

ASSESSMENT OF SOCIAL MEDIA MARKETING ON RESTAURANT RESERVATION AT RED TOMATO MODERN ITALIAN RESTAURANT IN QUEZON CITY

ABSTRACT

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This study assesses the impact of social media marketing on reservation rates at Red Tomato Modern Italian Restaurant in Quezon City. It examines the platforms employed, the nature of the content shared, and the level of audience engagement to determine how digital marketing efforts influence booking behavior. The study aims to identify best practices, uncover areas for improvement, and evaluate the correlation between social media activity and reservation success. The findings will inform strategies to boost bookings and enhance customer loyalty in an increasingly visual and review-driven dining landscape. This study employs a descriptive survey design with purposive sampling to select participants who have dined at Red Tomato and engaged with its social media channels. A structured questionnaire gathers data on demographic profiles, platform usage, content preferences, and reservation experiences. Responses are analyzed using frequency distributions and weighted means to assess the efficiency of social media marketing components—such as reviews, visual content, and responsiveness—and to pinpoint challenges in the reservation process. Most respondents were aged 21–25 (44 percent) and female (56 percent). Facebook emerged as the primary platform for discovering the restaurant (84 percent), with Instagram trailing behind. The majority of customers visited the restaurant annually (60 percent) and reported monthly incomes around ₱20, 000 (40 percent). Social media marketing was rated as highly efficient across key dimensions—platform selection, content relevance, and visual appeal—indicating strong engagement. However, significant issues were identified: delayed response times were reported by 56 percent of customers, while 32 percent cited limited reservation options. Content authenticity concerns were also noted, though technical or security issues were not reported. The findings revealed that social media marketing at Red Tomato successfully attracted a young adult audience primarily via Facebook, leveraging reviews and ambiance videos to influence dining decisions. Reservation efficiency was hampered by slow responses and inflexible booking options, underscoring the need for improved customer service protocols and expanded reservation channels. As a result, recommendations include enhancing responsiveness through dedicated social media support, broadening reservation methods to include messaging apps and online booking widgets, and diversifying content on Instagram to encourage more frequent visits.

RECOMMENDED CITATION

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