

Service Quality And Post-Purchase Intentions In Rinconada Restaurants: Insights For Service Strategy Development

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Abstract: This study examined the relationship between service quality and post-purchase intentions in Rinconada restaurants to generate insights for service strategy development. Specifically, it assessed customers' perceived service quality in terms of assurance and empathy, cleanliness, food quality, responsiveness, and tangibles; determined their level of post-purchase intentions; examined differences in perceived service quality across selected profile variables; and determined the relationship between service quality and post-purchase intentions. A descriptive research design was employed involving 268 respondents from one state college in Nabua, Camarines Sur who had dined in Rinconada restaurants. Data were analyzed using descriptive statistics, Analysis of Variance (ANOVA), and correlation analysis. The findings revealed significant differences in perceived service quality when respondents were grouped according to restaurant and reason for visiting, particularly in the assurance and empathy dimension. Furthermore, a significant positive relationship was found between service quality and post-purchase intentions, indicating that higher perceived service quality is associated with stronger intentions to revisit, recommend the restaurant to others, and engage in favorable post-purchase behaviors. These findings provide valuable insights for service strategy development by emphasizing the importance of customer-centered service quality initiatives, particularly in enhancing responsiveness and empathy, to strengthen customer loyalty, encourage positive behavioral intentions, and improve the competitive position of restaurants in the Rinconada area.

Keywords: Service Quality; Post-Purchase Intentions; Service Strategy; Restaurant Management; Customer Loyalty; Hospitality Management

1. Introduction

The rapid growth of the tourism and hospitality industry has significantly contributed to the economic development of the Asia-Pacific region, making it the world's second-largest destination for international visitors (Liu & Lee, 2016). As competition within the hospitality industry intensifies, attracting customers is no longer sufficient; sustaining their patronage through favorable post-purchase intentions has become a strategic priority. Post-purchase intentions, including customers' willingness to revisit, recommend a business to others, and maintain long-term relationships with service providers, are widely recognized as key determinants of organizational success and competitive advantage in the restaurant industry (Wu et al., 2015). Consequently, understanding the factors that encourage positive post-purchase intentions has become an important concern for hospitality managers and researchers.

Among these factors, service quality has consistently been identified as a critical determinant of customer satisfaction and post-purchase intentions. Previous studies have demonstrated that superior service quality positively influences customer satisfaction (Han & Hyun, 2017), which subsequently strengthens favorable post-purchase intentions (Su et al., 2016). However, the relationship between service quality and post-purchase intentions is not always uniform across restaurant settings. Bujisic, Hutchinson, and Parsa (2014) reported that this relationship varies according to restaurant type, while Namin (2017) found that service quality functions primarily as a mediator rather than a direct predictor of post-purchase intentions in fast-food restaurants. Moreover, Shahid Iqbal, Ul Hassan, and Habibah (2018) established that service quality positively influences customer loyalty and behavioral intentions, both



directly and indirectly through customer satisfaction. These findings underscore the strategic importance of delivering high-quality service as a means of fostering favorable customer behaviors and achieving sustainable competitive advantage in the hospitality industry.

Despite the growing body of literature on service quality and customer behavioral intentions, empirical studies remain limited in the context of local restaurants operating in emerging food service destinations such as the Rinconada area. Existing studies have predominantly focused on urban centers, national restaurant chains, or international markets, leaving a gap in understanding how service quality dimensions influence customers' post-purchase intentions within community-based restaurant settings. Moreover, limited evidence is available to guide restaurant managers in translating service quality assessments into strategic initiatives that strengthen customer retention and long-term competitiveness.

In response to these gaps, this study examines the relationship between service quality and post-purchase intentions among customers of Rinconada restaurants. Specifically, it identifies the service quality dimensions that influence customers' behavioral intentions and examines variations in perceived service quality across selected customer profiles. The findings are expected to provide valuable insights for restaurant owners and managers in formulating customer-centered service strategies that enhance customer satisfaction, encourage repeat patronage and positive word-of-mouth, and strengthen the competitive position of restaurants in the Rinconada area. Furthermore, the study contributes to the growing body of knowledge on service quality management by providing localized empirical evidence that supports strategic decision-making and sustainable service excellence in the restaurant industry.

