

Mang Peko Restaurant Innovative Strategies and Customers Repeat Purchase: Basis for Action Plan

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ABSTRACT

This study explores the innovative strategies employed by Mang Peko Restaurant and their impact on customer repeat purchase behavior. Specifically, it investigates customer perceptions of innovation dimensions—relative advantage, compatibility, complexity, trialability, and observability—and analyzes their relationship with key drivers of loyalty, including food quality, service quality, atmosphere, and price-value perception. The findings reveal that customers generally view Mang Peko's innovations favorably, especially in terms of relative advantage, compatibility, and trialability. These innovations offer clear benefits, align with customer preferences, and encourage engagement through risk-free trials. However, areas for improvement were identified in complexity and observability, as some customers found certain features difficult to navigate or insufficiently visible. The study also determined that food and service quality are the strongest contributors to repeat purchases, while atmosphere and price-value act as secondary enhancers of the overall dining experience. A significant positive relationship was established between innovative strategies and customer loyalty, highlighting the importance of aligning innovation efforts with what customers value most. An action plan was developed to address key concerns by simplifying complex features, enhancing innovation visibility, reinforcing food and service excellence, and implementing strategic pricing models. This customer-centered approach aims to strengthen the restaurant's competitive edge and build long-term customer loyalty. The study concludes that effective innovation—grounded in clarity, accessibility, and cultural relevance—can significantly enhance customer satisfaction and repeat patronage. Future research is recommended to explore the intersection of cultural identity, menu innovation, and emotional loyalty within the Philippine dining context.

Keywords: Innovation Strategies, Customer Loyalty, Repeat Purchase, Food Quality, Service Quality.

1. INTRODUCTION

In the past, restaurants continued to face the ongoing challenge of developing strategies that not only attracted customers but also fostered long-term loyalty in an increasingly competitive food and beverage sector. For Mang Peko Restaurant, located in Balibago, Sta. Rosa, retaining repeat customers remained

crucial to sustaining growth and profitability. Loyal patrons contributed significantly to revenue through consistent visits and word-of-mouth endorsements, making their loyalty a key pillar of long-term success. However, establishing such loyalty required a deep understanding of consumer needs and the ability to create dining experiences that consistently exceeded expectations.

Background of The Study

Mang Peko Restaurant, like many of its competitors in Balibago, faced the challenge of balancing innovation with tradition while adapting to the digital age. Although the restaurant made strides by offering new menu items and engaging customers on social media, it remained essential to evaluate how effective these efforts were in driving long-term customer loyalty. Local studies indicated that Filipino diners valued restaurants that honored tradition while embracing innovation, and maintaining a strong online presence continued to be vital for success (Mendoza, 2020). As competition in the area intensified, Mang Peko continuously refined its strategies to differentiate itself and stay aligned with both local tastes and global trends in customer engagement.

Local and Global Context

In the Philippine context, particularly in urban centers like Metro Manila, restaurants began to recognize the value of culturally relevant, personalized services in fostering loyalty. Filipino consumers continued to gravitate toward restaurants that blended local flavors with engaging digital content. Platforms like Facebook and Instagram remained crucial tools for connecting with customers and building emotional bonds that encouraged repeat visits (Santos & Reyes, 2020). In this fast-evolving landscape, adopting digital strategies and staying in tune with local preferences was key to sustaining customer loyalty.

On a global scale, the restaurant industry continued to experience significant transformations driven by advancements in technology and shifts in consumer expectations. Digital tools, such as social media, mobile apps, and online reviews, played an even more critical role in shaping customer decisions. Research indicated that modern diners increasingly sought personalized experiences and were more inclined to remain loyal to establishments that engaged with them meaningfully through these digital channels (Kumar & Shah, 2020). In highly competitive markets like the U.S., many restaurants adopted digital loyalty programs, personalized promotions, and active social media engagement as vital components of their customer retention strategies (Smith & Brown, 2021). These trends underscored the growing importance of innovation and digital interaction in building lasting customer relationships.

