

Measuring Service Quality of Rose and Grace Restaurant - Sto.Tomas Batangas Branch Using DINESERV Scale

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ABSTRACT

Service quality is a modern conceptualization of perceived expectations of a service with perceived performance. Therefore, the purpose of this paper is to measure service quality provided by Rose and Grace Restaurant using DINESERV scale. DINESERV scale is used to analyze service quality, composed of 29 – item scale consists of five dimensions – Tangibility, Reliability, Responsiveness, Assurance and Empathy. This research discusses the significance of differences between customer's perception and expectation of the service quality of the restaurant. The study used Quantitative method and data were obtained from 125 customers of the Restaurant. Results of this study indicates that, the overall expectation score was higher than the perception score, which shows that the level of service quality is low and needs for improvement. The findings show that the restaurant should give attention in expectation item attribute “Visually attractive parking area and building exterior” while attribute “Staff provide information about menu items, their ingredients and method of preparation. For overall, the attribute “Dependable and consistent restaurant” had the widest gap. Generally, the result of the study contributes for improving the service performance of the restaurant according to the customer’s requirements.

Keywords: Service Quality, DINESERV, expectations, perception, restaurant

INTRODUCTION

One of the most important components leading to a successful business execution of customer-centered firms are achieving, understanding and keeping the service quality. Thus, the efforts of service manager and academic researchers are directed to customers expect and on how they distinguish the quality of service (Markovic et al., 2015). Service quality has emerged and recognized as the key strategic value for gaining competitive advantages to a business (Al- Ababneh 2017).

Rose and Grace Restaurant - Sto. Batangas branch is a casual restaurant that has a vast selection of Filipino home-cooked recipes. They are known for their original recipe of Bulalo but also with their best-seller Grilled Blue Marlin and Lechon Kawali although prices are relatively higher than the typical turo-turo restaurants. Rose and Grace open from 8:00am-10:30pm every day and can accommodate up to 23 tables.

In order to measure the service quality, numerous measuring instrument has been developed and modified. One of those is the SERVQUAL, a predominant instrument refined by Parasuman et al., (1988). Numerous researchers have been deeply engaged in adopting the SERVQUAL model more than in any other instruments. However, several researchers criticized the model for unsuitability to measure the entire type of services and one of this is the restaurant industry (Diab et al., 2015). For the inadequacies of SERVQUAL, Stevens et al. (1995) proposed the 29-item scale called DINESERV, this is an approach to measure the service quality of a restaurant by assessing the perceptions and expectation of the customers. DINESERV is consist of similar five dimensions adapted from SERVQUAL model to incorporate the restaurant services (Markovic et al., 2015), which the researchers used in this study.

Review of related literature

Service quality is a measure of how services delivered matches the expectation of the customers. It has an impact on growth of the hospitality industry which causes a restaurant to face severe problem in retaining of the customers because of competition and customers demand. Measuring service quality will enable the restaurant to attract and retain customers by understanding the perception of the customer regarding the service provided (Vijayvargy, 2014). It is important to evaluate service quality to provide information for managing the operation and delivered service appropriately (Uddin, 2015).

For restaurant industry, the SERVQUAL was developed into DINESERV by Steven et al. (1995). DINESERV is a simple, valuable and reliable measuring instrument for service quality within a restaurant. It contained 29 items captured from the same five dimensions of SERVQUAL instrument: there are ten items that represent tangibles; five, representing reliability; three, representing responsiveness; six, representing assurance; and five, representing empathy. (Markovic et al., 2015).

In the study of Srivastava (2014), DINESERV questionnaires were used in reading the customers view of the restaurants service quality in Jharkhand. The study requested 50 guests who frequently visited different types of dining establishment to answer the questionnaire. The customer's expectation and perception were measured on seven-point Likert –type scale, wherein the higher the score, the greater the expectation (perception) of the restaurant service.

