SATISFACTION ATTRIBUTES AND SATISFACTION OF CUSTOMERS: THE CASE OF KOREAN RESTAURANTS IN BATAAN

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ABSTRACT

This study aims to assess how the selection attributes of customers may be evaluated in terms of facilities, menu, services, and food. The study determined the significant difference among the selection attributes of customers when group according to their profile. The relationship between the selection attributes and the overall customer satisfaction when dining in Korean restaurants in Bataan was also defined. The researcher gathered the data through a survey distributed among customers of the Korean restaurants in Bataan. The collection of data was analyzed using quantitative analysis. With the use of mean rating scale, feedbacks from the customers were measured. Similarly, Mann-Whitney U Test, Wilcoxon, The Kruskal Wallis Test, and Bonferroni were utilized to measure the significant difference, to test the relationship between selection attributes and customer satisfaction, the Spearman rho test was used. Findings revealed that when respondents were grouped based on their sex, age, educational level, occupation, income, Korean friends of colleagues, companion, and purpose have a significant difference in their selection attributes. The results also indicated that the selection attributes such as facilities, menu, service, and food have a strong positive correlation to the customers' overall satisfaction.

INTRODUCTION

In the Philippines, Korean restaurants are intended to cater to the Koreans but with the curiosity of Filipinos, they started to visit and love them. The Korean government saw this potential and planned to increase the number of Korean restaurants up to 40,000 overseas (Min, 2007). This plan will make it easier for the South Korean government to introduce their food culture, attract more customers, and increase their revisit intention (Hashimoto and Telfer, 2006; Nam and Lee, 2011; Seo, Jo-Phillips, Jang, and Kim, 2012, Tsai and Lu, 2012; Min K.-H., 2016). With the intensive efforts of these Korean restaurants, the local restaurants should continue to develop and intensify their marketing program.

According to the Department of Tourism (DOT) as of 2018, Koreans were still the top market for tourism with 22.3% of the total number of tourists and consistently topped as the biggest spenders amounting to Php 5.83 billion for

February 2017 (DOT, 2018). The DOT launched its program in 2003 where English learning activities were combined with vacation trips; another DOT program is for the businessmen where the main attractions were beaches and golf. A lot of Korean students chose to study in the Philippines because of the English proficiency of Filipino professors. These programs were made possible because of the visa rules and direct flights from South Korea to the Philippines. Many Korean tourists decided to stay because of English-speaking Filipinos and the lower cost of living.

King Sejong Institute Foundation, the Korean government's unit that promotes Korean language and culture around the world assigned the Bataan Peninsula State University (BPSU) Balanga Campus as their partner to offer it for free. In return, the university offers English courses for Koreans with private student tutors. In 2011, a Korean company started to build their plant in Limay, Bataan which brought a lot of Koreans into the province (ABS-CBN News, 2011). The locals saw the opportunity in catering for these

Koreans and started their Korean restaurants near the plant and university.

This study was adopted in an Australian setting and focused on Korean Restaurants. The published studies available focused on the international cuisine as a whole and few specific cuisines like Japanese and Arabic. The findings of the study can be used by Korean restaurants to analyze and understand their market which will focus on their customers' needs and demands. The result of related studies was similar with the result of this study. The selection attributes showed a significant relationship with the satisfaction of the customers. The customers use the selection attributes as their standards in selecting their restaurants. (Kim, Suh, and Eves, 2010). When the customers are satisfied, it is predicted of revisit intention (Kim, Park, Kim, and Ryu, 2013). They focus on satisfaction and trust to build a relationship that will last and with good recommendation through word of mouth (Min, 2016; Ranaweera, 2003). The selection attribute is very influential for making choices that formed the customers' different preferences. (Min, 2016). The restaurant offers both service and products to their customers that they need to satisfy.