2. Review of Related Literature

Omar, Ariffin, and Ahmad (2016) revealed a favorable correlation between customer satisfaction and tangibles, responsiveness, certainty, and empathy. Customer satisfaction is found to be significantly correlated with the qualities of tangibles, assurance, and empathy but not with responsiveness. While responsiveness and customer satisfaction have a weakly positive relationship, empathy and customer satisfaction have a substantial positive link. According to their study's conclusions, restaurant owners should raise the caliber of their services, particularly regarding responsiveness, to increase patron happiness.

According to Guntoro and Hui (2013), customer satisfaction is the result of comparing patrons' experiences at restaurants with those of the establishments. Customer satisfaction directly influences consumers' positive post-purchase intentions (Gee, Coates, and Nicholson, 2008; Soleimani & Einolahzadeh, 2018) and is intimately linked to customer behaviors and intentions that are a component of consumer behavior (Jung and Seock, 2017). According to Wu et al. (2015), satisfaction is one of the primary elements influencing consumers' inclinations to return. According to Solimani and Einolahzadeh (2018), a distinguishing aspect in assessing customers' post-purchase intentions. Customers' post-purchase intentions are significantly influenced by their level of satisfaction. Post-purchase intentions can be positively impacted by satisfaction with the dining aspects and authentic dining experiences at an ethnic Asian restaurant (Kim, 2018). It is possible to acquire new clients by positive word-of-mouth (WOM) (Papadimitriou, Kaplanidou, and Apostolopoulou, 2015).

Namkung and Jang (2007) found that one factor influencing pleasure was temperature. Food must be served within the proper temperature range and kept at that temperature while consumed to satisfy patrons. As a result, when serving food to patrons, restaurant managers must be mindful of the temperature. To preserve food quality, they must also utilize plates with the proper temperatures. The physical attributes of the establishment, including its staff, equipment, and facilities, are known as tangibles. Accordingly, restaurants use tangibles to convey to their patrons their image and signal quality (Zeithaml and Bitner, 2003). A menu is a crucial marketing tool essential to a good dining experience, which fosters consumer happiness, ensures customer loyalty, and encourages repeat business, claim Baiomy, Jones, and Goode (2017).

Objective of the Study

1. To identify the demographic profile of the customers of restaurants in Rinconada Area.
2. To determine the level of satisfaction with service quality in restaurants in the Rinconada area.
3. To determine the post-purchase intentions of the customers of the restaurants in Rinconada.
4. To test the significant difference in service quality when grouped according to profile

5. To propose a framework to enhance the service quality of the restaurants in Rinconada Area to create a positive post-purchase intention among its customers.

Scope of the Study

The study was conducted in the fifth district of Rinconada for the calendar year 2021.

Significance of the Study

Existing studies have consistently demonstrated that service quality influences customers' post-purchase intentions in the hospitality industry; however, most have been conducted in metropolitan areas, established tourism destinations, or international contexts. Consequently, there remains limited empirical evidence on how service quality dimensions affect customers' post-purchase intentions in local restaurant settings, particularly in emerging food destinations such as the Rinconada area. Furthermore, previous studies have predominantly emphasized the relationship between service quality and customer outcomes while providing limited strategic insights that restaurant managers can utilize for service strategy development and competitive positioning. This gap highlights the need for localized research that not only examines the relationship between service quality and post-purchase intentions but also translates empirical findings into practical strategic directions that support customer retention, service excellence, and sustainable competitiveness in the restaurant industry.

3. Methodology

This study employed a descriptive research design to examine the relationship between service quality and post-purchase intentions among customers of selected Rinconada restaurants. The respondents consisted of 268 customers who had previously dined at the participating restaurants. A simple random sampling technique was employed to ensure that each eligible respondent had an equal probability of being selected, thereby enhancing the representativeness of the sample.

Data were collected using a modified version of an adopted questionnaire. The first section gathered the respondents' demographic profile, while the second section assessed perceived service quality in terms of assurance and empathy, cleanliness, food quality, responsiveness, and tangibles. The third section measured customers' post-purchase intentions, including customer satisfaction, revisit intention, and word-of-mouth intention. The instrument demonstrated excellent reliability, with a Cronbach's alpha coefficient of 0.954 for the Service Quality scale and 0.923 for the Post-Purchase Intentions scale, indicating high internal consistency.