Conceptual Framework

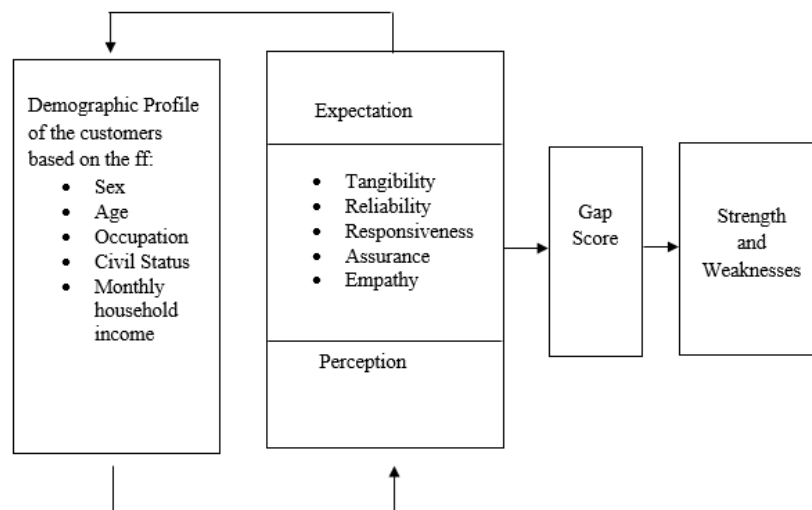


Figure 1. Conceptual framework of the study

The conceptual framework was developed to measure the service quality of the Rose and Grace Restaurant- Sto. Tomas, Batangas Branch. First the demographic profile of the customers based on their age, sex, occupation, civil status and monthly household income will be described. Second the researchers will determine the perception and expectation of the customers based on the DINESERV model (Srivastava, 2014), which contained 29 attributes that falls with the similar five service quality dimensions for the restaurant industry, First - Tangibility, refers to a restaurant's physical design, appearance of staff and cleanliness. Reliability, involves accurate billing and receiving ordered food in time promised. Responsiveness in restaurants relates to staff assistance with the menu or wine list or appropriate and prompt response to customers' needs and requests. Assurance means that restaurant customers should be able to trust the recommendations of staff, feel confident that food is free from contamination and be able to say

any concern without fear. Finally, Empathy refers to providing personalized attention to customers by anticipating special dietary requirements or by being sympathetic towards customers' problems. (Srivastava, 2014; Markovic et al., 2013).

Objectives of the study

This study aimed to measure the Service Quality of Rose and Grace Restaurant- Sto. Tomas, Batangas Branch through the application of DINESERV scale. Specifically, the study intended 1) to identify the demographic profile of the customers of Rose and Grace Restaurant- Sto. Tomas Batangas Branch based on Sex, Age, Occupation, Civil Status and Monthly household Income; 2) to determine the expectation and perception of customers towards service quality based on the following dimensions: Tangibility, Reliability, Responsiveness, Assurance and Empathy; 3) to find out if there is significance of differences between perceived and expected service quality in Rose and Grace Restaurant- Sto. Tomas Batangas Branch when grouped according to demographic profile; 4) to measure the Gaps between perception and expectation in the Restaurant Services in terms of Service Quality Dimensions; and 5) to determine the Strength and Weaknesses of Service Quality of Rose and Grace Restaurant- Sto. Tomas Batangas Branch based on the Gap between perception and expectation of the customers.

METHODOLOGY

This study was conducted to measure the service quality of Rose and Grace Restaurant- Sto. Tomas, Batangas Branch by getting the Gap score between customer's expectation and perception to give strategies for the restaurant quality of service continuous improvement. The researchers used quantitative approach in data collection in forms of paper survey, which undergone a series of test for verification and validation.

The researchers used the G-power Statistical Software that resulted to the sample amount of 125 respondents who are the customers of Rose and Grace Restaurant- Sto. Tomas, Batangas Branch with the actual power of 0.96 and the effect size of 0.40. The instrument used for data gathering is in a form of survey questionnaire. The survey questionnaire was refined based on thorough study of literature in the framework of service quality measurement. It is divided into (3) three parts- First part of the sampling subsist of the personal information of the respondents. This included the basic variable such as sex, age, occupation, civil status and monthly household income. The second part was the expectations of the respondent in relation to the service quality of the restaurant. The third part of the questionnaire examined the perceptions of the respondent in the service quality of Rose and Grace Restaurant – Sto. Tomas Batangas Branch. The gathered data were itemized, categorized, encoded and analysed accordingly by the researchers, using the statistical tool- Frequency / Percentage distribution, Weighted Mean and Composite Mean, ANOVA (F-test) and GAP score to come up with the conclusion and recommendation.

RESULTS AND DISCUSSION

Table 1 shows the demographic profile of the respondents. The data shows that the majority of the customers dining at Rose and Grace Restaurant- Sto. Tomas Batangas Branch are female which is 58.40% than male which is 41.60% and shows that most of the customers Age are ranging from 31-40 years old which is 31.40%. Further, there are more employed respondents than other categories for occupation. Most customers are married and majority had 20,000 and above monthly household income. Therefore, this research uniform to the study of Mhlanga 2015, wherein the majority of the respondents were also female which is 57.43%,