As shown in the research model below, differences in the selection attribute namely facilities, menu, service, and food were determined when customers are group based on their characteristics specifically, sex, age, educational level, occupation, monthly income, presence of Korean friend, frequency of visit, companion, and purpose of visit (arrow labeled H1-H9). Likewise, the relationship of the independent variable selection attributes (facilities, menu, service, and food) and the dependent variable overall customer satisfaction of customers was also evaluated.
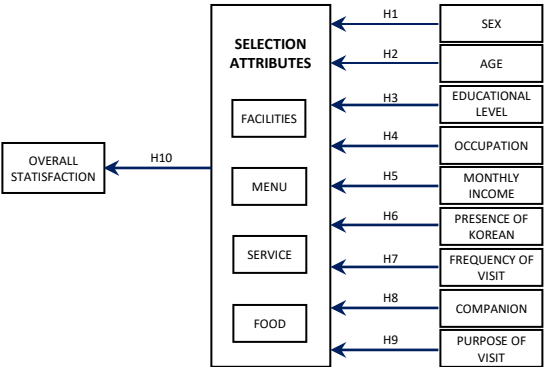

Figure 1: Research Model

This paper aimed to discuss the selection attributes and satisfaction of local customers in the advent of the proliferation of Korean Restaurants in the province of Bataan. Specifically, thi s study aimed to answer the following questions.

1. How may the profile of the respondents be described in terms of:

    1.1. Sex;

    1.2. Age;

    1.3. Level of education;

    1.4. Occupation;

    1.5. Income level;

    1.6. Presence of Korean friends or colleagues;

    1.7. Frequency;

    1.8. Companion;

    1.9. Purpose of visit

2. How may the selection attributes of customers be evaluated in terms of:

    2.1. Facilities

    2.2. Menu

    2.3. Services

    2.4. Food

3. Is there significant difference in the selection attributes for Korean restaurants when respondents are grouped according to profile?

H1: There is no significant difference in the selection attributes for Korean restaurants when respondents are grouped according to their profile.

H2: There is no significant relationship between selection attributes for Korean restaurants and overall satisfaction.

METHODOLOGY

Research Design

The research was descriptive and quantitative to identify the selection attributes and satisfaction of the customers. As explained by Ardales (2001), this method was designed to gather information about the present existing conditions to

determine the nature of the condition that existed during the time of the research. An analysis of variance to reveal the Selection attributes of the Korean restaurant customers in terms of facility, menu, service, and food factor.

Participants of the study

The respondents were the customers of Korean restaurants in Bataan during lunch and dinner or customers who had experience in these restaurants. The researcher used G power to determine the number of respondents. Since the sample size is unknown, it was suggested that 327 respondents will be involved in the study. The table below presents the demographic profile of the respondents.

Table 1. Characteristics of Respondents

	Frequency of Age	Percentage
Age	18-25	52.6
	26-33	31.2
	34-41	10.1
	42-49	3.4
	50-57	2.8
Sex	Male	41.9
	Female	58.1
Highest Educational Level	High School	13.8
	College	82.6
	Masteral/Doctorate	3.7
Occupation	Employed	54.7
	Self-employed	11.6
	Unemployed	33.6
Individual Income	Up to 15,000	48
	15,001-30,000	41.3
	30,001-45,000	7.2
	45,001-60,000	3.1
	60,001 and above	0.3
Korean Friend/Colleague	Yes	30.3
	No	69.7
Visit in Korean Restaurant	1-2 times a week	11.3
	3-4 times a week	2
	1-2 times a month	28.4
	3-4 times a month	4.6
Main Companion	Rarely visit	55
	Family	29.4
	Relatives	3.1
	Friends	38.5
	Partner	19.9
	Colleague	9.2
Purpose of Visit	Dining a Meal	61.8
	Family Party	7.6
	Meeting friends / partner	25.1
	Business	5.5

Research Instrumentation

A survey questionnaire was used as the main instrument in the study. This survey questionnaire was lifted from a study in Australia by Min K.-H. in 2016 and asked the permission of the researcher to use the tool in this study. It is based on the DINESERV, a service quality tool used in restaurants. This tool was utilized to gather pertinent data in evaluating Selection attributes of the Korean restaurant customers in terms of facility, menu, service, and food factor. Every statement in the questionnaire was rated using the Likert Scale were a scale of 1 – 4. Each number has a corresponding equivalent: 1 as Strongly agree, 2 as Disagree, 3 as Agree, 4 as Strongly Agree.

