

**CUSTOMER SATISFACTION OF NUTRITION AND VEGETARIAN CUISINE
RESTAURANT AND RESORT IN TANGALAN, AKLAN: A CASE STUDY**

A Research

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ABSTRACT

Nutrition and Vegetarian Cuisine Restaurant and Resort is the first and only vegetarian restaurant and resort where you can enjoy a plant-based meal that tastes like meat without cholesterol while taking in the serenity of the fishpond and the beach waves. This study aimed to determine the overall customer satisfaction level of Nutrition and Vegetarian Cuisine Restaurant and Resort in Tangalan, Aklan based on the 5A's of tourism (accessibility, accommodation, attractions, activities, and amenities). Specifically, this study sought to profile customers of the restaurant and resort based on their demographic factors (age, sex, civil status, and highest educational attainment) and determine significant differences in customer satisfaction across categories of these demographic factors. To measure the satisfaction level of the customers, this study used descriptive research design and applied case study survey method using questionnaires which were distributed to 40 customers. Data showed that majority of the customers were below 20 years old and age bracket 20-29, female, and finished tertiary and post graduate education. There is an equal proportion of respondents observed between single and married respondents. The customers were found to be satisfied overall. Particularly, the respondents were observed to be satisfied in terms of accessibility, accommodation, attractions, and activities and highly satisfied in terms of amenities. Comparable satisfaction level was observed across groups of age, sex, civil status, and highest educational attainment in terms of 5A's of tourism. The findings implied that all age groups, male and female, single and married, and all levels of educational attainments have the same expectations and standards in their perceived service delivery of the restaurant. A plan of action was proposed to develop the

restaurant and resort for continuous patronage of the customers. Additional services were recommended to attract more customers and enhancement were denoted to be patterned according to the preferences of the highest proportion of their customers (young, female, and customers with higher educational attainment). It was suggested to the management of the restaurant and resort to focus and improve more on the four dimensions of 5A's of tourism which are accessibility, accommodation, attractions, and activities to level up customer satisfaction. Inclusion of demographic factors such as socio-economic level, religion, and address of the respondents were recommended for future studies. It was also proposed to conduct the customer satisfaction survey regularly as this determines what service of the resort and restaurant must be improved since demography never remains constant and its impact changes over time.

Keywords: Nutrition and Vegetarian Cuisine Restaurant and Resort, Customer Satisfaction, 5A's of Tourism, Plant-Based Meal