

CUSTOMER SATISFACTION AT RED CRAB ALIMANGO HOUSE NEWPORT MALL, RESORTS WORLD MANILA

Jonna D. Dotimas

*College of International Tourism and Hospitality Management
Lyceum of the Philippines - Laguna*

ABSTRACT

The study was conducted to determine the customer satisfaction at Red Crab Alimango House. Data were gathered from 34 daily walk-in guests using a comment card as the survey form. The survey elicited information on the demographic profile of the respondents, the dining profile and the level of satisfaction on five areas. The customer dining profile revealed that most of the respondents like to dine at Red Crab once a month and they are willing to pay Php 2,000 to Php 3,000 for their meals. Crab dishes, especially the Salt and Pepper Crabs, are the reasons why they choose to dine in this restaurant. The respondents were very satisfied in terms of food, beverage, staff, dining area and cost or price of the Red Crab Restaurant. Study found that there is significant difference in the satisfaction on food, dining, and beverage. Occupation and gender also predict the satisfaction in terms of food.

Key words: Satisfaction, Customer, Restaurant, Food, Beverage

INTRODUCTION

Restaurant industry is becoming more and more competitive which makes it hard on single restaurants to stay in the business. Economic crisis in the recent years made things worse for the restaurant industry by affecting disposable income and ability of people to afford meals outside of their home. In addition, people's life-style is changing, with people having less time for entertainment and leisure. In order to ensure customer loyalty and consequently increasing profits, restaurants are studying the factors to consider in keeping their customers.

In today's competitive dynamic industry of hospitality, it is crucial to maintain existing customers and gain new ones. This goes for the restaurant industry as well, where not only the quality of the food plays a major role but also the quality of the service extended to customers. It is revealed in the study of Soriano (2002) that food itself did not prevail as the major reason for customer especially the young ones, however, most of the older respondents said that food quality is an important factor in determining satisfaction.

Customer satisfaction is an important issue concerning business organization, especially restaurant, which is justified by the customer orientation philosophy. It is also the main principle behind continuous improvement of modern establishment. According to Algire (2014), it is very important to gain high level of customer satisfaction to a business because satisfied customers are most likely to be loyal and to make repeat orders and to use wide ranges of services offered by a business.

One restaurant that deals with customer satisfaction issue is the Red Crab Restaurant. The Red Crab Group of Restaurant developed several business restaurant concepts catering various market segments. This group of restaurant drives to be not just a Filipino Restaurant or just a crab and seafood restaurant but to be known as a house of brands. The Red Crab's Seafood Club was actually inspired by a scene in the movie 'My Best Friend's Wedding' where people are eating crabs and lobsters to their heart's content while having a great time. Never had the cracking noise become so appealing and enjoyable. Eating crabs is messy but it is all worth it once you dig in and taste the savory crab meat in whatever cracking style.

This study will determine the level of satisfaction of customers of Red Crab Alimango House, Newport Mall at Resorts World Manila. This will also be significant to the following: (1) Restaurant Management of Red Crab. This

study will help them know more about their customer so as they can easily provide the customer's needs and wants as well as to improve their services to meet and exceed the expectations and satisfaction of the customer; (2) Future Restaurant Entrepreneurs. This study will help them identify the particular needs and wants of their target customer thus meeting the expectations of their customers; and (3) Future Researcher. This research may serve as a reference for future studies related to the topic discussed.

Statement of the Problem

The study determined the level of Customer Satisfaction in Red Crab Alimango House in Newport Mall at Resorts World Manila. Particularly, it sought answers to the following questions:

1. What is the Demographic Profile of Customer in terms of:
 - 1.1 Gender;
 - 1.2 Age;
 - 1.3 Nationality;
 - 1.4 Monthly Income; and,
 - 1.5 Occupation?
2. What is the Dining Profile of Customer in terms of:
 - 2.1 Frequency of Visit;
 - 2.2 Amount to Spend; and,
 - 2.3 Most and Least Favorite Food?
3. What is the Level of Customer Satisfaction of Red Crab Alimango House in Newport Mall, Resorts World Manila in terms of the Quality of:
 - 3.1 Food;

- 3.2 Beverage;
- 3.3 Service of Staff;
- 3.4 Dining Area/ Atmosphere; and,
- 3.5 Cost/ Price?