Table 1. Demographic profile of the respondents

| | | Frequency | Percent |
|--------------------------|------------------|-----------|---------|
| Sex | Male | 52 | 41.60 |
| | Female | 73 | 58.40 |
| Age | 20 and below | 12 | 9.60 |
| | 21- 30 | 26 | 20.80 |
| | 31- 40 | 39 | 31.20 |
| | 41- 49 | 29 | 23.20 |
| | 50 and above | 19 | 5.20 |
| | | 18 | 14.40 |
| Occupation | Student | | |
| | Employed | 79 | 63.20 |
| | Unemployed | 28 | 22.40 |
| | Civil Status | 39 | 31.20 |
| | Single | | |
| | Married | 81 | 64.80 |
| | Widowed | 5 | 4.00 |
| | | | |
| Monthly Household Income | | 22 | 17.60 |
| | Below 10,000 | | |
| | 10,000- 14,999 | 12 | 9.60 |
| | 15,000- 19,999 | 31 | 24.80 |
| | 20,000 and above | 60 | 48.00 |

Customer's Expectation on Service Quality

The customer's expectation on service quality was measured through the administered survey questionnaire. The instrument, utilizing the DINESERV approach, was designed to test the degree of agreement of each respondent in terms of the dimensions of the service quality. A four-point Likert scale is used to allow the respondent to better understand the option that should choose for the response.

Table 2. Expectation of customers towards service quality based on tangibility

| | Weighted Mean | Interpretation |
|--|---------------|----------------|
| Visually attractive parking area and building exterior | 3.97 | Strongly Agree |
| Comfortable chairs in the dining room | 3.90 | Strongly Agree |
| Clean dining area | 3.85 | Strongly Agree |
| Staff members are clean, neat, and appropriately dressed | 3.83 | Strongly Agree |
| Restaurant's interior decoration is typical to its image | 3.83 | Strongly Agree |
| The lightings give positive atmosphere | 3.82 | Strongly Agree |
| Well- ventilated dining area | 3.82 | Strongly Agree |
| Clean restrooms | 3.82 | Strongly Agree |
| Easily readable menu | 3.75 | Strongly Agree |

| | | |
|----------------|------|----------------|
| Composite Mean | 3.84 | Strongly Agree |
|----------------|------|----------------|

Legend: 1.00-1.49 – Strongly Disagree; 1.50-2.49 – Disagree; 2.50-3.49 – Agree; 3.50-4.00 – Strongly Agree

Based on the result presented in Table 2, the overall expectation of the respondents on the Restaurant on the service quality in terms of tangibility was 3.84 weighted mean score verbally interpreted as Strongly Agree. The Attributes “Visually attractive parking area and building exterior” has the highest rank with weighted mean score of 3.97, followed by the statement “Comfortable chairs in the dining room” with weighted mean score of 3.90. The attributes “Easily readable menu” got the lowest rank with weighted mean score of 3.75. Compare to the study of Srivastava (2014), the highest rated attributes of tangibility is *Cleaning of dining area*.

Table 3 presents the overall expectation of the respondents of the Restaurant on the service quality in terms of reliability with Composite mean score of 3.82 with verbal interpretation of strongly agree.

The Attributes “Error-free served order (food)” ranked the highest with weighted mean score of 3.85. Next the other three attributes “Serves foods in the time promised”, “Dependable and consistent restaurant” and “Provides an accurate bill”, got same weighted mean score of 3.82. The least with the weighted mean score of 3.77 was the attribute “Quickly corrects anything that is wrong”. Similar to the study of Markovic et al., (2013), highest rated attributes were “Error-free served order food” and “Accurate bill”

Table 3. Expectation of customers towards service quality based on reliability

| | Weighted Mean | Interpretation |
|---|---------------|----------------|
| Error-free served order (food) | 3.85 | Strongly Agree |
| Serves foods in the time promised | 3.82 | Strongly Agree |
| Dependable and consistent restaurant | 3.82 | Strongly Agree |
| Provides accurate bill | 3.82 | Strongly Agree |
| Quickly corrects anything that is wrong | 3.77 | Strongly Agree |
| Composite Mean | 3.82 | Strongly Agree |

Legend: 1.00-1.49 – Strongly Disagree; 1.50-2.49 – Disagree; 2.50-3.49 – Agree; 3.50-4.00 – Strongly Agree

Table 4 shows the overall expectation of the respondents of the restaurant on the service quality in terms of responsiveness with composite mean score of 3.80 with verbal interpretation of Strongly agree. Both attributes “Maintaining speed and quality of service during busy times” and “Extra efforts for handling special requests” got highest rank with same weighted mean score of 3.82. The attributes “Provides prompt and quick service” was the lowest ranked with weighted mean score of 3.77. Compared to the study of Mhlanga (2018), the attribute “Provides prompt and quick service” got the highest ranked with weighted mean of 4.71.