The collected data were analyzed using IBM SPSS. Descriptive statistics, including frequency, percentage, and weighted mean, were used to summarize the respondents' profile and assess the levels of service quality and post-purchase intentions. The Shapiro–Wilk test indicated that the data were not normally distributed ($p < .01$); therefore, non-parametric statistical techniques were employed. The Kruskal–Wallis test was used to determine significant differences in service quality across respondent groups with three or more categories, while the Spearman rank-order correlation was used to examine the relationship between service quality and post-purchase intentions at a 0.05 level of significance. Finally, multiple linear regression analysis was performed to identify the service quality dimensions that best predicted customers' post-purchase intentions.

4. Results and Discussions

Table 1: Socio-Demographic Profile

Profile	Category	Frequency	Percent
Restaurants	Desny	53	19.8%
	Macagang	50	18.7%
	Mayee's	46	17.2%
	MCM	44	16.4%
	Shakey's	44	16.4%

	Yamon	31	11.6%
	Total	268	100.0%
Age (In Years)	Baby Boomers (57-75)	7	2.6%
	Generation X (41-56)	36	13.4%
	Generation Z (9-24)	109	40.7%
	Millennials (25-40)	116	43.3%
	Total	268	100.0%
Reason for Visiting	Attending a conference and seminar	11	4.1%
	Business reason	8	3.0%
	Leisure	175	65.3%
	Others	29	10.8%
	Visiting relatives and friends	45	16.8%
	Total	268	100.0%
Number of Visits	1 time	39	14.6%
	2 times	42	15.7%
	3 times	40	14.9%
	4 times	16	6.0%
	5 times	12	4.5%
	more than 5 times	119	44.4%
	Total	268	100.0%
Dining Expenses per Dine-in	Less than Php 1,000.00 – Php 1,000.00	147	54.9%
	Php 1,001.00 – Php 2,000.00	76	28.4%
	Php 2,001.00 – Php 3,000.00	30	11.2%
	Php 3,001.00 – Php 4,000.00	8	3.0%
	Php 4,001.00 – Php 5,000.00	1	0.4%
	more than Php 5,000.00	6	2.2%
	Total	268	100.0%

Table 1 presents the socio-demographic profile of the respondents. Among the selected restaurants, Desny Grill recorded the highest number of respondents with 53 (19.8%), while Yamon Boards and Brew had the fewest with 31

(11.6%). The lower number of respondents from Yamon Boards and Brew may be attributed to its relatively recent entry into the local restaurant market, resulting in lower customer patronage compared with more established establishments.

In terms of age, Millennials (25–40 years old) comprised the largest proportion of respondents, accounting for 116 (43.3%), whereas Baby Boomers (57–75 years old) represented the smallest group with 7 (2.6%). This distribution suggests that restaurants in the Rinconada area primarily attract young adult consumers, highlighting the importance of developing service strategies that address the preferences and expectations of this market segment while remaining responsive to the needs of other age groups.

Regarding the reason for visiting, most respondents dined for leisure, with 175 (65.3%), while only 8 (3.0%) visited for business purposes. This finding indicates that restaurants in the area primarily function as venues for relaxation and social interaction. Consequently, restaurant managers may benefit from implementing customer-centered service strategies that create enjoyable dining experiences capable of encouraging repeat patronage and positive word-of-mouth.

With respect to the number of visits, the largest proportion of respondents reported dining at the same restaurant more than five times (119 or 44.4%), whereas only 12 (4.5%) had visited exactly five times. Frequent visits may indicate favorable customer experiences and suggest the potential for developing long-term customer relationships through consistent service quality and loyalty-oriented strategies.

Finally, more than half of the respondents (147 or 54.9%) reported spending less than ₱1,000 per dining occasion. This finding suggests that customers perceive Rinconada restaurants as offering affordable dining options that appeal to individuals, couples, and small groups seeking leisure experiences. From a strategic perspective, maintaining an appropriate balance between price competitiveness and service quality may help restaurants enhance customer value, strengthen post-purchase intentions, and sustain their competitive position in the local market.

