

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH

2025, Vol. 6, No. 9, 4312 – 4326

<http://dx.doi.org/10.11594/ijmaber.06.09.07>

Research Article

Factors Influencing Consumers' Patronage of Unlimited Food Restaurants in The City of San Pedro, Laguna

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Article history:

Submission 03 August 2025

Revised 31 August 2025

Accepted 23 September 2025

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ABSTRACT

This paper presents a narrative literature review and synthesis of a quantitative study that explored the factors influencing consumer patronage of unlimited food restaurants in San Pedro, Laguna, Philippines. The original study surveyed 400 consumers to analyze the impact of personal food attitudes and consumer expectations on their satisfaction and patronage. The review's primary purpose is to provide a deeper understanding of the findings, going beyond a simple restatement of the original data. Key findings reveal a nuanced relationship between consumer perceptions and behavior. While factors such as food quality, accessibility, and affordability were found to significantly influence consumer satisfaction, they were not the primary drivers of repeat patronage. The analysis identified service quality and ambiance as the critical differentiators, significantly influencing both satisfaction and patronage. Furthermore, personal health status emerged as a surprising and significant attitudinal factor, indicating a shift in the modern consumer's mindset even within an indulgent dining format. This paper concludes by discussing the strategic implications of these findings and proposing new avenues for future research.

Keywords: *Unlimited Food, Consumer Patronage, Expectations, Personal Food Attitudes*

Introduction

One of the most highly competitive industries in the market today is food service. It is of utmost importance that food service operators take the time to understand their market consumers better considering that it is also the global market's fastest-growing industry. A customer's overall experience with a brand -- positive or negative -- is a major contributor to

both long-term loyalty and sales. (Froehlich, 2020).

Food is one of the necessary needs of the people. People nowadays are looking for a wide variety of food yet affordable and reasonable prices. They want to go out to dine in a restaurant that could satisfy their cravings. They tend to choose restaurants that could fulfill their needs and wants with an affordable price. They

How to cite:

Jocosal, A. F. (2025). Factors Influencing Consumers' Patronage of Unlimited Food Restaurants in The City of San Pedro, Laguna. *International Journal of Multidisciplinary: Applied Business and Education Research*. 6(9), 4312 – 4326. doi: 10.11594/ijmaber.06.09.07

select foods that are trending in the market. According to Preen Inquirer (2016), people now opt for outdoor food parks offering more choices and new ambiance.

Food is a great link to our memories. Our memory of food helps keep the spirit of our favorite, one bite of our favorite dish instantly takes us back and makes us remember the details of our past like it was yesterday.

A restaurant is full of different concepts and innovations. One concept is unlimited food format. Eat all you can format usually goes at a flat pricing, which means that consumers pay a fixed amount which is the same for everyone where they can eat whatever they want from the selections offered to them. This is the arrangement on which buffets and food promotions work. Unlimited food is one of the trends in the market nowadays.

Unlimited Food Restaurant is a popular meal-serving system for people who wants a wide variety of food and like to eat a lot. Occasionally, people get the urge to eat as much as the stomach can accommodate for many reasons. The most efficient and effective way to satisfy this urge is to gather a group of people and head to the nearest all-you-can-eat buffet to enjoy an endless feast that would allow them to achieve the ideal level of satisfaction

Predicting factors influencing consumers' preference for foodservice outlets without empirical investigations could be a tough task and could yield an unreliable outcome given that such factors depend on a number of independent and dependent variables arising from consumers' point of view. (Adediran et al., 2020)

The purpose of this study is to systematically synthesize and interpret the findings of a primary quantitative study conducted on consumers in the City of San Pedro, Laguna, Philippines. This review aims to move beyond a simple restatement of results to provide deeper, contextualized insights, uncovering the underlying mechanisms and strategic implications of the original research. By analyzing the interplay between personal food attitudes, consumer expectations, and patronage outcomes, this report will provide a nuanced perspective for academics and industry professionals alike.

Background

The food service industry is one of the fast-growing markets today that continues to rapidly develop and become highly competitive. Based on the final results of the 2015 Annual Survey of Philippine Business and Industry (ASPBI) released by the Philippine Statistics Authority (PSA) last October, a total of 27,028 establishments in the formal sector of the economy were engaged in accommodation and food service activities. The food service industry consists of all types of establishments that arrange, supply, and serve food outdoors. This includes restaurants, carry-out operations, cafeterias, school and college dining rooms, catering and vending companies, hotels and motels, and retirement centers.

