

FOOD AESTHETICS, MARKETING-MIX STRATEGIES, AND CUSTOMER SATISFACTION IN SELECTED RESTAURANTS IN QUEZON CITY

ABSTRACT

AUTHORS

Jessabelle Batugon
Cristina Marie Caabay
Lhorainne Alexy Dave
Reina Reyes
Cassandra Mari Ventura

RESEARCH ADVISER

Dana France H. Ignacio, PhD

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Hospitality Management

KEYWORDS

*food aesthetics, marketing-mix
strategies, customer
satisfaction, restaurants,
hospitality management*

ARTICLE ID

AASGBCPJMR-AB65362

This study examined the relationships among food aesthetics, marketing-mix strategies, and customer satisfaction in selected restaurants in Quezon City. The study used a quantitative descriptive-correlational design. The participants were 50 customers: 25 from Max's Restaurant and 25 from Manam in Quezon City. Most respondents in both restaurants were male and visited one to two times per week. Respondents agreed with favorable assessments of food presentation, plating, creativity, and visual appeal. They also agreed with favorable assessments of the marketing-mix dimensions of product, price, place, promotion, people, and physical evidence. Food aesthetics received positive evaluations, particularly for presentation and visual appeal, while product quality, staff service, and the physical environment were favorably rated marketing elements. Significant relationships were reported between food aesthetics and customer satisfaction and between marketing-mix strategies and customer satisfaction. More favorable perceptions were associated with satisfaction, value for money, dining experience, intention to return, and willingness to recommend the restaurants. The findings indicate that customers considered both visual food presentation and marketing-mix elements when evaluating their dining experiences. In a competitive restaurant environment, food aesthetics and the broader service and physical setting may be associated with customer satisfaction.

RECOMMENDED CITATION

Batugon, J., Caabay, C. M., Dave, L. A., Reyes, R., & Ventura, C. M. (2026). Food Aesthetics, Marketing-Mix Strategies, and Customer Satisfaction in Selected Restaurants in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(6), 76.