Data Collection Procedure

The researcher sought permission from the restaurant managers before the distribution of the survey questionnaire. A formal letter noted by the researcher's adviser was distributed requesting permission to conduct a survey. Before floating the questionnaires, the researcher made sure that respondents voluntarily submitted themselves with consent as a participant of the study.

Data Analysis

For the study to draw valid inferences and generalizations, the gathered data were organized and treated with appropriate statistical computation using the Statistical Package for Social Sciences (SPSS). A coding manual was used in identifying the variables assigned to responses for each question. The data were tabulated and presented in tables. These data were analyzed and interpreted using statistical tools such as frequency counts and percentage distribution to describe the profiles of the participants; weighted mean to measure the ratings of the respondents. The weighted mean was used to represent measures in determining the perceptions of the respondents of the study.

The results were tested using the following statistical tests:

Mann-Whitney U Test – The Mann-Whitney U test is the nonparametric equivalent to the independent t-test and the appropriate analysis to compare differences that come from the same population when the dependent variable is ordinal (Leech, Barrett and Morgan, 2005).

Wilcoxon – The Wilcoxon signed-rank test is the nonparametric test equivalent to the dependent t-test. As the Wilcoxon signed-rank test does not assume normality in the data, it can be used when this assumption has been violated and the use of the dependent t-test is inappropriate (Lund and Lund, 2018).

The Kruskal Wallis Test – The Kruskal Wallis Test can be applied in the one-factor ANOVA case. It is a non-parametric test for the situation where the ANOVA normality assumptions may not apply. Although this test is for identical populations, it is designed to be sensitive to unequal means (NIST, 2015).

Spearman's Rho – It is the nonparametric version of Pearson R which measures the strength and direction of the association between two ranked variables (Laerd Statistics, 2018).

Bonferroni – It is a multiple-comparison post-hoc correction used for performing many independent or dependent statistical tests at the same time (Stephanie, 2015).

RESULTS AND DISCUSSION

The findings in facilities of the Korean Restaurants indicates that the facilities of Korean restaurants are also vital attributes in selecting Korean restaurants. Maintaining the working space for the customers and staff should be considered for better performance and satisfaction of the guests (Byun and Cho, 2006). Based on the result of the normality test, the data are non-normal. Therefore, the non-parametric statistical tool was used to test the significant difference in the section attributes of the participants when grouped according to their demographic profile. Kruskal Wallis and Mann-Whitney were utilized for the test of difference while spearman rho' was used to measure the relationship of the overall satisfaction and the selection attributes.

Table 2 shows that there is no significant difference in the selection attributes in terms of facilities and variable overall satisfaction when group based on sex. However, respondents have a different attitude in terms of menu, service, and food.

Table 2. Results of Mann-Whitney U and Wilcoxon tests to compare the selection attributes of the respondents based on Sex

	Sex	p-value	Remarks
Facilities	Male	0.072	No significant difference
	Female		
Menu	Male	0.01	There is a significant difference
	Female		
Service	Male	0.036	There is a significant difference
	Female		
Food	Male	0.003	There is a significant difference
	Female		
Overall Satisfaction	Male	0.509	No significant difference
	Female		

The Kruskal-Wallis test revealed that there is a significant difference in the selection attributes of customers when grouped according to their age. These results indicated that when customers are grouped according to their age, their selection attributes and satisfaction varies.