Table 4. Expectation of customers towards service quality based on responsiveness

| | Weighted Mean | Interpretation |
|---|---------------|----------------|
| Maintaining speed and quality of service during busy times. | 3.82 | Strongly Agree |
| Extra effort for handling special requests | 3.82 | Strongly Agree |
| Provides prompt and quick service | 3.77 | Strongly Agree |
| Composite Mean | 3.80 | Strongly Agree |

Legend: 1.00-1.49 – Strongly Disagree; 1.50-2.49 – Disagree; 2.50-3.49 – Agree; 3.50-4.00 – Strongly Agree

The overall expectation of the respondents of the restaurant on the service quality in terms of assurance is exhibited in Table 5. It got a composite mean score of 3.82 with verbal interpretation of strongly agree. The attributes “Restaurants supports the employees”, ranked the highest with weighted mean score of 3.87, followed by attributes “Well trained, competent and experienced staff” with weighted mean score

of 3.86. The lowest ranked attributes were “Employees can answer questions completely” with weighted mean score of 3.78 and “Staff provide information about menu items, their ingredients and method of preparation with weighted mean score of 3.79. The research supported the study of Srivastava (2014), which the attribute “Has personnel who seem well trained, competent and experience”, got higher ranked. While the attribute “Employees support to do the job well”, contradict because it ranked the lowest.

Table 5. Expectation of customers towards service quality based on assurance

| | Weighted Mean | Interpretation |
|--|---------------|----------------|
| Restaurant supports the employees | 3.87 | Strongly Agree |
| Well trained, competent, and experienced staff | 3.86 | Strongly Agree |
| Comfortable and confident feeling when dealing with them | 3.82 | Strongly Agree |
| Feeling safe | 3.82 | Strongly Agree |
| Staff provide information about menu items, their ingredients, and method of preparation | 3.79 | Strongly Agree |
| Employees can answer questions completely | 3.78 | Strongly Agree |
| Composite Mean | 3.82 | Strongly Agree |

Legend: 1.00-1.49 – Strongly Disagree; 1.50-2.49 – Disagree; 2.50-3.49 – Agree; 3.50-4.00 – Strongly Agree

It can be gleaned in Table 6 the overall expectation of the respondents of the restaurant on the service quality in terms of Empathy with composite mean score of 3.82 with verbal interpretation of strongly agreed. The Attributes “Customers best interest at heart”, ranked the highest with weighted mean score of 3.86, followed by “Employees provide individual attention”, with score of 3.83 as weighted mean. The attributes “Special feeling”, got the lowest ranked with weighted mean score of 3.76. Contrast to the study of Markovic et al., (2013), “Customers best interest at heart” got the lowest rated attribute.

Table 6. Expectation of customers towards service quality based on empathy

| | Weighted Mean | Interpretation |
|--|---------------|----------------|
| Customers best interests at heart | 3.86 | Strongly Agree |
| Employees provide individual attention | 3.83 | Strongly Agree |
| Sympathetic and reassuring employees | 3.82 | Strongly Agree |
| Anticipation of customers individuals’ needs and wants | 3.81 | Strongly Agree |
| Special feeling | 3.76 | Strongly Agree |
| Composite Mean | 3.82 | Strongly Agree |

Legend: 1.00-1.49 – Strongly Disagree; 1.50-2.49 – Disagree; 2.50-3.49 – Agree; 3.50-4.00 – Strongly Agree

Customer’s Perception on Service Quality

Table 7 shows the overall perception of the respondents of the restaurant towards the service quality in terms of Tangibility with composite mean score of 3.79 with verbal interpretation of strongly agreed. The attributes “Comfortable chairs in the dining room”, ranked the highest with the weighted mean score of 3.86, followed by the attributes of “Visually attractive parking area and building exterior”, and with weighted mean score of 3.84. The attributes “Visually attractive menu that reflects the restaurant’s image”, got the lowest weighted mean score of 3.70. The study result support the study of Srivastava (2014), wherein the attribute “Easy to read menu” got higher ranked.

Table 7. Perception of customers towards service quality based on tangibility

| | Weighted Mean | Interpretation |
|---|---------------|----------------|
| Comfortable chairs in the dining room | 3.86 | Strongly Agree |
| Visually attractive parking area and building exterior | 3.84 | Strongly Agree |
| Staff members are clean, neat, and appropriately dressed | 3.83 | Strongly Agree |
| Well-ventilated dining area | 3.79 | Strongly Agree |
| Clean Restroom | 3.79 | Strongly Agree |
| Clean Dining area | 3.79 | Strongly Agree |
| The lightings give positive atmosphere | 3.78 | Strongly Agree |
| Restaurants' interior decoration is typical | 3.76 | Strongly Agree |
| Easily readable menu | 3.71 | Strongly Agree |
| Visually attractive menu that reflects the restaurant's image | 3.70 | Strongly Agree |
| Composite Mean | 3.84 | Strongly Agree |

