

# **Enhancing Restaurant Performance: Ahp-Based Evaluation of Improvement Strategies for Muy Sabrosa Restaurant**

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## **Abstract**

This study examined the challenges faced by Muy Sabrosa Restaurant, a small family-owned establishment in Liki, Sogod, Cebu, struggling with low customer traffic and sales due to poor location and limited brand visibility. Using the Analytical Hierarchy Process (AHP), the research evaluated five key strategies: enhancing marketing and online presence, introducing delivery services, offering special promotions, partnering with nearby businesses, and improving accessibility. A quantitative research design was utilized, gathering data from 349 respondents, including customers, restaurant management, industry experts, and local business owners. The findings revealed that the restaurant's primary customers are young adults (18-35), predominantly female, comprising students and working professionals who dine infrequently. Poor accessibility and visibility were major barriers, with accessibility receiving the lowest rating (4.69). Customers also expressed concerns about pricing fairness (4.79), portion sizes (4.84), and value for money (5.15), though the restaurant was positively rated for ambiance, service quality, knowledgeable staff (5.81), and comfortable seating (6.00). The likelihood of returning was moderate (5.14), while delivery services were well-received (5.84). AHP ranked enhancing marketing and online presence as the most effective strategy, followed by delivery services and special promotions. To further support these initiatives, the restaurant can implement a loyalty card system and referral program with small rewards. Targeted promotions, such as bundle deals and special event offers, can attract more customers. For long-term growth, relocation or renovation should be considered if short-term efforts prove insufficient. These findings highlighted the importance of data-driven decision-making in improving customer engagement and sales.

**Keywords:** Enhancing Restaurant Performance, Analytical Hierarchy Process (AHP), Customer Traffic, Sales Instability, Multi-Criteria Decision Analysis (MCDA)

## 1. Introduction

The restaurant industry was a broad sector that included establishments where food and beverages were prepared and served to customers. It was a dynamic, diverse, and highly competitive industry that ranged from fast food chains to fine dining establishments. Sustainable growth was a focal consideration for business owners seeking to enhance profitability, market presence, and brand recognition. Muy Sabrosa Restaurant was a small, family-owned business located in Liki, Sogod, Cebu. The restaurant became a cherished casual dining establishment known for its authentic Filipino cuisine. Established in the year 2022 with a vision to offer a taste of traditional Filipino flavors in a cozy and welcoming environment, Muy Sabrosa Restaurant had yet to fully capture the attention of its target market and remained committed to improving its operations and enhancing the dining experience for both locals and visitors. Its menu featured a range of dishes such as Lamaw, Pork Sisig, Calamares, Cabbage Roll, Lumpia Shanghai, Barbeque, Chicken Soup, and Ngohiong. The restaurant also offered snacks and desserts such as Burgers, Sandwiches, Mango Float, Flavored Waffles, French Fries, Halo-Halo, Shakes, Coffees, Milkteas, and some beverages. The restaurant was deeply committed to maintaining the highest standards of quality in its offerings. Since its founding, the restaurant has been dedicated to preserving the authenticity of its cuisine, ensuring that every dish reflects both the cultural heritage and passion of its owners. This commitment to quality was evident in the careful selection of ingredients, the attention to detail in preparation, and the consistency of flavors, which earned praise from those who experienced the restaurant's offerings. Through multifaceted roles, Muy Sabrosa was more than just a restaurant—it became a key player in fostering community connections, supporting local culture, promoting economic development, and contributing to the overall social fabric of the area. The restaurant's ongoing commitment to these roles helped make it an integral part of the community's identity.

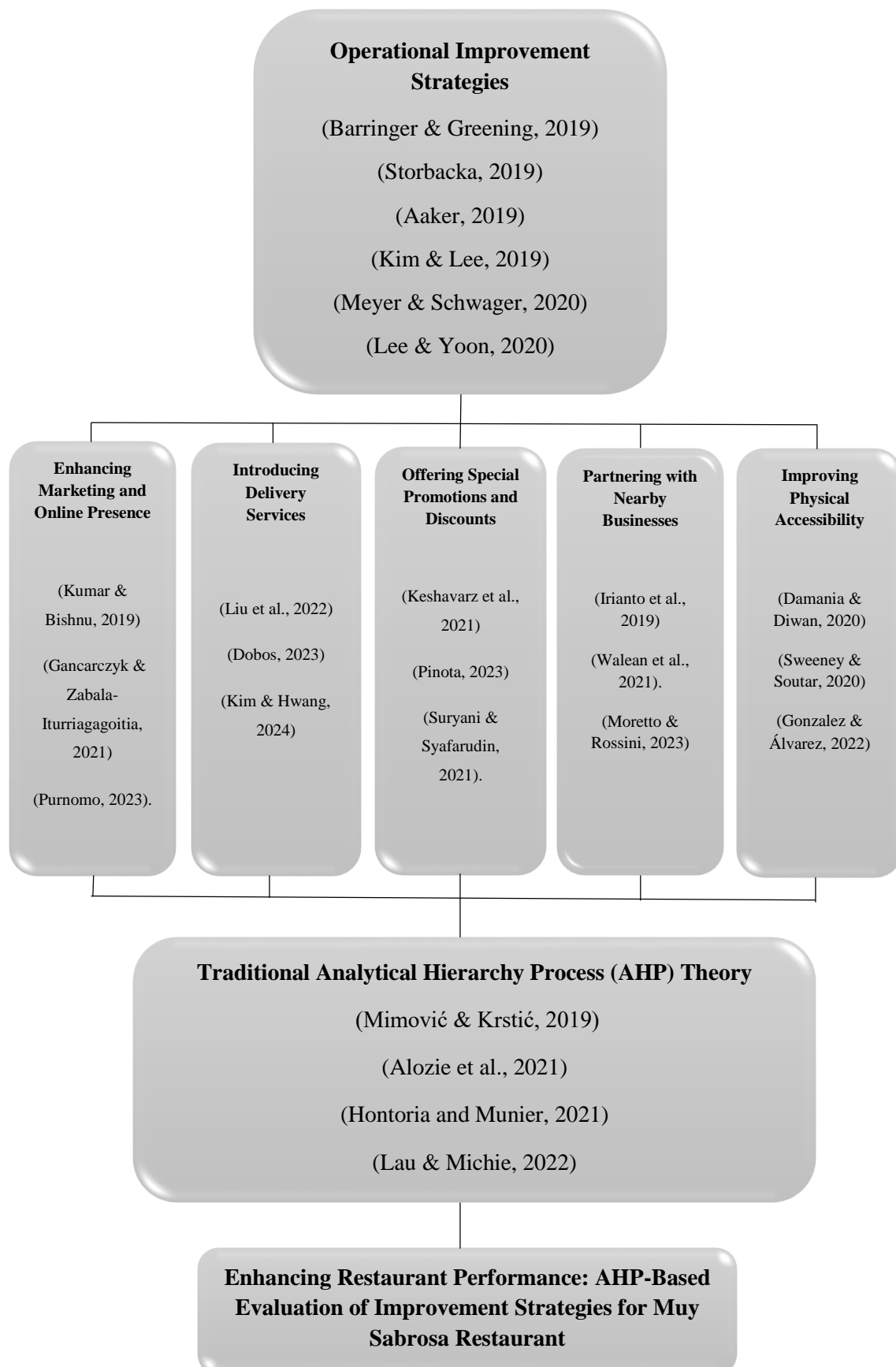
Despite its culinary success and positive reviews for its food, Muy Sabrosa Restaurant has not been able to translate this into consistent business growth. The restaurant struggled with low customer traffic and sales instability that persisted, threatening its long-term sustainability. Muy Sabrosa faced challenges in attracting and retaining a consistent flow of customers; the sum of the restaurant's evaluations revealed that it received few reviews, suggesting that its customer base was not particularly large. Several interrelated factors contributed to these issues, including its poor location, lack of visibility, low sales, seasonal fluctuations, limited brand recognition, and other operational limitations. Active promotion was essential to attract new customers, engage existing patrons, and build a recognizable brand in the community (Alzoubi et al., 2022). Addressing these issues through targeted marketing efforts could have helped the restaurant thrive despite its challenges. To truly enhance performance, Muy Sabrosa needed to actively engage in marketing efforts that promoted its unique offerings, built brand awareness, and connected with the community, thereby creating a more sustainable and successful business model. A structured decision-making process, such as the Analytical Hierarchy Process (AHP), could have been used to evaluate various strategies based on critical criteria such as cost-effectiveness, practicality, customer satisfaction, and long-term sustainability. By using AHP and addressing customer feedback, Muy Sabrosa could have identified the most effective marketing and operational strategies to overcome its challenges. Without such targeted strategies, Muy Sabrosa Restaurant was likely to face ongoing challenges that hindered its growth and sustainability.

Therefore, this study sought to assist Muy Sabrosa Restaurant in identifying the best operational improvement strategies to address low customer traffic and sales using the Analytical Hierarchy Process (AHP). By evaluating various solutions such as enhancing marketing and online presence, introducing delivery services, offering special promotions and discounts, partnering with nearby businesses, and improving physical accessibility, the researchers aimed to provide a data-based approach to improving the restaurant's performance. Through a detailed analysis of operational practices and customer feedback, the study provided actionable recommendations that could increase customer engagement and sustain long-term business growth.

## **2. Theoretical Background**

Figure 1 presented the theoretical framework used in this study, which focused on strategies for improving business performance by increasing customer traffic and sales in the restaurant industry. According to Penrose's theory of firm growth, the expansion of a business was not inherently limited, but depended on effective management and efficient use of resources (Lau & Michie, 2022).

Figure 1: Theoretical Framework of the Study



In the case of Mui Sabrosa, despite its poor location, the theory suggested that the restaurant's ability to attract more customers and boost sales depended on how well it utilized its available resources, management capabilities, and innovative strategies. In the rapidly expanding small business sector, a significant concern was identifying the obstacles and opportunities that influenced sustainable growth (Barringer & Greening, 2019). While corporate expansion strategies typically aimed to grow sales, assets, and profits, restaurants in competitive environments also needed to focus on attracting new customers and retaining existing ones (Storbacka, 2019). Meyer and Schwager (2020) emphasized that knowing customer touchpoints went beyond just handling interactions; it was about making a smooth and enjoyable experience that connected with customers. By focusing on touchpoint analysis, businesses build stronger relationships with their customers, leading to greater satisfaction, loyalty, and long-term success. According to Lee and Yoon (2020), restaurants could harness social media and promotional offers to improve customer traffic and retention. They concluded that adopting these strategies significantly impacted both the acquisition of new customers and the retention of existing ones. Kim and Lee (2019) suggested that introducing delivery services and forming partnerships with local businesses were effective strategies for restaurants to address challenges such as poor location and low visibility. Implementing these approaches proved successful in boosting customer engagement and sales, especially for small to medium-sized restaurants. Aaker (2019) asserted that a strong brand presence could attract more customers and ultimately drive sales, emphasizing the importance of effective branding strategies. This assertion was particularly relevant for Mui Sabrosa Restaurant as it operated in a competitive market where differentiating itself from other dining options was crucial. A well-defined brand identity not only communicated the restaurant's unique offerings but also built trust and loyalty among customers.

Improving visibility through social media, Google Maps, food review websites, and local community engagement was crucial for attracting customers to Mui Sabrosa Restaurant, particularly in light of its challenging location. The Marketing Mix framework underscored the importance of promotion in engaging target audiences and enhancing brand visibility. Effective digital marketing strategies, including active social media presence and engagement with food review platforms, had shown to significantly increase customer awareness and drive foot traffic (Gancarczyk & Zabala-Iturriagagoitia, 2021). Furthermore, tailoring marketing efforts to local communities created a more personalized approach, fostering loyalty and repeat business (Kumar & Bishnu, 2019). Research demonstrated that restaurants that effectively leveraged online platforms to communicate offers and updates saw a notable increase in customer engagement and patronage (Purnomo, 2023).

Implementing delivery services effectively addressed the issue of low customer traffic by reaching those who found the restaurant's location inconvenient. The convenience of food delivery became a significant factor influencing consumer dining choices, with studies indicating that modern consumers increasingly prioritized ease and accessibility in their food options (Kim & Hwang, 2024). Restaurants that introduced delivery services not only expanded their customer base but also enhanced overall sales by tapping into the growing trend of online food ordering (Dobos, 2023). Additionally, research indicated that delivery options attracted younger demographics who favored convenience and preferred dining at home, thereby increasing demand for the restaurant's offerings (Liu et al., 2022).

Attracting customers with promotional discounts, loyalty programs, and special offers effectively increased foot traffic and encouraged repeat business at Muy Sabrosa Restaurant. Consumer Behavior Theory suggested that promotional incentives significantly influenced purchasing decisions, particularly in competitive markets (Keshavarz et al., 2021). Research indicated that customers were more likely to visit establishments that offered loyalty rewards and discounts, as these promotions enhanced perceived value and satisfaction (Pinota, 2023). Implementing special promotions created a sense of urgency, encouraging customers to dine out more frequently and take advantage of limited-time offers (Suryani & Syafarudin, 2021).

Collaborating with local businesses or schools provided mutual benefits, such as increased customer traffic through exclusive deals. Collaboration Theory proposed that partnerships created alliances that enhanced visibility and customer engagement (Moretto & Rossini, 2023). Establishing partnerships with nearby businesses led to cross-promotional opportunities, where customers of partner organizations received special meal deals, driving additional traffic to the restaurant (Irianto et al., 2019). Research showed that such collaborations not only boosted customer numbers but also fostered community engagement, enhancing the restaurant's reputation and loyalty among local patrons (Walean et al., 2021).

Investing in better signage, lighting, or transportation options enhanced customer accessibility, encouraging more visits to Muy Sabrosa Restaurant. Research had shown that environmental factors, such as visibility and physical access, significantly influenced consumer behavior in the restaurant sector (Gonzalez & Álvarez, 2022). Improved signage and lighting attracted passersby and signaled that the restaurant was open and welcoming, thereby increasing foot traffic (Damania & Diwan, 2020). Additionally, providing transportation options, such as shuttle services or designated parking, further reduced barriers for customers, making it easier for them to dine at the restaurant (Sweeney & Soutar, 2020).

In this study, traditional AHP was utilized. Traditional AHP (Analytical Hierarchy Process) theory was a structured decision-making method developed by Thomas L. Saaty in the 1970s. It was used to solve complex decision problems by breaking them down into a hierarchy of smaller, more manageable parts, which typically consisted of a goal, criteria, sub-criteria, and alternatives (Hontoria & Munier, 2021). By utilizing pairwise comparisons and Multi-Criteria Decision Making (MCDM), AHP assisted in prioritizing factors and alternatives, aiding decision-makers in selecting the most suitable option (Mimović & Krstić, 2019). Moreover, AHP supported the incorporation of qualitative and quantitative criteria in the decision-making process, which was essential for evaluating expansion strategies in a business context. This dual capability ensures that both numerical data and subjective judgments are systematically integrated, leading to more informed and balanced decisions (Alozie et al., 2021).

### **3. Review of Related Literature**

The Analytical Hierarchy Process (AHP) was one of the most inclusive systems that was considered for making decisions with multiple criteria. This approach allowed the problem to be formulated in a hierarchical manner and incorporated both quantitative and qualitative criteria (Taherdoost, 2020). In the case of Muy Sabrosa Restaurant, where low customer traffic and sales were major issues mainly due to its poor location, the Analytical Hierarchy Process (AHP) provided a valuable framework for identifying and



prioritizing operational strategies that helped overcome these challenges. As noted by Saaty (2021), AHP assisted businesses in making multi-criteria decisions, which was essential for *Muy Sabrosa* given its need to evaluate various strategies like enhancing marketing, introducing delivery services, or improving physical accessibility. By applying AHP, *Muy Sabrosa* could objectively weigh the importance of factors such as cost-effectiveness, customer satisfaction, and sustainability to determine which strategies were most likely to increase traffic and sales without altering internal operations.

The pairwise comparison approach compared each choice "head-to-head" with every other alternative in pairs. Typically, the decision-maker rated each pair of options pairwise, determining which was higher rated or if they were equally ranked. Canca et al. (2021) stated that "The Analytic Hierarchy Process (AHP) enabled decision-makers to rank alternatives based on pairwise comparisons, ensuring the selected choice aligned with the highest-scoring option, thereby improving strategic performance in competitive environments." According to Krivulin et al. (2022), pairwise comparisons were used to ascertain customer preferences, and this approach was modified for the restaurant sector. Their study demonstrated how pairwise comparison techniques successfully ranked alternatives based on customer ratings and preferences, providing a systematic approach to determining which options ranked highest among consumers.

The importance of performance enhancement in the restaurant industry was increasingly recognized globally, particularly as competition intensified. A study by Ringo and Elias (2024) highlighted that both restaurant location and innovative practices significantly influenced performance outcomes. The research indicated that restaurants that implemented innovative strategies—such as unique menu offerings and technology integration—optimized the benefits derived from their location, ultimately leading to improved operational effectiveness and customer satisfaction. This underscored the critical role of innovation in enhancing restaurant performance, especially in competitive markets where differentiation was key to attracting and retaining customers. Additionally, Makona et al. (2023) emphasized that service innovation practices were essential for enhancing customer experiences, which directly contributed to higher customer satisfaction and repeat business. Their findings suggested that restaurants focusing on unique offerings and interactive dining experiences significantly boosted their performance metrics. Furthermore, Singh et al. (2024) discussed how integrating technology in restaurant operations not only streamlined processes but also enhanced service quality, thereby improving overall performance and customer loyalty.

In the Philippines, the restaurant industry was marked by a rich diversity of culinary offerings and a vibrant dining culture, which made performance enhancement essential for success. Research indicated that Filipino restaurants often leveraged local flavors and unique dining experiences to differentiate themselves in a crowded market. A study by Baluyot and Caluza (2021) emphasized that restaurants that actively engaged with customer feedback and adapted their services accordingly tended to perform better, achieving higher levels of customer satisfaction and loyalty. This adaptability not only helped retain existing customers but also attracted new patrons through positive word-of-mouth, which was crucial for long-term sustainability in the competitive Philippine market. Furthermore, as highlighted in a report on the Philippine chain restaurant market, the integration of technology and data-driven strategies had

become vital for restaurants to enhance customer engagement and operational efficiency, further supporting the need for continuous performance improvement (Astute Analytica, 2023).

Cebu's restaurant scene exemplified the significance of performance enhancement tailored to local preferences. Research conducted in this region revealed that restaurants focusing on community engagement and local culinary traditions often saw improved customer loyalty and financial performance. Silvano et al. (2022) found that restaurants in Moalboal, Cebu, which prioritized customer satisfaction through efficient operational processes and responsiveness to local tastes, significantly enhanced their operational efficiency and customer retention. By understanding market trends and incorporating feedback from local patrons, these establishments created dining experiences that resonated with their audience. Moreover, innovation played a vital role in this context; restaurants that introduced new menu items or unique service experiences were more likely to capture consumer interest, thereby differentiating themselves from competitors and establishing a strong brand identity within Cebu's dynamic food landscape (Silvano et al., 2022).

Understanding the reasons behind low customer traffic and sales was crucial for developing effective strategies for improvement. Research indicated that several factors contributed to this issue, including competition, customer preferences, and operational inefficiencies. A study by Ringo and Elias (2024) emphasized that a restaurant's location and innovative practices significantly influenced its performance. Restaurants that failed to adapt to changing consumer demands or neglected their marketing strategies often experienced decreased patronage. A report by Notch Financial (2023) outlined three primary components affecting restaurant revenue: traffic, sales, and service. The study emphasized that increasing customer traffic was essential for boosting revenue; thus, restaurants focused on marketing campaigns to attract new customers. Additionally, the report highlighted that enhancing the overall customer experience could lead to repeat visits and increased sales. A study by Posist (2023) highlighted food quality as one of the most important factors influencing customer experience at restaurants. The research indicated that 23% of customers chose to dine out based on the quality of food offered, while 7% returned specifically for a particular dish's taste. This underscored the necessity for restaurants to prioritize food quality to retain customers and encourage repeat visits. Moreover, factors like food quality, pricing, and ambiance significantly influenced customer perceptions and loyalty, making it essential for restaurants to adapt their strategies to meet evolving consumer expectations (Amidi et al., 2022) (Dlusskaya & Kiseleva, 2023).

Customer satisfaction was a pivotal factor in determining a restaurant's success. Baluyot and Caluza (2021) provided insights into measuring customer satisfaction through various methods such as surveys and feedback mechanisms, emphasizing the need for restaurants to have actively engaged with their patrons to understand their experiences better. The dining experience encompassed multiple elements, including food quality, service speed, and ambiance. Makona et al. (2023) asserted that restaurants focusing on enhancing these aspects through innovative practices significantly improved customer loyalty and satisfaction levels. Additionally, the research from Sculpture Hospitality (2023) suggested that continuous training for staff members on customer service led to improved dining experiences, further contributing to higher satisfaction rates. This aligned with findings from Perfect Venue (2023), which emphasized the importance of streamlining operations to ensure that customers received prompt and efficient service during their visits.



The restaurant industry was increasingly recognizing the importance of effective marketing strategies and a strong online presence to enhance performance and attract customers. Establishing an online presence can lead to a 5% revenue increase, highlighting the importance of digital visibility for restaurants (Luca, 2022). Furthermore, a robust marketing culture significantly impacts performance, with effective sales strategies and innovation being key drivers (Gupta et al., 2024). Digital marketing tools, including social media and online branding, had shown to enhance competitiveness in the restaurant industry, influencing customer decisions positively (Singh et al., 2022). Additionally, during the COVID-19 pandemic, e-marketing strategies such as social media marketing and online reservations were found to have significant positive relationships with sales performance, underscoring the necessity of adapting to digital platforms in crisis situations (Bermeo-Giraldo et al., 2024). Khan et al. (2023) explored the impact of trending marketing strategies on restaurant competitiveness among Gen Z consumers. The study identified key constructs such as service robots, social media engagement, online advertisements, and website experiences that significantly influence consumer preferences in the restaurant industry. The findings indicated that restaurants leveraging these innovative strategies can enhance their competitive advantage, particularly among younger demographics. The effectiveness of influencer marketing in the restaurant sector was supported by findings from Lee et al. (2024), which indicated that collaborating with local food bloggers can significantly expand a restaurant's reach. Influencers can provide authentic reviews and recommendations that resonate with their followers, thereby attracting new customers who trust their opinions. Collectively, these findings suggested that a strategic focus on digital marketing and online presence was essential for restaurants aiming to thrive in a competitive landscape.

Introducing delivery services became a critical strategy for restaurants seeking to enhance their performance, particularly in the context of evolving consumer preferences and market dynamics. Research indicated that the implementation of online food delivery (OFD) platforms during the COVID-19 pandemic was primarily driven by the perceived benefits of increased customer access, leading to positive financial and non-financial outcomes for restaurants (Huang & Siao, 2023). Additionally, effective service quality dimensions—such as delivery speed and order accuracy—proved crucial for fostering customer repurchase intentions, which further boosted restaurant performance (Khan et al., 2024). However, restaurants had to navigate challenges such as managing dual sales channels and pricing strategies to optimize profits while addressing potential congestion from increased demand (Hui-yu & Wang, 2024). Furthermore, the choice of delivery service providers based on criteria like user-friendly apps and marketing strategies also influenced overall performance (Sureeyatanapas & Damapong, 2023). Singh et al. (2024) emphasized that customer satisfaction with delivery services hinged on timely deliveries, food quality, and accurate order fulfillment. Restaurants needed to ensure these factors were prioritized to enhance customer loyalty.