Table 3. Test of difference in terms of the selected attributes among Age Group

	Age	p-value	Remarks
Facilities	18 – 25	0.00	There is a significant difference
	26 – 33		
	34 -41		
	42 – 49		
	50 - 57		
Menu	18 – 25	0.00	There is a significant difference
	26 – 33		
	34 -41		
	42 – 49		
	50 - 57		
Service	18 – 25	0.00	There is a significant difference
	26 – 33		
	34 -41		
	42 – 49		
	50 - 57		
Food	18 – 25	0.00	There is a significant difference
	26 – 33		
	34 -41		
	42 – 49		
	50 - 57		
Overall Satisfaction	18 – 25	0.00	There is a significant difference
	26 – 33		
	34 -41		
	42 – 49		
	50 - 57		

Kruskal-Wallis Post Hoc Test using pairwise comparison was used to identify where the significant difference in

Selection attributes when grouped according to Age. The food and service factors are important for younger customers while the price is important for older customers (Ramanathan, Di, and Ramanathan, 2016). The younger generations look for beautiful places and foods where they can capture their moment and post on their social media. They also need full attention while dining for their demands and requests compared to the older generations that they value more on the price and quality of their food.

Table 4 reveals that when customers are grouped according to their educational attainment, their considerations in choosing Korean restaurants differ. The customers with higher educational level are less satisfied because they have a higher income and expectations (Kelarijani, Jamshidi, Heidarian, and Khorshidi, 2014). They are exposed to good quality of service; therefore, they are not easily impressed. The customers with postgraduate level have the lowest satisfaction level because they have broader knowledge and think more critically and complex, so they are difficult to satisfy (Kristanti, Thio, Jokom, and Kartika, 2012). The customers with a lower level of education are easily impressed compared to those who graduated with a degree. Customers with higher education are more likely to have higher income compared to those with lower educational levels, therefore, they have more capability to afford and pay for better service. In addition, they are also more exposed to different restaurants. These customers are also aware and already understand the service they would receive. On this note, the restaurants should exert more effort and exceed their expectations to please them.

Table 4. Test of difference in terms of the selection attributes among Highest Educational Level Group

	Educational Level	p-value	Remarks
Facilities	High School	0.00	There is a significant difference
	College		
	Masters/Doctorate		
Menu	High School	0.0001	There is a significant difference
	College		
	Masters/Doctorate		
Service	High School	0.0007	There is a significant difference
	College		
	Masters/Doctorate		
Food	High School	0.041	There is a significant difference
	College		
	Masters/Doctorate		
Overall Satisfaction	High School	0.019	There is a significant difference
	College		
	Masters/Doctorate		

Table 5 indicates the results that grouping the respondents based on their occupation would indicate a significant difference in their selection attributes and overall satisfaction. Each group would have its preferences in choosing a Korean restaurant. The customers who rarely visit the restaurants are easier to please compared to the customers whose occupation are exposed in dining in the restaurants such as entrepreneurs who are likely to become the owners of the business (Kristanti, Thio, Jokom, and Kartika, 2012). The unemployed customers have a lower level of satisfaction compared to the employed and self-employed because they have higher standards. Employed customers are often exposed to dining in the restaurants same with the self-employed since these customers can start their own restaurants and more exposed to the quality of service. The self-employed customers are difficult to please since they are also giving their perfect quality service to their customers and these restaurants should exceed that level to satisfy them.