Legend: 1.00-1.49 – Strongly Disagree; 1.50-2.49 – Disagree; 2.50-3.49 – Agree; 3.50-4.00 – Strongly Agree

Table 8 presents the overall perception of the respondents of the restaurants towards the service quality in terms of Reliability with composite mean score of 3.73 with verbal interpretation of strongly agreed. The attributes “Error free served order (food)”, ranked the highest with the weighted mean score of 3.82, followed by the attributes of “Serves food in the time promised”, with weighted mean score of 3.76. The attributes “Dependable and consistent restaurant”, got the lowest weighted mean score of 3.67. Support the study of Markovic et al., (2013), which the attribute “Error-free served order (food)” got highest ranked. While contradict to the study of Mhlanga (2018) for the attribute “Service in the time promise” got the lowest ranked.

Table 8. Perception of customers towards service quality based on reliability

| | Weighted Mean | Interpretation |
|---|---------------|----------------|
| Error-free served order (food) | 3.82 | Strongly Agree |
| Serves foods in the time promised | 3.76 | Strongly Agree |
| Quickly corrects anything that is wrong | 3.72 | Strongly Agree |
| Provides accurate bill | 3.68 | Strongly Agree |
| Dependable and consistent restaurant | 3.67 | Strongly Agree |
| Composite Mean | 3.73 | Strongly Agree |

Legend: 1.00-1.49 – Strongly Disagree; 1.50-2.49 – Disagree; 2.50-3.49 – Agree; 3.50-4.00 – Strongly Agree

Table 9 presented the overall perception of the respondents of the restaurant towards the service quality on Responsiveness with composite mean score of 3.78 with verbal interpretation of strongly agreed. The attributes “Extra effort for handling special requests”, ranked the highest with the weighted mean score of 3.85, followed by the attributes of “Maintaining speed and quality of service during busy times”, with weighted mean of 3.75. The attributes of “Provides prompt and quick service”, got the lowest

weighted mean score of 3.74. The results of the study were similar to the study of Mhlanga (2018), the attribute “Extra effort for handling special requests”, ranked the highest.

Table 9. Perception of customers towards service quality based on responsiveness

| | Weighted Mean | Interpretation |
|---|---------------|----------------|
| Extra effort for handling special requests | 3.85 | Strongly Agree |
| Maintaining speed and quality of service during busy times. | 3.75 | Strongly Agree |
| Provides prompt and quick service | 3.74 | Strongly Agree |
| Composite Mean | 3.78 | Strongly Agree |

Legend: 1.00-1.49 – Strongly Disagree; 1.50-2.49 – Disagree; 2.50-3.49 – Agree; 3.50-4.00 – Strongly Agree

Table 10 displays the overall perception of the respondents of the restaurant towards the service quality on Assurance with 3.76 composite weighted mean score, with verbal interpretation of strongly agreed. The attributes “Employees can answer questions completely”, ranked the highest with the weighted mean score of 3.79, followed by the attributes of “Restaurants supports the employees” and with weighted mean score of 3.78. The attributes of “Staff provide information about menu items, their ingredients and method of preparation”, got the lowest weighted score mean of 3.73. Contradicting to the study of Markovic et al., (2013) wherein the attribute “Restaurant supports the employees” got the lowest ranked.

Table 10. Perception of customers towards service quality based on assurance

| | Weighted Mean | Interpretation |
|--|---------------|----------------|
| Employees can answer questions completely | 3.79 | |
| Restaurant supports the employees | 3.78 | Strongly Agree |
| Well trained, competent, and experienced staff | 3.75 | Strongly Agree |
| Comfortable and confident feeling when dealing with them | 3.75 | Strongly Agree |
| Feeling safe | 3.75 | Strongly Agree |
| Staff provide information about menu items, their ingredients, and method of preparation | 3.73 | Strongly Agree |
| Composite Mean | 3.76 | Strongly Agree |

Legend: 1.00-1.49 – Strongly Disagree; 1.50-2.49 – Disagree; 2.50-3.49 – Agree; 3.50-4.00 – Strongly Agree

It can be seen in Table 11 the overall perception of the respondents of the restaurant towards the service quality in terms of Empathy with the composite weighted mean score of 3.80 with verbal interpretation of strongly agreed. The attributes “Customers best interest at heart”, ranked the highest with the weighted score mean of 3.87, followed by the attribute “Sympathetic and reassuring employees”, with the weighted score mean of 3.84. The attributes “Special feeling”, got the lowest weighted score mean of 3.68.