Table 2: Service Quality

	N	Mean	VI
Assurance and Empathy	268	3.36	S
Cleanliness	268	3.49	S
Food Quality	268	3.46	S
Responsiveness	268	3.32	S
Tangibles	268	3.47	S
Average Weighted Mean	268	3.42	S
3.50 - 4.00 (VS) Very Satisfactory 2.50 - 3.49 (S) Satisfactory 1.50 - 2.49 (F) Fair 1.00 - 1.49 (P) Poor			

Table 2 presents the respondents' assessment of the service quality of Rinconada restaurants. The overall average weighted mean of 3.42 indicates that customers were generally satisfied with the service quality provided by the restaurants. Among the five dimensions, cleanliness obtained the highest mean score (3.49), followed by tangibles (3.47) and food quality (3.46), while responsiveness received the lowest mean score (3.32), although it was still interpreted as satisfactory.

The findings suggest that customers place considerable value on a clean and well-maintained dining environment, quality food offerings, and visually appealing facilities, as these contribute positively to their overall dining experience. The relatively lower rating for responsiveness, however, indicates opportunities for restaurants to improve the timeliness and attentiveness of service delivery. From a strategic management perspective, maintaining strengths in cleanliness and food quality while prioritizing improvements in responsiveness and customer interaction can enhance customers' dining experiences and strengthen favorable post-purchase intentions, including repeat patronage and positive word-of-mouth. These findings support the study of Barber and Scarcelli (2010), which emphasized that restaurant cleanliness—including the dining area, service ware, and restrooms—significantly influences customers' restaurant selection, perceived safety, and intention to revisit.

Table 3: Post-Purchase Intentions

	N	Mean	VI
Customer Satisfaction	268	3.34	A
Revisit Intention	268	3.41	A
Word-of-Mouth	268	3.37	A
Average Weighted Mean	268	3.37	A
3.50 - 4.00 (SA) Strongly Agree 2.50 - 3.49 (A) Agree 1.50 - 2.49 (D) Disagree 1.00 - 1.49 (SD) Strongly Disagree			

Table 3 presents the respondents' assessment of their post-purchase intentions toward Rinconada restaurants. The overall average weighted mean of 3.37 indicates that respondents generally agreed with statements reflecting favorable post-purchase intentions. Among the dimensions, revisit intention obtained the highest mean score (3.41), followed by word-of-mouth (3.37), while customer satisfaction registered the lowest mean (3.34), although all dimensions were interpreted as Agree.

The findings suggest that customers are generally willing to revisit and recommend Rinconada restaurants, indicating favorable behavioral intentions resulting from their dining experiences. The relatively high revisit intention implies that restaurants have the opportunity to cultivate repeat patronage, while positive word-of-mouth can serve as a cost-effective means of attracting new customers and strengthening market competitiveness. From a service strategy perspective, restaurant managers should focus on consistently delivering high-quality service experiences that foster customer satisfaction, encourage repeat visits, and generate favorable customer recommendations. Strengthening these behavioral outcomes contributes to customer retention and long-term business sustainability. These findings support Han and Hyun (2015), who emphasized that retaining existing customers is substantially more profitable than acquiring new ones, as customer retention enhances organizational profitability despite increasing challenges in maintaining customer loyalty (Malik et al., 2013).

Table 4: Test of significant differences in service quality when grouped according to restaurant

Restaurant	1.00	2.00	3.00	4.00	5.00	6.00	Chi-Square	p-value
Assurance and Empathy	130.20	139.49	114.23	110.10	166.19	153.53	17.843**	.003
Cleanliness	140.85	131.73	117.03	104.15	169.33	147.68	21.108**	.001
Food Quality	143.99	133.89	126.57	112.72	151.35	138.03	7.490	.187
Responsiveness	139.97	139.66	108.02	112.41	162.90	147.16	17.112**	.004
Tangibles	136.21	128.62	119.60	116.18	164.41	146.73	13.161*	.022
Service Quality	138.08	134.93	112.35	108.00	169.00	149.19	18.993*	.002

*Significant at $p < .05$; **Significant at $p < .01$ (2-tailed)

Table 4 presents the test of significant differences in perceived service quality when respondents were grouped according to restaurant. The results revealed a significant difference in overall service quality ($\chi^2 = 18.993$, $p = .002$), indicating that customers perceived the quality of services differently across the six restaurants. Significant differences were likewise observed in the dimensions of Assurance and Empathy ($\chi^2 = 17.843$, $p = .003$), Cleanliness ($\chi^2 = 21.108$, $p = .001$), Responsiveness ($\chi^2 = 17.112$, $p = .004$), and Tangibles ($\chi^2 = 13.161$, $p = .022$). In contrast, Food Quality did not significantly differ across the restaurants ($\chi^2 = 7.490$, $p = .187$). Respondents from Restaurants 5 and 6 consistently reported higher mean ranks in most service quality dimensions than respondents from the other restaurants.

