ensuring dishes like sinigang and halo-halo were served at optimal heat or cold), were essential for maintaining consistency. The study revealed a demographic bias, predominantly involving younger respondents (ages 23–27), males, and individuals from Luzon. This limits the generalizability of the findings due to the underrepresentation of older adults and those from Mindanao. At Barbara's Heritage Restaurant, food quality was primarily influenced by taste (balanced flavors and appropriate sweetness), visual appeal (artistic plating and vibrant colors), preparation methods (fresh ingredients and traditional techniques), and temperature control (ensuring dishes like sinigang and halo-halo are served at optimal temperatures).

RECOMMENDED CITATION

Cañada, C., Dela Cruz, J. B., Fortunato, M., Honghong, J. B., & Relos, A. (2025). A Study on the Factors That Impact the Quality and Consistency of Authentic Dishes. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 153.