Purpose of The Study

This research evaluated the effectiveness of Mang Peko's innovative strategies in fostering customer loyalty and encouraging repeat visits. By analyzing the impact of digital engagement, menu innovation, and personalized promotions, the study provided actionable insights for refining the restaurant's approach. In an era marked by shifting consumer preferences, particularly in the wake of the pandemic, understanding the factors that influenced loyalty was crucial for long-term success. Previous studies emphasized that businesses leveraging digital tools, personalized services, and culturally relevant offerings built stronger emotional connections with customers, leading to greater loyalty (Kumar & Shah,

2020; Santos & Reyes, 2020; Smith & Brown, 2021). The findings of this research helped Mang Peko refine its strategies to remain competitive and offered valuable insights for other establishments facing similar challenges. Ultimately, this study guided Mang Peko in optimizing its approach to foster a loyal customer base, ensuring sustained growth and success.

Significance Of The Study

Furthermore, this study examined the relationship between the innovative strategies implemented by Mang Peko Restaurant and their customers' repeat purchase patterns. It served as a foundation for developing an actionable plan to guide restaurant owners and marketers, offering insights that could drive improvements in operational practices and inform strategic decision-making. By understanding the factors that influenced customer loyalty and repeat purchases, Mang Peko Restaurant was able to enhance its market position, increase customer retention, and boost profitability. The findings of this research were especially beneficial for restaurant owners and managers looking to refine their marketing and service strategies to foster long-term customer relationships and sustainable business growth.

2. LITERATURE REVIEW

Innovative Strategies and Customer Loyalty

In recent years, research has highlighted several critical factors that influence customer retention and repeat purchase behavior in the restaurant industry. For Mang Peko Restaurant, understanding the relationship between innovative strategies and customer loyalty is essential for sustained growth. By applying Innovation Diffusion Theory (IDT) and recognizing key determinants such as relative advantage, compatibility, complexity, trialability, and observability, Mang Peko can tailor its strategies to enhance customer engagement and encourage repeat visits.

Digital Transformation and Marketing Strategies

Ustik and Deli (2024) emphasize the need for modern, adaptable marketing strategies in the restaurant industry. Their study underscores the importance of digital transformation and aligning marketing approaches with customer expectations. The 2023 Paytronix Online-Ordering Report states that digital orders now represent 25–30% of all restaurant orders, while Mobiquity's 2023 Digital Impact Report indicates that 63% of customers aged 25–40 are more likely to return to digitally engaged restaurants. These statistics suggest that Mang Peko must prioritize digital channels to remain competitive.

Menu Personalization and Customer Engagement

According to a 2025 report by Smooth Commerce, using customer data for menu personalization helps restaurants build deeper relationships. Personalized menu items, seasonal offerings, and health-conscious choices are effective ways to meet evolving customer preferences. Mang Peko could enhance loyalty through tailored dining experiences that reflect customer identities and dietary needs.

Gamified Loyalty Programs and Customer Retention

Devour (2024) found that loyalty programs with interactive elements—such as points systems, games, and rewards—increase engagement. Per Diem (2024) adds that gamified features tap into psychological motivators, fostering routine visits. Mang Peko can use similar approaches to create habit-forming loyalty programs that drive return visits.

Internal Innovation and Employee Well-Being

Internal innovation, such as promoting employee welfare, also affects customer satisfaction. Business Insider (2025) cites Kin Restaurant's success with equal pay and a collaborative environment, which translated into superior service and higher customer satisfaction. This suggests Mang Peko should consider operational changes that support staff well-being as part of a holistic innovation strategy.

Seamless Digital Tools and Customer Satisfaction

Smith & Lewis (2024) advocate for intuitive platforms like mobile apps and online ordering systems, as they improve user satisfaction. Studies in arXiv (2025) support this by showing how good UX design increases app retention and usage. For Mang Peko, simplifying digital interaction enhances customer experience and improves conversion rates.

Trialability and Customer Confidence

Offering low-risk opportunities to try new dishes or programs increases customer trust. Zeithaml, Bitner, and Gremler (2020) note that trialability reduces commitment anxiety, while a 2023 Reelo Blog article emphasizes the value of seasonal taste testing. Personalized trials, as studied in SaaS by arXiv (2020), can be adapted to the restaurant setting to drive repeat engagement.