These findings indicate that customers perceive variations in service quality among restaurants, particularly in aspects related to employee interactions, cleanliness, responsiveness, and the physical environment. The absence of a significant difference in food quality suggests that menu offerings and food standards are relatively comparable across the establishments, whereas service delivery and operational practices distinguish restaurants from one another. From a service strategy perspective, restaurant managers should prioritize the development of consistent service standards, employee training, and operational processes that strengthen assurance, empathy, responsiveness, and cleanliness. Benchmarking the practices of higher-performing restaurants may also assist managers in identifying strategies that enhance customer experiences and improve their competitive position in the local restaurant industry.

Table 5: Test of significant difference in service quality when grouped according to age

Age	25-40 yrs. old	41-56 yrs. Old	57-75 yrs. Old	Chi-Square	p-value
Assurance and Empathy	134.46	128.85	131.95	.190	.909
Cleanliness	126.68	134.02	129.50	.369	.832
Food Quality	140.22	136.57	122.91	2.665	.264
Responsiveness	132.00	131.43	130.29	.021	.989
Tangibles	137.14	129.91	130.12	.308	.857
Service Quality	133.88	132.39	128.80	.189	.910

**Significant at $p < .05$; **Significant at $p < .01$ (2-tailed)*

No significant difference exists in service quality when grouped according to age in terms of assurance and empathy ($p = .909$), cleanliness ($p = .832$), food quality ($p = .264$), responsiveness ($p = .989$), and tangibles ($p = .857$) as indicated by the computed p -values which are all greater than 0.05 alpha level.

Table 6: Test of significant difference in service quality when grouped according to Reason for Visiting

Reason for Visiting	Business/ Attending a conference and seminar	Visiting relatives and friends	Leisure	Others	Chi-Square	p-value
Assurance and Empathy	100.24	140.32	97.71	150.03	13.607**	.003
Cleanliness	118.47	136.93	104.12	151.38	8.290*	.040
Food Quality	122.11	136.95	109.83	146.10	5.001	.172
Responsiveness	107.26	137.79	105.52	151.87	9.504*	.023
Tangibles	117.29	141.12	100.31	138.06	8.872*	.031
Service Quality	110.84	138.24	98.83	152.93	10.950*	.012

**Significant at $p < .05$; **Significant at $p < .01$ (2-tailed)*

Table 6 presents the test of significant differences in perceived service quality when respondents were grouped according to age. The results revealed no significant differences in the dimensions of Assurance and Empathy ($p = .909$), Cleanliness ($p = .832$), Food Quality ($p = .264$), Responsiveness ($p = .989$), Tangibles ($p = .857$), and overall Service Quality ($p = .910$), as all computed p -values exceeded the 0.05 level of significance.

The findings indicate that customers across different age groups share relatively similar perceptions of the service quality provided by Rinconada restaurants. This suggests that the restaurants have been generally successful in delivering service experiences that are consistently perceived regardless of customers' age. From a service strategy perspective, restaurant managers may continue implementing standardized service quality practices while maintaining

consistency in cleanliness, food quality, responsiveness, physical facilities, and employee interactions. Rather than developing age-specific service strategies, management may focus on sustaining service excellence that meets the expectations of a broad customer base, thereby supporting favorable post-purchase intentions and long-term customer retention.

A significant difference exists in service quality. A higher significant difference exists in Assurance and Empathy ($p=0.003$) grouped according to the reason for visiting. Results showed that customers attending business conferences and seminars have significantly higher responses on service quality compared to those who visit for leisure. This only shows that customers for business travel expect higher service quality than those who are visiting for leisure and fun.