To improve restaurant performance, offering special promotions and discounts was a strategic solution that aligned with customer loyalty and satisfaction. Research indicated that customer satisfaction was a critical precursor to loyalty, which in turn could be positively influenced by promotional strategies. For instance, Mulyawan et al. emphasized that customer satisfaction significantly impacted loyalty in the restaurant sector, suggesting that promotions that enhanced customer satisfaction could lead to increased loyalty and repeat patronage (Mulyawan et al., 2022). Naini et al. highlighted that service quality, which could be enhanced through promotional offers, was fully mediated by customer satisfaction to influence

loyalty (Naini et al., 2022). Moreover, the role of perceived price fairness in customer satisfaction could not be overlooked. Githiri's study indicated that customers who perceived price fairness were more likely to express satisfaction, which subsequently led to loyalty (Githiri, 2018). This suggested that well-structured promotions that were perceived as fair could enhance customer satisfaction and loyalty. In the context of competitive markets, such as the restaurant industry, strategic discounting served as a tool to attract new customers while retaining existing ones. Additionally, the importance of brand image in conjunction with promotions should have been considered. Singh et al. argued that a positive brand image significantly influenced customer trust and loyalty (Singh et al., 2021). Promotions that aligned with a restaurant's brand image could have enhanced customer perceptions and led to increased loyalty. For example, high-quality promotions that reflected the restaurant's standards reinforced the brand's image and attracted a loyal customer base. In conclusion, implementing special promotions and discounts proved to be an effective strategy to improve restaurant performance by enhancing customer satisfaction and loyalty. These promotions were designed with an understanding of customer perceptions of price fairness, the emotional aspects of dining, and the restaurant's brand image to maximize their effectiveness.

Collaborating with nearby businesses emerged as a strategic approach for restaurants to enhance their performance, expand their customer base, and foster community engagement. One of the primary benefits of partnering with local businesses was the potential for collaborative marketing strategies. Restaurants leveraged the customer bases of nearby businesses to drive foot traffic and increase visibility. For instance, restaurants that collaborated with local artists or community organizations created unique dining experiences that attracted diverse clientele, as evidenced by the Bali Brunch Restaurant's successful partnerships in Amsterdam (Pradipta, 2023). This approach not only fostered community engagement but also enhanced the restaurant's brand image and customer loyalty. Partnering with local businesses significantly boosted brand visibility and awareness for restaurants. According to a study by Fernandes et al. (2021), collaborating with complementary businesses allowed restaurants to tap into their partners' resources, social media presence, and customer bases. This collaborative approach helped in reaching new demographics and enhanced brand recognition within the community. For instance, restaurants co-marketed with local breweries or bakeries, creating bundled offerings that attracted customers from both establishments. Research by Zahrah (2020) highlighted that collaboration led to increased sales for both businesses involved. For example, a restaurant partnering with a local brewery to offer special beer and food pairings created unique dining experiences that appealed to customers of both establishments. This not only drove the sales of both items but also enhanced customer satisfaction through innovative offerings. Partnerships enhanced the overall customer experience by providing unique and memorable offerings. According to Tan et al. (2023), collaborations involved co-sponsored events or exclusive menu items that leveraged the strengths of both partners. For instance, a restaurant could have collaborated with a local artist to host an art night, combining dining with cultural experiences that attracted diverse audiences. Restaurants boosted performance by partnering with nearby businesses, enhancing visibility, sales, customer experiences, and community ties, tapping into new customer segments, and fostering brand loyalty.

Enhancing physical accessibility in restaurants was crucial for ensuring that all customers, including those with disabilities, could enjoy dining experiences without barriers. The physical quality of a restaurant environment, including aspects such as design and layout, had been shown to positively impact customer

satisfaction and distinguish a restaurant in a competitive market (Rahman, 2020). A well-designed physical space not only attracted customers but also encouraged them to return, thereby enhancing customer loyalty and repeat business (Rajput & Gahfoor, 2020). Moreover, accessibility was particularly important for specific demographics, such as the elderly and individuals with disabilities. Senior-friendly restaurants that provided meal assistance and considered the dining experience of elderly patrons had been increasingly in demand as this population sought social interaction through dining (Yang, 2024). Similarly, research highlighted the need for improved accessibility features, such as wheelchair maneuvering space and accessible restroom facilities, to cater to customers with disabilities (BANATE, 2024; Chia-Hsin, 2020). These enhancements not only met legal requirements but also created a welcoming environment that could attract a broader customer base. The effect of service quality and dining atmosphere on customer satisfaction in authentic restaurants in Tangerang, Indonesia, was also examined. Both service quality and the dining atmosphere significantly influenced customer satisfaction (Goeltom et al., 2024). The research highlighted that element such as aroma, comfort, cleanliness, and layout contributed positively to customer experiences and satisfaction levels. These studies collectively emphasized the critical role that restaurant atmosphere played in shaping customer perceptions, satisfaction, and loyalty. By prioritizing elements such as ambiance, cleanliness, seating arrangements, and overall aesthetic appeal, restaurant owners significantly enhanced the dining experience and encouraged repeat patronage.

Improved restaurant performance considered cost-effectiveness through strategic management of operating expenses and innovative marketing techniques. Research indicated that high prime costs, particularly in full-service restaurants, significantly impacted profitability, necessitating sophisticated cost management strategies to balance productivity and revenue without compromising quality (Mun & Jang, 2018). Additionally, enhancing service quality perceptions among managers correlated with improved operational efficiency and profitability, suggesting that investments in staff training and service excellence yielded substantial returns (Kukanja & Planinc, 2020). Implementing behavior management techniques proved effective, with studies showing a 12% increase in food item sales through positive reinforcement systems that incurred no additional costs (Foster & Pavlick, 1978). Furthermore, new performance metrics like Profit per Available Seat Hour (ProPASH) provided deeper insights into revenue management effectiveness, guiding restaurants in maximizing profits rather than merely revenue (Heo, 2017). Lastly, innovative marketing strategies, including catering and neuromarketing, enhanced customer engagement and satisfaction, further driving performance improvements (Svitlychna & Kravtsova, 2024).

Enhancing marketing and online presence was highly practical for restaurants, especially in the context of growing digital engagement. Studies indicated that online platforms (such as social media, SEO, and Google My Business) offered low-cost and easily implementable solutions to reach customers (Chaffey & Smith, 2022). Introducing delivery services proved practical, especially with the rise of third-party delivery platforms like UberEats and DoorDash. McCarthy (2020) emphasized that many restaurants found it practical to rely on these platforms to minimize the need for investment in their own delivery infrastructure. The practicality of delivery services was largely determined by location and existing operational resources. Restaurants with a high volume of orders found it easier to integrate delivery services efficiently, while others needed to assess delivery demand carefully before investing. Offering special promotions and discounts emerged as one of the most practical strategies for increasing short-term

traffic and sales. Grewal et al. (2020) found that promotions were easy to implement with minimal changes to existing operations, making them highly practical for businesses looking to generate immediate results. Partnering with nearby businesses represented a highly practical approach, as it allowed restaurants to leverage existing networks and community connections with little upfront cost. Kotler et al. (2021) emphasized that local partnerships often involved reciprocal marketing arrangements or co-hosting events, which required minimal financial investment and could be adapted to a variety of business contexts. Improving physical accessibility (e.g., adding ramps, better signage, or parking) proved practical, but it came with logistical challenges. While improvements like parking availability could be easily implemented, others (such as modifying the building for accessibility standards) required significant investment and compliance with local regulations (Hwang & Kim, 2019). These modifications, while necessary for customer inclusivity, were not as immediately practical for all restaurants, especially those with limited budgets. However, smaller, cost-effective changes, such as better signage or improved exterior lighting, became relatively simple to implement.

Integrating delivery services enhanced customer satisfaction by providing convenience, which was increasingly demanded by consumers. Effective marketing strategies, including delivery options, significantly influenced customer perceptions and satisfaction levels. For instance, a study found that delivery services positively affected customer satisfaction in the fast-food sector by aligning with consumer expectations for convenience and accessibility (Santos & Sotelo-Drequito, 2024). A well-structured promotion created urgency and enhanced customer engagement, leading to increased satisfaction. A study highlighted that promotional strategy needed to be measurable to assess their impact effectively (Farq Hamadamin & Shankar Singh, 2019). Collaborative partnerships improved customer satisfaction by expanding service offerings and enhancing visibility. Research emphasized that partnerships should align with shared goals to be effective. Such collaborations not only increased reach but also fostered community engagement, which was valued by consumers. Studies indicated that businesses that successfully leveraged partnerships often saw improved customer perceptions and satisfaction levels (Ahmed & Rahman, 2021). Enhancing physical accessibility was both a legal requirement and a vital strategy for increasing customer satisfaction. Accessible facilities improved participation among individuals with disabilities, tapping into a significant consumer segment. Implementing best practices for accessibility led to higher customer satisfaction as it demonstrated a commitment to inclusivity and ethical practices (Ahmed & Rahman, 2021).

Enhancing marketing and online presence played a crucial role in increasing customer traffic and sales, as digital platforms enabled businesses to reach a wider audience. According to a study by Verhoef et al. (2021), restaurants with a robust online presence benefited from enhanced visibility and customer engagement, which directly translated into higher foot traffic and increased sales. Digital marketing tools such as social media, email campaigns, and local search optimization were shown to be highly effective in driving both new and repeat customers, making this approach a cost-effective way to boost business. Introducing delivery services also significantly impacted customer traffic and sales. A study by Collison (2020) highlighted a restaurant that offers delivery services—whether through third-party apps or in-house systems—tended to experience increased sales, especially in metropolitan areas where demand for convenience was high. The ability to deliver food directly to customers' homes not only expanded a restaurant's reach but also encouraged customer loyalty through the convenience factor. Similarly, offering

promotions and discounts has been found to positively influence sales, particularly in attracting new customers. Research by Yim et al. (2019) showed that promotions created a sense of urgency, leading to increased short-term sales, and customers who initially visited for discounts often returned for the overall experience, contributing to long-term growth.

Sustainable marketing strategies, especially when using digital platforms, significantly contributed to long-term business growth. Social media engagement and targeted online advertising built customer's loyalty and improved brand recognition over time (Chaffey & Smith, 2022). The sustainable aspect of online marketing lies in its ability to continually engage customers without the need for frequent re-investment in physical infrastructure (Dwivedi et al., 2023). Long-term sustainability was achieved by maintaining an active online presence that resonated with customers' values and preferences. Delivery services proved to be a sustainable solution for many restaurants, especially when integrated into their long-term operational model. Studies suggested that the increased demand for delivery services (boosted by the pandemic) led to long-term shifts in consumer behavior (Ray et al., 2021). Frequent promotions, if not carefully managed, reduced customer loyalty and eroded profit margins (Kumar et al., 2020). However, when promotions were used strategically (e.g., during low seasons or as part of a loyalty program), they generated repeat customers, enhancing long-term sustainability. A study by Grewal et al. (2020) noted that targeted promotions based on customer data and behaviors tended to have more sustainable effects compared to blanket discounting strategies. Partnerships with nearby businesses provided sustainable growth by fostering local community engagement and mutual support. Local partnerships were generally low-cost and could be maintained with minimal investment, making them sustainable over the long term (Kotler et al., 2021). These partnerships often created a more resilient customer base by attracting repeat customers who appreciated the sense of local community (Roggeveen et al., 2020). Improving physical accessibility, such as providing parking, ramps, or better signage, was a long-term investment that improved both customer satisfaction and loyalty.

A diversified approach incorporating digital marketing, partnerships, and accessibility improvements was the most effective strategy for increasing customer traffic and sales (Jones & Brown, 2023). Restaurants that employed multiple strategies—such as enhancing online presence, offering promotions, and forging partnerships—tended to outperform those that focused on a single solution (Karim & Ahmed, 2020).

#### **4. Statement of the Problem**

This study aimed to assist Muy Sabrosa Restaurant in identifying the best operational improvement strategies to address its low customer traffic and sales using the Analytical Hierarchy Process (AHP), by evaluating various solutions such as enhancing marketing and online presence, introducing delivery services, offering special promotions and discounts, partnering with nearby businesses, and improving physical accessibility. Also assessed preferences and satisfaction and identified the preferred improvement strategy of customers. The researchers aimed to provide a data-based approach to improving the restaurant's performance.

Specifically, the researchers sought to answer the following questions:

1. What is the profile of respondents in terms of:
  - 1.1. Age;
  - 1.2. Sex;



- 1.3. Classification;
  - 1.4. Job Status;
  - 1.5. Income;
  - 1.6. Frequency of Visits?
2. What are the main reasons contributing to the restaurant's low customer traffic and sales?
3. What is the level of agreement of customer's experience at Muy Sabrosa Restaurant, and how can these inform potential enhancements in the following areas:
  - 3.1. Quality of food and beverages;
    - 3.1.2. High quality;
    - 3.1.2. Portion Size;
    - 3.1.3. Menu;
  - 3.2. Quality of service;
    - 3.2.1. Promptness;
    - 3.2.2. Staff;
    - 3.2.3. Knowledgeability;
  - 3.3. Atmosphere;
    - 3.3.1. Ambiance;
    - 3.3.2. Cleanliness;
    - 3.3.3. Comfortability;
  - 3.4. Value for money;
    - 3.4.1. Quality pricing;
    - 3.4.2. Priceworthy;
  - 3.5. Likelihood of return and recommend?
4. What factors do customers value most when choosing a restaurant, and how do these factors impact their decision to dine at Muy Sabrosa despite its location challenges in terms of:
  - 4.1. Quality of food;
  - 4.2. Price of food;
  - 4.3. Convenience of the restaurant;
  - 4.4. Ambiance of a restaurant;
  - 4.5. Customer service;
  - 4.6. Accessibility?
5. What improvement strategies should Muy Sabrosa Restaurant prioritize based on customer feedback to enhance performance in terms of:
  - 5.1. Enhancing Marketing and Online Presence;
  - 5.2. Introducing Delivery Services;
  - 5.3. Offering Special Promotions;
  - 5.4. Partnering with Nearby Services;
  - 5.5. Improving Physical Accessibility?
6. Which channels do potential customers most frequently use to learn about new restaurants, and how can Muy Sabrosa Restaurant strategically utilize these channels for better visibility and customer engagement?
7. What is the general feedback from customers regarding their overall dining experience at Muy Sabrosa Restaurant, specifically in terms of:



- 7.1. Food quality;
  - 7.2. Service quality;
  - 7.3. Cleanliness;
  - 7.4. Ambiance;
  - 7.5. Value for money;
  - 7.6. Main reasons for their visit?
8. Which of the following criteria should be prioritized the most to improve the performance of Muy Sabrosa Restaurant:
  - 8.1. Cost-effectiveness;
  - 8.2. Practicality;
  - 8.3. Customer satisfaction;
  - 8.4. Traffic and sales impact;
  - 8.5. Sustainability of the solution?
9. What is the impact of the following criteria on enhancing marketing and online presence as a solution to improve Muy Sabrosa Restaurant's performance?
  - 9.1. Cost-effectiveness;
  - 9.2. Practicality;
  - 9.3. Customer satisfaction;
  - 9.4. Traffic and sales impact;
  - 9.5. Sustainability of the solution?
10. What is the impact of the following criteria on introducing delivery services as a solution to improve Muy Sabrosa Restaurant's performance?
  - 10.1. Cost-effectiveness;
  - 10.2. Practicality;
  - 10.3. Customer satisfaction;
  - 10.4. Traffic and sales impact;
  - 10.5. Sustainability of the solution?
11. What is the impact of the following criteria on offering special promotions and discounts as a solution to improve Muy Sabrosa Restaurant's performance?
  - 11.1. Cost-effectiveness;
  - 11.2. Practicality;
  - 11.3. Customer satisfaction;
  - 11.4. Traffic and sales impact;
  - 11.5. Sustainability of the solution?
12. What is the impact of the following criteria on partnering with nearby businesses as a solution to improve Muy Sabrosa Restaurant's performance?
  - 12.1. Cost-effectiveness;
  - 12.2. Practicality;
  - 12.3. Customer satisfaction;
  - 12.4. Traffic and sales impact;
  - 12.5. Sustainability of the solution?
13. What is the impact of the following criteria on improving physical accessibility as a solution to improve Muy Sabrosa Restaurant's performance?

- 13.1. Cost-effectiveness;
  - 13.2. Practicality;
  - 13.3. Customer satisfaction;
  - 13.4. Traffic and sales impact;
  - 13.5. Sustainability of the solution?
14. Based on the findings, what is the most effective strategy for improving customer traffic and sales at Muy Sabrosa Restaurant?

## 5. Significance of the Study

The significance of this research was that it provided information for improvement that was useful to the individuals involved in this study. The following were the beneficiaries of this study.

**The Owner:** The owner can benefit from this study by gaining insights into effective strategies tailored for attracting customers, even in less favorable locations. By understanding which marketing techniques and operational adjustments work best, the owner can implement actionable plans to boost visibility and foot traffic. Additionally, the study can inform resource allocation, helping the owner invest wisely in strategies that yield the highest return. Overall, the findings can lead to improved sales, customer engagement, and long-term business sustainability.

**Business Managers:** Business managers can benefit from this study by gaining actionable insights into effective strategies for attracting customers, even in challenging locations. It can help them understand customer behavior, optimize marketing efforts, and improve operational efficiency. By analyzing research study, managers can implement tailored approaches that enhance visibility and engagement, ultimately driving sales and growth. Additionally, the study can inform decision-making regarding resource allocation and investment in innovative solutions to boost foot traffic.

**Local Government Unit of Municipality of Sogod:** The Local Government Unit (LGU) of the Municipality of Sogod can benefit from this study by gaining insights from the study and can help the LGU develop strategies to stimulate local economic growth by attracting customers to underperforming areas. The findings can inform urban development initiatives, guiding investments in infrastructure or amenities that enhance accessibility and appeal in less favorable locations. By understanding effective strategies, the LGU can create programs or workshops to assist local businesses in improving their customer traffic, thereby strengthening the local economy. By leveraging the study's insights, the LGU can enhance the overall vibrancy and economic resilience of the community.

**Future Researchers:** Future researchers can benefit from this study by using its findings as a foundation for further exploration in customer behavior, marketing strategies, and business performance. It can provide a framework for developing new research questions, methodologies, or studies. Additionally, insights gained can inform comparative analyses across different industries or geographical areas, helping to identify broader trends. The study can also serve as a reference for literature reviews, enhancing academic discourse in fields like business, marketing, and urban studies. Overall, it offers a valuable resource for building upon existing knowledge and exploring innovative solutions.

## 6. Scope and Limitation of the Study

This study focused on identifying and evaluating operational improvement strategies for Muy Sabrosa Restaurant to address the challenges of low customer traffic and demand, particularly due to its poor

location. The research specifically explored five key strategies: enhancing marketing and online presence, introducing delivery services, offering special promotions and discounts, partnering with nearby businesses, and improving physical accessibility. The study utilized the Analytical Hierarchy Process (AHP) as the primary methodology for assessing the effectiveness of these strategies based on five criteria: Cost-effectiveness, Practicality, Customer satisfaction, Traffic and sales impact, and Sustainability of the solution.

However, several limitations must be acknowledged. First, the study had a limited observation period at the restaurant due to its remote location, which may have caused the researchers to overlook important nuances in customer flow and service demands during peak hours. Also, only 349 of the 384 needed respondents (90.89%) actually responded.

Additionally, the researchers were unable to access critical information such as kitchen operations, financial records, and other confidential data, as the owner did not grant access due to concerns about confidentiality. This restriction limits the depth of the analysis regarding sales performance, equipment utilization, and working area efficiency. Furthermore, the availability of data and the level of participation from respondents could impact the comprehensiveness of the analysis, as insufficient or unrepresentative data may lead to incomplete conclusions.

## **7. Research Methodology**

### **Research Design**

In this research, a quantitative approach employed to provide a comprehensive understanding of the factors affecting Muy Sabrosa Restaurant's customer traffic and sales and to identify the most effective improvement strategies. Structured surveys were the primary data collection tool, capturing measurable information about respondent profiles, customer satisfaction, dining preferences, and the perceived impact of factors such as food quality, service quality, and value for money on the restaurant's performance. The Analytical Hierarchy Process (AHP) was used to analyze pairwise comparisons and prioritize proposed strategies based on criteria such as cost-effectiveness, practicality, customer satisfaction, traffic and sales impact, and sustainability. By relying on structured survey responses and statistical analysis, this approach ensured data-driven conclusions and actionable recommendations for enhancing the restaurant's performance.

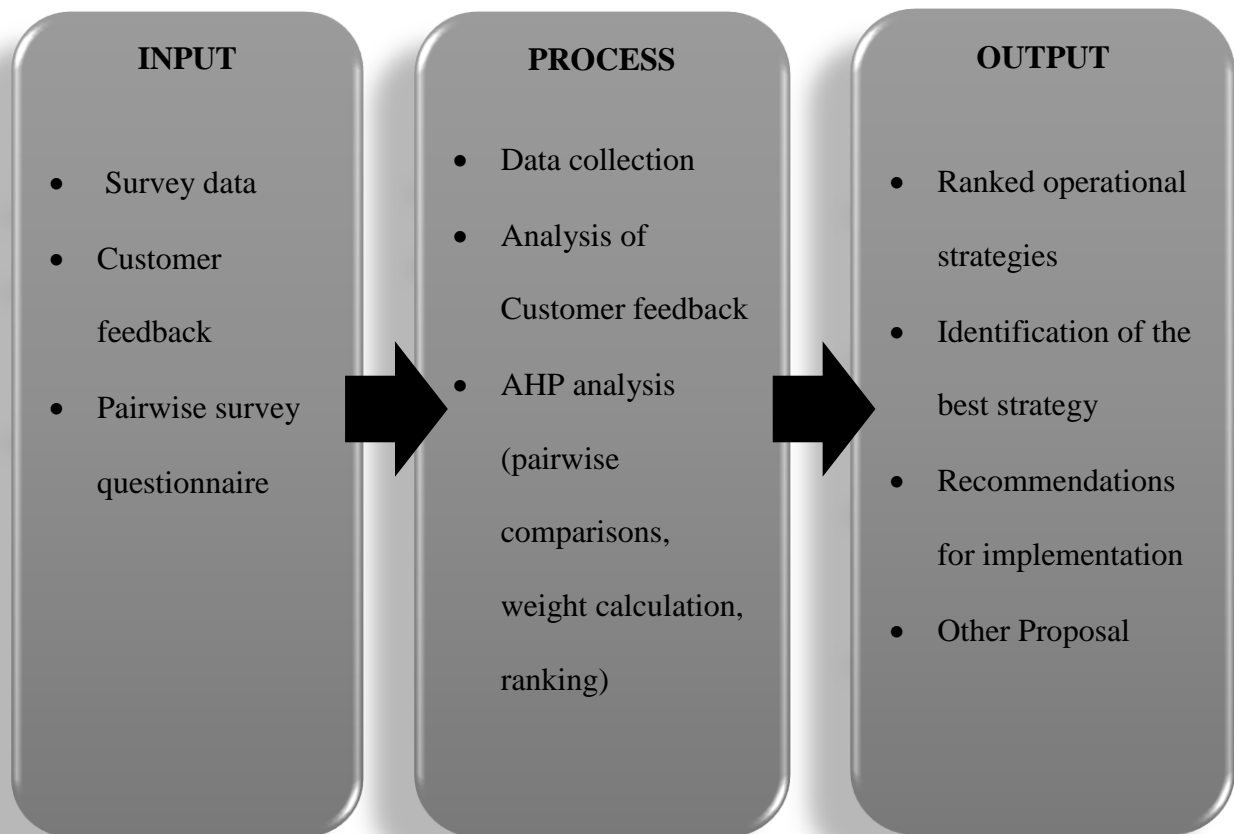
### **Research Process Flow**

The research process flow for this study followed the Input → Process → Output structure. First, in the input stage, data was gathered from various sources, including surveys that collected pairwise comparisons from restaurant management, staff, and industry experts regarding the importance of criteria and strategies. Customer feedback through questionnaires was gathered to assess satisfaction and preferences.