Table 11. Perception of customers towards service quality based on empathy

| | Weighted Mean | Interpretation |
|-----------------------------------|---------------|----------------|
| Customers best interests at heart | 3.87 | Strongly Agree |

| | | |
|--|------|----------------|
| Sympathetic and reassuring employees | 3.84 | |
| Employees provide individual attention | 3.81 | Strongly Agree |
| Anticipation of customers individuals' needs and wants | 3.79 | Strongly Agree |
| Special feeling | 3.68 | Strongly Agree |
| Composite Mean | 3.80 | Strongly Agree |

Legend: 1.00-1.49 – Strongly Disagree; 1.50-2.49 – Disagree; 2.50-3.49 – Agree; 3.50-4.00 – Strongly Agree

Based from the table 12, customers' expectations in terms of tangibility in the restaurant have no significant difference when grouped according to demographic profile since their resulted p-values are all higher than 0.05 significance level. In contrast to Spyridou's study (2017), there is a significant difference in expected and perceived service quality between the demographic groups which is age, gender, income, education, family, occupation and resident.

Table 12. Difference between perceived and expected service quality in terms of tangibility when grouped according to demographic profile

| | Expectation | | | Perception | | |
|----------------|-------------|---------|-----------------|------------|---------|-----------------|
| | F-test | p-value | Interpretation | F-test | p-value | Interpretation |
| Sex | 0.21 | 0.645 | Not Significant | 0.06 | 0.804 | Not Significant |
| Age | 0.42 | 0.793 | Not Significant | 1.64 | 0.169 | Not Significant |
| Occupation | 0.05 | 0.953 | Not Significant | 1.92 | 0.151 | Not Significant |
| Civil Status | 1.77 | 0.174 | Not Significant | 3.72 | 0.027 | Significant |
| Monthly Income | 1.20 | 0.314 | Not Significant | 0.75 | 0.522 | Not Significant |

Legend: Significant at p-value < 0.05

The table 13 shows that there are significant differences on the customers' expectations in terms of reliability when grouped according to occupation. Based from the detailed results below. Widowed customers have the highest expectation, followed by married customers then are the single customers.

Analysis of Variance for Reliability - Expectation

In terms of their perception towards the restaurant customers have different responses when grouped according to age, occupation, and civil status. As illustrated from the following results below, age group 41-49 and 50 years old and above have the highest perception. Followed by 21-30 and 31-40 years old and the age group who has the least actual dining experience rating is at 20 years old and below. Similar results revealed when the customers grouped according to occupation. Their experience in the restaurant differ significantly. Unemployed customers have the highest rating with a mean score of 3.84, followed the employed customers with a 3.73 mean score and the least are the rating of student with a 3.58 mean score.

Table 13. Difference between perceived and expected service quality in terms of reliability when grouped according to demographic profile

| | Expectation | | | Perception | | |
|-----|-------------|---------|-----------------|------------|---------|-----------------|
| | F-test | p-value | Interpretation | F-test | p-value | Interpretation |
| Sex | 0.32 | 0.572 | Not Significant | 0.27 | 0.605 | Not Significant |
| Age | 0.31 | 0.270 | Not Significant | 4.03 | 0.004 | Significant |

| | | | | | | |
|----------------|------|-------|-----------------|------|-------|-----------------|
| Occupation | 3.21 | 0.042 | Significant | 5.92 | 0.004 | Significant |
| Civil Status | 1.79 | 0.171 | Not Significant | 4.90 | 0.009 | Significant |
| Monthly Income | 1.57 | 0.635 | Not Significant | 1.73 | 0.164 | Not Significant |

Legend: Significant at p-value < 0.05

In terms of customers' perception or experience in Rose and Grace Restaurant in terms of reliability, there is also significant difference when grouped according to civil status. Based from the results below, widowed customers had the highest mean result, followed by married customers then are the single customers. In comparison to Spyridou's (2017) study, there are differences in between all the dimensions of service quality for two demographic groups. For the Oldies group, expectation and perception for all service quality dimensions are higher than the Younger groups because as expected the older customers have higher income.

It can be seen from the table that customers' expectations in terms of responsiveness in Rose and Grace Restaurant have no significant difference when grouped according to demographic profile. It means that customers' expectations are the same regardless of their demographic profile. However, customers' actual dining experience or perception in the restaurant have significant differences when grouped according to civil status. As illustrated from the results below, unemployed and employed customers have almost the same experience in the restaurant as indicated in the mean results below. Then, the least are the experience of the students. The result is comparable to Spyridou's (2017) study, which says that there are significant differences in expected and perceived services between demographic groups which includes the demographic group of "family".

