

Service Quality and Customer Repurchase Intention of a Local Restaurant in the Central Philippines

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Introduction: To maintain a competitive edge, this study assessed the service quality and repurchase intentions of customers at a local restaurant in a highly urbanized city in the Central Philippines. It evaluated service dimensions—including responsiveness, assurance, empathy, reliability, tangibility—and repurchase drivers such as satisfaction, trust, commitment, and perceived value across different service types. The findings informed a data-driven service quality plan designed to optimize service delivery, enhance customer loyalty, and ensure the business's long-term sustainability.

Methodology: Employing a descriptive research design, this study surveyed 157 respondents aged 18 and above who had dined at the restaurant, and convenience sampling was utilized. Two research instruments were used: one adopted for Service Quality and a researcher-made instrument for Repurchase Intention, both of which underwent validity and reliability tests. The theoretical support provided by the SERVQUAL model have helped the researchers develop a robust conceptual framework to guide the empirical investigation. Standard deviations and means were calculated as part of the data analysis process, while ethical considerations were upheld by the Philippine Health Research Ethics Board (PHREB) guidelines.

Results: Customer satisfaction was highlighted as a source of motivation for the management and employees of the restaurant. Dine-in customers gave service quality a higher rating than customers of buffets and catering. Features like friendly, competent, and trustworthy employees were crucial to customers' experiences. The ambiance was attributed to a visually appealing menu, clean surroundings, and a comfortable dining area. Consistency of service quality in all service types was highlighted by the high levels of customer satisfaction and repurchase intentions among dine-in customers.

Conclusion: This study reveals that the restaurant excels in dine-in services, where personalized interactions foster strong customer loyalty, trust, and satisfaction. However, buffet and catering operations require improvements in service responsiveness and tangible elements. Addressing these specific gaps will ensure a consistently high-quality experience across all offerings, strengthening the restaurant's competitive edge and driving sustained repurchase intention.

Practical Value: Insights from this study underscore the significance of service quality in driving customer satisfaction and loyalty. Maintaining high service delivery standards for dine-in customers can enhance repurchase intentions and encourage positive recommendations. By emphasizing areas for improvement in buffet and catering services, the restaurant can sustainably optimize overall service delivery and achieve greater success in the competitive food service industry.

Directions for Future Research: Future studies could explore deeper into the experiences of buffet and catering customers, to tailored offerings that meet customer needs. Exploring external factors like location and competition can yield valuable insights into customer satisfaction. Longitudinal research could assess customer perception changes over time, while qualitative methods, like interviews, could offer deeper insights into customer motivations and preferences.

Keywords: restaurant, repurchase intention, quality service, descriptive, Philippines

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