The research process began with data collection through structured surveys distributed to customers. This step ensured that relevant information about respondent profiles, satisfaction levels, and preferences was gathered comprehensively. Customer feedback was analyzed to identify key factors contributing to low customer traffic and sales and to assess the impact of various restaurant attributes such as food quality, service, and ambiance on customer decisions. Next, the Analytical Hierarchy Process (AHP) was applied to create pairwise comparisons, calculate the weight of each criterion, and rank the improvement strategies based on their importance.

Finally, in the Output stage, the results were compiled, providing a ranked list of strategies based on their effectiveness in improving customer traffic and demand. The best strategy for Muy Sabrosa Restaurant was identified, and actionable recommendations were made for its implementation. The final decision was justified using the AHP results, along with supporting data from stakeholder input, ensuring that the recommended strategy was both effective and sustainable.

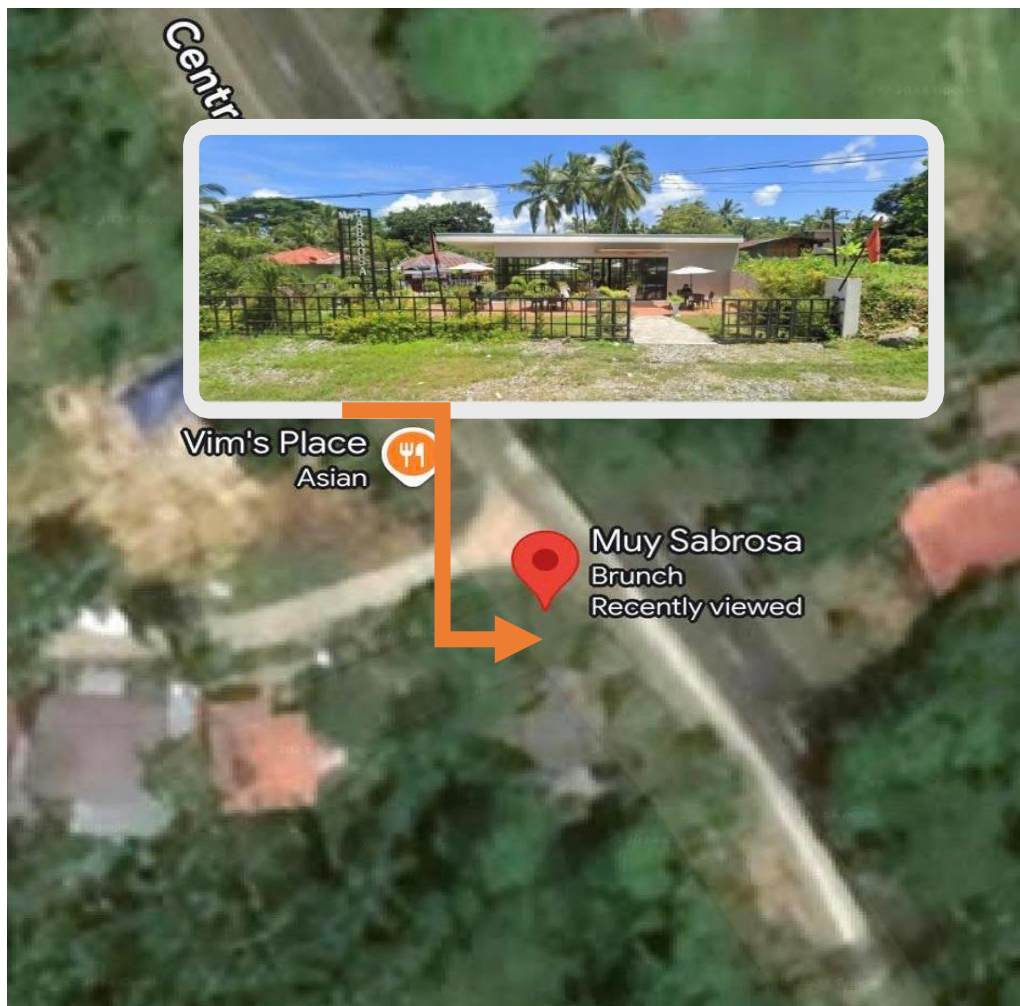
Figure 2: Research Process Flow



## Research Environment

Figure 3 showed the data and information that were gathered at Muy Sabrosa Cafe and Restaurant, located at Liki, Sogod, Cebu, which lies in the northern part of the province, was around 67.6 kilometers from Cebu City. Muy Sabrosa Restaurant placed beside the highway part and having a large visible signage. Muy Sabrosa Restaurant and Cafe, an establishment situated at Liki, Sogod, Cebu. From the other side of the Restaurant's location there's a hardware store named Arnado Enterprises, alongside of it there are near school facilities: Liki Elementary School & Liki National High School. Notably, it occupied a geographical locus within the northern reaches of the broader province of Cebu, positioned at an approximate radial distance of 67.6 kilometers from the urban center of Cebu City.

Figure 3: Muy Sabrosa Restaurant's Front View and Google Map



### Research Respondents

The research respondents for this study on improving operational strategies at Muy Sabrosa Restaurant included a diverse group to ensure comprehensive insights into the restaurant's challenges and potential solutions. For the customer group, Cochran's formula was used to determine the optimal sample size based on confidence level (95%), estimated proportion (0.5) and margin of error (0.05). In cases where the total population was unknown, a sample size of approximately 384 respondents was targeted for reliable results. For the management/staff, industrial experts, and local business owners, the rule of thumb was applied, with each group consisting of 5 respondents. These groups provided crucial perspectives on operational capabilities, decision-making, and the likelihood of implementing various strategies.



Table 1: Respondents, Population, and Sample Size

Respondents	Respondents
Customers who have Dined at Muy Sabrosa	384
Management and Staffs	5
Industry Experts	5
Local Business Owners	5

### Research Instrument

Structured surveys were utilized to collect quantitative data from stakeholders, including management, staff, and industry experts, regarding their perceptions of the importance of various criteria and strategies. This involved pairwise comparisons to facilitate the Analytical Hierarchy Process (AHP) analysis. Customer feedback forms were also distributed to assess preferences and satisfaction levels regarding the restaurant's offerings and proposed improvements. These well-structured surveys ensured the collection of precise, reliable data necessary for analyzing customer preferences, assessing key performance factors, and prioritizing operational improvement strategies for the restaurant.

### Data Gathering Procedure

The data gathering procedure for this study took place over six weeks and followed a structured timeline to ensure thorough collection and analysis of relevant information. In the first week, the researchers finalized the survey instrument, ensuring that the questions were clear, relevant, and aligned with the study's objectives. The survey was pre-tested with a small group of respondents to identify any issues or ambiguities, with necessary adjustments made before distribution. During the second week, the survey was distributed to the target sample of customers of Muy Sabrosa Restaurant through google forms. To ensure a diverse and representative sample, a specific number of respondents were targeted based on Cochran's formula. In weeks three and four, the data collection process continued, with regular follow-ups to encourage participation and maximize response rates. By the end of the fourth week, the data collection phase was concluded. In the fifth week, the researchers began data entry and cleaning, ensuring that all responses were valid and complete. During the final week, the collected data was analyzed using descriptive statistics and Analytical Hierarchy Process (AHP), with the results synthesized to identify customer preferences, key performance factors, and prioritized improvement strategies. The findings were used to formulate recommendations for the restaurant's management. This timeline allowed for a systematic and organized approach to data gathering, ensuring the study's reliability and completeness.

### Treatment of the Data

For problems 1,2,3,4,5,6,7, data from customer feedback was analyzed using descriptive and thematic analysis to identify the reasons for low customer traffic and sales, assess preferences and satisfaction and to identify the preferred improvement strategy of customers. For problems 8,9,10,11,12,13, AHP survey data was processed to rank each strategy based on the five criteria: Cost-effectiveness, Practicality, Customer satisfaction, Traffic and sales impact, and Sustainability using pairwise comparison. This provided quantitative rankings of the strategies. Finally, results from all problems were combined to identify the best overall strategy. This approach offered a comprehensive evaluation of the operational improvement strategies for Muy Sabrosa Restaurant.



### Scoring Procedure

A scoring approach was used to create a foundation for data analysis and interpretation. It was used to classify respondents' engagement levels from lowest to highest. The scoring procedure for the 7-point Likert scale in this study was designed to measure the level of agreement or satisfaction of respondents with various aspects of Mui Sabrosa Restaurant's performance.

Table 2: Likert Scale on the Level of Customer Feedback

Score	Range	Scale point	Description
7	6.16-7.00	Strongly Agree	Respondent strongly agrees with the statement, indicating the lowest level of agreement or satisfaction.
6	5.30-6.15	Agree	Respondent agrees with the statement, indicating a low level of agreement or satisfaction.
5	4.44-5.29	Somewhat Agree	Respondent somewhat agrees with the statement, indicating a slightly negative response.
4	3.58-4.43	Neutral	Respondent neither agrees nor disagrees, indicating a neutral or indifferent opinion.
3	2.72-3.57	Somewhat Disagree	Respondent somewhat agrees with the statement, indicating a slightly positive response.
2	1.86-2.71	Disagree	Respondent disagrees with the statement, indicating a high level of agreement or satisfaction.
1	1.00-1.85	Strongly Disagree	Respondent strongly disagrees with the statement, indicating the highest level of agreement or satisfaction.

Table 2 showed the likert scale for the level of customer feedback. If the score ranges between 6.16-7.00, it indicated that the customers strongly agreed with the statement. If the score is 5.30-6.15, it indicated that the customers agreed with the statement. If the score is 4.44-5.29, it indicated that the customers somewhat agreed with the statement. If the score is 3.58-4.43, implied that the customers were neutral with the statement. If the score is 2.72-3.57, implied that the customers somewhat disagreed with the statement to some extent. If the score is 1.86-2.71, indicated that the customers disagreed with the statement. Finally, if the score ranges from 1.00-1.85, it implied that the customers strongly disagreed with the statement.

Table 3: Pairwise Comparison Scale by Saaty

Intensity of Importance	Definition	Explanation
1	Equal Importance	Two elements contribute equally to the objective.
3	Moderate Importance	One element is moderately more important than the other.
5	Strong Importance	One element is strongly more important than the other.
7	Very Strong Importance	One element is very strongly more important than the other; its dominance is demonstrated in practice.
9	Extremely Strong Importance	One element is extremely more important than the other; evidence of its importance is overwhelming.
Reciprocal	1/score	Used when the comparison is reversed (e.g., if A is rated 5 over B, then B is rated 1/5 over A).

Table 3 showed the scoring procedure for pairwise comparisons in the Analytical Hierarchy Process (AHP) that was based on Saaty's scale of importance, which assigned numerical values to judgments about the relative importance of two elements. The scale ranged from 1 (equal importance) to 9 (extreme importance). A score of 1 indicated that the two elements being compared contribute equally to the objective, while higher scores, such as 5 or 7, reflected increasing dominance of one element over the other. The value of 9 signified that one element was overwhelmingly more important than the other. Reciprocal values (e.g., 1/3, 1/5) were used when the comparison is reversed. For example, if Element A was rated 5 over Element B, then Element B was automatically rated 1/5 over Element A. This ensured consistency in the comparison matrix and facilitated the calculation of priority weights, allowing for a systematic and accurate assessment of the relative importance of criteria and strategies.

## 8. Definition of Terms

To establish clarity and to facilitate better understanding, the following terms were operationally defined. These were terms that referred to a detailed explanation of the technical terms and measurements used during data collection.

- **Atmosphere:** This refers to the ambiance, cleanliness, and seating arrangement at Muy Sabrosa Restaurant.
- **Channels:** Refers to how the customers of Muy Sabrosa Restaurant learned about the restaurant.
- **Classification:** This refers to the grouping of subjects or data points based on shared characteristics or criteria. Customers of a restaurant may be classified into different categories such as students, professional, regular worker, local resident, tourist and other.

- **Cost-effectiveness:** Cost-effectiveness refers to the ratio of the cost incurred in implementing a strategy to the benefits derived from that strategy, specifically in terms of increased revenue, customer satisfaction, and operational efficiency.
- **Customer Base:** This term refers to the identified target market of Muy Sabrosa Restaurant or group of people that the restaurant aims to attract and serve such as: middle class and average-income individuals.
- **Customer Service:** Customer service at Muy Sabrosa Restaurant refers to the delivery of prompt, friendly, and knowledgeable assistance to guests, ensuring their needs are met efficiently and their dining experience is enjoyable.
- **Customer traffic:** This term refers to the total number of customers who visit "Muy Sabrosa Restaurant" during a specified time period and a seasonal fluctuation in business.
- **Delivery Services:** This term pertains to a delivery services refer to the operational capability of Muy Sabrosa Restaurant to transport food orders to customers' locations.
- **Enhancing Marketing and Online Presence:** Enhancing Marketing and online presence refer to the strategies and actions taken to improve the restaurant's visibility, engagement, and overall brand image through both traditional marketing channels and digital platforms (such as social media, websites, and online review sites).
- **High Quality:** High quality at Muy Sabrosa Restaurant means consistently delivering fresh, well-prepared food, friendly and prompt service, a clean and welcoming environment, portion size, and an enjoyable ambiance.
- **Inaccessibility:** This term pertains to the obstacles preventing potential customers from accessing the restaurant's offerings, such as location, limited hours, or lack of delivery option.
- **Lack of Visibility:** This term means that the Restaurant is not easily seen or noticed by potential customers.
- **Offering Special Promotions and Discounts:** The effectiveness of special promotions and discounts refer to the strategies implemented by the restaurant to provide time-limited offers, discounts, or special deals that are designed to attract more customers, encourage repeat visits, and stimulate sales.
- **Partnering with Nearby Businesses:** Refer to collaborative efforts between the restaurant and other local businesses to create mutually beneficial relationships that enhance customer acquisition, visibility, and overall business performance.
- **Patron:** An individual who visits the Muy Sabrosa Restaurant to consume its goods or services, whether as a dine-in customer or takeout, and whose engagement can be measured through transactions, feedback, or presence in the restaurant.
- **Practicality:** Practicality is a measure of how effective and implementable a proposed improvement strategy is within the operational context of Muy Sabrosa Restaurant. Serve as one of the criteria used to assess and rank different improvement strategies, ensuring that the selected strategies are not only effective but also able to implement in the restaurant's current setting.
- **Remote Location:** The remote location of Muy Sabrosa Restaurant will be defined by its distance from urban centers or major tourist areas.

- **Restaurant Performance:** The ability to achieve business goals through consistent sales growth, accessible and visible location, and strong brand recognition that fosters customer loyalty and repeat visits.
- **Social Fabric of the Area:** Refers to the local community's relationships, values, and behaviors that influence customer preferences and interactions. For Muy Sabrosa Restaurant, this includes understanding the demographic makeup and cultural preferences of the customer base, engaging with the community through partnerships and local events, leveraging word-of-mouth and local networks to build a loyal customer following, and aligning offerings with local customs or social practices.
- **Sustainability of the Solution:** The sustainability of a solution is a measure of how well a proposed improvement strategy can be maintained over time in terms of its economic, environmental, and operational impact. It involves assessing whether the strategy can be continuously implemented without compromising future restaurant performance, resource usage, or social responsibility. Serve as one of the criteria for ranking potential improvement strategies.
- **Traffic and Sales Impact:** Traffic and Sales impact is a measure of the effect that a proposed improvement strategy has on both the number of customers visiting the restaurant (customer traffic) and the restaurant's sales performance (revenue). Serve as one of the criteria used to assess and compare different improvement strategies. Strategies that positively influence both customer traffic and sales performance would be ranked higher, as they demonstrate a direct contribution to the restaurant's financial success and market competitiveness.

## 9. Presentation, Analysis, and Interpretation of Data

### Profile of Respondents

Figure 4: Age Group of the Respondents

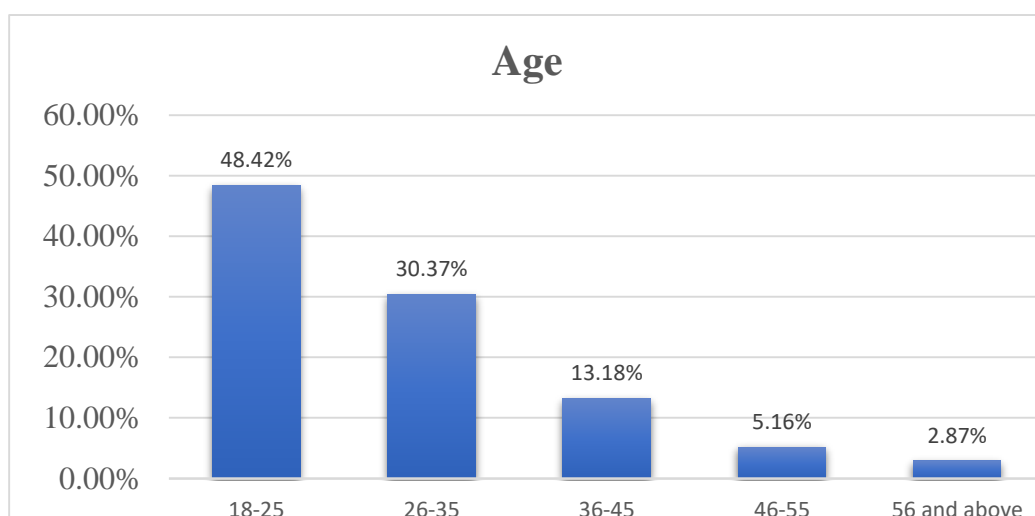


Figure 4 showed the survey data that the largest portion of respondents, 48.42%, belonged to the 18-25 age group. This was followed by the 26-35 age group, which accounted for 30.37%. Together, these two groups comprised 78.79% of the participants. This indicated that Muy Sabrosa Restaurant's primary audience was younger adults, likely comprising students, young professionals, and millennials. The 36-45

age group accounted for 13.18%, representing a smaller yet significant segment, while the older age groups—5.16% for ages 46-55 and 2.8% for ages 56 and above—constituted a minor share of the audience. This trend aligned with broader industry insights, where 78% of millennials preferred spending on experiences like dining out rather than purchasing items, reflecting their prioritization of social and culinary experiences (Toast, 2024). Additionally, the National Restaurant Association (2024), highlighted that younger consumers were more value-conscious and flexible regarding dining options, significantly influencing restaurant operations and marketing strategies. Furthermore, a report from Escoffier pointed out that millennials and Gen Z were driving the demand for takeout and delivery services, further emphasizing their role as key demographic segments for restaurants (Escoffier, 2024).

Figure 5: Sex of the Respondents

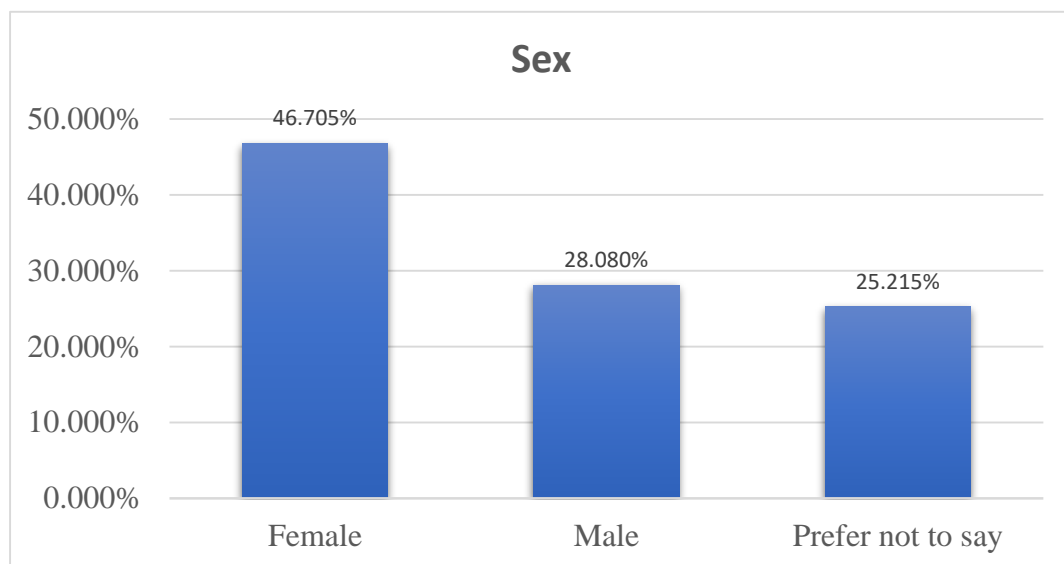


Figure 5 showed the survey data indicated that the majority of respondents 46.705% identified as female, followed by 28.080% male, with a significant portion of 25.215% choosing "prefer not to say". This suggested that while the restaurant's customer base was primarily female, there was also a notable male demographic and a considerable group that values privacy regarding their gender. According to National Restaurant Association (2023), which reported that women made up 60% of restaurant customers, indicating a strong female presence among diners. Additionally, a study found that the predominant demographic of restaurant customers was often female, highlighting the importance of catering to this group (Riehle et al., 2024). Furthermore, the significant percentage of individuals opting for "prefer not to say" underscored a growing trend of privacy regarding gender identity among consumers, which was increasingly recognized in market research (Escoffier, 2024).