4. Is there significant relationship between demographic profile of the customers and the level of customer satisfaction of Red Crab Alimango House?

METHOD

Data were gathered from walk-in guests of the restaurants. An average of thirty-four respondents, from the confidential daily walk-in guests' computation of the management, was used as the population of the study. The sample size was determined through the use of ANOVA.

A survey questionnaire, by means of the comment card made by the researcher, was used as the instrument in collecting the needed data. It is composed of the demographic profile of the respondents such as gender, age, nationality, customer type, monthly income and occupation; the dining profile consists of frequency of visits, amount they are willing to pay/spend, and the most and least favorite food from the menu; and the last part is the survey proper consists of statements on quality of food and beverage, service of staff, dining area and the cost or price of the menu. The questionnaire was validated by the expert before the distribution of the survey questionnaire to the respondents. Data gathered were analyzed through percentage, weighted mean and ANOVA.

RESULTS AND DISCUSSION

Demographic and dining profile of the respondents

Table 1. Respondent's profile in terms of gender

Gender	Frequency	Percentage
Male	17	50
Female	17	50
TOTAL	34	100

There is equal number of respondents in terms of gender which only shows that both male and female are attracted to eat and dine in Red Crab Restaurant. But in the study of Peach Factory in UK in 2007, which is contradicting to the present study, they found out that women eat and dine outside more frequently than men.

Table 2. Respondent's profile in terms of age

Age (in years)	Frequency	Percentage
15 to 19	2	5.88
20 to 29	6	17.65
30 to 39	5	14.71
40 to 49	14	41.18
50 to 59	7	20.59
TOTAL	34	100.00

Respondents aged 40 to 49 years old dominated the study, which is 41.18%, while the least number of respondents in terms of age came from the 15 to 19 years old, which is 5.88%. The result reveals that most teens do not prefer to eat at Red Crab because of their expensive price. Consumer needs and wants change with age. Age is a powerful determinant of consumer behavior and satisfaction which affects a variety of consumer

states including interests, tastes, purchasing ability, political preferences and investment behavior (Lim, et.al., 2008).

Table 3. Respondents' profile in terms of nationality

Nationality	Frequency	Percentage
Local	26	76.47
Foreign	8	23.53
TOTAL	34	100

Locals or Filipinos, are more attracted to dine in Red Crab Restaurants (76.47%) because primarily, Filipinos really loved to eat, as compared to foreign nationals (23.53%). Nationality diversity usually affects the items purchased, such as Indonesian citizens living abroad still prefer to eat in Indonesian restaurant. (Monika et.al., 2012)

Table 4. Respondents' profile in terms of consumer type

Consumer Type	Frequency	Percentage
Working Professional	3	8.82
Businessman	12	35.29
Casino Player	16	47.06
Student	3	8.82
TOTAL	34	100

Casino dealer dominates the respondents in the study (47.06 %), may be because Red Crab Restaurant is located just beside Resorts World Casino. on the other hand, the least number of customers are students with 8.82% of the total respondents.

Table 5. Respondents' profile in terms of monthly income

Monthly Income	Frequency	Percentage
Less than 10,000	1	2.94
10,000 to less than 20,000	2	5.88
20,000 to less than 30,000	15	44.12
30,000 to less than 40,000	3	8.82
40,000 or more	13	38.24
TOTAL	34	100

Respondents with monthly income of Php 20, 000.00 to less than Php 30, 000.00 dominates the study (44.12%) and that with less than PHP 10,000 has the least number of respondents (2.94%). According to the study of Mutlu and Garcia(2006), income is one of the important needs not only in terms of livelihood but also in terms of expenditure on dining outside.