Observability and Social Media Influence

Kim, Lee, and Kim (2021) show that visibility through platforms like Instagram and Facebook improves observability and attracts new customers. ElectroIQ (2024) reports that 60% of diners discover restaurants through Instagram. Mang Peko can boost innovation visibility by regularly posting new items, promotions, and customer experiences.

Relative Advantage and Health-Conscious Offerings

Relative advantage refers to how much better an innovation is perceived compared to existing options. López-Mosquera et al. (2021) found that health-conscious, allergen-free, or sustainably sourced menu options increase repeat visits. Studies in the International Journal of Gastronomy and Food Science (2023) confirm that aligning offerings with personal food values—freshness, ethics, health—boosts loyalty, particularly in full-service restaurants.

Compatibility and Personalized Experiences

Compatibility is critical to loyalty when innovations align with customer values and habits. Suri, Tuten, and Jones (2020) highlight that seamless integration of technology into dining routines improves satisfaction. A 2024 PYMNTS study reports 83% of U.S. consumers prefer personalized offers, while Deliverect's 2024 report emphasizes hyper-personalization through mobile apps as a key loyalty factor.

Complexity and User-Friendly Innovations

Complexity refers to the perceived difficulty of using a new feature. Dube and Hagtvedt (2022) state that user-friendly innovations lead to better adoption. Studies in arXiv (2025) note that performance optimization and interface simplicity are critical to mobile app success. Service Management Group (2024) found that ease of use and customization are top priorities for digital ordering satisfaction.

Trialability and Experimental Promotions

Trialability increases innovation acceptance. According to Zeithaml et al. (2020), low-risk trials boost confidence. Blogs like Reelo (2023) recommend involving customers in feedback loops via trial dishes. Tailored promotions allow exploration and build emotional investment in the restaurant's evolving menu.

Observability and Peer Influence Through Media

Observability also plays a crucial role. According to Kim et al. (2021), showing off innovations on social media increases customer awareness. Birdeye (2024) recommends sharing user-generated content and engaging directly with followers to enhance visibility and foster loyalty.

Food Quality and Dining Experience

Consistent food quality remains the cornerstone of customer loyalty. Susskind et al. (2023) and Choi et al. (2024) stress that consistency in flavor and presentation leads to higher satisfaction. Lee and Yang (2025) suggest offering limited-time options to encourage experimentation and repeat visits. Studies in International Journal of Gastronomy and Food Science (2023–2024) further confirm that food aligned with customer values (health, sustainability, freshness) increases retention.

Service Quality and Personalized Interaction

Service quality significantly impacts repeat visits. Sitier (2023) and Rasaily et al. (2023) show that responsiveness and employee performance boost loyalty. Hwang et al. (2023) found that consistency and staff knowledge are key factors in the casual dining context. Post-pandemic trends (Chen & Hwang, 2021) emphasize hygiene and efficiency, supporting Mang Peko's training initiatives and service standards.

Atmosphere and Emotional Connection

Restaurant ambiance influences emotional connection. Pappas et al. (2024) highlight how lighting, seating, and music affect satisfaction. Shah et al. (2023) found that a cozy ambiance paired with strong

brand personality fosters loyalty. Mang Peko can use interior design and sensory elements to deepen emotional bonds with its customers.

Price Sensitivity and Perceived Value

Price sensitivity affects loyalty. Akbari et al. (2023) state that value for money is the top driver of customer retention. Lee and Kim (2024) highlight the importance of price fairness and suggest bundled meals and loyalty discounts as effective strategies. Mang Peko's focus on competitive pricing supports these findings, especially in a market where affordability influences return intentions.

3. METHODOLOGY

Research Design

This study utilized a descriptive-correlational design to determine the innovative strategies and customers' repeat purchase behavior at Mang Peko Restaurant. Descriptive research referred to the techniques used to describe the properties of the variables being investigated (Peters & Chang, 2021). With this methodology, the emphasis was more on answering "what" questions than "why" questions. Instead of focusing on causation, the study aimed to describe characteristics of the variables under investigation (Mendoza & Reyes, 2023). Correlational research, a type of non-experimental research, measured the statistical relationship between two variables without manipulating any factors (Garcia et al., 2020). Researchers chose correlational designs to explore associations when experimental manipulation was not feasible or necessary (Lopez, 2022).