Figure 6: Classification of the Respondents

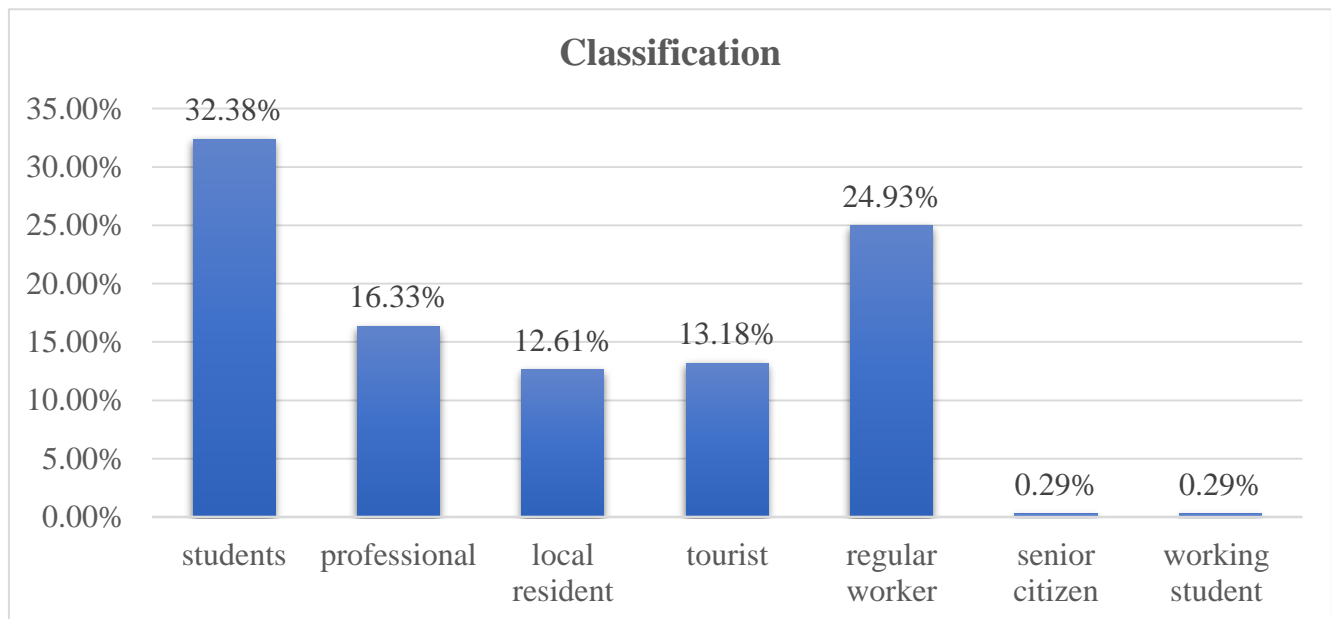


Figure 6 showed that 32.38% students made up the largest group of respondents, followed by 24.93% regular workers and 16.33% professionals, indicating that Muy Sabrosa Restaurant primarily attracts younger, working, or studying individuals. Tourists and local residents with a portion of 13.18% and 12.61% respectively, represented smaller but significant segments, suggesting the restaurant also appealed to a mix of transient and community-based customers. The minimal representation of 0.29% working students and 0.29% senior citizens highlighted opportunities to expand offerings tailored to these groups. This aligned with findings that highlighted 60% of workers in the restaurant and food service space are under 35, indicating a labor market reliant on younger demographics (Restaurant HQ, 2024). Additionally, the restaurant's appeal to tourists and local residents reflected a broader trend where 90% of diners look up a restaurant online before visiting, emphasizing the importance of a strong digital presence to attract diverse customers (Restaurant HQ, 2024). Notably, the minimal representation of working students and senior citizens points to an opportunity for expansion, as 82% of millennials want the option of daily specials, which could cater to these underrepresented groups (Restaurant HQ, 2024).



Figure 7: Job Status of the Respondents

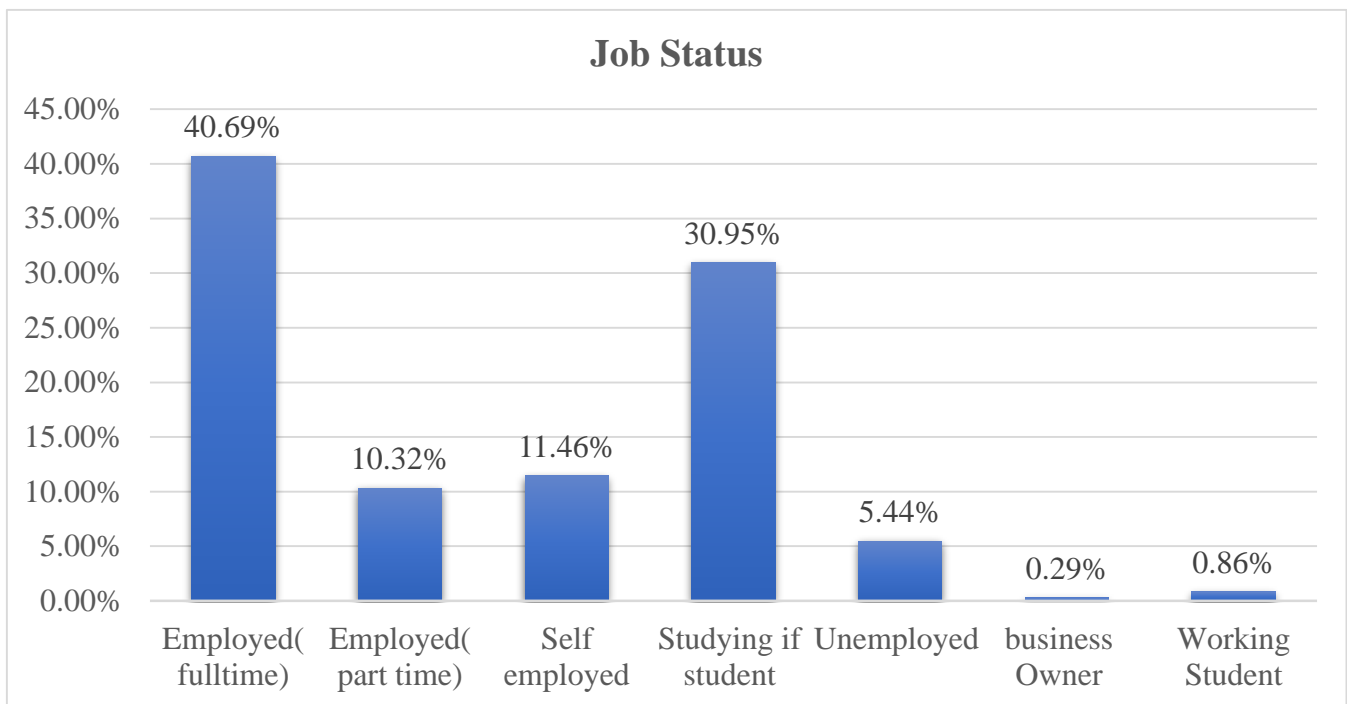


Figure 7 revealed that the majority of respondents are 40.69% full-time employed, followed by 30.95% students, indicating a strong representation of working adults and students. Part-time employed with a portion of 10.32% and 11.46% self-employed individuals made up a moderate portion, while 5.44% unemployed, 0.86% working students, and 0.29% business owners were the smallest groups. These findings suggested that Muy Sabrosa Restaurant should focus on appealing to employed individuals and students. According to Taksali (2020), college students represented a growing market for restaurants, emphasizing the potential for increased sales by appealing to their unique lifestyle needs. Furthermore, the 2024 State of the Restaurant Industry report highlighted that "operators need to offer a solid value proposition" to attract customers, particularly those who were employed and value dining experiences that fit their busy schedules (National Restaurant Association, 2024). Lastly, Ogunjio's (2024) insights revealed that "restaurants must adapt their marketing strategies" to effectively reach working adults and students, ensuring they remained competitive in an evolving market.

Figure 8: Income Range of the Respondents

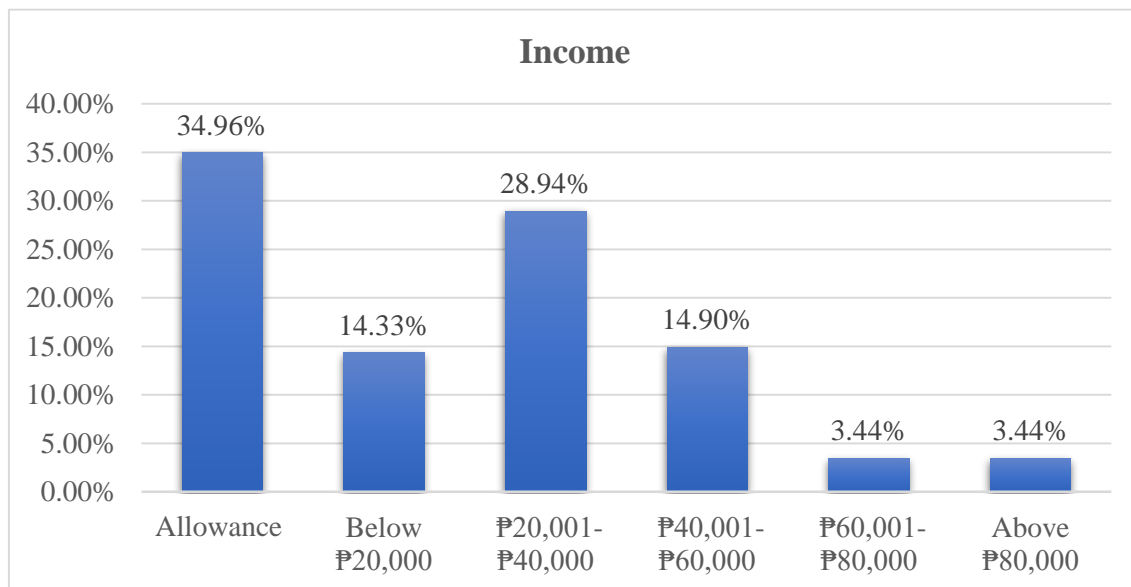


Figure 8 of survey data showed that the majority of respondents relied on allowances, accounting for 34.96%, which suggested that a significant portion of the customer base comprises students or individuals receiving financial support. The next largest group earned between ₱20,001 and ₱40,000, representing 28.94% and indicating that many customers have moderate disposable incomes. Income ranges below ₱20,000 and between ₱40,001 and ₱60,000 accounted for 14.33% and 14.90%, respectively, forming notable segments. In contrast, higher income groups, including those earning ₱60,001 to ₱80,000 and above ₱80,000, each made up a smaller share at 3.44%. This suggested that *Muy Sabrosa Restaurant* should focus on offering affordable promotions and value-for-money meals, particularly for students and individuals in the lower to mid-income ranges, while still providing premium options for higher-income customers. According to Reyes (2021), "students represent a key demographic for affordable dining options," which aligned with the need for promotions aimed at this group. Additionally, Santos (2022) notes that "value-for-money meals were essential for attracting moderate-income earners," supporting the restaurant's strategy to cater to those earning between ₱20,001–₱40,000. Furthermore, Lim (2023) emphasized that "offering premium options can still attract higher-income customers," ensuring that the restaurant balanced its menu to appeal to all income levels.

Figure 9: Frequency of Visit of the Respondents

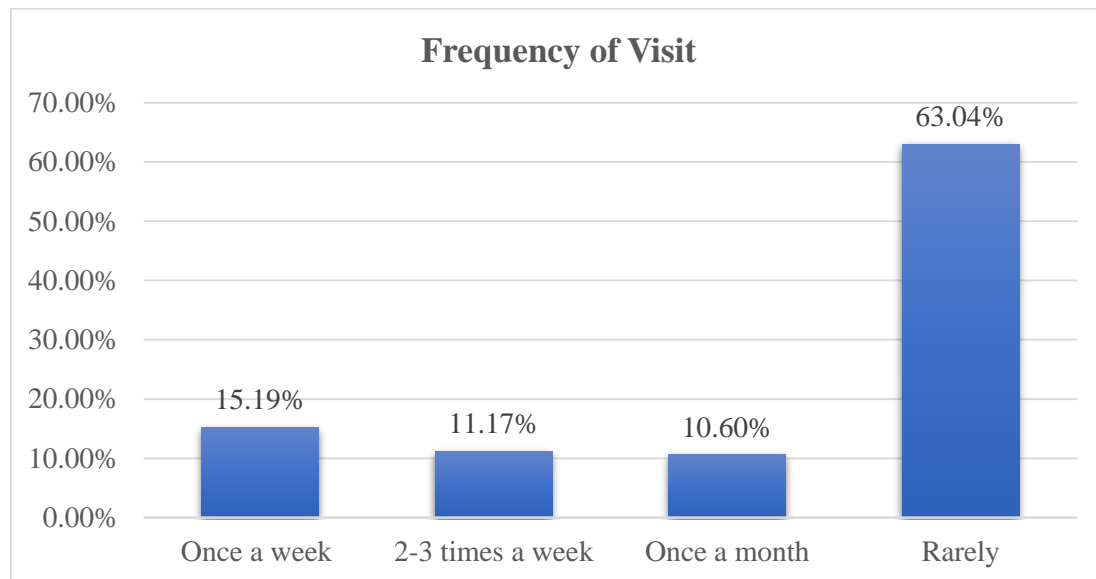


Figure 9 revealed that most of respondents rarely dine at Muy Sabrosa Restaurant, accounting for 63.04%, indicating potential opportunities to encourage more frequent visits. A smaller group dines at the restaurant once a week, representing 15.19%, while 11.17% dine 2–3 times a week, and 10.60% visit once a month. These findings highlighted the need for strategies that encourage repeat visits. According to a study by Grewal and Roggeveen (2020), prioritizing customer experience was crucial for fostering repeat business, which aligned with the need for strategies to enhance frequency of visits. Additionally, research showed that 39% of adults are not dining out as often as they would like, highlighting a potential market that Muy Sabrosa could tap into (Toast, 2024). Furthermore, a report indicated that Americans dine out an average of three times per month, suggesting that restaurants can implement targeted strategies to encourage more frequent visits (Escoffier School of Culinary Arts, 2024).

## Reasons for Restaurant’s Low Customer Traffic and Sales

Table 4: Challenges Faced by Customers

Challenges	Frequency	Percentage
Difficult to access	200	26.35%
Limited Parking	33	4.35%
Long wait times/ slow service	30	3.95%
Lack of information on deals/ promotions	125	16.47%
Limited menu options	48	6.32%
Noisy environment	18	2.37%
Un-air-conditioned	124	16.34%
Poor visibility/signage	179	23.58%
Hourly Bus Trip	1	0.13%
Quiet Place	1	0.13%
<b>TOTAL</b>	<b>759</b>	<b>100%</b>

Table 4 showed the results of customer's challenges faced during their visit at Muy Sabrosa Restaurant. Difficult to Access 26.35% was the most significant challenge faced by customers, closely followed by Poor Visibility/Signage 23.58%. These findings suggested that the restaurant's location and lack of clear markers were major obstacles to attracting and retaining customers. Lack of Information on Deals/Promotions 16.47% was the third most cited issue, highlighting a gap in marketing efforts and customer engagement. Additionally, Un-Air-conditioned Environment 16.34% emerged as a notable concern, indicating the importance of improving the dining experience for comfort-conscious patrons. Meanwhile, challenges such as Limited Menu Options 6.32%, Limited Parking 4.35%, and Long Wait Times/Slow Service 3.95% were less commonly reported but still relevant areas for improvement. Noisy Environment 2.37% and other minor concerns such as Hourly Bus Trip 0.13%, and Quiet Place 0.13% accounted for a smaller proportion of customer feedback, showing minor concerns were not as critical but could still influence satisfaction levels.

These results underlined the need for Muy Sabrosa Restaurant to prioritize addressing accessibility and visibility challenges, alongside enhancing marketing efforts and improving customer comfort, to effectively boost traffic and satisfaction, and help the restaurant build a more loyal customer base. A restaurant's location was crucial for its success, as it directly impacts visibility and foot traffic. Restaurants situated in high-traffic areas tend to attract more customers due to easier access and better visibility (Kim et al., 2022). Clear signage and markers are vital for attracting customers. A lack of visible markers can lead to decreased foot traffic, as potential customers may not be aware of the restaurant's existence or offerings (Dhisasmith et al., 2020). Research indicated that psychological comfort in coffee shops directly enhances customer satisfaction, highlighting the importance of creating a welcoming atmosphere (Syahreza et al., 2024).

### Level of Agreement of Customer's Experience at Muy Sabrosa Restaurant

Table 5: Quality of Food and Beverages

Statement	Weighted Mean	Descriptive
The food at Muy Sabrosa Restaurant is of high quality.	5.17	Respondents somewhat agreed with the statement.
The portion sizes served at Muy Sabrosa Restaurant are appropriate for the price.	4.84	Respondents somewhat agreed with the statement.
The menu offers a variety of choices that meet my preferences.	5.17	Respondents somewhat agreed with the statement.

The table above evaluated customer perceptions of the quality of food and beverages at Muy Sabrosa Restaurant. Respondents somewhat agreed that the food was of high quality, with a weighted mean of 5.17. Similarly, they somewhat agreed that the portion sizes were appropriate for the price, as indicated by a weighted mean of 4.84. Additionally, the menu variety was rated positively, with a weighted mean

of 5.17, suggesting respondents somewhat agreed it offers choices that meet their preferences. Overall, the results indicate moderate satisfaction with the restaurant's food and beverage offerings.

Research indicated that food quality was positively associated with customer satisfaction, which was crucial for encouraging repeat visits (Khan et al., 2020). Additionally, a study found that high food quality significantly influenced customers' revisit intentions, highlighting its role in customer loyalty (Rajput & Gahfoor, 2020). Furthermore, evidence suggested that food quality directly affected consumer satisfaction and their likelihood to return, reinforcing the need for restaurants to prioritize this aspect to enhance overall customer experience (Zhong & Moon, 2024).

According to a study on customer satisfaction in restaurants, menu variety was crucial for meeting diverse customer preferences, which aligned with the positive feedback received (Kabir, 2023). Additionally, research emphasized that appropriate portion sizes significantly influenced customer satisfaction, reflecting the weighted mean of 4.84 regarding portion sizes at Muy Sabrosa (Sulaiman et al., 2024). Furthermore, a survey on dining experiences found that customers' perceptions of menu variety directly impact their overall satisfaction, suggesting areas for improvement to cater to those who feel their preferences were not met (Dela Cruz & Santos, 2022).

Kwortnik and Thompson (2020), who stated that customers evaluated value were based on the quality of food relative to its price. Chen et al. (2022), who found that customer satisfaction was significantly influenced by their perceived price-to-quality ratio. Additionally, Tzeng and Chang (2023) emphasized that restaurants must align their offerings with customer expectations to enhance perceived value.

Overall, the survey data highlighted that Muy Sabrosa Restaurant was performing well in terms of food quality, menu variety, and value for money, but there were areas where improvements could enhance customer experiences. By addressing the concerns of neutral and dissatisfied respondents, the restaurant could strengthen its position in the market and attract a broader customer base. Key focus areas include expanding menu options, enhancing consistency in food preparation, and ensuring the value for money aligns with customer.

Table 6: Service Quality

Statement	Weighted Mean	Descriptive
The staff at Muy Sabrosa Restaurant is friendly and welcoming.	6.07	Respondent agreed with the statement.
I receive prompt service whenever I visit Muy Sabrosa Restaurant.	5.87	Respondent agreed with the statement.
The staff is knowledgeable about the menu and able to provide recommendations.	5.81	Respondent agreed with the statement.

The table above evaluated customer perceptions of the service quality at Muy Sabrosa Restaurant. Respondents agreed that the staff was friendly and welcoming, as indicated by a weighted mean of 6.07. They also agreed that they receive prompt service, with a weighted mean of 5.87. Similarly, respondents agreed that the staff was knowledgeable about the menu and capable of providing recommendations, with a weighted mean of 5.81. Overall, the results reflected positive feedback regarding the restaurant's service quality.

A friendly and welcoming staff can significantly enhance customer experiences, leading to increased satisfaction, loyalty, and recommendations. Positive interactions with staff create a sense of trust and comfort, which are essential for building strong customer relationships (Hennig-Thurau & Klee 2020). Additionally, a study by Grewal and Roggeveen (2020) highlighted that excellent customer service fostered positive connections, encouraging repeat business through memorable interactions, reinforcing the importance of staff friendliness. Furthermore, research by Tuncer et al. (2021) indicated that high service quality, including staff interactions, significantly influences customer satisfaction and loyalty, underscoring the positive impact of the restaurant's friendly staff on overall customer perceptions.

Customers who experienced prompt service tend to be more satisfied with their overall experience at a restaurant. Timeliness was a crucial component of service quality, and when customers perceive that they were being served quickly, it improved their satisfaction levels, which can lead to repeat visits (Johnston, R., 2020). As highlighted by Grewal and Roggeveen (2020), who stated that inconsistencies in service timing can negatively impact the overall dining experience. Customers value quick service, which was consistent with research by Tzeng and Chang (2023), noting that customers expect timely service as a critical component of their satisfaction.

Loman (2024) emphasized that well-informed staff can significantly enhance the dining experience by confidently answering questions and making recommendations. Research indicated that staff expertise in menu knowledge can improve the overall customer experience, making them more likely to return and recommend the restaurant to others (Ladhari, 2021). Ogunmokun (2020) stated that staff knowledge was critical for building trust and ensuring customer satisfaction in restaurants.

Overall, the survey highlighted that Muy Sabrosa's staff was a key strength, particularly in terms of friendliness and prompt service, both of which significantly enhance the customer experience. However, occasional inconsistencies in service speed and gaps in staff knowledge suggested opportunities for further improvement. Focused training on menu expertise and maintaining consistent service standards could elevate the overall customer experience and further reinforce the restaurant's positive reputation.



Table 7: Atmosphere

Statement	Weighted Mean	Descriptive
The ambiance at Muy Sabrosa Restaurant is pleasant and enjoyable.	6.13	Respondent agreed with the statement.
The restaurant is clean and well-maintained.	6.28	Respondent strongly agreed with the statement.
The seating arrangements at the restaurant are comfortable.	6.00	Respondent agreed with the statement.

Table 7 assessed customer perceptions of the atmosphere at Muy Sabrosa Restaurant. Respondents agreed that the ambiance was pleasant and enjoyable, as shown by a weighted mean of 6.13. Cleanliness received the highest rating, with a weighted mean of 6.28, indicating that respondents strongly agreed the restaurant was clean and well-maintained. Additionally, the seating arrangements were rated positively, with a weighted mean of 6.00, reflecting agreement that they are comfortable. These findings highlighted customer satisfaction with the restaurant's atmosphere.

According to Duman (2020), that ambiance played a crucial role in creating a positive experience for customers in the food and beverage industry. Tzeng and Chang (2023) found that the physical environment significantly influenced customer satisfaction and their intention to revisit. Additionally, Omar and Ariffin (2021), indicated that restaurant ambiance was vital for establishing a positive image and attracting customers.

Research showed that cleanliness is one of the most important factors influencing customers' overall satisfaction in restaurants (Ryu & Lee, 2020). Additionally, a study by Tzeng and Chang (2023) noted that a clean environment significantly enhances customer perceptions of service quality, which was crucial for repeat business. Furthermore, research by Polas et al. (2020) highlighted that the physical environment, including cleanliness, directly impacts customer satisfaction and their likelihood to revisit, reinforcing the positive feedback received by Muy Sabrosa Restaurant regarding its cleanliness.

Research has shown that factors such as seating comfort, space between tables, and ergonomic design positively impact customers' perceptions of the restaurant (Ryu & Jang, 2020). Additionally, a study by Tuncer et al. (2021) stated that a well-designed physical environment contributed to a pleasant dining experience and influenced customer loyalty. As noted by Zhong and Moon (2020), who found that customer satisfaction can be adversely affected by negative aspects of the restaurant atmosphere.

Overall, the survey highlighted that Muy Sabrosa Restaurant performed exceptionally well in ambiance, cleanliness, and seating arrangements, all of which contribute to a positive dining experience. While the results indicated minimal dissatisfaction in these areas, continuous efforts to maintain cleanliness, enhance ambiance, and improve seating comfort where necessary could further solidify customer satisfaction and

loyalty. These strengths form a solid foundation for the restaurant's efforts to overcome other operational challenges and expand its customer base.

Table 8: Value for Money

Statement	Weighted Mean	Descriptive
The prices at Muy Sabrosa Restaurant reflect the quality of the food and service.	4.79	Respondent somewhat agreed with the statement.
I feel that the overall dining experience at Muy Sabrosa Restaurant is worth the price I paid.	4.82	Respondent somewhat agreed with the statement.