Table 14. Difference between perceived and expected service quality in terms of responsiveness when grouped according to demographic profile

| | Expectation | | | Perception | | |
|----------------|-------------|---------|-----------------|------------|---------|-----------------|
| | F-test | p-value | Interpretation | F-test | p-value | Interpretation |
| Sex | 2.30 | 0.132 | Not Significant | 0.38 | 0.541 | Not Significant |
| Age | 0.46 | 0.767 | Not Significant | 2.00 | 0.098 | Not Significant |
| Occupation | 1.48 | 0.232 | Not Significant | 6.00 | 0.003 | Significant |
| Civil Status | 1.64 | 0.199 | Not Significant | 2.92 | 0.058 | Not Significant |
| Monthly Income | 2.16 | 0.096 | Not Significant | 2.97 | 0.084 | Not Significant |

Legend: Significant at p-value < 0.05

Table 15 shows the only variable which marked significant is sex. It means that customers perception towards the restaurant in terms of assurance when grouped according to sex differ significantly. Male customers have higher mean rating in the restaurant compared with female customers.

The result is comparable to Spyridou's (2017) study, which says that there are significant differences in expected and perceived services between demographic groups which includes the demographic group of "sex".

Table 15. Difference between perceived and expected service quality in terms of assurance when grouped according to demographic profile

| Expectation | | | Perception | | |
|-------------|--|--|------------|--|--|
|-------------|--|--|------------|--|--|

| | F-test | p-value | Interpretation | F-test | p-value | Interpretation |
|----------------|--------|---------|-----------------|--------|---------|-----------------|
| Sex | 0.55 | 0.461 | Not Significant | 4.82 | 0.030 | Significant |
| Age | 1.02 | 0.401 | Not Significant | 0.84 | 0.505 | Not Significant |
| Occupation | 1.04 | 0.356 | Not Significant | 2.55 | 0.082 | Not Significant |
| Civil Status | 1.28 | 0.282 | Not Significant | 0.17 | 0.848 | Not Significant |
| Monthly Income | 0.12 | 0.945 | Not Significant | 0.42 | 0.736 | Not Significant |

Legend: Significant at p-value < 0.05

Based from the table customers' expectations on service quality of the restaurant have no significant difference in terms of empathy when grouped according to demographic profile. However, customers' actual dining experience in the restaurant when grouped according to occupation differ significantly since the resulted p-value is less than 0.05 level of significance.

Based from the results unemployed customers have the highest rating in the restaurant, followed by the employed customers and then students' customers. The result is comparable to Spyridou's (2017) study, which says that there are significant differences in expected and perceived services between demographic groups which includes the demographic group of "occupation.

Table 16. Difference between perceived and expected service quality in terms of empathy when grouped according to demographic profile

| | Expectation | | | Perception | | |
|----------------|-------------|---------|-----------------|------------|---------|-----------------|
| | F-test | p-value | Interpretation | F-test | p-value | Interpretation |
| Sex | 0.68 | 0.411 | Not Significant | 1.22 | 0.272 | Not Significant |
| Age | 0.76 | 0.557 | Not Significant | 0.93 | 0.450 | Not Significant |
| Occupation | 0.48 | 1.618 | Not Significant | 3.82 | 0.025 | Significant |
| Civil Status | 0.19 | 0.829 | Not Significant | 0.61 | 0.546 | Not Significant |
| Monthly Income | 1.45 | 0.231 | Not Significant | 0.51 | 0.678 | Not Significant |

Legend: Significant at p-value < 0.05

Table 17. Customers' Expectation and Perception of Service Quality in Rose and Grace Restaurant - Sto. Tomas, Batangas Branch

| | Expectation | | Perception | | |
|--|-------------|------|------------|------|--------|
| Tangibility | Mean | SD | Mean | SD | Gap |
| Visually attractive parking area and building exterior | 3.97 | 0.18 | 3.84 | 0.39 | - 0.13 |
| The lightings give positive atmosphere | 3.82 | 0.39 | 3.78 | 0.41 | - 0.04 |
| Staff members are clean, neat, and appropriately dressed | 3.83 | 0.38 | 3.83 | 0.38 | 0.00 |
| Restaurant's interior decoration is typical to its image | 3.83 | 0.38 | 3.76 | 0.43 | - 0.07 |
| Easily readable menu | 3.78 | 0.41 | 3.71 | 0.46 | - 0.07 |