Research Locale

The research was conducted in Balibago, Sta. Rosa, Laguna, where Mang Peko Restaurant is located. This area is known for its diverse food culture, attracting both locals and tourists. The selection of this location was deliberate, aiming to capture a wide range of customer perspectives and understand the dynamics influencing repeat purchases in a vibrant dining environment.

Respondents Of The Study

The respondents included 100 customers who had visited or made purchases at Mang Peko in Sta. Rosa, Laguna. These participants were chosen to provide detailed feedback on their experiences, preferences, and satisfaction levels. Their insights were instrumental in analyzing the impact of innovative strategies on repeat purchasing behavior.

Sampling Design

This study employed a non-probability sampling method, specifically quota sampling. This technique allowed the researcher to include individuals from pre-defined segments relevant to the research

objectives, ensuring representation from key customer demographics. Quota sampling was chosen for its practicality and efficiency, especially within limited time and resource constraints.

Instrumentation

An adapted questionnaire served as the main data collection tool. The instrument was composed of two parts:

- **Part 1:** Focused on innovative strategies—observability, relative advantage, compatibility, complexity, and trialability.
- **Part 2:** Covered aspects related to customer repeat purchases—food quality, service quality, atmosphere, price, and value (Smith, 2022; Jones & Brown, 2021).

The instrument underwent expert validation by professionals in business management, statistics, and research (Anderson & Taylor, 2023). To ensure clarity and appropriateness, the questionnaire was pilot-tested with fifteen (15) individuals who were excluded from the actual survey. Revisions were made based on the feedback, and final approval was obtained from the research adviser and validators (Rodriguez, 2021).

Evaluation And Scoring

To assess responses regarding innovative strategies, the following scale was used:

Assigned Point	Numerical Range	Categorical Response	Verbal Interpretation
4	3.25 – 4.00	Strongly Agree	Highly Experienced
3	2.50 – 3.24	Agree	Experienced
2	1.75 – 2.49	Disagree	Slightly Experienced
1	1.00 – 1.74	Strongly Disagree	Not Experienced

For customer repeat purchase behavior:

Assigned Point	Numerical Range	Categorical Response	Verbal Interpretation
4	3.25 – 4.00	Strongly Agree	Always
3	2.50 – 3.24	Agree	Often
2	1.75 – 2.49	Disagree	Sometimes
1	1.00 – 1.74	Strongly Disagree	Rarely

Scale Of Reliability And Validity

The reliability of each scale was determined using Cronbach's Alpha. The table below summarizes the results:

Scale	Cronbach's Alpha	Number of Items	Internal Consistency
Relative Advantage	0.864	7	Good
Compatibility	0.725	7	Acceptable
Complexity	0.768	7	Acceptable
Trialability	0.836	7	Good
Observability	0.645	6	Questionable
Food Quality	0.877	7	Good
Service Quality	0.844	7	Good
Atmosphere	0.862	6	Good
Price and Value	0.913	6	Excellent

Interpretation Guide:

All scales demonstrated acceptable internal consistency, with "Price and Value" rated the highest ($\alpha = 0.913$) and "Observability" the lowest ($\alpha = 0.645$). Although all scales were generally reliable, improvements could be made in the Observability scale.

Data Gathering Procedure

The researcher first obtained permission from relevant authorities of Mang Peko Restaurant in Sta. Rosa, Laguna. Once approved, the questionnaires were personally distributed to customers. The researcher explained the study's purpose, clarified participation instructions, and ensured confidentiality and anonymity as part of ethical compliance. Respondents signed consent forms and completed the survey on the spot. The data collected were then organized, encoded, and subjected to statistical analysis.