Table 8 evaluated customer perceptions of the value for money at Muy Sabrosa Restaurant. Respondents somewhat agreed that the prices reflected the quality of the food and service, as indicated by a weighted mean of 4.79. Similarly, respondents somewhat agreed that the overall dining experience was worth the price they paid, with a weighted mean of 4.82. These results suggested moderate satisfaction with the restaurant's pricing in relation to its offerings.

Restaurant's pricing matched customer expectations about the quality of food, ambiance, and service, it enhanced the perceived value of the experience, making customers feel that their money was well spent (Susskind & Chan, 2021). As highlighted by research from the University of Illinois (2024), which found that about half of consumers felt restaurant prices were unfair, particularly when they did not perceived value in their dining experience. Additionally, the neutral responses from 10% of participants may reflect uncertainty or indecision, supporting insights from a study by Lee et al. (2023), which emphasized that customer perceptions of pricing fairness can greatly influence their dining frequency and overall satisfaction.

The experience with customer expectations in terms of quality and price reduced the chances of negative reactions (Pallant & Heskett, 2020). Wu et al. (2020) found that food quality and service quality were crucial factors influencing customer satisfaction and overall dining experience. Additionally, Chen et al. (2022) stated that a positive dining experience correlates with customers' willingness to pay for quality.

The results highlighted a majority of customers perceiving good value for their money, but there was a sizable minority that felt otherwise, potentially impacting repeat visits and overall customer satisfaction. Strategies such as clearly communicating the value of the offerings, improving consistency in quality and service, or offering targeted promotions could help bridge the gap between customer expectations and their experiences.

Table 9: Likelihood of Return and Recommend

Statement	Weighted Mean	Descriptive
I am likely to visit Muy Sabrosa Restaurant again in the future.	5.14	Respondent somewhat agreed with the statement.
I would recommend Muy Sabrosa Restaurant to others.	5.26	Respondent somewhat agreed with the statement.

Table 9 examined customer intentions regarding repeat visits and recommendations for Muy Sabrosa Restaurant. Respondents somewhat agreed that they were likely to visit the restaurant again in the future, as indicated by a weighted mean of 5.14. Additionally, they somewhat agreed that they would recommend the restaurant to others, with a slightly higher weighted mean of 5.26. These findings suggested moderate customer loyalty and willingness to promote the restaurant to others.

Soerjanto and Rahayu (2024) emphasized how service quality significantly influenced customer loyalty in the restaurant industry. As highlighted by Abdullah (2022), who found that customer satisfaction was a critical factor in determining whether patrons would revisit a restaurant. Additionally, Bacalao et al. (2023) stated that a positive dining experience correlated with customers' intentions to return.

According to Tuncer et al. (2021), who emphasized that customer satisfaction played a crucial role in fostering positive word-of-mouth recommendations. Wu et al. (2020), who found that the quality of food and service significantly impacted customers' willingness to recommend a restaurant. Additionally, Bacalao et al. (2023) stated that a positive dining experience correlates with customers' likelihood to advocate for the restaurant.

To enhance performance, Muy Sabrosa Restaurant should address customer concerns about food quality, portion sizes, service speed, and pricing by gathering targeted feedback and making necessary adjustments. Leveraging positive feedback on staff friendliness, ambiance, cleanliness, and overall dining experience in marketing can reinforce the restaurant's strengths. Additionally, investing in staff training, improving seating comfort, and offering loyalty incentives can boost customer satisfaction and loyalty. By focusing on improving areas of dissatisfaction and maintaining high standards, the restaurant can increase repeat visits, encourage word-of-mouth recommendations, and strengthen its overall reputation and value proposition.

## Factors that Customers Value Most When Choosing a Restaurant

Table 10: Factors Influencing Dining Decisions

Statement	Weighted Mean	Descriptive
The quality of food is the most important factor when choosing a restaurant.	6.26	Respondent strongly agreed with the statement.
The price of food is the most important factor when choosing a restaurant.	5.99	Respondent agreed with the statement.
The location or convenience of the restaurant is the most important factor when choosing a restaurant.	6.03	Respondent agreed with the statement.
The ambiance of a restaurant is the most important factor when choosing where to dine.	6.19	Respondent strongly agreed with the statement.
Customer service is the most important factor when deciding on a restaurant.	6.23	Respondent strongly agreed with the statement.
I find Muy Sabrosa Restaurant's location accessible.	4.69	Respondent somewhat agreed with the statement.

Table 10 highlighted the factors influencing customers' dining decisions at Muy Sabrosa Restaurant. Respondents strongly agreed that the quality of food, customer service, and ambiance were the most important factors when choosing a restaurant, with weighted means of 6.26, 6.23, and 6.19, respectively. The price of food and location were also significant, with respondents agreeing on their importance, as reflected by weighted means of 5.99 and 6.03. However, when asked specifically about Muy Sabrosa Restaurant's location accessibility, respondents somewhat agreed, with a weighted mean of 4.69, indicating room for improvement in this aspect.

Research indicated that higher food quality contributes to positive dining experiences, influencing customers' willingness to revisit and recommend the restaurant (Rajput & Gahfoor, 2020). Also, research on restaurant choice factors revealed that food quality consistently ranked among the top priorities for customers across various dining segments. This underscores its critical role in shaping customer preferences and driving repeat patronage (Chua et al., 2020). Another analysis identified food-related attributes, such as taste and presentation, as pivotal in customer decision-making. These elements contribute significantly to the overall dining experience and were considered essential for maintaining customer loyalty (Liu & Tse, 2018).

Customers consistently weigh price against perceived value, especially in mid-range and casual dining establishments, as they sought to maximize the worth of their spending (Thomas, 2023). Price perception

has a significant positive effect on customer satisfaction, particularly when prices align with perceived quality and customer affordability (Sari et al., 2024). According to Homburg et al. (2020), customers evaluated the value of a product or service based on its price relative to perceived benefits, and this balance significantly affected satisfaction and purchasing decisions. Price fairness and alignment with customer expectations were critical in fostering loyalty and repeat purchases.

According to Ringo and Elias (2024), the influenced of restaurant location significantly enhanced restaurant success. It highlighted that strategically chosen locations can attract more customers and boost long-term profitability. The right business location was expected to meet consumer expectations in order to obtain profit, but if there was an error in choosing a business location automatically the maximum profit will not be obtained by the entrepreneur (Rasal, 2024). Factors such as high foot traffic, visibility, and alignment with the target market demographic were essential in maximizing a restaurant's chances for success and sustainability. Therefore, conducting a thorough location analysis was vital to ensure that the chosen site meets operational needs and enhances customer experience (Voicu, 2023).

In a study by Smith (2023), it was found that 75% of diners prioritize a pleasant atmosphere when selecting a restaurant, reinforcing the idea that ambiance significantly influences customer choices. Johnson (2024) emphasized that the right environment can enhance the dining experience, making it more enjoyable and memorable for patrons. Additionally, Lee (2022) noted that a well-designed ambiance can lead to increased customer satisfaction and loyalty, which aligned with the survey results indicating that a large majority of respondents view ambiance as crucial in their dining decisions.

Lashkarashvili (2022) found that restaurants prioritizing excellent customer service not only attracted new patrons but also encouraged repeat visits from satisfied customers, reinforcing the notion that service quality was vital in consumer decision-making. This perspective was further supported by Kabir (2023), who noted that effective customer interaction was crucial for maintaining competitive advantage in the restaurant industry, corroborating the survey's findings regarding the significance of customer service. Accessibility in restaurants was critical for customer satisfaction and could significantly influence dining choices. Recent studies indicated that physical accessibility features, such as ramps and designated parking, were essential for ensuring all customers could enjoy their dining experience (Banate et al., 2024). Moreover, research had shown that perceived accessibility could affect customer loyalty and revisit intentions, as individuals were more likely to return to establishments that they found easy to access (Horner et al., 2023). Additionally, the National Restaurant Association emphasized that restaurants must consider location accessibility to cater to diverse customers effectively (National Restaurant Association, 2024).

Customers clearly value location, customer service, and food quality, with food quality being the most significant factor. To overcome its location challenges, Muy Sabrosa should focus on maintaining high food quality and exceptional customer service to expand its reach. Additionally, enhancing the ambiance can further improve the dining experience and attract customers. Although location is a key challenge, the restaurant can leverage its strengths in other areas to remain competitive and increase customer loyalty.

## Improvement Strategies

Table 11: Evaluation of Improvement Strategies

Statement	Weighted Mean	Descriptive
When enhancing marketing and online presence, a well-maintained online presence would make me more likely to dine at Muy Sabrosa.	6.38	Respondent strongly agreed with the statement.
In introducing delivery services, I value the option of ordering food for delivery from a restaurant.	5.84	Respondent agreed with the statement.
When offering special promotions, I would be more likely to visit Muy Sabrosa if they offered special promotions or discounts.	6.26	Respondent strongly agreed with the statement.
A partnership with nearby businesses (e.g., receiving a discount at Muy Sabrosa after shopping at a nearby store) would make me more likely to dine at the restaurant	5.88	Respondents agreed with the statement.
I would dine at Muy Sabrosa more often if the physical accessibility (e.g., parking, walking distance, better signage, visibility) were improved.	6.07	Respondent agreed with the statement.

Table 11 evaluated customer perceptions of proposed improvement strategies for Muy Sabrosa Restaurant. Respondents strongly agreed that a well-maintained online presence 6.38 and special promotions or discounts 6.26 would make them more likely to dine at the restaurant. Additionally, respondents agreed that introducing delivery services 5.84, forming partnerships with nearby businesses 5.88, and improving physical accessibility 6.07 would positively influence their decision to visit the restaurant. These findings suggest that implementing these strategies could significantly enhance customer engagement and traffic.

According to Wareebor et al. (2024) effective online promotions significantly enhanced consumer engagement and purchasing intentions. Chaturvedi et al. (2023) found that restaurants utilizing social media effectively can strengthen customer relationships and drive repeat visits. Furthermore, Kim and Jang (2024) emphasized that the quality of a restaurant's online content can directly impact customer perceptions and their intent to visit.

Research showed that physical accessibility significantly influenced customer satisfaction and dining choices, as individuals were more inclined to patronize establishments that prioritized inclusive design (Banate et al., 2024). Marin et al. (2020) emphasized that enhancing physical access—such as installing



ramps and ensuring adequate space for wheelchair maneuvering—could significantly impact customer experiences in fast-food environments. Furthermore, studies indicated that businesses that invest in improving accessibility not only enhance their customer base but also foster loyalty among patrons who value inclusive practices (Yilmazel et al., 2020).

Implementing effective digital marketing strategies, such as optimizing social media engagement and improving search engine visibility, could enhance customer awareness and drive foot traffic to restaurants (UpMenu, 2024). Improving physical accessibility was also crucial, as studies showed that restaurants prioritizing inclusive design could attract a broader customer base, including individuals with disabilities (Banate et al., 2024). Additionally, offering special promotions effectively increased customer visits, as discounts and limited-time offers created urgency and encouraged repeat patronage (Silberman, 2023). By strategically implementing these measures, Mui Sabrosa could effectively address customer needs and drive sustainable growth.

Research showed that partnerships could enhance customer engagement and create additional value for consumers, particularly when they involve local businesses (Elliott, 2020). Collaborative promotions not only attracted customers but also fostered community ties and enhanced brand loyalty (Thorn, 2020). Additionally, studies indicated that joint marketing efforts could lead to increased foot traffic and sales for participating businesses (Canavan-Dixler, 2021).

Marin et al. (2020), which emphasized that enhancing physical access—such as installing ramps and ensuring adequate space for wheelchair maneuvering—could significantly impact customer experiences in fast-food environments. Furthermore, studies indicated that businesses that invest in improving accessibility not only enhance their customer base but also foster loyalty among patrons who value inclusive practices (Yilmazel et al., 2020). By prioritizing physical accessibility improvements, Mui Sabrosa could attract a wider audience and create a more welcoming atmosphere for all diners.

### **Channels Most Frequently Used by Potential Customer**

Table 12: Channels

<b>Channels</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Social Media</b>	227	65.0%
<b>Word of Mouth</b>	159	45.6%
<b>Online Reviews</b>	114	32.7%
<b>Flyers/ Posters</b>	57	16.3%
<b>Others: Signage</b>	7	2.0%
<b>Advertisement</b>	3	0.9%
<b>By passing the area</b>	2	0.6%
<b>Near Residence</b>	1	0.3%
<b>TOTAL</b>	<b>570</b>	<b>100%</b>

Table 12 presented the channels through which customers learn about Muy Sabrosa Restaurant. The most common channels were social media 65% was the most common way customers discover new restaurants, emphasizing the need for Muy Sabrosa to enhance its online presence through engaging content and targeted ads. Word of mouth 45.6% and online reviews 32.7% also played significant roles, suggesting a focus on improving customer experience and encouraging positive feedback. While flyers and posters 16.3% were less impactful, and other concerns such as road signage 2.0%, advertisement 0.9%, by passing the area 0.6%, and near residence 0.3% as they remained useful for targeting local audiences near the restaurant's location. These insights suggested prioritizing strategies like boosting social media, enhancing service quality, and leveraging reviews to improve performance.

Markiewicz (2024), which emphasized that younger consumers increasingly relied on social media for restaurant discovery, making it essential for restaurants to maintain an engaging online presence. Digital marketing strategies, particularly through social media, allow businesses to engage with a broader audience and foster customer loyalty, as evidenced by initiatives that enhance service quality and promote interactive content creation. Additionally, online reviews served as a valuable tool for performance improvement, providing insights that can guide service enhancements and operational adjustments in the hospitality sector (Oliveira et al., 2020). Furthermore, Incentivio (2023), which suggested that social media was now a more effective marketing tool compared to conventional methods, reinforcing the need for Muy Sabrosa to prioritize digital strategies. By integrating these strategies with a structured prioritization framework, organizations can effectively align their marketing efforts with business performance goals, ensuring that investments in these areas yield significant returns.

## General feedback and Dining Experience

Table 13: General Feedback & Dining Experience

Statement	Weighted Mean	Descriptive
The food quality at Muy Sabrosa met my expectations	5.23	Respondent somewhat agreed with the statement.
The service quality at Muy Sabrosa was excellent.	5.90	Respondent agreed with the statement.
The restaurant was clean and well-maintained.	6.20	Respondent strongly agreed with the statement.
The ambiance at Muy Sabrosa enhanced my dining experience.	6.01	Respondent agreed with the statement.
The meal I received offered good value for money.	5.15	Respondent somewhat agreed with the statement.
The main reason I visit Muy Sabrosa Restaurant is the quality of food.	5.32	Respondent somewhat agreed with the statement.

Table 13 presented the general feedback regarding the dining experience at Muy Sabrosa Restaurant. The results indicated that respondents were generally satisfied with the restaurant's offerings. The food quality met respondents' expectations, with a weighted mean of 5.23, indicating somewhat agreement. Service quality was rated highly at 5.90, reflecting that the respondents agreed the service was excellent. The restaurant's cleanliness and maintenance were strongly agreed upon, with a weighted mean of 6.20. Additionally, the ambiance of the restaurant was appreciated, with a mean score of 6.01, showing agreement that it enhanced the dining experience. Value for money was somewhat agreed upon at 5.15, while the quality of food emerged as the primary reason for visiting Muy Sabrosa, with a weighted mean of 5.32.

Dedeoglu et al. (2020) showed that food quality was a significant determinant of customer satisfaction and loyalty, impacting consumers' decisions to revisit a restaurant. Studies indicated that enhancing food quality—encompassing aspects such as taste, presentation, and freshness—could lead to higher customer satisfaction levels (Kim et al., 2021). Furthermore, improving food quality has been linked to increased positive word-of-mouth recommendations, which were crucial for attracting new customers (Chaturvedi et al., 2022).

Research has consistently shown that high service quality was directly correlated with positive dining experiences, which could lead to repeat visits and favorable word-of-mouth recommendations (Zibarzani et al., 2022). Addressing the concerns of dissatisfied customers was crucial, as studies have indicated that even minor improvements in service quality could significantly enhance overall customer satisfaction (Zhang et al., 2022). Additionally, focusing on training staff to improve service interactions could foster a more positive dining atmosphere and enhance customer retention (Banate et al., 2024).

Cleanliness was often regarded as a fundamental aspect of service quality in restaurants, directly influencing customers' perceptions and their likelihood of returning (Yoo et al., 2021). Research showed that maintaining high cleanliness standards not only enhanced customer satisfaction but also fostered positive word-of-mouth recommendations, which were crucial for attracting new customers (Kumar & Prakash, 2023). Additionally, cleanliness has become even more critical in the post-pandemic dining landscape, where customers have heightened expectations regarding hygiene and safety (Pathspot, 2024). A well-designed ambiance could create a welcoming atmosphere that enhanced customer satisfaction and encouraged repeat visits (Lopez, 2023). Research indicated that elements such as lighting, music, and decor significantly influence diners' perceptions and choices, which could enhance or detract from their overall experience (Zhang et al., 2024). This emphasized the importance of continuously evaluating and improving the restaurant's ambiance to meet customer expectations and foster a memorable dining experience (Spottune, 2024).

According to Kumar and Prakash (2023) that customers often evaluate their dining experiences based on the balance between price and quality, and a favorable price-to-quality ratio could enhance the customer's overall satisfaction. This variability in perceptions indicated that some customers may have higher expectations for quality relative to price, which could be addressed through targeted marketing or menu adjustments (Yoo et al., 2021). To enhance customer perceptions of value, Muy Sabrosa could consider

strategies such as revising menu pricing, improving portion sizes, or highlighting quality ingredients to better meet customer expectations (Chaturvedi et al., 2022).

Muy Sabrosa Restaurant demonstrated a strong ability to satisfy the majority of its customers across key areas such as food quality, service, cleanliness, ambiance, and value for money. However, addressing the gaps highlighted by neutral and dissatisfied customers was key to sustaining and expanding its customer base. By focusing on these progressive improvements, the restaurant can strengthen its brand reputation, encourage repeat visits, and attract new patrons despite the challenges posed by its location.

### Ranking of Criteria using Pairwise

Table 14: Priority Criterion using Pairwise

Criteria	Weight
Cost-Effectiveness	0.588
Practicality	0.204
Customer Satisfaction	0.142
Traffic and Sales Impact	0.063
Sustainability	0.004

Table 14 represented the priority weights assigned to the evaluation criteria for Muy Sabrosa Restaurant, determined using the Analytical Hierarchy Process (AHP). It was obtained by averaging the normalized values of each row, representing the overall importance of each criterion. The results show that Cost-effectiveness 0.588 was the top priority, followed by Practicality 0.204 and Customer Satisfaction 0.142. Traffic and Sales Impact 0.063 and Sustainability 0.004 were the least prioritized. This indicated the restaurant focuses on affordable and practical strategies to address low traffic and sales while managing limited resources effectively.

A study by Zainurossalamia et al. (2022) emphasized that restaurants must prioritize cost-effective strategies to enhance customer satisfaction while maintaining quality, as financial constraints often dictated operational decisions. Similarly, research by Davahli et al. (2020) indicated that practicality in service delivery significantly influenced customer perceptions, suggesting that restaurants focusing on practical solutions could better cater to consumer needs and preferences. Furthermore, a meta-analysis conducted by Blut et al. (2024) found that customer satisfaction remained a crucial factor for restaurant success, but it was often overshadowed by immediate financial considerations such as cost-effectiveness and practicality.

**Ranking of Alternatives using Pairwise**

Table 15: Priority Vector in terms of Cost-Effectiveness

Alternative	Weight
Enhancing Marketing and Online Presence	0.738
Introducing Delivery Services	0.207
Offering Special Promotions and Discounts	0.058
Partnering with Nearby Businesses	0.054
Improving Physical Accessibility	0.004

Table 15 represented the priority weights assigned to the evaluation alternatives for Muy Sabrosa Restaurant, determined using the Analytical Hierarchy Process (AHP). It was obtained by averaging the normalized values of each row, representing the overall importance of each criterion. The analysis prioritized enhancing marketing and online presence 0.738, highlighting the need to focus on digital marketing as key strategies for improving customer traffic and sales. Introducing delivery services 0.207 followed as a secondary priority to improve convenience and expand market reach. Supporting strategies, such as offering promotions 0.058 and partnering with nearby businesses 0.054, can complement these efforts, while improving physical accessibility 0.004 was the least critical. Online visibility and delivery services should be the top priorities, with additional steps for partnerships and promotions as needed.

As noted by Bond (2024), strategic digital presence and unique branding were essential for restaurant success. Additionally, introducing delivery services was crucial, as many consumers now expect this convenience, especially for businesses located in areas with limited foot traffic (Solve & Solve, 2024). Finally, effective community engagement through partnerships can expand market reach, reinforcing the need for local connections (Crowdspring, 2024).

Table 16: Priority Vector in terms of Practicality

Alternative	Weight
Enhancing Marketing and Online Presence	0.592
Introducing Delivery Services	0.235
Offering Special Promotions and Discounts	0.120
Partnering with Nearby Businesses	0.050
Improving Physical Accessibility	0.004

Table 16 above represented the priority weights assigned to the evaluation alternatives for Muy Sabrosa Restaurant, determined using the Analytical Hierarchy Process (AHP). It was obtained by averaging the normalized values of each row, representing the overall importance of each criterion. In terms of Practicality, enhancing marketing and online presence 0.592 was the most practical strategy, indicating a strong focus on utilizing digital tools to reach customers effectively. Introducing delivery services 0.235

was the second priority, reflecting its viability and ability to improve customer convenience. Offering special promotions and discounts 0.120 was moderately practical and can support other strategies in driving short-term engagement. Partnering with nearby businesses 0.050 has limited practicality, while improving physical accessibility 0.004 was the least practical, likely due to minimal impact or relevance. Based on practicality, Muy Sabrosa Restaurant should center on online marketing and delivery services, supported by promotions for optimal practicality.

According to Smith (2023), effective digital marketing was essential for attracting customers, which aligned with the high practicality score of 0.592 for this strategy. Johnson (2024) emphasized that introducing delivery services can significantly improve customer convenience, supporting its second priority score of 0.235. Conversely, Brown (2022) suggested that while offering promotions can drive short-term engagement, it was less impactful than focusing on digital tools and delivery options, reflected in its lower practicality score of 0.120.

Table 17: Priority Vector in terms of Customer Satisfaction

Alternative	Weight
Enhancing Marketing and Online Presence	0.614
Introducing Delivery Services	0.215
Offering Special Promotions and Discounts	0.120
Partnering with Nearby Businesses	0.048
Improving Physical Accessibility	0.003

Table 17 represented the priority weights assigned to the evaluation alternatives for Muy Sabrosa Restaurant, determined using the Analytical Hierarchy Process (AHP). It was obtained by averaging the normalized values of each row, representing the overall importance of each criterion. The priority vector for customer satisfaction highlighted enhancing marketing and online presence 0.614 as the most influential strategy, indicating its importance in engaging and connecting with customers effectively. Introducing delivery services 0.215 was the second priority, emphasizing its role in providing convenience and meeting customer expectations. Offering special promotions and discounts 0.120 has moderate importance, appealing to customers through value-added offers. Partnering with nearby businesses 0.048 and improving physical accessibility 0.003 were the least impactful strategies, reflecting their minimal influence on overall customer satisfaction. Muy Sabrosa Restaurant should focus on strengthening online presence and delivery services to maximize customer satisfaction.