Table 5. Test of difference in terms of the selection attributes among Occupation Group

	Occupation	p-value	Remarks
Facilities	Employed	0.00	There is a significant difference
	Self-Employed		
	Unemployed		
Menu	High School	0.00	There is a significant difference
	College		
	Masters/Doctorate		
Service	High School	0.00	There is a significant difference
	College		
	Masters/Doctorate		
Food	High School	0.00	There is a significant difference
	College		
	Masters/Doctorate		
Overall Satisfaction	High School	0.00	There is a significant difference
	College		
	Masters/Doctorate		

In terms of grouping the respondents based on their monthly income, the results revealed significant differences in all variables, table 6. The price of the food is important to the customers in the lower-level income in contrast to the high-level income (Ramanathan, Di, and Ramanathan, 2016). The customers from the middle to a high-income level still choose to eat in the restaurants to enjoy the food and ambiance to relax and release their stress and their income level determines whether to dine in for well-priced meals. (Rozekhi et al., 2016).

Table 6. Test of difference in terms of selection attributes among Monthly Income Group

	Monthly Income	p-value	Remarks
Facilities	up to 15,000	0.00	There is a significant difference
	15,000-30,000		
	30,001-45,000		
	45001-60,000		
	above 60,000		
Menu	up to 15,000	0.00	There is a significant difference
	15,000-30,000		
	30,001-45,000		
	45001-60,000		
	above 60,000		
Service	up to 15,000	0.00	There is a significant difference
	15,000-30,000		
	30,001-45,000		
	45001-60,000		
	above 60,000		
Food	up to 15,000	0.00	There is a significant difference
	15,000-30,000		
	30,001-45,000		
	45001-60,000		
	above 60,000		
Overall Satisfaction	up to 15,000	0.00	There is a significant difference
	15,000-30,000		
	30,001-45,000		
	45001-60,000		
	above 60,000		

Table 7 shows that there is a significant difference in the selection attributes in terms of facilities when there is a Korean friend or colleague customers. The results revealed that respondents do have different preferences in their selection attributes when choosing Korean Restaurants to dine in.

Table 7. Results of Mann-Whitney U and Wilcoxon tests to compare the selection attributes of the respondents based on Korean Friend or Colleague

	Korean Friend	p-value	Remarks
Facilities	Yes	0.003	There is a significant difference
	No		
Menu	Yes	0.00	There is a significant difference
	No		
Service	Yes	0.00	There is a significant difference
	No		
Food	Yes	0.00	There is a significant difference
	No		
Overall Satisfaction	Yes	0.00	There is a significant difference
	No		

As shown in table 8, when respondents are grouped according to the frequency of visit, selection attributes in Korean restaurants differ in terms of service, food, and overall satisfaction. While in terms of facilities and menu, respondents most likely do have the same preference.

Table 8. Test of difference in terms of selection attributes among Frequency of Visit Group

	Frequency of Visit	p-value	Remarks
Facilities	1-2 times a week	0.106	There is a significant difference
	3-4 times a week		
	1-2 times a month		
	3-4 times a month		
	rarely visit		
Menu	1-2 times a week	0.074	There is a significant difference
	3-4 times a week		
	1-2 times a month		
	3-4 times a month		
	rarely visit		
Service	1-2 times a week	0.046	There is a significant difference
	3-4 times a week		
	1-2 times a month		
	3-4 times a month		
	rarely visit		
Food	1-2 times a week	0.01	There is a significant difference
	3-4 times a week		
	1-2 times a month		
	3-4 times a month		
	rarely visit		
Overall Satisfaction	1-2 times a week	0.01	There is a significant difference
	3-4 times a week		
	1-2 times a month		
	3-4 times a month		
	rarely visit		

Kruskal-Wallis Post Hoc Test using pairwise comparison was used to identify where the significant difference in Selection attributes when grouped according to the frequency of visit. The findings revealed that there is no significant difference in selection attributes and frequency of visit.

The results denote that when customers are grouped according to their companion, as shown on table 9, their restaurant choice differs. A theory confirmed that the customers do not stick to their diet rules when eating with someone or near someone who is overweight (Davis, 2018). Customers who are dining with their family, friends, and especially their partner tends to eat more. They became more comfortable and less likely to stick to their eating habits. They were also influenced by the kind of food that their companion is eating and to be expected to eat the same food.