Table 7: Test of significant difference in service quality when grouped according to Number of Visits

Number of Visits	1 time	2 times	3 times	4 times	5 times	more than 5	Chi-Square	p-value
Assurance and Empathy	106.62	144.19	149.74	127.63	131.46	136.33	7.784	.169
Cleanliness	106.58	144.92	143.26	108.72	135.33	140.41	9.627	.087
Food Quality	100.03	145.74	145.06	123.94	138.75	139.27	10.992	.052
Responsiveness	108.81	149.40	138.26	125.28	151.33	135.94	7.164	.209
Tangibles	113.08	142.31	131.23	129.94	146.13	139.31	4.754	.447
Service Quality	105.10	146.80	142.85	123.25	138.96	138.05	7.818	.167

**Significant at $p<.05$; **Significant at $p<.01$ (2-tailed)*

Table 7 presents the test of significant differences in perceived service quality when respondents were grouped according to the number of visits. The results revealed no significant differences in Assurance and Empathy ($p = .169$), Cleanliness ($p = .087$), Food Quality ($p = .052$), Responsiveness ($p = .209$), Tangibles ($p = .447$), and overall Service Quality ($p = .167$), as all computed p -values exceeded the 0.05 level of significance.

The findings suggest that customers' perceptions of service quality remain consistent regardless of how frequently they visit Rinconada restaurants. Whether first-time or repeat customers, respondents generally evaluated the service quality similarly across all dimensions. From a service strategy perspective, this consistency indicates that restaurants have established service standards that are perceived uniformly by customers throughout multiple dining experiences. Sustaining consistent service quality is essential for reinforcing customers' trust and confidence in the restaurant, which may subsequently strengthen favorable post-purchase intentions, including revisit intentions and positive word-of-mouth. Accordingly, restaurant managers should continue implementing standardized service quality practices while continuously monitoring customer feedback to ensure that service performance remains consistent across all customer interactions.

Table 8: Test of significant differences in service quality when grouped according to Dining Expenses

Dining Expenses	Php 1,000.00 and Below	Php 2,001.00-3,000.00	Php 3,001.00 - 4,000.00	Chi-Square	p-value
Assurance and Empathy	125.16	131.84	123.75	.504	.777
Cleanliness	123.19	126.16	147.78	3.109	.211
Food Quality	121.62	133.01	138.13	2.170	.338
Responsiveness	123.97	126.48	143.17	1.823	.402
Tangibles	127.10	123.86	134.50	.511	.774

Service Quality	124.03	129.34	135.63	.742	.690
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*Significant at $p < .05$; **Significant at $p < .01$ (2-tailed)

Table 8 presents the test of significant differences in perceived service quality when respondents were grouped according to dining expenses. The results revealed no significant differences in Assurance and Empathy ($p = .777$), Cleanliness ($p = .211$), Food Quality ($p = .338$), Responsiveness ($p = .402$), Tangibles ($p = .774$), and overall Service Quality ($p = .690$), as all computed p -values exceeded the 0.05 level of significance.

The findings indicate that customers' perceptions of service quality do not significantly vary according to the amount they spend during their dining experience. Regardless of dining expenditure, respondents consistently evaluated the quality of service across all dimensions. This suggests that customers value service quality independently of the price they pay, highlighting the importance of delivering consistent service experiences to all market segments. From a service strategy perspective, restaurant managers should focus on maintaining uniform service standards across different customer spending levels rather than differentiating service based on expenditure. Consistently delivering high-quality service to all customers can strengthen perceptions of fairness and value, thereby fostering favorable post-purchase intentions and enhancing the restaurant's long-term competitive advantage.

Table 9: Model Summary for the Predictors of Post-Purchased Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769(a)	.592	.584	.30692

a Predictors: (Constant), Assurance and Empathy, Cleanliness, Food quality, Responsiveness, Tangibles

Table 9 presents the model summary for the predictors of post-purchase intentions. The results indicate that Model 1 provides the best model fit, with a correlation coefficient of $R = .769$, reflecting a strong positive relationship between service quality and post-purchase intentions. The model yielded an R^2 value of .592, indicating that 59.2% of the variance in customers' post-purchase intentions is explained by the combined influence of the service quality dimensions, namely Assurance and Empathy, Cleanliness, Food Quality, Responsiveness, and Tangibles. This suggests that service quality is a substantial predictor of customers' behavioral intentions, while the remaining 40.8% of the variance may be attributed to other factors not included in the model.