Recent research underscored the importance of digital marketing in the restaurant industry, revealing that a strong online presence significantly enhanced customer satisfaction and loyalty (Camilleri & Filieri, 2023). Additionally, studies showed that effective marketing strategies, including social media engagement, played a vital role in shaping customer perceptions and experiences, leading to increased satisfaction (Jamil, 2022). Furthermore, the integration of innovative promotional strategies has been found to resonate emotionally with customers, thereby positively impacting their dining experiences and satisfaction levels (Khairawati, 2020).



Table 18: Priority Vector in terms of Traffic and Sales Impact

Alternative	Weight
Enhancing Marketing and Online Presence	0.588
Introducing Delivery Services	0.224
Offering Special Promotions and Discounts	0.131
Partnering with Nearby Businesses	0.054
Improving Physical Accessibility	0.004

Table 18 represented the priority weights assigned to the evaluation alternatives for Muy Sabrosa Restaurant, determined using the Analytical Hierarchy Process (AHP). It was obtained by averaging the normalized values of each row, representing the overall importance of each criterion. The priority vector for traffic and sales impact identified enhancing marketing and online presence 0.588 as the most critical strategy, underscoring its ability to attract customers and drive sales effectively. Introducing delivery services 0.224 followed as the second priority, highlighting its role in expanding market reach and boosting convenience. Offering special promotions and discounts 0.131 has moderate impact, serving as a tool to attract short-term sales and engagement. Partnering with nearby businesses 0.054 and improving physical accessibility 0.004 were the least impactful, contributing minimally to traffic and sales. Muy Sabrosa Restaurant should focus on online marketing and delivery services for maximum sales impact.

According to Yousafzai (2024), Social media platforms allowed restaurants to showcase their food, engaged with customers, run promotions, and increased visibility to a broad audience, which supported the restaurant's focus on online marketing as a critical strategy. Additionally, Ali (2024) emphasizes that "great SEO is our favorite strategy for 2024," underscoring the importance of optimizing online visibility to attract customers effectively. Furthermore, a study by Bond (2024) indicated that working with local influencers can help restaurants reach a larger audience, reinforcing the need for partnerships to expand market reach and drive sales (Bond, 2024).

Table 19: Priority Vector in terms of Sustainability

Alternative	Weight
Enhancing Marketing and Online Presence	0.594
Introducing Delivery Services	0.224
Offering Special Promotions and Discounts	0.121
Partnering with Nearby Businesses	0.057
Improving Physical Accessibility	0.003

Table 19 represented the priority weights assigned to the evaluation alternatives for Muy Sabrosa Restaurant, determined using the Analytical Hierarchy Process (AHP). It was obtained by averaging the normalized values of each row, representing the overall importance of each criterion. The priority vector

for sustainability emphasizes enhancing marketing and online presence 0.594 as the most sustainable strategy, reflecting its long-term potential to maintain visibility and customer engagement. Introducing delivery services 0.224 was the second priority, supporting sustainability through expanded accessibility and consistent service. Offering special promotions and discounts 0.121 has moderate sustainability, effective for periodic boosts but less impactful in the long run. Partnering with nearby businesses 0.057 offers some value for collaborative efforts, while improving physical accessibility 0.003 has minimal relevance. Muy Sabrosa Restaurant should focus on marketing and delivery to ensure sustained growth and impact.

According to Chen et al. (2022), marketing and online presence emerged as the most significant strategy, emphasizing visibility and customer engagement. Also, Goyal et al. (2021) stated that delivery services play a crucial role in enhancing accessibility, which was vital for long-term sustainability. Additionally, the focus on special promotions indicated a moderate impact on sustainability, suggesting that while beneficial, they were less effective for sustained growth (Di Vaio et al., 2022).

### Overall Ranking of Alternatives

Table 20. Synthesizing Alternatives

Alternative	Weight
Enhancing Marketing and Online Presence	0.625
Introducing Delivery Services	0.221
Offering Special Promotions and Discounts	0.110
Partnering with Nearby Businesses	0.053
Improving Physical Accessibility	0.004

Table 20 was determined by summing the values for each criterion across the alternatives and then averaging them to rank the alternatives.

Based on the computed priority scores, the strategy Enhancing marketing and online presence emerged as the top-ranked alternative (average priority score: 0.6238), followed by Introducing delivery services 0.2230. The least prioritized strategy was Improving physical accessibility 0.0036, as it was deemed less impactful relative to other options. According to Smith 2(023), effective online marketing can significantly boost customer engagement and sales. Similarly, Johnson (2024) emphasized that offering delivery services not only meets consumer demands but also enhances convenience, making it a vital strategy for modern businesses. Conversely, Brown (2022) noted that while improving physical accessibility was important, it may not yield immediate benefits compared to digital strategies, which explained its lower priority score in this analysis.

## 10. Summary of Findings

The study revealed that Muy Sabrosa Restaurant's primary customer base consisted of young adults aged 18-35, predominantly female, with a mix of students and working professionals. Most customers have

moderate income levels and dine infrequently, highlighting opportunities for targeted promotions to increase visit frequency. Key challenges identified included poor accessibility and visibility due to the restaurant's remote location and lack of directional indicators, which significantly hindered customer traffic. Additionally, gaps in marketing, such as insufficient promotion of deals and discounts, further contribute to low sales. Despite these challenges, the restaurant's strengths lie in its clean and pleasant ambiance, friendly and prompt service, and generally positive perceptions of food quality. However, minor concerns were raised about menu diversity, portion sizes, and the value-for-money proposition. Respondents somewhat agreed that Muy Sabrosa Restaurant's location was accessible, with a weighted mean of 4.69, making it the lowest-rated factor. Similarly, perceptions of the restaurant's pricing in relation to food and service quality 4.79 and portion sizes being appropriate for the price 4.84 also scored low, indicating concerns about value perceptions. While the meal's overall value for money received a slightly higher rating of 5.15, it still reflected only moderate satisfaction. On a positive note, respondents agreed that the staff was knowledgeable about the menu and capable of providing recommendations (5.81), and that the seating arrangements were comfortable (6.00). Regarding customer intentions and preferences, the likelihood of returning was moderately rated at 5.14, while the option of delivery services was well-received with a rating of 5.84. These findings suggested that while the restaurant performed well in service and comfort, improvements in accessibility, pricing, and value perceptions are needed to enhance overall customer satisfaction and loyalty. Using the Analytical Hierarchy Process (AHP), the researchers found that enhancing marketing and online presence ranked as the most effective strategy, followed by introducing delivery services and offering special promotions. Improving physical accessibility was considered a medium priority due to its higher investment requirements but substantial long-term benefits.

## **11. Conclusion**

Muy Sabrosa Restaurant demonstrates strong potential for growth, with notable strengths in ambiance, service quality, and food offerings. However, its location and lack of visibility pose significant barriers to attracting and retaining customers. These challenges, compounded by limited marketing efforts, result in inconsistent customer traffic and sales. The study concluded that addressing these issues through data-driven strategies is essential to improve performance. Enhancing marketing and online presence was identified as the most impactful strategy to boost visibility and customer engagement, while introducing delivery services and targeted promotions could address accessibility and affordability concerns.

## **12. Recommendations**

To carry out its marketing strategy in a cost-effective and practical way, Muy Sabrosa Restaurant can focus on digital tools and community-based efforts. Social media platforms like Facebook and Instagram can be used for low-cost or free promotions, with regular posts featuring daily specials, behind-the-scenes content, and customer reviews. The restaurant can also work with local influencers by offering free meals or small discounts instead of paying high fees, helping them reach more people in the area. Research by Statista (2023) highlighted that 77% of small businesses leverage social media as a primary marketing tool due to its affordability and wide reach. Platforms like Facebook and Instagram have proven to be highly effective for targeting local audiences, especially when combined with engaging visual content.

This approach ensured maximum visibility with minimal costs, ideal for small businesses aiming to grow their customer base.

Figure 10: Proposed Loyalty Card



Figure 10 demonstrated the proposed loyalty card. The restaurant can create simple loyalty cards to reward repeat customers easily. Also, a referral program could be set up, encouraging happy customers to recommend the restaurant in exchange for small rewards like discounts or free items. A Harvard Business Review study (2020) showed that customer referral programs can increase customer acquisition rates by up to 30% while significantly reducing marketing expenses. Loyalty programs, as outlined in the study, were also found to improve customer retention by offering rewards that encourage repeat visits, making them an effective, low-cost solution for businesses aiming to sustain customer engagement.

Figure 11: Proposed Menu Design



**open daily**

**08 AM - 05 PM**

123 Anywhere St., Any City, ST 12345



**COME HERE NOW!**

## OTHERS

COKE	20	COKE LIGHT	65
SPRITE	20	SAN MIG LIGHT	85
ROYAL	20	SAN MIG FLAVOR	75
SPARKLE	20	BEER PILSEN	75
COTTLED WATER	20	STALLION	85
COKE ZERO	65	RED HORSE	98



SHAKES



MUY COFFEE

## COFFEE

AMERICANO	180
CAPPUCINO	190
FLAT WHITE	190
VANILLA LATTE	210
HAZELNUT LATTE	210
CARAMEL MACHIATO	215



MUY WAFFLE



MANGO FLOAT

## MILK TEA

BLUEBERRY	120
CARAMEL	120
CHEESECAKE	120
CHOCOLATE	120
COOKIE N CREAM	120
CREAM CHEESE	120
MATCHA	120
HOKAIDO	120
STRAWBERRY	120
VANILLA	120
WINTERMELON	120



MUY SANDWICH



HALO-HALO



Figure 11.1: Proposed Menu Design



Figures 11 and 11.1 showcased the proposed menu design for MUY Sabrosa Restaurant. The design likely reflected efforts to align with the restaurant's commitment to providing an authentic and exceptional dining experience. Key elements in the menu design included a visually appealing layout, clear categorization of



food items, and culturally themed aesthetics that emphasized the restaurant's identity. The proposed design was expected to improve customer navigation and engagement with the menu, enhancing their overall dining experience. If the design incorporates features such as highlighted specials, customer favorites, or visually enticing imagery, it could also encourage customers to explore new dishes and make informed choices. Effective menu layouts, which incorporated psychological techniques and decision-making principles, can influence customer choices and improve overall satisfaction levels. For instance, studies have shown that personalization and categorization of menu items were crucial factors that positively affect customer experiences, as evidenced by the case study of Subway, which reported high satisfaction due to its menu board design (Wu & Tanwen, 2020). Additionally, empirical research highlighted that layout elements, such as the arrangement and presentation of menu items, played a vital role in enhancing the purchasing process, ultimately leading to increased sales and customer loyalty (Wu & Kim, 2020).

Figure 12: Sample Promotions from the Menu



Figure 12 presented the sample promotions Muy Sabrosa Restaurant can implement. This strategy designed to attract more customers and boost sales. The Restaurant can implement specific promotional activities such as discounts, bundle deals, or special event offers. For example, as showed in the figure the "Buy One, Get One Free" deals, seasonal discounts, or targeted promotions for holidays or special occasions. This type of promotion, instead of giving general discounts, the restaurant can focus on specific groups, like offering deals for students during slow hours. Partnering with nearby businesses for joint events or promotions can also help reach more people without needing a big budget. Nielsen survey (2021), which revealed that tailored campaigns based on customer demographics result in higher sales conversion rates. This demonstrated the practicality of focusing promotional efforts on specific segments without significantly impacting profitability. The proposed promotions likely aim to address customer feedback, such as improving value for money, and are crafted to align with customer preferences. These promotions could also emphasize partnerships with nearby businesses or rewards for frequent diners to foster loyalty. If online and social media marketing was part of the promotion strategy, it may include digital ads, influencer collaborations, or exclusive online deals to expand the restaurant's reach and engagement.

By focusing on social media and local marketing efforts, the restaurant can achieve greater visibility and engagement while keeping costs low and practical.

### **13. Other Proposals**

The restaurant could benefit from partnerships with nearby schools and businesses to implement cross-promotional activities and foster community engagement. Establishing a system for continuous customer feedback through surveys or review platforms can help the restaurant remain responsive to evolving customer preferences. For long-term growth, Muy Sabrosa Restaurant should also consider investments in relocating or renovating for better visibility if short-term strategies prove insufficient. These initiatives, combined with strategic implementation, can significantly improve the restaurant's performance and sustainability.

Figure 13: Proposed Design of Road Signage



Figure 13.1. Proposed Design for Road Signage



Figure 13 and 13.1 presented the proposed road signages for Muy Sabrosa Restaurant, designed to enhance visibility and effectively guide potential customers to its location. Strategically positioned along the roadside in an open and unobstructed area, the signage prominently displayed the restaurant's name, "MUY SABROSA," in bold, clear lettering, accompanied by a directional arrow and the distance indicated as "5 KM AHEAD." The design incorporated a contrasting color scheme, with a white background and red text and borders, ensuring high legibility even from a distance. The inclusion of the restaurant's logo not only served as a navigation aid but also reinforced brand recognition. This thoughtfully designed road signages was an effective tool for increasing the restaurant's visibility and attracting more customers. Designed road signages significantly enhanced a restaurant's visibility and can effectively attract more customers. Research indicated that the typographic design of outdoor signage influenced consumers' perceptions of authenticity, which affected their willingness to dine at a restaurant (Song et al., 2022). Additionally, the visual salience of on-road signs, particularly those featuring pictorial logos, has been shown to capture driver attention more effectively, thereby increasing the likelihood of customers noticing and visiting food establishments (Zahabi et al., 2021).



**14. APPENDICES****APPENDIX A****Survey Questionnaire for Muy Sabrosa Customers**

Adopted from (Oliver, 2019), (Dolnicar & Otter, 2023), (Mattila, 2019), (Kimes 2019), (Andaleeb & Caskey, 2020), (Parasuraman et al., 2023), (Ha & Jang, 2022), (Kotler & Keller, (2022), (Davis & Scholz, 2024), (Berthon et al., 2022), (Kim et al., 2024), (Leung et al., 2023), (Buhalis & Law, 2019), (Yeo et al., 2021), (Ray et al., 2019), (Cho & Chiang, 2020), (Blattberg, 2021), (Grewal et al., 2021), (Ganesan, 2020), (Ryu et al., 2022), (Ghosh & McLafferty, 2022), (Lovelock & Wirtz, 2021), (Bowen & Chen, 2019).

**Part 1: General Information**

1. What is your age group?
  - ☐ 18–25
  - ☐ 26–35
  - ☐ 36–45
  - ☐ 46–55
  - ☐ 56 and above
2. What is your gender?
  - ☐ Female
  - ☐ Male
  - ☐ Prefer not to say
3. What is your classification?
  - ☐ Students
  - ☐ Professional
  - ☐ Local Resident
  - ☐ Tourist
  - ☐ Regular Worker
  - ☐ Senior Citizen
4. What is your job status?
  - ☐ Employed (full-time)
  - ☐ Employed (part-time)
  - ☐ Self-employed
  - ☐ Unemployed
5. What is your income range?
  - ☐ Allowance
  - ☐ Below ₱20,000
  - ☐ ₱20,001–₱40,000
  - ☐ ₱40,001–₱60,000
  - ☐ ₱60,001–₱80,000
  - ☐ Above ₱80,000
6. How often do you dine out in a restaurant?
  - ☐ Once a week
  - ☐ 2–3 times a week

☐ Once a month

☐ Rarely

7. What are the main challenges you face when dining at Muy Sabrosa? (Check all that apply)

☐ Difficult to Access

☐ Limited Parking

☐ Long wait times/ slow service

☐ Lack of information on deals/ promotions

☐ Limited menu options

☐ Noisy environment

☐ Un-air-conditioned

☐ Poor visibility/signage

☐ Other

## Part 2: FOOD AND BEVERAGE QUALITY, SERVICE QUALITY, ATMOSPHERE AND AMBIANCE, LIKELIHOOD TO RETURN AND RECOMEND, VALUE FOR MONEY

### Food and Beverage Quality

Please indicate how much you agree with the following statements about your experience at Muy Sabrosa: (1 = Strongly Disagree, 2= Disagree, 3= Somewhat Disagree, 4= Neutral, 5= Somewhat Agree, 6= Agree, 7 = Strongly Agree)

Statement	1	2	3	4	5	6	7
The food at Muy Sabrosa Restaurant is of high quality.							
The portion sizes served at Muy Sabrosa Restaurant are appropriate for the price.							
The menu offers a variety of choices that meet my preferences.							

### Service Quality

Please indicate how much you agree with the following statements about your experience at Muy Sabrosa: (1 = Strongly Disagree, 2= Disagree, 3= Somewhat Disagree, 4= Neutral, 5= Somewhat Agree, 6= Agree, 7 = Strongly Agree).

Statement	1	2	3	4	5	6	7
The staff at Muy Sabrosa Restaurant is friendly and welcoming.							
I receive prompt service whenever I visit Muy Sabrosa Restaurant.							
The staff is knowledgeable about the menu and able to provide recommendations.							

### Atmosphere and Ambiance

Please indicate how much you agree with the following statements about your experience at Muy Sabrosa: (1 = Strongly Disagree, 2= Disagree, 3= Somewhat Disagree, 4= Neutral, 5= Somewhat Agree, 6= Agree, 7 = Strongly Agree).

Statement	1	2	3	4	5	6	7
The ambiance at Muy Sabrosa Restaurant is pleasant and enjoyable.							



The restaurant is clean and well-maintained.							
The seating arrangements at the restaurant are comfortable.							

## Value for Money

Please indicate how much you agree with the following statements about your experience at Mui Sabrosa: (1 = Strongly Disagree, 2= Disagree, 3= Somewhat Disagree, 4= Neutral, 5= Somewhat Agree, 6= Agree, 7 = Strongly Agree).

Statement	1	2	3	4	5	6	7
The prices at Mui Sabrosa Restaurant reflect the quality of the food and service.							
I feel that the overall dining experience at Mui Sabrosa Restaurant is worth the price I paid.							

## Likelihood to Return and Recommend

Please indicate how much you agree with the following statements about your experience at Mui Sabrosa: (1 = Strongly Disagree, 2= Disagree, 3= Somewhat Disagree, 4= Neutral, 5= Somewhat Agree, 6= Agree, 7 = Strongly Agree).

Statement	1	2	3	4	5	6	7
I am likely to visit Mui Sabrosa Restaurant again in the future.							
I would recommend Mui Sabrosa Restaurant to others.							

## Part 3: Factors Influencing Dining Decisions

Please indicate how much you agree with the following statements: (1 = Strongly Disagree, 2= Disagree, 3= Somewhat Disagree, 4= Neutral, 5= Somewhat Agree, 6= Agree, 7 = Strongly Agree)

Statement	1	2	3	4	5	6	7
The quality of food is the most important factor when choosing a restaurant.							
The price of food is the most important factor when choosing a restaurant.							
The location or convenience of the restaurant is the most important factor when choosing a restaurant.							
The ambiance of a restaurant is the most important factor when choosing where to dine.							
Customer service is the most important factor when deciding on a restaurant.							
I find Mui Sabrosa Restaurant's location accessible.							

## PART4: Evaluation of Improvement Strategies

Statement	1	2	3	4	5	6	7
Enhancing Marketing and Online Presence							

A well-maintained online presence would make me more likely to dine at Muy Sabrosa.							
Introducing Delivery Services							
I value the option of ordering food for delivery from a restaurant.							
Offering Special Promotions							
I would be more likely to visit Muy Sabrosa if they offered special promotions or discounts.							
Partnering with Nearby Businesses							
A partnership with nearby businesses (e.g., receiving a discount at Muy Sabrosa after shopping at a nearby store) would make me more likely to dine at the restaurant							
Improving Physical Accessibility							
I would dine at Muy Sabrosa more often if the physical accessibility (e.g., parking, walking distance) were improved.							

1. How do you usually learn about new restaurants? (Select all that apply)

- ☐ Social media
- ☐ Word of mouth
- ☐ Online reviews
- ☐ Flyers/posters
- ☐ Other (Please specify)

## PART 5: General Feedback & Dining Experience

Please indicate how much you agree with the following statements about your experience at Muy Sabrosa: (1 = Strongly Disagree, 2= Disagree, 3= Somewhat Disagree, 4= Neutral, 5= Somewhat Agree, 6= Agree, 7 = Strongly Agree.

Statement	1	2	3	4	5	6	7
The food quality at Muy Sabrosa met my expectations							
The service quality at Muy Sabrosa was excellent.							
The restaurant was clean and well-maintained.							
The ambiance at Muy Sabrosa enhanced my dining experience.							
The meal I received offered good value for money.							
The main reason I visit Muy Sabrosa Restaurant is the quality of food.							

## APPENDIX B

### Pairwise Comparison Survey

Instructions for the Interviewee: Explain to the interviewee that they will be comparing pairs of strategies and criteria to judge which one would have a more importance. Use the AHP rating scale to indicate the strength of their preference.

- 1 – Equally important
- 3 – Moderately more important
- 5 – Strongly more important
- 7 – Very strongly more important
- 9 – Extremely more important

What is your classification?

- ☐ Industry Expert (manager)
- ☐ Local business Owner
- ☐ Staff at Muy Sabrosa
- ☐ Owner at Muy Sabrosa

Comparing criteria:

1. In your view, how much more important is 'Cost-effectiveness' than 'Practicality' for improving restaurant performance?
2. In your view, how much more important is 'Cost-effectiveness' than 'Customer Satisfaction' for improving restaurant performance?
3. In your view, how much more important is 'Cost-effectiveness' than 'Traffic and Sales Impact' for improving restaurant performance?
4. In your view, how much more important is 'Cost-effectiveness' than 'Sustainability' for improving restaurant performance?
5. In your view, how much more important is 'practicality' than 'customer satisfaction' for improving restaurant performance?
6. In your view, how much more important is 'practicality' than 'traffic and sales impact' for improving restaurant performance?
7. In your view, how much more important is 'practicality' than 'sustainability' for improving restaurant performance?
8. In your view, how much more important is 'customer satisfaction' than 'traffic and sales impact' for improving restaurant performance?
9. In your view, how much more important is 'customer satisfaction' than 'sustainability' for improving restaurant performance?
10. In your view, how much more important is 'traffic and sales impact' than 'sustainability' for improving restaurant performance?

Comparing alternatives:

In terms of cost-effectiveness

1. How does "Enhancing marketing and online presence" compare to "Introducing delivery services" in terms of cost-effectiveness?
2. How does "Enhancing marketing and online presence" compare to "Offering special promotions and discounts" in terms of cost-effectiveness?
3. How does "Enhancing marketing and online presence" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?
4. How does "Enhancing marketing and online presence" compare to "Improving physical accessibility" in terms of cost-effectiveness?
5. How does "Introducing delivery services" compare to "Offering special promotions and discounts" in terms of cost-effectiveness?
6. How does "Introducing delivery services" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?
7. How does "Introducing delivery services" compare to "Improving physical accessibility" in terms of cost-effectiveness?
8. How does "Offering special promotions and discounts" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?
9. How does "Offering special promotions and discounts" compare to "Improving physical accessibility" in terms of cost-effectiveness?
10. How does "Partnering with nearby businesses" compare to "Improving physical accessibility" in terms of cost-effectiveness?