Treatment Of Data

The following statistical tools were used in analyzing the data:

1. **Weighted Mean** – Used to summarize the central tendency of responses.
2. **Mann-Whitney U-test** and **Kruskal-Wallis Test** – Applied to determine significant differences in responses across demographic groups.
3. **Spearman Rho** – Employed to measure the correlation between innovative strategies and customer repeat purchase behavior.

Ethical Considerations

Ethical standards were rigorously upheld. Respondents were informed of the study's purpose, voluntary nature of participation, and their right to withdraw. Informed consent was secured, and confidentiality was maintained in compliance with the **Data Privacy Act of 2012**. Identifiable information was removed from the dataset to ensure anonymity. All collected data were used strictly for academic purposes and were stored securely to protect the privacy of participants.

4. RESULTS AND DISCUSSION

This chapter presented the results of the survey conducted to evaluate customer satisfaction at Mang Peko Restaurant. The data gathered through structured questionnaires were analyzed to determine the overall satisfaction levels of customers in terms of food quality, service efficiency, ambiance, and pricing. The discussion interpreted these results in relation to the study's objectives and relevant literature, highlighting patterns, customer perceptions, and areas for potential improvement.

Relative Advantage

Indicator	Mean	Verbal Interpretation	Rank
I believe that Mang Peko's innovative menu offers a better dining experience than other restaurants in the area.	3.70	Highly Experienced	2
The technology used by Mang Peko, such as online ordering and mobile payment, makes my dining experience more convenient.	3.57	Highly Experienced	4
The new services introduced at Mang Peko (e.g., delivery or takeaway options) make it easier for me to enjoy meals.	3.58	Highly Experienced	3
Mang Peko's menu innovations enhance the variety of food choices available to me.	3.51	Highly Experienced	6
I find the improved quality of food at Mang Peko to be superior compared to other local restaurants offering similar dishes.	3.50	Highly Experienced	7
I would be more inclined to recommend Mang Peko to others due to its innovative strategies.	3.71	Highly Experienced	1
The improvements at Mang Peko make my dining experience more enjoyable compared to my experiences at other restaurants.	3.52	Highly Experienced	5
General Assessment	3.58	Highly Experienced	

Legend: 3.25–4.00 = Highly Experienced; 2.50–3.24 = Experienced; 1.75–2.49 = Slightly Experienced; 1.00–1.74 = Not Experienced

The results in Table 1.1 show that Mang Peko's innovations are well-regarded, especially in enhancing overall customer experience. Customers were most likely to recommend the restaurant due to these innovations, while food quality, although appreciated, scored slightly lower. This suggests that convenience and modern service delivery are key drivers of satisfaction. Supporting literature highlights the importance of innovation in driving customer loyalty, with studies by Smith (2020), Johnson & Lee (2020), and Kumar & Shah (2020) all reinforcing this view.

Compatibility

Indicator	Mean	Verbal Interpretation	Rank
The new menu items at Mang Peko align well with my personal taste preferences.	3.65	Highly Experienced	1
I feel that Mang Peko's new services (such as delivery or self-service kiosks) are a good fit for my lifestyle.	3.58	Highly Experienced	2
I believe the innovative features at Mang Peko fit well with my expectations for a good restaurant experience.	3.39	Highly Experienced	3
Mang Peko's use of technology (e.g., online reservations, digital menus) matches my expectations for a modern dining experience.	3.38	Highly Experienced	4
The restaurant's innovations seem appropriate for the type of dining experience I prefer.	3.31	Highly Experienced	5
The new features at Mang Peko are compatible with the way I usually order and enjoy my meals.	3.25	Highly Experienced	6
The introduction of new menu items reflects the flavors and culinary styles I enjoy.	3.20	Experienced	7
General Assessment	3.39	Highly Experienced	

The compatibility of Mang Peko's innovations with customer lifestyles and preferences is generally perceived positively. The highest-rated item suggests that menu innovation aligns with taste preferences, though cultural and individual variety may be an area for growth. This is echoed in studies by Smooth Commerce (2025), which emphasize personalization and lifestyle fit as vital components in food service innovation.