A positive customer experience is crucial to the success of your business because a happy customer is one who is likely to become a loyal customer who can help you boost revenue. The best marketing money one can buy is a customer who will promote your business for you — one who's loyal to your company, promotes your business through word-of-mouth marketing, and advocates for your brand and product or service (Bordeaux, 2021).

Philippines has experienced a spike in the growth of its food service industry. This was driven by the increasing number of hotels and shopping malls as well as the arrival of restaurants that are of foreign origin.

A highly competitive business environment in the restaurant sector makes it essential for firms to meet customer expectations in order to survive in the long term. Customer satisfaction is essential to restaurant business because it can influence customer loyalty at a relatively low cost to the firm (Shariff et al., 2015).

Literature Review

Consumer patronage of food service establishments is influenced by a number of factors, and some studies have shown how difficult it is to forecast behavior without conducting empirical research. While one study conducted in Ilorin, Nigeria, concluded that patronage was unaffected by consumer demographics, other research, including that conducted by Kotler and Keller (2009), contends that a consumer's purchasing behavior is heavily influenced by

demographics such as age, personality, and social and cultural background. Another important factor influencing a consumer's decision-making is their attitude, which is characterized as their enduring psychological propensity to react favorably or unfavorably to a stimulus. This is especially important in the quickly expanding fast-food sector, where consumer perceptions of price, location, variety, and quality influence their purchasing decisions.

In addition to internal factors, certain restaurant attributes play a crucial role in a customer's decision-making process. Research continuously demonstrates that among the most frequent elements influencing a customer's decision are the quality of the food, the level of service, and the overall atmosphere of the restaurant. All of these characteristics are not equally significant, though, and their influence is not linear. Depending on the kind of restaurant—full-service or quick-service—the relative weights assigned to each component can differ substantially. This implies that there is a complex relationship that merits more research between a restaurant's characteristics and a customer's propensity to visit.

Methods

Research Design

This study utilized a quantitative approach with a descriptive research design. The primary objective was to determine the factors influencing customer patronage and satisfaction in unlimited food restaurants. The quantitative approach was chosen to generate and analyze numerical data, while the descriptive method was used to present and analyze the demographic profile of the respondents and their purchasing decisions. Data was collected from a primary source using a survey questionnaire.

This report was constructed as a narrative literature review, a methodology that involves the systematic synthesis and interpretation of a single, provided primary research document. The process began with a comprehensive analysis of the source material, extracting and cataloging all quantitative data, statistical findings, and qualitative insights. The extracted information was then critically evaluated to identify causal relationships, subtle contradictions, and

emerging themes that extend beyond the explicit conclusions of the original study. The objective was not merely to summarize the document but to construct a new, cohesive, and interpretative narrative that provides a richer, more holistic understanding of the subject matter. This approach allows for a deep dive into the "why" behind the statistical "what," offering actionable insights and new research questions that would not be apparent from a cursory review.

Respondents

The researcher limited this study to 400 respondents out of 326,001 residents in San Pedro City, Laguna. Structured questionnaires were used to collect data where 400 respondents were randomly selected consumers from the City of San Pedro, Laguna. This research focuses on the factors influencing consumers' food patronage; This study deals with the personal food attitudes of the consumers and their expectations in Unlimited Food Restaurant. This research identifies the number of respondents that have been influenced by the two factors: Personal Food Preferences and Expectations.

Thematic Synthesis and Discussion of Findings

A. The Psychological and Demographic Underpinnings of Consumer Choice

The foundation of consumer decision-making rests on a complex interplay of psychological and demographic factors. General marketing theory, as articulated by Kotler and Keller (2009), posits that consumer buying behavior is dependent on a combination of internal and external variables, including perception, self-concept, social and cultural background, age, and family cycle. A critical internal factor is attitude, which is defined as a person's psychological tendency to respond in a consistently positive or negative manner to a given stimulus. Understanding these attitudes is fundamental, as they determine a consumer's disposition to respond positively or negatively to an institution, event, or product. The relationship between consumer attitude and buying behavior is well-documented, with studies affirming

how a proper understanding of attitudes is essential for exploring consumer buying decisions.