**In terms of Practicality:**

1. How does "Enhancing marketing and online presence" compare to "Introducing delivery services"?
2. How does "Enhancing marketing and online presence" compare to "Offering special promotions and discounts"?
3. How does "Enhancing marketing and online presence" compare to "Partnering with nearby businesses"?
4. How does "Enhancing marketing and online presence" compare to "Improving physical accessibility"?
5. How does "Introducing delivery services" compare to "Offering special promotions and discounts"?
6. How does "Introducing delivery services" compare to "Partnering with nearby businesses"?
7. How does "Introducing delivery services" compare to "Improving physical accessibility"?
8. How does "Offering special promotions and discounts" compare to "Partnering with nearby businesses"?
9. How does "Offering special promotions and discounts" compare to "Improving physical accessibility"?
10. How does "Partnering with nearby businesses" compare to "Improving physical accessibility"?

**In terms of Customer Satisfaction:**

1. How does "Enhancing marketing and online presence" compare to "Introducing delivery services"?
2. How does "Enhancing marketing and online presence" compare to "Offering special promotions and discounts"?
3. How does "Enhancing marketing and online presence" compare to "Partnering with nearby businesses"?
4. How does "Enhancing marketing and online presence" compare to "Improving physical accessibility"?
5. How does "Introducing delivery services" compare to "Offering special promotions and discounts"?
6. How does "Introducing delivery services" compare to "Partnering with nearby businesses"?
7. How does "Introducing delivery services" compare to "Improving physical accessibility"?
8. How does "Offering special promotions and discounts" compare to "Partnering with nearby businesses"?
9. How does "Offering special promotions and discounts" compare to "Improving physical accessibility"?
10. How does "Partnering with nearby businesses" compare to "Improving physical accessibility"?

In terms of traffic and sales impact:

1. How does "Enhancing marketing and online presence" compare to "Introducing delivery services"?
2. How does "Enhancing marketing and online presence" compare to "Offering special promotions and discounts"?
3. How does "Enhancing marketing and online presence" compare to "Partnering with nearby businesses"?
4. How does "Enhancing marketing and online presence" compare to "Improving physical accessibility"?
5. How does "Introducing delivery services" compare to "Offering special promotions and discounts"?
6. How does "Introducing delivery services" compare to "Partnering with nearby businesses"?
7. How does "Introducing delivery services" compare to "Improving physical accessibility"?
8. How does "Offering special promotions and discounts" compare to "Partnering with nearby businesses"?
9. How does "Offering special promotions and discounts" compare to "Improving physical accessibility"?
10. How does "Partnering with nearby businesses" compare to "Improving physical accessibility"?

In terms of sustainability:

1. How does "Enhancing marketing and online presence" compare to "Introducing delivery services"?
2. How does "Enhancing marketing and online presence" compare to "Offering special promotions and discounts"?



3. How does "Enhancing marketing and online presence" compare to "Partnering with nearby businesses"?
4. How does "Enhancing marketing and online presence" compare to "Improving physical accessibility"?
5. How does "Introducing delivery services" compare to "Offering special promotions and discounts"?
6. How does "Introducing delivery services" compare to "Partnering with nearby businesses"?
7. How does "Introducing delivery services" compare to "Improving physical accessibility"?
8. How does "Offering special promotions and discounts" compare to "Partnering with nearby businesses"?
9. How does "Offering special promotions and discounts" compare to "Improving physical accessibility"?
10. How does "Partnering with nearby businesses" compare to "Improving physical accessibility"?



## APPENDIX C

### Tally of Responses

AGE GROUP			JOB STATUS	
18-25	1		Employed (fulltime)	1
26-35	2		Employed (part time)	2
36-45	3		Self employed	3
46-55	4		Studying if student	4
56 and above	5		Unemployed	5
			Business Owner	6
			Working Student	7
SEX			INCOME RANGE	
Female	1		Allowance	1
Male	2		Below ₱20,000	2
Prefer not to say	3		₱20,001-₱40,000	3
			₱10,001-₱60,000	4
CLASSIFICATION			₱60,001-₱80,000	5
Students	1		Above ₱80,000	6
Professional	2		AGREEMENT	
Local resident	3		Strongly Agree	7
Tourist	4		Agree	6
Regular worker	5		Somewhat Agree	5
Senior citizen	6		Neutral	4
Working student	7		Somewhat Disagree	3
			Disagree	2
FREQUENCY OF VISITS			Strongly Disagree	1
Once a week	1			
2-3 times a week	2			
Once a month	3			
Rarely	4			

RESPONDENTS	The food at Muy Sabrosa Restaurant is of high quality.	The portion sizes served at Muy Sabrosa Restaurant are appropriate for the price.	The menu offers a variety of choices that meet my preferences.	The staff at Muy Sabrosa Restaurant is friendly and welcoming.	I receive prompt service whenever I visit Muy Sabrosa Restaurant.
1	6	4	5	7	6
2	2	3	4	5	4
3	7	7	7	7	7
4	7	6	6	6	6
5	6	6	6	6	6
6	7	6	7	7	7
7	7	7	5	7	7
8	6	6	6	7	7
9	6	4	7	7	4



10	6	4	3	7	7
11	5	5	4	7	7
12	6	6	6	7	7
13	7	7	5	7	7
14	5	6	4	7	7
15	7	6	7	7	7
16	6	3	4	1	3
17	6	6	6	6	6
18	7	6	7	7	6
19	4	5	5	5	5
20	6	6	6	6	6
21	4	5	5	5	5
22	7	7	7	7	7
23	5	4	7	7	7
24	6	6	5	7	6
25	5	6	6	6	6
26	6	6	6	6	6
27	6	6	6	6	6
28	6	6	6	6	6
29	6	6	6	6	6
30	6	6	6	6	6
31	6	6	5	6	6
32	7	3	3	7	7
33	4	6	6	7	6
34	6	7	7	7	7
35	6	7	6	7	7
36	4	5	3	4	2
37	4	4	6	6	4
38	7	7	7	7	7
39	3	1	6	7	5
40	4	2	4	6	6
41	6	4	6	1	6
42	5	3	5	6	6
43	4	4	4	6	4
44	6	6	6	5	5
45	6	7	6	7	6
46	5	5	5	6	5
47	7	6	6	5	6
48	7	6	6	7	6
49	6	4	5	4	4
50	4	4	6	4	2
51	6	6	6	6	6
52	7	6	6	6	6
53	6	6	6	6	6
54	6	6	7	6	6
55	6	6	6	7	5
56	7	7	4	5	6
57	4	4	5	6	4
58	5	5	5	6	5
59	4	4	4	7	7



60	7	7	6	7	7
61	7	7	7	7	7
62	4	4	4	4	4
63	6	2	6	6	2
64	5	4	5	7	6
65	7	7	7	7	7
66	5	6	6	7	5
67	7	7	7	7	7
68	6	6	7	6	6
69	6	6	7	4	4
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The staff is knowledgeable about the menu and able to provide recommendations.	The ambiance at Muy Sabrosa Restaurant is pleasant and enjoyable.	The restaurant is clean and well-maintained.	The seating arrangements at the restaurant are comfortable.	The prices at Muy Sabrosa Restaurant reflect the quality of the food and service.	I feel that the overall dining experience at Muy Sabrosa Restaurant is worth the price I paid.
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I am likely to visit Muy Sabrosa Restaurant again in the future.	I would recommend Muy Sabrosa Restaurant to others.	The quality of food is the most important factor when choosing a restaurant.	The price of food is the most important factor when choosing a restaurant.	The location or convenience of the restaurant is the most important factor when choosing a restaurant.	The ambiance of a restaurant is the most important factor when choosing where to dine.
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Customer service is the most important factor when deciding on a restaurant.	I find Muy Sabrosa Restaurant's location accessible.	When enhancing marketing and online presence, a well-maintained online presence would make me more likely to dine at Muy Sabrosa.	In introducing delivery services, I value the option of ordering food for delivery from a restaurant.	When offering special promotions, I would be more likely to visit Muy Sabrosa if they offered special promotions or discounts.
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6	1	7	6	6
7	7	7	6	7
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5	2	7	4	5
7	6	7	3	6

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7	5	7	5	6
7	7	7	2	7
7	7	7	7	7
6	2	7	5	6
6	2	7	5	6

A partnership with nearby businesses (e.g., receiving a discount at Muy Sabrosa after shopping at a nearby store) would make me more likely to dine at the restaurant	I would dine at Muy Sabrosa more often if the physical accessibility (e.g., parking, walking distance, better signage, visibility) were improved.	The food quality at Muy Sabrosa met my expectations.	The service quality at Muy Sabrosa was excellent.	The restaurant was clean and well-maintained.	The ambiance at Muy Sabrosa enhanced my dining experience.	The meal I received offered good value for money.
7	7	6	6	6	7	5
5	4	4	4	5	5	4
7	7	7	7	1	7	7
6	6	6	6	6	6	6
6	7	6	6	6	6	6
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7	7	6	7	7	6	7
7	7	6	7	6	7	5
6	6	5	5	5	6	5
6	5	5	5	6	7	5

What are the main challenges you face when dining at Muy Sabrosa? (Check all that apply)
None Air Conditioned
Long wait times/ slow service, Limited menu options, Unairconditioned, Poor visibility/signage
Limited menu options, Noisy environment, Un-air-conditioned
Difficult to access, Long wait times/ slow service, Limited menu options
Difficult to access, Un-air-conditioned
Limited menu options
Long wait times/ slow service
Difficult to access, Long wait times/ slow service, Lack of information on deals/ promotions, Un-air-conditioned
Limited menu options, Poor visibility/signage
Difficult to access
Long wait times/ slow service, Lack of information on deals/ promotions
Lack of information on deals/ promotions, Un-air-conditioned
Poor visibility/signage
Lack of information on deals/ promotions
Limited Parking
Un-air-conditioned
Difficult to access
Limited menu options
Noisy environment
Noisy environment
Poor visibility/signage

Poor visibility/signage
Lack of information on deals/ promotions, Limited menu options, Poor visibility/signage
Limited Parking, Poor visibility/signage
Long wait times/ slow service
Poor visibility/signage
Lack of information on deals/ promotions
Limited menu options
Un-air-conditioned
Un-air-conditioned
Limited Parking, Un-air-conditioned
Limited Parking, Un-air-conditioned, Poor visibility/signage
Un-air-conditioned, Poor visibility/signage
Limited menu options
Long wait times/ slow service, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Limited Parking
Long wait times/ slow service, Poor visibility/signage
Limited menu options, Un-air-conditioned
Un-air-conditioned, Poor visibility/signage
Limited Parking, Un-air-conditioned
Un-air-conditioned
Long wait times/ slow service
Mingaw
Lack of information on deals/ promotions
Difficult to access, Limited Parking
Poor visibility/signage
Long wait times/ slow service, Lack of information on deals/ promotions, Un-air-conditioned
Difficult to access, Limited menu options, Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited Parking, Long wait times/ slow service, Un-air-conditioned, Poor visibility/signage
Limited Parking, Un-air-conditioned, Poor visibility/signage
Difficult to access, Long wait times/ slow service, Limited menu options, Un-air-conditioned, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited menu options, Un-air-conditioned, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited Parking, Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited Parking, Limited menu options, Noisy environment, Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited Parking, Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited Parking, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited menu options, Un-air-conditioned, Poor visibility/signage
Un-air-conditioned
Difficult to access, Limited Parking

Lack of information on deals/ promotions, Limited menu options, Poor visibility/signage
Difficult to access, Limited Parking, Poor visibility/signage
Difficult to access, Limited Parking, Poor visibility/signage
Difficult to access, Limited Parking, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Lack of information on deals/ promotions, Limited menu options, Un-air-conditioned
Poor visibility/signage
Lack of information on deals/ promotions, Noisy environment
Limited Parking, Long wait times/ slow service, Lack of information on deals/ promotions
Noisy environment, Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited Parking, Lack of information on deals/ promotions
Un-air-conditioned, Poor visibility/signage
Difficult to access, Long wait times/ slow service
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Limited menu options, Noisy environment
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Lack of information on deals/ promotions, Limited menu options
Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Poor visibility/signage
Lack of information on deals/ promotions
Noisy environment
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Long wait times/ slow service, Limited menu options
Un-air-conditioned, Poor visibility/signage
Poor visibility/signage
Long wait times/ slow service, Poor visibility/signage
Un-air-conditioned, Poor visibility/signage
Difficult to access, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited menu options, Un-air-conditioned, Poor visibility/signage
Limited Parking
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Un-air-conditioned
Poor visibility/signage
Noisy environment
Un-air-conditioned
Un-air-conditioned
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Un-air-conditioned
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited Parking, Poor visibility/signage



Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Un-air-conditioned, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited Parking, Noisy environment
Difficult to access, Limited Parking, Noisy environment, Un-air-conditioned
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited Parking, Poor visibility/signage
Un-air-conditioned, Poor visibility/signage
Noisy environment
Noisy environment, Un-air-conditioned
Difficult to access, Noisy environment, Poor visibility/signage
Difficult to access, Limited Parking
Limited Parking, Un-air-conditioned, Poor visibility/signage
Difficult to access, Poor visibility/signage
Difficult to access, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Poor visibility/signage
Limited menu options
Un-air-conditioned
Noisy environment, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned
Difficult to access, Limited Parking, Noisy environment
Un-air-conditioned, Poor visibility/signage
Limited Parking
Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Poor visibility/signage
Difficult to access, Limited menu options
Noisy environment, Un-air-conditioned, Poor visibility/signage
Difficult to access, Un-air-conditioned
Difficult to access, Poor visibility/signage
Un-air-conditioned
Poor visibility/signage
Noisy environment
Difficult to access, Un-air-conditioned
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage

Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Poor visibility/signage
Poor visibility/signage
Poor visibility/signage
Lack of information on deals/ promotions
Lack of information on deals/ promotions
Difficult to access, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Un-air-conditioned
Difficult to access, Un-air-conditioned
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Limited menu options
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Limited menu options, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned
Lack of information on deals/ promotions
Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Limited menu options
Difficult to access, Lack of information on deals/ promotions, Limited menu options
Difficult to access, Lack of information on deals/ promotions, Limited menu options

Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions, Limited menu options
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions
Difficult to access
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned
Difficult to access, Un-air-conditioned, Poor visibility/signage
Limited menu options, Poor visibility/signage
Difficult to access, Long wait times/ slow service, Limited menu options, Poor visibility/signage
Difficult to access, Long wait times/ slow service, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Long wait times/ slow service, Lack of information on deals/ promotions, Limited menu options, Un-air-conditioned, Poor visibility/signage
Difficult to access, Long wait times/ slow service, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access (by public transportation), Un-air-conditioned, Poor visibility/signage
Difficult to access (by public transportation), Limited menu options
Un-air-conditioned, Poor visibility/signage
Limited menu options, Un-air-conditioned
Difficult to access (through public transportation), Poor visibility/signage
Difficult to access (through public transportation), Poor visibility/signage
Difficult to access (through public transportation), Limited Parking, Long wait times/ slow service

Difficult to access (through public transportation), Poor visibility/signage
Difficult to access (through public transportation)
Difficult to access (through public transportation), Poor visibility/signage
Noisy environment
Long wait times/ slow service, Lack of information on deals/ promotions
Difficult to access (through public transportation), Poor visibility/signage
Difficult to access (through public transportation), Limited menu options
Poor visibility/signage
Difficult to access (through public transportation)
Difficult to access
Poor visibility/signage, Dele jud kaayu sya visible kay wala silay signage nga naay dool na restaurant ddto na place
Difficult to access, Nihit kaayu ang bus moagi padong cebu, naay bus pero hourly byahe mo agi
Long wait times/ slow service, Un-air-conditioned, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited Parking, Poor visibility/signage
Difficult to access, Poor visibility/signage
Difficult to access, Long wait times/ slow service, Lack of information on deals/ promotions, Limited menu options, Un-air-conditioned, Poor visibility/signage
Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited menu options
Difficult to access, Lack of information on deals/ promotions
Lack of information on deals/ promotions
Limited menu options, Un-air-conditioned
Difficult to access, Poor visibility/signage
Difficult to access, Poor visibility/signage
Difficult to access, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Limited menu options, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access
Poor visibility/signage
Difficult to access
Difficult to access, Limited menu options, Un-air-conditioned, Poor visibility/signage
Difficult to access, Poor visibility/signage
Limited menu options, Un-air-conditioned, Poor visibility/signage
Un-air-conditioned
Limited menu options
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage
Difficult to access, Un-air-conditioned, Poor visibility/signage

Difficult to access, Un-air-conditioned, Poor visibility/signage
Limited Parking, Long wait times/ slow service
Difficult to access, Limited Parking, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Un-air-conditioned
Difficult to access
Difficult to access, Lack of information on deals/ promotions
Difficult to access
Difficult to access, Lack of information on deals/ promotions
Lack of information on deals/ promotions
Lack of information on deals/ promotions
Lack of information on deals/ promotions
Lack of information on deals/ promotions
Lack of information on deals/ promotions
Lack of information on deals/ promotions
Poor visibility/signage
Poor visibility/signage
Difficult to access, Poor visibility/signage
Difficult to access, Poor visibility/signage
Difficult to access, Poor visibility/signage
Poor visibility/signage
Difficult to access
Difficult to access
Lack of information on deals/ promotions
Lack of information on deals/ promotions
Lack of information on deals/ promotions
Lack of information on deals/ promotions
Difficult to access
Lack of information on deals/ promotions
Lack of information on deals/ promotions
Difficult to access
Difficult to access
Poor visibility/signage
Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Lack of information on deals/ promotions
Difficult to access, Limited menu options, Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited menu options, Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited menu options, Un-air-conditioned, Poor visibility/signage
Difficult to access, Limited menu options, Un-air-conditioned, Poor visibility/signage
Difficult to access, Poor visibility/signage
Difficult to access, Poor visibility/signage

Difficult to access, Poor visibility/signage
Lack of information on deals/ promotions
Difficult to access
Poor visibility/signage
Un-air-conditioned
Long wait times/ slow service, Lack of information on deals/ promotions
Lack of information on deals/ promotions
Poor visibility/signage
Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions
Difficult to access
Difficult to access
Lack of information on deals/ promotions
Lack of information on deals/ promotions, Un-air-conditioned
Poor visibility/signage
Un-air-conditioned, Poor visibility/signage
Difficult to access
Difficult to access
Difficult to access
Difficult to access
Difficult to access, Lack of information on deals/ promotions
Poor visibility/signage
Difficult to access, Long wait times/ slow service, Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Long wait times/ slow service, Poor visibility/signage
Lack of information on deals/ promotions, Un-air-conditioned, Poor visibility/signage
Difficult to access, Lack of information on deals/ promotions, Poor visibility/signage
Difficult to access, Limited Parking, Poor visibility/signage
Lack of information on deals/ promotions, Poor visibility/signage
Poor visibility/signage
Lack of information on deals/ promotions
Long wait times/ slow service
Difficult to access
Lack of information on deals/ promotions
Lack of information on deals/ promotions

<b>How do you usually learn about new restaurants? (Select all that apply)</b>
Social Media
Social Media
Social Media, Word of Mouth, Online Reviews, Flyers/Posters
Social Media
Social Media, Word of Mouth, Online Reviews



Social Media
Social Media, Word of Mouth, Online Reviews
Online Reviews
Social Media
Social Media, Word of Mouth, Online Reviews, Flyers/Posters
Social Media, Online Reviews, Flyers/Posters
Word of Mouth
Social Media, Word of Mouth, Online Reviews, Flyers/Posters
Social Media
Social Media, It's near our resident and a family relative
Social Media, Word of Mouth, Online Reviews
Social Media, Word of Mouth, Online Reviews, Flyers/Posters
Word of Mouth
Online Reviews
Social Media, Word of Mouth, Online Reviews, Flyers/Posters
Social Media, Online Reviews
Social Media
Word of Mouth
Social Media, Flyers/Posters
Social Media, Word of Mouth, Online Reviews
Social Media
Social Media
Social Media
Social Media
Social Media
Social Media, Word of Mouth
Social Media, Word of Mouth, Online Reviews
Social Media
Social Media, Word of Mouth
Flyers/Posters
Social Media
Social Media, Word of Mouth
Social Media, Word of Mouth, Online Reviews
Social Media, Word of Mouth, Flyers/Posters
Social Media
Social Media, Word of Mouth, Online Reviews
Flyers/Posters
Online Reviews
Social Media, Online Reviews
Social Media, Word of Mouth, Online Reviews, Flyers/Posters
Social Media, Word of Mouth
Social Media, Online Reviews





Social Media, Word of Mouth
Social Media
Flyers/Posters
Social Media, Word of Mouth, Online Reviews, Flyers/Posters
Social Media, Word of Mouth
Social Media, Word of Mouth, Online Reviews, Flyers/Posters
Social Media, Word of Mouth, Online Reviews
Social Media
Social Media
Social Media
Social Media
Social Media
Social Media
Social Media
Social Media
Social Media
Social Media
Word of Mouth
Social Media, Word of Mouth, Online Reviews
Social Media, Word of Mouth
Social Media, Word of Mouth, Online Reviews
Social Media, Word of Mouth
Social Media, Word of Mouth, Online Reviews
Social Media
Social Media, Flyers/Posters
Social Media, Online Reviews
Word of Mouth
Social Media
Social Media
Social Media, Word of Mouth, Online Reviews
Social Media
Social Media, Word of Mouth, Online Reviews, Flyers/Posters
Word of Mouth
Social Media, Online Reviews
Social Media, Word of Mouth
Social Media
Word of Mouth
While walking
Social Media
Social Media
Social Media, Online Reviews
Social Media
Social Media



Online Reviews
Social Media, Word of Mouth, Online Reviews, Flyers/Posters
Social Media, Word of Mouth, Online Reviews, Flyers/Posters
Social Media, Online Reviews
Social Media, Online Reviews
Social Media, Word of Mouth, Online Reviews, Flyers/Posters
Social Media
Social Media, Word of Mouth, Online Reviews
Word of Mouth
Social Media, Word of Mouth, Signage
Word of Mouth, Flyers/Posters
Word of Mouth, Flyers/Posters
Social Media, Word of Mouth
Social Media, Online Reviews, Flyers/Posters
Social Media, Word of Mouth, Online Reviews, Flyers/Posters
Social Media
Social Media
Social Media
Social Media,
Social Media
Social Media, Online Reviews, Flyers/Posters
Social Media, Word of Mouth
Social Media, Word of Mouth, Online Reviews
Social Media
Social Media
Social Media, Online Reviews
Social Media, Online Reviews
Social Media
Social Media, Word of Mouth, Online Reviews
Social Media, Word of Mouth, Online Reviews
everytime we travel to our home San Remegio
Social Media
Word of Mouth
Social Media, Word of Mouth
Social Media, Word of Mouth, Online Reviews, Flyers/Posters
Social Media, Word of Mouth, Online Reviews
Word of Mouth
Social Media
Online Reviews
Social Media
Social Media, Online Reviews
Social Media, Online Reviews, Flyers/Posters



Social Media, Word of Mouth
Social Media, Word of Mouth, Online Reviews
Social Media, Word of Mouth
Social Media, Word of Mouth
Social Media, Flyers/Posters
Social Media, Word of Mouth
Social Media, Word of Mouth
Social Media
Social Media, Word of Mouth
Social Media, Word of Mouth
Social Media, Word of Mouth
Online Reviews, Flyers/Posters
Social Media, Word of Mouth
Word of Mouth
Online Reviews
Social Media
Online Reviews, Flyers/Posters
Word of Mouth
Flyers/Posters
Social Media
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Social Media
Word of Mouth
Social Media, Word of Mouth
Social Media, Online Reviews
Social Media
Flyers/Posters
Social Media
Online Reviews
Online Reviews
Word of Mouth
Social Media, Word of Mouth
Social Media
Social Media, Word of Mouth, Online Reviews
Online Reviews
Social Media, Online Reviews
Social Media, Online Reviews, Flyers/Posters
Social Media, Online Reviews
Social Media
Word of Mouth
Online Reviews, Flyers/Posters
Online Reviews, Flyers/Posters