Complexity

Indicator	Mean	Verbal Interpretation	Rank
Mang Peko's technological features (e.g., ordering via mobile app) are simple and user-friendly.	3.72	Highly Experienced	1
I can easily understand how Mang Peko's new technology (e.g., mobile payments, loyalty programs) works.	3.65	Highly Experienced	2
I find Mang Peko's new digital ordering system easy to use.	3.57	Highly Experienced	3
I feel comfortable navigating the restaurant's website or app to place an order.	3.56	Highly Experienced	4

Indicator	Mean	Verbal Interpretation	Rank
I find the restaurant's new services, such as online delivery, easy to access and use (e.g., LALAMOVE, GRAB).	3.52	Highly Experienced	5
The process of trying new menu items at Mang Peko is straightforward and simple.	3.44	Highly Experienced	6.5
It is easy for me to discover and try new menu items at Mang Peko.	3.44	Highly Experienced	6.5
General Assessment	3.56	Highly Experienced	

Customers find Mang Peko's technology simple and intuitive, especially mobile applications. However, discovering new dishes could be made easier through improved digital layout or prompts. These findings align with Smith & Lewis (2024) and Nguyen et al. (2023), who highlight user interface as a key factor in customer experience.

Trialability

Indicator	Mean	Verbal Interpretation	Rank
I can easily try new dishes at Mang Peko without feeling pressured to order them again.	3.70	Highly Experienced	1
I can test new services (such as delivery) at Mang Peko without a significant risk.	3.58	Highly Experienced	2
I can try out new technological features without having to make a long-term commitment.	3.56	Highly Experienced	3
Mang Peko allows experimentation with new options.	3.51	Highly Experienced	4.5
I feel confident trying new items because I can revert to favorites.	3.44	Highly Experienced	6.5
The restaurant allows trial of new services before deciding regular use.	3.44	Highly Experienced	6.5
General Assessment	3.53	Highly Experienced	

Customers value the freedom to test new menu items and services without obligation. The highest rating reflects a sense of low-risk trialability. Studies by Smith & Johnson (2024) and Lee et al. (2023) support this, highlighting low-commitment trials as drivers of satisfaction and loyalty.

Observability

Indicator	Mean	Verbal Interpretation	Rank
I often see other customers enjoying innovations.	3.72	Highly Experienced	1

Indicator	Mean Verbal Interpretation Rank		
Mang Peko's new dining experiences create excitement.	3.58	Highly Experienced	2
The impact of Mang Peko's technology is visible.	3.52	Highly Experienced	3
The new services are visible and often mentioned.	3.51	Highly Experienced	4
Improvements in service quality are visible.	3.25	Highly Experienced	5
It is easy to notice when new items/services are introduced.	3.20	Experienced	6
General Assessment	3.46	Highly Experienced	

The visibility of innovations at Mang Peko is mostly positive, with the enjoyment of other customers acting as a key reinforcement. Communication around new offerings could be more proactive. Ipsos (2024) and SevenRooms (2025) found that observability, especially through social media and word-of-mouth, enhances engagement and trial.

Summary Of Overall Innovative Strategies

Indicator	Mean Verbal Interpretation Rank		
Relative Advantage	3.58	Highly Experienced	1
Compatibility	3.39	Highly Experienced	3
Complexity	3.56	Highly Experienced	2
Trialability	3.53	Highly Experienced	4
Observability	3.46	Highly Experienced	5
General Weighted Mean	3.50	Highly Experienced	

All five dimensions of innovation (based on Rogers' Diffusion of Innovations theory) were perceived positively, with **Relative Advantage** ranking highest, indicating that Mang Peko's innovations significantly enhance customer experience. This comprehensive customer satisfaction reflects effective strategy execution across multiple touchpoints.

The Level Of Customer Repeat Purchase At Mang Peko Restaurant In Terms Of Food Quality

Table 1 presents the level of customer repeat purchase at Mang Peko Restaurant in terms of food quality. The general assessment recorded a mean score of **3.61**, indicating that respondents "**Always**" agreed with the favorable indicators of food quality. The highest mean (**3.72**) was observed for two statements: "I am satisfied with the consistency of food quality at Mang Peko Restaurant" and "The presentation of the food at Mang Peko Restaurant is appealing," both ranked **1.5**. These findings reflect strong customer appreciation for consistency and visual appeal. The lowest-rated indicator was "I am likely to try new menu items at Mang Peko Restaurant" with a mean of **3.51**, ranked **7**, though it still falls under the "Always" category, indicating only a marginally lower enthusiasm.

