

SUSTAINABLE RESTAURANT OPERATIONS: AN EXPLORATORY STUDY OF ECO-FRIENDLY PRACTICES IN QUEZON CITY ESTABLISHMENTS

ABSTRACT

AUTHORS

Joshua Barrun
Christine Joy Cainoy
Macy Rancel Lacdao
Eugene Relox
Jayb Valenzuela

RESEARCH ADVISER

Roland Rambo B. Jayoma,
CHP, MBA

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Hospitality Management

KEYWORDS

*sustainable restaurant
operations; eco-friendly
practices; quezon city; waste
management; energy
efficiency; customer
engagement*

ARTICLE ID

AASGBCPJMR-B51434

The restaurant industry significantly contributes to environmental degradation, particularly in the Philippines, where its impact includes contamination and contributions to global warming amid increasingly severe weather conditions. To ensure long-term viability, restaurants must adopt sustainable practices focused on energy efficiency, water conservation, ethical sourcing, waste management, sanitation, and customer engagement. Programs such as GreenLeaders assist establishments in implementing eco-friendly strategies, resulting in reduced environmental impact, cost savings, and enhanced brand reputation. However, challenges remain in balancing sustainability with cost management, maintaining customer satisfaction, and reinforcing a strong eco-conscious brand identity. This study used a descriptive quantitative research design to evaluate sustainable operational practices among restaurants in Quezon City. Data were collected through simple random sampling using structured questionnaires distributed to both employees and customers. The questionnaire was divided into three key sections: sustainable practices, perceived challenges, and participant perceptions. This approach facilitated efficient data gathering and pattern identification to assess the current state and effectiveness of eco-friendly initiatives in the restaurant sector. Findings revealed that young adults—particularly females—are the most engaged demographic in supporting sustainability efforts, with servers and waitresses playing a key role in implementation. Most respondents held Bachelor's degrees and dined out occasionally. Highly rated sustainable practices included energy efficiency, water conservation, and waste management, with specific initiatives such as kamayan-only dining and LED lighting. However, challenges related to cost efficiency and customer satisfaction were prominent. Consumers expressed a preference for restaurants that are transparent about their sustainability initiatives. The study highlights that young, educated consumers and frontline restaurant staff are central to promoting sustainability in restaurant operations. While eco-friendly practices such as waste and energy management are effectively implemented, addressing operational costs and maintaining customer satisfaction remain critical concerns. The study recommends enhanced communication of sustainability practices, targeted marketing campaigns, continuous improvement of sustainable operations, and customer education to strengthen engagement and brand loyalty. A more authentic and transparent messaging strategy is essential for fostering long-term consumer trust and environmental responsibility.

RECOMMENDED CITATION

Barrun, J., Cainoy, C. J., Lacdao, M. R., Relox, E., & Valenzuela, J. (2025). Sustainable Restaurant Operations: An Exploratory Study of Eco-Friendly Practices in Quezon City Establishments. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(6), 78.