

THE INFLUENCE OF CASUAL DINING FOOD PRESENTATION ON CUSTOMER PATRONAGE: AN EVALUATION

ABSTRACT

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Blake's Wings & Steaks Restaurant serves as a case study in this evaluation, offering insights into how a well-executed food presentation strategy can enhance customer experience and contribute to business success. The significance of food presentation goes beyond aesthetics; it plays a vital role in the overall sensory experience, shaping customer expectations and influencing satisfaction levels. In the digital age, visually appealing dishes are frequently shared on social media platforms, further boosting a restaurant's visibility and reputation. This evaluation aims to examine how food presentation in casual dining establishments—particularly at Blake's Wings & Steaks—affects customer patronage, satisfaction, and the restaurant's overall performance. This study used a descriptive quantitative approach to assess customer satisfaction with food presentation at Blake's Wings & Steaks in Quezon City. Fifty dine-in customers were selected using convenience and purposive sampling. data were collected through a survey questionnaire focusing on visual appeal and plating. Surveys were conducted in person, while responses were analyzed using frequency and percentage distribution to describe respondent demographics. For casual dining, presentation is crucial for young adults, particularly women influenced by social media. They prefer clean, colorful plating, generous portion sizes, and well-designed menus. While food complaints are uncommon, atmosphere issues arise. To attract youth, restaurants should emphasize visual appeal and have a welcoming vibe. This study explores the impact of visually appealing food presentation on customer patronage in the competitive dining scene of Blake's Wings and Steak's. It highlights how a well-presented plate elevates a meal, influencing perceived value, satisfaction, and repeat business. The study also explores how visual presentation can help restaurants gain a competitive edge.

RECOMMENDED CITATION

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