| | | | | | |
|---|------|------|------|------|--------|
| Visually attractive menu that reflects the restaurant's image | 3.78 | 0.41 | 3.70 | 0.46 | - 0.08 |
| Well- ventilated dining area | 3.82 | 0.39 | 3.79 | 0.41 | - 0.03 |
| Clean Restrooms | 3.82 | 0.39 | 3.79 | 0.45 | - 0.03 |
| Clean Dining area | 3.85 | 0.36 | 3.79 | 0.41 | - 0.06 |
| Comfortable chairs in the dining room | 3.90 | 0.30 | 3.86 | 0.34 | - 0.04 |
| Composite Mean | 3.84 | | 3.79 | | - 0.05 |
| Reliability | | | | | |
| Serves foods in the time promised | 3.82 | 0.39 | 3.76 | 0.43 | - 0.06 |
| Quickly corrects anything that is wrong | 3.77 | 0.42 | 3.72 | 0.47 | - 0.05 |
| Dependable and consistent restaurant | 3.82 | 0.39 | 3.67 | 0.47 | - 0.15 |
| Provides an accurate bill | 3.82 | 0.38 | 3.68 | 0.50 | - 0.14 |
| Error-free served order (food) | 3.85 | 0.36 | 3.82 | 0.39 | - 0.03 |
| Composite Mean | 3.82 | | 3.73 | | - 0.09 |
| Responsiveness | | | | | |
| Maintaining speed and quality of service during busy times | 3.81 | 0.40 | 3.75 | 0.43 | - 0.06 |
| Provides prompt and quick service | 3.82 | 0.38 | 3.74 | 0.44 | - 0.08 |
| Extra effort for handling special requests | 3.90 | 0.33 | 3.85 | 0.36 | - 0.05 |
| Composite Mean | 3.84 | | 3.78 | | - 0.06 |
| Assurance | | | | | |
| Employees can answer questions completely | 3.78 | 0.42 | 3.79 | 0.41 | 0.01 |
| Comfortable and confident feeling when dealing with them | 3.82 | 0.39 | 3.75 | 0.43 | - 0.07 |
| Staff provide information about menu items, their ingredients and method of preparation | 3.79 | 0.41 | 3.23 | 0.46 | - 0.06 |
| Feeling safe | 3.82 | 0.39 | 3.75 | 0.43 | - 0.07 |
| Well trained, competent and experienced staff | 3.86 | 0.35 | 3.75 | 0.43 | - 0.11 |
| Restaurant supports the employees | 3.87 | 0.34 | 3.78 | 0.45 | - 0.09 |
| Composite Mean | 3.82 | | 3.68 | | - 0.14 |
| Empathy | | | | | |
| Employees provide individual attention | 3.83 | 0.40 | 3.81 | 0.40 | - 0.02 |
| Special Feeling | 3.76 | 0.47 | 3.68 | 0.50 | - 0.08 |
| Anticipation of customers individuals needs and wants | 3.81 | 0.40 | 3.79 | 0.41 | - 0.02 |
| Sympathetic and reassuring employees | 3.82 | 0.28 | 3.84 | 0.37 | 0.02 |
| Customers best interests at heart | 3.86 | 0.34 | 3.87 | 0.34 | 0.01 |
| Composite Mean | 3.82 | | 3.80 | | - 0.02 |
| General Weighted Mean | 3.83 | 0.37 | 3.75 | 0.42 | -0.06 |

Expectation and perception mean ranges from 1 to 4; SD – standard deviation, p-value < 0.05

CONCLUSION AND RECOMMENDATION

The findings show the Gap Score between customer perception and expectation on the service quality of Rose and Grace Restaurant Sto. Tomas, Batangas branch. The customers are most satisfied with the attribute “Staff members are clean, neat and appropriate dressed” and attribute “Customers best interest at heart”. While the attribute “Visually attractive parking area and building exterior”, “Dependable and consistent Restaurant”, “Provides an accurate bill” need improvements. Compared to the studies of

Srivastava (2014), the narrowest gap were the attributes “Seems to give employees support to their job well” and “Has personnel who seem well trained, competent and experienced”, while the highest negative gap scores in “clean dining area” and “served in time provided”. The result shows that the restaurant services are high.

The findings also show that the customers of Rose and Grace Restaurant Sto. Tomas Branch has a high degree of agreement towards the restaurant service quality based on their perception and expectation. This support that the restaurant is taking correct step in maintaining the quality service they performed. By determining the strengths and weaknesses of their services, the researchers concluded that there are needed for improvement for the service quality attributes “Visually Attractive Parking Area and Building Exterior” and “Well – Trained, Competent and Experienced Staff”. However, the restaurant overall strength was the dimension empathy with – 0.02 gap score which was supported the study of Markovic et, al., 2013.

The researchers therefore recommend that in order to improve the service all staffs are required a meeting before and after the operating hours and conduct a weekly briefing about the products ingredients and the method of preparation to improve the knowledge of the employees. It is also suggested to provide annual training for employees to be able to enhance their skill and knowledge in restaurant services. The researchers also suggest to put light drinks to attract men customers and Provide bundle deals, solo orders, barkada meals and combo meals for students and those customer with lower monthly house income of less than 10,000 pesos.

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