Table 6. Respondents' profile in terms of occupation

Occupation	Frequency	Percentage
Working Professional	12	2.94
Businessman	18	5.88
Non-working Professional	3	44.12
Student	1	2.94
TOTAL	34	100

Businessman has the highest percentage of 58.82 while student has the least percentage of 2.94 as respondents in this study. This shows that most of the respondents were businessman who can afford the expensiveness of price offered by Red Crab.

Table 7. Customers' frequency of dining

Frequency of Dining	Frequency	Percentage
Once a week	5	14.71
2 or 3 times a week	5	14.71
Once a month	15	44.12
2 or 3 times a month	5	14.71
Once in 2 months	4	11.76
TOTAL	34	100

Respondents who dine once a month dominate the study (44.12%) while respondents who dine once in every two months (11.76%) are the least.

Table 8. Amount customers are willing to pay

Amount willing to spend (in Php)	Frequency	Percentage
1000 to less than 2000	4	11.76
2000 to less than 3000	13	38.24
3000 to less than 4000	8	23.53
4000 or more	9	26.47
TOTAL	34	100

There were 38.24 % of the respondents are willing to spend Php2,000 to less than Php3,000 every time they dine to restaurants while 11.76%, the least number of respondents willingly spend only Php1,000 to less than Php2,000 whenever they dine to restaurants.

Level of customer satisfaction

Customers of Red Crab Restaurant are very satisfied with their dine-in experience as shown in the satisfaction results of 4.29 (See Table 9).

Table 9. Mean rating of customer satisfaction in terms of food, beverage, staff, dining area and cost/price

Quality of:		Mean	Interpretation
Food	Taste	4.56	Very Much Satisfactory
	Presentation	4.35	Very Satisfactory
	Aroma	4.42	Very Satisfactory
	Temperature	4.50	Very Much Satisfactory
	Variety Of Menu	4.45	Very Satisfactory
	<i>Average</i>	4.46	<i>Very Satisfactory</i>
Beverage	Taste And Aroma	4.45	Very Satisfactory
	Presentation/Garnish	4.39	Very Satisfactory
	Serving Size	4.52	Very Much Satisfactory
	Temperature	4.55	Very Much Satisfactory
	Variety Of Menu	4.42	Very Satisfactory
	<i>Average</i>	4.47	<i>Very Satisfactory</i>
Staff	Grooming	4.24	Very Satisfactory
	Courtesy	4.29	Very Satisfactory
	Alertness	4.35	Very Satisfactory
	Speed Of Service	4.26	Very Satisfactory
	Customer Treatment	4.39	Very Satisfactory
	<i>Average</i>	4.31	<i>Very Satisfactory</i>
Dining Area	Sanitation	4.24	Very Satisfactory
	Ventilation	4.29	Very Satisfactory
	Ambiance	4.15	Very Satisfactory
	Location	4.24	Very Satisfactory
	Overall appearance	4.29	Very Satisfactory
	<i>Average</i>	4.24	<i>Very Satisfactory</i>
Cost/Price	Serving Size	3.90	Very Satisfactory
	Taste	4.03	Very Satisfactory
	Presentation	3.90	Very Satisfactory
	Type Of Service	4.03	Very Satisfactory
	Facilities And Ambiance	4.00	Very Satisfactory
	<i>Average</i>	3.97	<i>Very Satisfactory</i>
TOTAL AVERAGE		4.29	Very Satisfactory

Legend: 450 – 5.00 =Very Much Satisfactory, 3.50 – 4.49 =Very Satisfactory, 2.50 – 3.49 = Satisfactory, 1.50 – 2.49 =Less Satisfactory, 1.00 – 1.49 =Not Satisfactory

As per each factors of food, beverage, staff, area, and cost, respondents are very satisfied with the food and beverage offered by restaurant. According the restaurant's website, Red Crab Alimango Restaurant offers a variety of food with sumptuous selection of appetizers, main entrees of fish, seafood, chicken, beef and pork, with live Visayan blue crab and Crab dish of the day, and for dessert, fruits and pastries, soft serve ice cream and a chocolate fountain. These are the reasons diners keep coming back at the restaurant. The customers are also very satisfied with the service provided by the staff. Employees are very friendly, accommodating and courteous. They are very professional and highly trained. As for the dining area, respondents are very satisfied on the restaurant's sanitation practices. Also they are comfortable with the ventilation, ambiance and overall appearance.