The findings underscore the strategic importance of service quality as a driver of favorable customer behaviors in the restaurant industry. By enhancing key service quality dimensions, restaurant managers can strengthen customers' intentions to revisit, recommend the restaurant to others, and maintain long-term relationships with the establishment. From a service strategy perspective, these results highlight the value of investing in comprehensive service quality management as a means of fostering customer loyalty, improving customer retention, and achieving sustainable competitive advantage. The findings are consistent with previous studies (Han & Hyun, 2017; Su et al., 2016; Gee, Coates, & Nicholson, 2008; Soleimani & Einolazadeh, 2018; Bujisic, Hutchinson, & Parsa, 2014), which similarly reported that superior service quality positively influences customers' post-purchase behaviors and long-term patronage.

5. Conclusion

1. The respondents were predominantly Millennials who primarily visited Rinconada restaurants for leisure, frequently dining in small groups and spending less than ₱1,000.00 per visit. These findings indicate that local restaurants largely cater to value-conscious customers seeking enjoyable and affordable dining experiences.
2. Customers generally perceived the service quality of Rinconada restaurants as satisfactory across the dimensions of assurance and empathy, cleanliness, food quality, responsiveness, and tangibles. Among these dimensions, cleanliness received the highest evaluation, while responsiveness obtained the lowest rating, indicating an opportunity for restaurants to enhance the timeliness and attentiveness of service delivery.
3. Respondents expressed favorable post-purchase intentions, particularly regarding revisit intention and positive word-of-mouth, suggesting that satisfactory service experiences contribute to customers' willingness to return and recommend Rinconada restaurants to others.

4. Service quality significantly differed among restaurants but did not significantly vary according to customers' age, number of visits, or dining expenses. These findings suggest that differences in perceived service quality are primarily associated with individual restaurant practices rather than customer characteristics, highlighting the importance of maintaining consistent service standards across restaurant operations.
5. A significant positive relationship was found between service quality and post-purchase intentions, confirming that higher levels of perceived service quality lead to stronger customer behavioral intentions. These findings underscore the strategic value of investing in customer-centered service quality initiatives, particularly in strengthening responsiveness, assurance, and empathy, to foster customer loyalty, encourage repeat patronage and positive word-of-mouth, and support the development of effective service strategies that enhance the long-term competitiveness of Rinconada restaurants.
6. A service strategy framework was proposed based on the study's findings. Model 1, which consists of Assurance and Empathy, Cleanliness, Food Quality, Responsiveness, and Tangibles, demonstrated the best model fit for predicting customers' post-purchase intentions, indicating a strong positive relationship between service quality and customer behavioral intentions. The framework provides evidence-based strategic insights that restaurant managers can utilize to prioritize service quality dimensions that enhance customer loyalty, encourage repeat patronage, and strengthen the competitive position of Rinconada restaurants.

Recommendations

1. Restaurant managers should develop service strategies that cater to diverse customer segments while maintaining the needs of their primary market. Although Millennials comprise the largest customer group, service offerings should also consider older adults and other emerging market segments to expand the customer base and strengthen market competitiveness.
2. Restaurant owners and managers should continuously improve service quality, particularly in the areas of responsiveness and assurance and empathy, through regular staff training, customer service coaching, and performance monitoring. Enhancing employee competence and customer interaction can strengthen customer satisfaction, encourage positive word-of-mouth, and increase revisit intentions.
3. Restaurants should establish a continuous service quality monitoring system that incorporates regular customer feedback, service performance evaluations, and quality assurance mechanisms. Using customer feedback as a basis for strategic decision-making will enable restaurants to identify service gaps and implement timely improvements that support customer retention and long-term competitiveness.
4. Restaurant managers should utilize the proposed service strategy framework derived from this study to prioritize the dimensions of Assurance and Empathy, Cleanliness, Food Quality, Responsiveness, and Tangibles in developing customer-centered service strategies. Focusing on these dimensions can strengthen post-purchase intentions and provide a sustainable competitive advantage in the local restaurant industry.
5. Restaurant owners are encouraged to benchmark the service practices of higher-performing establishments and adopt best practices that align with their operational capabilities and customer expectations. Strategic benchmarking can facilitate continuous service innovation and improve overall organizational performance.
6. Future researchers are encouraged to extend this study by including restaurants from other geographic locations, examining additional organizational and customer-related factors that influence post-purchase intentions, and employing mixed-method or longitudinal research designs to validate the proposed framework and provide broader strategic insights for service quality management in the hospitality industry.

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