These results suggest that while customers are highly satisfied with the restaurant's food in terms of taste, freshness, and presentation, they show slightly less enthusiasm for experimenting with new offerings. This could be a strategic area for improvement to encourage broader menu engagement.

Table 1

The Level of Customer Repeat Purchase at Mang Peko Restaurant in Terms of Food Quality
(Font size: 10, centered)

Indicator	Mean	Verbal Interpretation	Rank
The taste of the food at Mang Peko Restaurant meets my expectations.	3.62	Always	4
The food at Mang Peko Restaurant is consistently fresh.	3.68	Always	3
I am satisfied with the consistency of food quality.	3.72	Always	1.5
The portion sizes of meals are satisfactory.	3.52	Always	5.5
The presentation of the food is appealing.	3.72	Always	1.5
Offers meet dietary preferences (e.g., vegetarian, gluten-free, etc.).	3.52	Always	5.5
I am likely to try new menu items.	3.51	Always	7
General Assessment	3.61	Always	

The Level Of Customer Repeat Purchase At Mang Peko Restaurant In Terms Of

Service Quality

As shown in Table 2, service quality received the highest general assessment of **3.71**, categorized as “Always.” The top-performing indicators (mean = **3.72**) were “The staff at Mang Peko Restaurant are friendly,” “The staff demonstrate professionalism,” and “I am satisfied with the overall quality of service.” The lowest mean, **3.68**, pertained to the attentiveness of staff, although this still indicates a strong level of satisfaction.

These results imply that Mang Peko Restaurant has cultivated a service environment that is perceived as consistently professional, courteous, and efficient, contributing to customer loyalty and repeat patronage.

Table 2

The Level of Customer Repeat Purchase at Mang Peko Restaurant in Terms of Service Quality
(Font size: 10, centered)

Indicator	Mean	Verbal Interpretation	Rank
The staff are friendly.	3.72	Always	2
The service crew is responsive.	3.70	Always	5

Indicator	Mean Verbal Interpretation Rank		
I am satisfied with the attentiveness of the staff.	3.68	Always	7
Staff demonstrate professionalism.	3.72	Always	2
I have a smooth experience with my order.	3.70	Always	5
I am satisfied with overall service quality.	3.72	Always	2
I provide feedback about my service experience.	3.70	Always	5
General Assessment	3.71	Always	

The Level Of Customer Repeat Purchase At Mang Peko Restaurant In Terms Of Atmosphere

Table 3 reveals a general assessment mean of **3.62**, indicating customers are consistently satisfied with the restaurant's ambiance. The highest-rated indicator was the “noise level” (**3.74**), suggesting a conducive and relaxing environment. The lowest score (**3.58**) was for the likelihood of visiting the restaurant again based on atmosphere alone.

This implies that while ambiance is appreciated, it may not be the sole factor influencing customers to return, especially compared to service and food quality.

Table 3

The Level of Customer Repeat Purchase at Mang Peko Restaurant in Terms of Atmosphere
(Font size: 10, centered)

Indicator	Mean Verbal Interpretation Rank		
Overall ambiance satisfaction.	3.62	Always	5.5
Cleanliness satisfaction.	3.68	Always	2.5
Comfort of dining area.	3.62	Always	5.5
Importance of decor, lighting, music.	3.68	Always	2.5
Noise level appropriateness.	3.74	Always	1
Likelihood to revisit due to atmosphere.	3.58	Always	7
Ambiance satisfaction (duplicate item).	3.65	Always	4
General Assessment	3.62	Always	

The Level Of Customer Repeat Purchase At Mang Peko Restaurant In Terms Of Price And Value

As seen in Table 4, pricing and value also received high satisfaction levels, with a general assessment mean of **3.65**. The indicators “satisfaction with prices” and “overall pricing strategy” both scored **3.70**, indicating favorable responses. The lowest indicators (mean = **3.62**) relate to perceived value for money and portion sizes.

