

**Perceived Use of Digital Marketing and Customer Engagement among
Micro-Restaurants in Jaro Iloilo City**

A Research Study

Presented to

Faculty of the University College Department

Central Philippine University

Jaro, Iloilo City

In Partial Fulfillment of the Requirements for

Research Report

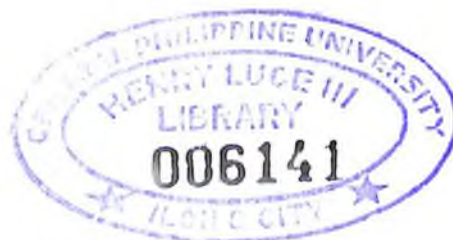
By

Arlette Lyka Calay

Bhea Deatras

Joanna Gene Diacuna

Fherlene Joyce Magno



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Abstract

This study, which aimed to determine the perceived use of digital marketing among micro-restaurants which includes the specified data in terms of sex, marital status and employment status. The respondents in the study were 100 customers who chose to participate from the different micro-restaurants. The purposive sampling method was also used to ensure that respondents were proportionately represented. This study uses a correlational, non-experimental design on micro-restaurants in Jaro, Iloilo City, reflecting the research's objective to understand the existing relationships between customer satisfaction and the quality of food, service, and overall dining experience in micro restaurants. A survey type of questionnaire was personally handed to the respondents to gather necessary information. Findings indicate that the majority of the respondents were single female students. The findings revealed that the ranking of distribution of their respondents according to their level that digital is better than other alternatives. In general digital marketing is very helpful but less compared to the four segments mentioned in the paper. The findings also shows that the Perceived Use of Digital Marketing and Customer Engagement among Micro-Restaurants in Jaro Iloilo City in the given population are rated as "Very Useful" regardless of sex, marital status, and employment status. The study used independent samples to analyze the extent of engagement in digital marketing among respondents. Results showed no significant differences in sex and marital status. Thus, employment status in terms of customer engagement showed that there is a significant difference.

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