Cost and price has the lowest mean of 3.97 but still interpreted as very satisfactory. Red Crab offers a variety of food and beverage though a bit expensive in terms of price. Location of the restaurant may also influence price for it is located at Resorts World Manila, a modern live-work-play community and the first tourism economic zone in the Philippines, where cost of living and experiences are quite high. Based on the study of Crotts, et.al.(2009), unlike other material products or pure services, hospitality experiences are a combination of not just a products but also services. It is assumed that satisfaction with a hospitality experience such as restaurants, food and beverage is a total summation of customer satisfaction with the individual elements and attributes of all the products and services. In order to increase customer satisfaction, hospitality industry needs to concentrate not only their product, but also their services simultaneously.

Comparative Satisfaction when Grouped in terms of Profile

Table 3. Mean rating of comparative analysis

Profile			Mean	t-value (prob)
Food	Gender	Male	4.71	2.285 (0.031*)
		Female	4.22	
Dining	Age	30-39	4.72a	3.638 (0.016*)
		40-49	4.50ab	
		20-29	4.13ab	
		10-19	3.70b	
		50-59	3.63b	
Beverage	Income	20 to 30 thousand	4.76a	4.004 (0.017*)
		40 to 50 thousand	4.38ab	
		10 to 20 thousand	3.80b	
		30 to 40 thousand	3.80b	
Food	Occupation	Businessman	4.68a	3.820 (0.020*)
		Working professional	4.54ab	
		Non-working/student	3.75b	
		Casino player	3.70b	

Comparative analysis using t-test for independent samples shows that male customers have significantly higher satisfaction on food ($t=2.285$, $p=.031$) compared to female customers. Dining satisfaction is rated significantly higher ($F=3.638$, $p=.016$) by customers aged 30 to 49 years old compared to the younger (20 to 29 years old) and the older (50 to 59 years old) customers. Satisfaction on beverage is rated significantly higher ($F=4.004$, $p=.017$) by customers earning Php20,000 to Php30,000 as compared to other income groups. Satisfaction on food is rated significantly higher ($F=3.820$, $p=.020$) by businessmen and working professionals compared to the non-working customers.

Regression analysis to determine the predictors of satisfaction reveal satisfaction on food ($F=6.90$, $p=.003$) is predicted by occupation ($p=.010$) and

gender ($p=.010$). Businessmen and working professional as well as male customers give highest level of satisfaction on the food served.

CONCLUSION AND RECOMMENDATION

Most of the respondents in the study are within the age of 40 to 49 years old. In terms of their gender, there is equal number of male and female, though most of the respondents are locals and casino players with monthly income of Php20,000 to less than Php40,000.

The customers' dining profile reveals that most of the respondents like to dine at Red Crab once a month and they are willing to pay Php 2,000 to Php3, 000 for their meals. Crab dishes are the reasons why they choose to dine at Red Crab Restaurants especially the Salt and Pepper Crabs. The respondents are very satisfied in terms of food, beverage, staff, dining area and cost or price of the Red Crab Restaurant. It is also found that there is significant difference in the satisfaction on food, dining, and beverage. Occupation and gender predict the satisfaction on food.

From the conclusions drawn, it is recommended that the restaurant should provide food that would cater to both male and female and more viands that would delight the palate of the female customers. The price should be affordable enough for the majority of the diners. The serving size should also be increased and the presentation of the food should be improved.

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