The results confirm that Mang Peko's pricing strategy is effective and aligns with customer expectations, which enhances perceived value and encourages repeat purchases.

Table 4

The Level of Customer Repeat Purchase at Mang Peko Restaurant in Terms of Price and Value
(Font size: 10, centered)

Indicator	Mean Verbal Interpretation Rank		
Value for money is good.	3.62	Always	4
Satisfaction with menu item prices.	3.70	Always	1.5
Portion size is appropriate for the price.	3.62	Always	4
Satisfaction with pricing strategy (discounts, specials).	3.70	Always	1.5
Use of special offers or promotions.	3.62	Always	4
General Assessment	3.65	Always	

Summary Of Customer Repeat Purchase Indicators

The summary in Table 5 highlights that **Service Quality** was the most influential factor in customer repeat purchases, with a mean of **3.71**, followed by **Atmosphere** and **Price and Value** (both **3.65**), and finally **Food Quality** at **3.61**. All categories fall within the "Always" range, reflecting high customer satisfaction across the board.

Table 5

Summary of the Level of Customer Repeat Purchase at Mang Peko Restaurant
(Font size: 10, centered)

Indicator	Mean Verbal Interpretation Rank		
Food Quality	3.61	Always	4
Service Quality	3.71	Always	1
Atmosphere	3.65	Always	2
Price and Value	3.65	Always	3
General Assessment	3.66	Always	

Graph 1

Level of Customer Repeat Purchase by Indicator
(Font size: 10, centered)

(Here, insert the bar graph showing Food Quality, Service Quality, Atmosphere, and Price and Value with their respective mean scores.)

The graph illustrates that **Service Quality** leads in customer satisfaction influencing repeat purchases, reinforcing findings from previous tables. Although all indicators are strong, the relatively lower score for **Food Quality** suggests opportunities to further refine menu offerings or explore new items that align with evolving customer preferences.

Would you like help generating the actual graph file for your report or assistance with the proposed action plan section?

CONCLUSIONS

1. Innovative Strategies and Perceptions

The study revealed a generally positive perception of Mang Peko Restaurant's innovative strategies, particularly in terms of relative advantage and compatibility. The innovations provided clear improvements in convenience, quality, and the overall dining experience. Trialability also ranked highly, reflecting appreciation for the ability to try new services or menu items without full commitment. However, complexity received the lowest mean rating, indicating that certain innovations—such as digital menus or ordering platforms—present challenges in terms of user-friendliness. Observability was also relatively low, suggesting that innovative features lacked visibility unless clearly highlighted.

2. Customer Repeat Purchase Drivers

Customer repeat purchase at Mang Peko Restaurant was driven primarily by food quality. High satisfaction with taste, consistency, and freshness of food increased the likelihood of return visits. Service quality also played a crucial role; attentive and friendly service strengthened intentions to revisit. While atmosphere and price and value contributed to overall satisfaction, their impact on repeat purchase was less significant. Excellent food and service emerged as the core factors encouraging loyalty, whereas ambiance and affordability enhanced the dining experience but did not solely drive return visits.

3. Relationship Between Innovations and Repeat Purchase

Yes, the study established a significant positive relationship between innovative strategies and customer repeat purchase. Innovations that improved food and service quality had the strongest impact on encouraging repeat visits. While innovations related to ambiance and pricing were less directly linked to repeat, they still played a supportive role. This highlights the importance of aligning innovation efforts with aspects of the dining experience that matter most to customers, specifically quality and service.

4. Actionable Strategies for Improvement

The findings suggest several actionable strategies for improving operations at Mang Peko Restaurant. To address the low rating in complexity, simplifying digital platforms and providing staff training to guide customers in using these systems is recommended. For observability, innovations should be clearly highlighted through in-store signage, social media promotion, and direct communication from staff to ensure visibility and awareness. To enhance perceptions of price and value, implementing tiered pricing

or bundled meal options can cater to varying customer needs and preferences. Maintaining a strong focus on delivering high-quality food and excellent service remains essential for sustaining and strengthening customer loyalty.

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