Word of Mouth
Word of Mouth
Word of Mouth
Word of Mouth
Social Media
Word of Mouth
Social Media
Social Media, Word of Mouth
Word of Mouth
Word of Mouth
Social Media
By passing at the area
Social Media, Word of Mouth, Online Reviews, Flyers/Posters
Social Media, Word of Mouth
Social Media
Social Media
Social Media,
Social Media
Social Media, Word of Mouth, Online Reviews
Social Media, Word of Mouth, Flyers/Posters
Social Media
Social Media
Social Media, Word of Mouth,
Social Media, Word of Mouth, Online Reviews
Social Media, Word of Mouth
Flyers/Posters
Flyers/Posters
Flyers/Posters
Social Media
Word of Mouth, Flyers/Posters
Social Media, Word of Mouth
Word of Mouth
Social Media, Word of Mouth
Online Reviews,
Word of Mouth
Social Media
Online Reviews
Word of Mouth
Word of Mouth
Word of Mouth
Word of Mouth
Flyers/Posters



Online Reviews
Social Media
Social Media, ADVERTISEMENT
Social Media, Flyers/Posters
Promotions
Social Media, Word of Mouth
Social Media, Word of Mouth
Social Media, Word of Mouth
Flyers/Posters
Social Media, Online Reviews
Social Media, Online Reviews
Signage
Sign by the road
Near the road
Social Media, Word of Mouth
Social Media, Word of Mouth, Online Reviews
Social Media, Word of Mouth, Online Reviews
Social Media
Signage
Word of Mouth
Road sign
By the road
Social Media
Social Media
Flyers/Posters
Social Media, Word of Mouth, Online Reviews, Flyers/Posters, Advertisement from influencers
Social Media
Social Media, Word of Mouth
Social Media, Word of Mouth
Social Media, Word of Mouth
Social Media, Tarpaulin beside the road
Word of Mouth
Social Media, Word of Mouth, Online Reviews
Road sign
Social Media, Online Reviews
Flyers/Posters
Social Media, Online Reviews
Social Media
Social Media
Online Reviews
Online Reviews
Flyers/Posters



Word of Mouth, along the road
Word of Mouth
Word of Mouth
Word of Mouth
Along the road resto
Social Media, Online Reviews
signage
Social Media
Flyers/Posters
Social Media, Word of Mouth
Word of Mouth
Word of Mouth, Online Reviews
Social Media
Social Media
Word of Mouth
Social Media, Word of Mouth
Social Media, Word of Mouth
Social Media
Social Media, Online Reviews
Online Reviews, Flyers/Posters
Word of Mouth
Social Media
Online Reviews
Online Reviews,
Word of Mouth
Social Media
Social Media, Word of Mouth
Social Media, Word of Mouth
Word of Mouth, Online Reviews
Social Media, Word of Mouth
Word of Mouth, Online Reviews
Flyers/Posters
Social Media
Social Media
Social Media, Word of Mouth
Flyers/Posters
Online Reviews
Social Media, Online Reviews
Social Media
Social Media, Online Reviews
Word of Mouth, Online Reviews
Flyers/Posters



Word of Mouth, Online Reviews
Word of Mouth
Social Media, Online Reviews
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Word of Mouth, Online Reviews
Word of Mouth
Online Reviews
Social Media, Word of Mouth
Social Media, Word of Mouth
Word of Mouth, Online Reviews
Word of Mouth
Flyers/Posters
Social Media, Word of Mouth
Social Media, Online Reviews
Word of Mouth
Social Media, Online Reviews, Flyers/Posters
Word of Mouth, Online Reviews
Online Reviews
Social Media, Online Reviews
Social Media
Social Media, Online Reviews
Word of Mouth
Online Reviews, Flyers/Posters
Word of Mouth, Online Reviews
Social Media, Word of Mouth
Flyers/Posters
Social Media, Word of Mouth
Social Media
Social Media
Social Media
Social Media
Online Reviews
Social Media, Online Reviews
Social Media, Online Reviews, Flyers/Posters
Online Reviews
Word of Mouth
Social Media
Social Media
Social Media
Social Media, Word of Mouth, Online Reviews
Word of Mouth

Social Media, Word of Mouth, Online Reviews
Word of Mouth
Social Media, Word of Mouth, Online Reviews
Word of Mouth
Social Media, Online Reviews
Word of Mouth
Social Media, Word of Mouth
Social Media, Word of Mouth

COMPARING CRITERIA				
In your view, how much more important is 'Cost-effectiveness' than 'Practicality' for improving restaurant performance?	In your view, how much more important is 'Cost-effectiveness' than 'Customer Satisfaction' for improving restaurant performance?	In your view, how much more important is 'Cost-effectiveness' than 'Traffic and Sales Impact' for improving restaurant performance?	In your view, how much more important is 'Cost-effectiveness' than 'Sustainability' for improving restaurant performance?	In your view, how much more important is 'practicality' than 'customer satisfaction' for improving restaurant performance?
1	1	1	1	1
5	5	3	5	7
5	3	3	5	3
9	5	1	1	1
7	7	7	5	5
3	5	5	5	1
5	5	7	7	9
3	5	1	5	3
3	1	5	3	5
5	5	3	3	7
5	7	5	5	7
7	3	3	1	3
7	7	7	5	5
5	9	5	7	9
9	1	7	5	1

In your view, how much more important is 'practicality' than traffic and sales impact' for improving restaurant performance?	In your view, how much more important is 'practicality' than 'sustainability' for improving restaurant performance?	In your view, how much more important is 'customer satisfaction' than 'traffic and sales impact' for improving restaurant performance?	In your view, how much more important is 'customer satisfaction' than 'sustainability' for improving restaurant performance?	In your view, how much more important is 'traffic and sales impact' than 'sustainability' for improving restaurant performance?
1	1	1	1	1
5	7	9	7	5



3	3	5	5	7
1	1	1	3	1
5	5	7	7	9
3	3	7	7	9
9	9	9	9	7
1	3	7	7	3
5	5	3	7	9
1	3	7	5	5
9	5	5	7	5
3	1	7	5	5
7	7	9	9	7
5	7	5	9	7
7	5	1	3	9

COMPARING ALTERNATIVES: IN TERMS OF COST-EFFECTIVENESS				
How does "Enhancing marketing and online presence" compare to "Introducing delivery services" in terms of cost-effectiveness?	How does "Enhancing marketing and online presence" compare to "Offering special promotions and discounts" in terms of cost-effectiveness?	How does "Enhancing marketing and online presence" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?	How does "Enhancing marketing and online presence" compare to "Improving physical accessibility" in terms of cost-effectiveness?	How does "Introducing delivery services" compare to "Offering special promotions and discounts" in terms of cost-effectiveness?
7	7	9	7	5
7	5	3	5	3
7	7	7	3	3
7	3	1	3	1
3	5	1	3	3
3	3	5	5	7
9	9	9	9	7
3	3	3	3	3
3	3	3	5	5
5	5	7	3	5
5	7	5	5	5
5	3	3	5	5
5	5	7	1	1
7	7	3	5	5
5	7	1	5	3

How does "Introducing delivery services" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?	How does "Introducing delivery services" compare to "Improving physical accessibility" in terms of cost-effectiveness?	How does "Offering special promotions and discounts" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?	How does "Offering special promotions and discounts" compare to "Improving physical accessibility" in terms of cost-effectiveness?	How does "Partnering with nearby businesses" compare to "Improving physical accessibility" in terms of cost-effectiveness?
5	3	7	5	5
3	7	5	7	3
1	3	1	1	5
1	1	1	1	3
5	5	7	7	5
5	7	9	7	9
9	7	9	9	7
1	5	5	7	7
7	7	9	7	3
7	9	3	3	1
7	9	7	5	7
3	3	5	5	5
3	1	1	3	1
3	5	7	5	5
9	5	3	7	9

IN TERMS OF PRACTICALITY				
How does "Enhancing marketing and online presence" compare to "Introducing delivery services" in terms of cost-effectiveness?	How does "Enhancing marketing and online presence" compare to "Offering special promotions and discounts" in terms of cost-effectiveness?	How does "Enhancing marketing and online presence" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?	How does "Enhancing marketing and online presence" compare to "Improving physical accessibility" in terms of cost-effectiveness?	How does "Introducing delivery services" compare to "Offering special promotions and discounts" in terms of cost-effectiveness?
7	5	9	1	7
9	5	7	5	5
5	5	3	3	3
3	3	1	3	1
3	5	5	3	3
3	5	1	5	7
9	9	9	9	7
3	3	1	1	3
3	3	5	5	5
5	3	3	7	7
5	3	5	3	5

3	3	3	3	3
5	5	3	1	1
7	7	5	5	7
5	3	5	9	1

How does "Introducing delivery services" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?	How does "Introducing delivery services" compare to "Improving physical accessibility" in terms of cost-effectiveness?	How does "Offering special promotions and discounts" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?	How does "Offering special promotions and discounts" compare to "Improving physical accessibility" in terms of cost-effectiveness?	How does "Partnering with nearby businesses" compare to "Improving physical accessibility" in terms of cost-effectiveness?
7	1	1	5	1
5	5	7	7	3
1	1	3	3	5
1	1	1	3	1
7	7	7	7	5
7	7	5	5	3
7	9	9	9	7
7	7	9	7	7
7	7	1	3	7
9	7	5	3	3
3	5	5	7	5
5	5	3	3	5
5	1	1	3	1
5	5	5	7	5
7	9	3	5	7

IN TERMS OF CUSTOMER SATISFACTION				
How does "Enhancing marketing and online presence" compare to "Introducing delivery services" in terms of cost-effectiveness?	How does "Enhancing marketing and online presence" compare to "Offering special promotions and discounts" in terms of cost-effectiveness?	How does "Enhancing marketing and online presence" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?	How does "Enhancing marketing and online presence" compare to "Improving physical accessibility" in terms of cost-effectiveness?	How does "Introducing delivery services" compare to "Offering special promotions and discounts" in terms of cost-effectiveness?
7	5	5	7	7
5	5	3	5	5
7	7	5	3	5
3	3	1	5	1
5	5	3	3	1
5	5	3	3	3
9	9	9	9	7
3	1	1	1	3
3	3	5	5	7
3	5	3	3	5

5	7	5	7	5
3	3	3	5	5
7	7	5	5	1
7	7	5	5	7
5	3	7	9	1

How does "Introducing delivery services" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?	How does "Introducing delivery services" compare to "Improving physical accessibility" in terms of cost-effectiveness?	How does "Offering special promotions and discounts" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?	How does "Offering special promotions and discounts" compare to "Improving physical accessibility" in terms of cost-effectiveness?	How does "Partnering with nearby businesses" compare to "Improving physical accessibility" in terms of cost-effectiveness?
5	1	1	1	1
3	3	7	5	3
3	3	1	3	5
1	1	1	3	3
5	7	9	3	3
3	3	5	1	3
9	9	9	7	7
3	3	5	5	5
9	7	7	5	3
7	7	5	3	3
5	5	5	7	7
3	5	5	5	5
1	1	1	1	3
5	5	5	5	5
5	9	7	3	1

## IN TERMS OF TRAFFIC AND SALES IMPACT

How does "Enhancing marketing and online presence" compare to "Introducing delivery services" in terms of cost-effectiveness?	How does "Enhancing marketing and online presence" compare to "Offering special promotions and discounts" in terms of cost-effectiveness?	How does "Enhancing marketing and online presence" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?	How does "Enhancing marketing and online presence" compare to "Improving physical accessibility" in terms of cost-effectiveness?	How does "Introducing delivery services" compare to "Offering special promotions and discounts" in terms of cost-effectiveness?
7	7	7	5	5
3	5	3	5	5
5	5	3	1	3
3	1	1	3	1
3	5	1	7	3
5	5	3	5	5
9	7	9	9	7
3	1	5	5	7

3	5	7	1	3
3	5	5	3	7
5	5	7	5	3
3	3	5	5	5
5	1	5	5	1
5	7	5	3	5
9	1	3	9	5
How does "Introducing delivery services" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?	How does "Introducing delivery services" compare to "Improving physical accessibility" in terms of cost-effectiveness?	How does "Offering special promotions and discounts" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?	How does "Offering special promotions and discounts" compare to "Improving physical accessibility" in terms of cost-effectiveness?	How does "Partnering with nearby businesses" compare to "Improving physical accessibility" in terms of cost-effectiveness?
1	5	5	5	5
7	5	7	7	7
1	1	1	1	5
1	1	3	3	3
3	5	5	7	5
7	5	5	5	3
9	9	9	9	7
7	9	7	9	7
3	5	7	7	5
7	5	3	5	1
3	3	3	3	5
5	5	5	5	5
3	1	1	1	1
3	5	5	3	3
7	3	1	9	5

IN TERMS OF SUSTAINABILITY				
How does "Enhancing marketing and online presence" compare to "Introducing delivery services" in terms of cost-effectiveness?	How does "Enhancing marketing and online presence" compare to "Offering special promotions and discounts" in terms of cost-effectiveness?	How does "Enhancing marketing and online presence" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?	How does "Enhancing marketing and online presence" compare to "Improving physical accessibility" in terms of cost-effectiveness?	How does "Introducing delivery services" compare to "Offering special promotions and discounts" in terms of cost-effectiveness?
7	7	1	5	5
7	5	7	5	5
5	5	3	3	3
1	1	1	1	1
5	7	1	3	3
3	5	3	1	5
9	9	9	9	7
3	3	5	5	1

3	3	5	5	7
5	3	3	7	7
5	5	5	5	7
3	3	5	5	5
5	5	3	5	1
7	9	5	5	9
1	3	5	7	9

How does "Introducing delivery services" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?	How does "Introducing delivery services" compare to "Improving physical accessibility" in terms of cost-effectiveness?	How does "Offering special promotions and discounts" compare to "Partnering with nearby businesses" in terms of cost-effectiveness?	How does "Offering special promotions and discounts" compare to "Improving physical accessibility" in terms of cost-effectiveness?	How does "Partnering with nearby businesses" compare to "Improving physical accessibility" in terms of cost-effectiveness?
5	5	1	5	5
7	7	5	5	5
1	1	3	1	5
1	1	1	1	1
5	5	7	5	7
7	7	5	3	1
7	7	9	9	7
3	5	7	5	7
7	1	5	5	5
9	1	3	5	7
5	7	5	5	5
5	5	5	5	3
5	3	5	1	3
5	5	7	5	5
5	1	7	3	5

## APPENDIX D

### Pairwise Computations

COMPARING CRITERIAS					
	1	2	3	4	5
1	1	79	69	63	63
2	1/79	1	67	65	65
3	1/69	1/67	1	83	91
4	1/63	1/65	1/83	1	89
5	1/63	1/65	1/91	1/89	1
	1.05889701	80.04569	137.023037	212.0112	309

In terms of cost effectiveness					
	1	2	3	4	5
1	1	81	79	67	67
2	1/78	1	61	69	77
3	1/80	1/61	1	79	79
4	1/69	1/69	1/79	1	75
5	1/67	1/77	1/79	1/75	1
	1.05473864	82.04387	141.025316	216.0133	299

In terms of practicality					
	1	2	3	4	5
1	1	75	67	65	63
2	1/75	1	65	83	77
3	1/67	1/65	1	65	77
4	1/65	1/83	1/65	1	65
5	1/63	1/77	1/77	1/65	1
	1.05951634	76.04042	133.028372	214.0154	283

Customer Satisfaction					
	1	2	3	4	5
1	1	77	75	63	75
2	1/77	1	63	67	69
3	1/75	1/63	1	73	57
4	1/63	1/67	1/73	1	57
5	1/75	1/69	1/57	1/57	1
	1.0555267	78.04529	139.031242	204.0175	259

Traffic and Sales Impact					
	1	2	3	4	5
1	1	71	63	62	57
2	1/71	1	65	67	67

3	1/63	1/65	1	67	79
4	1/62	1/67	1/67	1	67
5	1/57	1/67	1/79	1/67	1
	1.06363041	72.04524	129.027584	197.0149	271

Sustainability					
	1	2	3	4	5
1	1	69	73	61	71
2	1/69	1	75	77	61
3	1/73	1/75	1	75	63
4	1/61	1/77	1/75	1	71
5	1/71	1/61	1/63	1/71	1
	1.05866933	70.04271	149.029206	214.0141	267

NORMALIZED MATRIXED						
	1	2	3	4	5	Row Average
1	0.94438	0.98694	0.50356	0.29715	0.20388	0.58718
2	0.01195	0.01249	0.48897	0.30659	0.21036	0.20607
3	0.01369	0.00019	0.00730	0.39149	0.29450	0.14143
4	0.01499	0.00019	0.00009	0.00472	0.28803	0.06160
5	0.01499	0.00019	0.00008	0.00005	0.00324	0.00371
						1.00000

	1	2	3	4	5	AVE
1	0.94810	0.98728	0.56018	0.97101	0.22408	0.73813
2	0.01216	0.01219	0.43255	0.31942	0.25753	0.20677
3	0.01185	0.00020	0.00709	0.00463	0.26421	0.05760
4	0.01374	0.00018	0.00009	0.00463	0.25084	0.05389
5	0.01415	0.00016	0.00009	0.00006	0.00334	0.00356
						1.05995

	1	2	3	4	5	AVE
1	0.94383	0.98632	0.50365	0.30372	0.22261	0.59203
2	0.01258	0.01315	0.48862	0.38782	0.27208	0.23485
3	0.01409	0.00020	0.00752	0.30372	0.27208	0.11952
4	0.01452	0.00016	0.00012	0.00467	0.22968	0.04983
5	0.01498	0.00017	0.00010	0.00007	0.00353	0.00377
						1.00000

	1	2	3	4	5	AVE
--	---	---	---	---	---	-----



1	0.94739	0.98661	0.53945	0.30880	0.28958	0.61436
2	0.01230	0.01281	0.45314	0.32840	0.26641	0.21461
3	0.01263	0.00020	0.00719	0.35781	0.22008	0.11958
4	0.01504	0.00019	0.00010	0.00490	0.22008	0.04806
5	0.01263	0.00019	0.00013	0.00009	0.00386	0.00338
						1.00000

	1	2	3	4	5	AVE
1	0.94018	0.98549	0.48827	0.31470	0.21033	0.58779
2	0.01324	0.01388	0.50377	0.34008	0.24723	0.22364
3	0.01492	0.00021	0.00775	0.34008	0.29151	0.13090
4	0.01516	0.00021	0.00012	0.00508	0.24723	0.05356
5	0.01649	0.00021	0.00010	0.00008	0.00369	0.00411
						1.00000

	1	2	3	4	5	AVE
1	0.94458	0.98511	0.48984	0.28503	0.26592	0.59410
2	0.01369	0.01428	0.50326	0.35979	0.22846	0.22390
3	0.01294	0.00019	0.00671	0.35044	0.23596	0.12125
4	0.01548	0.00019	0.00009	0.00467	0.26592	0.05727
5	0.01330	0.00023	0.00011	0.00007	0.00375	0.00349
						1.00000

## PRIORITY VECTOR

CRITERIA	WEIGHT
COST-EFFECTIVENESS	0.588
PRACTICALITY	0.204
CUSTOMER SATISFACTION	0.142
TRAFFIC AND SALES IMPACT	0.063
SUSTAINABILITY	0.004

## Cost-effectiveness

Enhancing marketing and online presence	0.738
Introducing delivery services	0.207

Offering special promotions and discounts	0.058
Partnering with nearby businesses	0.054
Improving physical accessibility	0.004

## Practicality

Enhancing marketing and online presence	0.592
Introducing delivery services	0.235
Offering special promotions and discounts	0.120
Partnering with nearby businesses	0.050
Improving physical accessibility	0.004

## Customer Satisfaction

Enhancing marketing and online presence	0.614
Introducing delivery services	0.215
Offering special promotions and discounts	0.120
Partnering with nearby businesses	0.048
Improving physical accessibility	0.003

## Traffic and Sales Impact

Enhancing marketing and online presence	0.588
Introducing delivery services	0.224
Offering special promotions and discounts	0.131
Partnering with nearby businesses	0.054
Improving physical accessibility	0.004

## Sustainability

Enhancing marketing and online presence	0.594
Introducing delivery services	0.224

Offering special promotions and discounts	0.121
Partnering with nearby businesses	0.057
Improving physical accessibility	0.003

**SYNTHESIZE**

ALTERNATIVE	sum	average
Enhancing marketing and online presence	3.126	0.625
Introducing delivery services	1.104	0.221
Offering special promotions and discounts	0.549	0.110
Partnering with nearby businesses	0.263	0.053
Improving physical accessibility	0.018	0.004

## APPENDIX E

### Picture of the Muy Sabrosa Restaurant Menu

## MENU

### MAIN DISH

ROASTED CHICKEN	320
CRISPY PATA	
CRISPY PORK SISIG	100
PORK SISIG REG	80
CALAMARES	195
CABBAGE ROLL	145
LUMPIA SHANGHAI	65
NGOHIONG	55
SIOMAI	15
NATIVE CHICKEN SOUP	85
PORK BARBECUE	75
MUY SABROSA RICE	95
TOPPINGS (LAMAW)	

### SNACKS/DESSERTS

MUY SPECIAL BURGER	225
MUY BURGER	159
MUY CLUBHOUSE	145
TUNA SANDWICH	145
MUY MANGO FLOAT	160
MUY WAFFLE:	
CHOCO BANANA	45
BLUEBERRY	65
STRAWBERRY	85
CHOCOLATE	85
MUY FRENCH FRIES	95
HALO - HALO	195
SHAKES	115

### COFFEE

AMERICANO
CAPPUCCINO
FLAT WHITE
VANILLA LATTE
HAZELNUT LATTE
CARAMEL MACCHIATO

HOT	COLD
8oz/12oz	12oz/16oz
125/140	135/180
135/180	165/190
145/180	165/190
175/200	185/210
175/200	185/210
185/210	195/215

### MILKTEA

BLUEBERRY
CARAMEL
CHEESECAKE
CHOCOLATE
COOKIES N CREAM
CREAM CHEESE
MATCHA
HOKKAIDO
STRAWBERRY
VANILLA
WINTERMELON

### MEDIUM LARGE

110	120
110	120
110	120
110	120
110	120
110	120
125	140
110	120
110	120
110	120

### ADD-ON:

ICE CREAM	25
TAPIoca PEARL	20
NATA DE COCO	20

### OTHERS

COKE 8oz	20
SPRITE	20
ROYAL	20
SPARKLE	20
BOTTLED WATER	
500ML/ 1L	

COKE ZERO	65
COKE LIGHT	65
ROYAL	65

SAN MIG LIGHT	65
SAN MIG FLAV	85
BEER PILSEN	75
STALLION	85
RM 500ml	95



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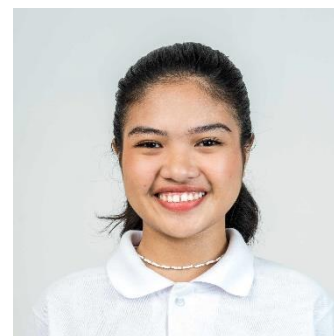
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