Table 9. Test of difference in terms of selection attributes among Main Companion Group

	Main Companion	p-value	Remarks
Facilities	Family	0.00	There is a significant difference
	Relatives		
	Friends		
	Partner		
	Colleague		
Menu	Family	0.00	There is a significant difference
	Relatives		
	Friends		
	Partner		
	Colleague		
Service	Family	0.00	There is a significant difference
	Relatives		
	Friends		
	Partner		
	Colleague		
Food	Family	0.00	There is a significant difference
	Relatives		
	Friends		
	Partner		
	Colleague		
Overall Satisfaction	Family	0.002	There is a significant difference
	Relatives		
	Friends		
	Partner		
	Colleague		

Table 10. Test of difference in terms of selection attributes among Purpose of Visit

	Purpose of Visit	p-value	Remarks
Facilities	Dining Meal	0.00	There is a significant difference
	Family Party		
	Meeting / Friend / Partner		
	Business		
Menu	Dining Meal	0.00	There is a significant difference
	Family Party		
	Meeting / Friend / Partner		
	Business		
Service	Dining Meal	0.00	There is a significant difference
	Family Party		
	Meeting / Friend / Partner		
	Business		
Food	Dining Meal	0.00	There is a significant difference
	Family Party		
	Meeting / Friend / Partner		
	Business		
Overall Satisfaction	Dining Meal	0.002	There is a significant difference
	Family Party		
	Meeting / Friend / Partner		
	Business		

Based on table 10, when respondents are grouped based on their purpose of visit, their selection attributes differ. Customers visit a restaurant for different purposes, but the reason is to get fueled (Wolf, 2010). When choosing a restaurant for their special occasion or business meetings or even dining for a meal it is very important to ensure that the venue will provide comfort because the wrong venue may lead to stress, hunger, discomfort, and poor decision making (Newlands, 2015).

Choosing a restaurant is crucial for the customers because it may lead them to satisfaction or dissatisfaction. Their purpose of the visit will determine which type of restaurants they should take. When dining for family gatherings it is important to have enough space for all the members, for business meetings a quiet place will be important to talk and close a deal same as meeting a partner if they want to relax and have a moment with each other.

The correlation coefficients exhibit a strong positive correlation. This indicates that as satisfaction with facilities, menu, service, and food increases the overall satisfaction also rises.

Table 11. Correlation of Selection Attributes to Overall Satisfaction

Selection Attributes	Overall Satisfaction	Strength of Correlation
Facilities	0.687**	Strong positive correlation
Menu	0.673**	Strong positive correlation
Service	0.731**	Strong positive correlation
Food	0.759**	Strong positive correlation

**Correlation is significant at the 0.01 level (2-tailed)

CONCLUSION

Korean restaurants must compete with the home-grown restaurants and other food establishments which will require strategic and professional marketing to ensure effective management. Based on the evaluation of the respondents on the selection attributes of the customers towards Korean restaurants, it was clearly shown that all selection attributes are important factors in choosing Korean restaurants. These restaurants should continue to improve and market their unique, fresh, and sumptuous meals to please the customers. The result show that it is necessary to create restaurants with comfortable, accessible and clean facilities as well as variety in menu which offers unique, delicious, healthy and affordable food. Good service is also essential especially the communication skills and presentation of the staff. These restaurants should not only satisfy the hunger of their customers but also promote and inform them about the culture, tradition and other information about Korea. They can include pictures of tourist attractions on their walls, play Korean music and include Korean native displays that will make the customers feel the similarities of the facilities to the authentic restaurants in Korea. The staff may also look or wear uniforms that are in line with the unique features of Korea.

RECOMMENDATIONS

It is recommended that the restaurant should offer a wide variety of menus that may cater to children, young adults and adults as well as options for the people looking for healthier options that will suit their food choice based on their age. Korean food was known to be spicy but to suit the Filipino taste they may add options to their menu for the level of spiciness of their dishes to accommodate other customers who want to eat Korean food but can't tolerate the authentic level of spiciness. The restaurants may also offer special dishes for a limited time only to boosts the curiosity of the customers and act as a marketing strategy. They can also offer budget meals to cater to the customers who are in their budget, barkada meals can be also offered since a lot of customers were dining together with their friends and family. Restaurants offering samgyupsal may also allow solo customers to dine since this will be the new normal with the presence of the pandemic. Offering promos to boost the frequency of visits and increase the number of customers may be used.

Since the restaurants were near the universities and companies, they can also offer a business room or meeting rooms for friends for their privacy. This may also be used as a function room for family celebrations and gatherings since some of the customers were choosing Korean restaurants to celebrate their parties. For their facilities in the new normal because of the pandemic, the restaurants should follow the strict protocols given by the government for the safety of the customers and their staff. The seating capacity should be reduced to recommended quantity. Thermal scanners, foot baths, signage's, gentle reminders in their PA system and staff, availability of alcohol and sanitizers, shields in the counter areas as well as the disinfecting of the facilities and tables regularly and every after dining should be strictly monitored.

Training of the employees for better customer service and new protocols for the new normal may also be given to ensure safety but at the same time ensuring the quality of service to be given to the customers. Delivery options for the customers may also be available for those who will not be able to go out, but the restaurants should also be careful in delivering only fresh and quality food to their customers. They may also offer cashless transactions in the delivery, take out or dine in to limit the contact with each other preventing the possible transfer of the virus. Proper and complete PPE should also be provided for the staff and strict compliance for wearing of the mask of the customers before entering as well as temperature check and information details for contact tracing.

The restaurants should make efforts to improve the four selection attributes since there was a strong significant relationship between these attributes and the overall satisfaction of the customers. If they are satisfied, it will bring profit to the restaurants since the reaction of the satisfied customers are through their word of mouth and loyalty. They should focus on the taste, presentation, and freshness of the food they serve as well as train their staff continuously and continue to keep the whole restaurant clean and comfortable. The price should also be observed because it affects the satisfaction of the customers and their expectations of the facilities, service, and food that they will receive. They should also adapt to new marketing strategies to continuously meet the customers' needs and expectations and encourage loyalty.

Since there are significant differences in terms of sex, these restaurants should consider their differences and adjust their strategies based on the sex. Considering that the males are influenced by price, the restaurants should strategize their pricing and offer quality food at a reasonable price. Considering also that females tend to be more vocal and demand quality service, the restaurants should offer and focused on their service details. Sex differences should be acknowledged and addressed such as the difference in food preference, behavior, and satisfaction. Providing services and food that will cater to the preference of both sexes will be an advantage like offering competitive prices that the customers will be unable to negate. Both sexes have different needs and behavior to fulfill by the restaurants to ensure their loyalty. In terms of age, the younger customers are influenced by the food, presentation, and service.

The restaurants should offer well-presented meals that will impress the younger customers. Considering the older customers where their satisfaction is based on the price, the restaurants should ensure that the price is reasonable for its quality. They are also keen on the taste and health benefits that they will get so the restaurant management should consider adding healthier options to their menu. The level of the customer service should be elevated to satisfy the different expectation levels of the customers from their diverse income level and educational level. Inclusion of more variety and healthier food in the menu to address the need of the customers from different age group. Offering different menus for breakfast, lunch and dinner will also help the restaurant to cater to the customers' flexible schedule due to their work and provide them stress-free meals. Marketing through social media will also be beneficial to reach potential customers from different areas in Bataan.

The study may provide useful information for the Korean restaurants for further expansion of Korean food and suggests strategic marketing in targeting their customers. These will help the restaurants to allocate their resources to cater to the different needs of their customers based on their preferences. With proper allocation and focus to the needs, it will maximize the customers' satisfaction effectively.

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