However, the influence of demographics presents a more nuanced picture. While it is broadly accepted that consumers are demographically diverse and that this diversity ultimately influences their preferences, a study conducted in the Ilorin metropolis in Nigeria found a contradictory result. This specific study concluded that consumers' demographics did not influence their perception of the factors affecting patronage of food service outlets. The co-existence of these two claims—one a general principle from marketing theory and the other a specific empirical finding—suggests that the impact of demographic variables is not universal or deterministic. Instead, it appears to be highly contingent on the specific cultural, social, and economic context of a region. The commonly held belief that demographics directly influence behavior may hold true in many Western or globalized markets, but the Ilorin study provides crucial evidence that a direct cause-and-effect relationship between demographics and patronage cannot be assumed without empirical investigation tailored to the specific local environment. This contextual dependence necessitates a more cautious and granular approach to market analysis, moving away from broad generalizations.

B. The Triad of Patronage: Deconstructing Food, Service, and Ambiance

Beyond internal factors, the tangible attributes of a restaurant are the most common determinants of consumer choice. Current research consistently shows that the most common factors affecting restaurant guests are food quality, service quality, and the overall restaurant environment. Among these, food quality (FQ) frequently appears as the most significant factor impacting dining fulfillment and revisit intention. FQ has been shown to have a positive influence on customer satisfaction, which in turn positively affects the customer's revisit intention. The dimensions of FQ, such as food freshness, taste, and presentation, are also critical to consumer perception.

While food quality is often paramount, service and ambiance serve as critical complements. Service quality dimensions, such as assurance, responsiveness, reliability, tangibility, and empathy, have been found to be strong determinants of customer satisfaction, particularly in fast-food restaurants. Similarly, the environment of the restaurant contributes to the overall service experience.

A significant contribution to literature comes from a study by Parsa, Dutta, and Njite (2017), which challenged two long-held assumptions about these attributes. The study found that the relationship between consumers' willingness to pay and their intention to patronize is not linear, a finding that questions a foundational notion in economic literature. This suggests that a small improvement in a single factor may not yield a proportional increase in patronage, and that consumer response may follow a more complex, non-linear pattern. Furthermore, the study contradicted the early empirical conclusion that all restaurant attributes are equally important in consumer decision-making. Instead, the results indicated that consumers place a differential importance on each attribute, and the level of importance varies with the type of restaurant. This finding has profound practical implications, as it necessitates a segment-specific approach to resource allocation and marketing strategy.

C. Segment-Specific Patronage: A Nuanced Perspective Across Restaurant Types

The notion that the importance of restaurant attributes is not universal but varies by segment is a crucial theoretical and practical finding. The study by Parsa et al. (2017) explicitly contrasted the priorities of consumers in upscale restaurants versus those in quick-service restaurants. The obtained results indicated that for consumers in upscale settings, food quality is more important than service and ambiance. Conversely, for consumers in quick-service restaurants, the speed of service is considered more important than food quality and ambiance. This clear differentiation demonstrates that consumer priorities are directly shaped by the business model and value proposition of the establishment. Customers in both

sectors are willing to spend more, but only if the restaurant's resources are focused on the attributes appropriate for that specific segment.

The unique case of buffet restaurants, a segment noted as being underdeveloped in the research literature, offers another example of segment-specific dynamics. A study on buffet restaurants in Vietnam found that while overall food quality contributed to customer satisfaction, the dimension of food temperature was the only attribute among freshness, taste, presentation, menu variety, and healthy options that was significantly related to satisfaction. This finding reveals that for a particular dining style, where food is often held in a

heated or cooled state, an attribute that might be overlooked in a full-service or quick-service setting becomes disproportionately critical. The temperature of the food acts as a proxy for its freshness and quality, signaling to the consumer that the establishment is attentive to the specific challenges of the buffet model. This highlights the need for restaurateurs to identify and optimize the specific, high-leverage attributes that are most critical to their unique business model.

Result and Discussion

The study's findings are based on the responses of 400 randomly selected individuals from San Pedro, Laguna.

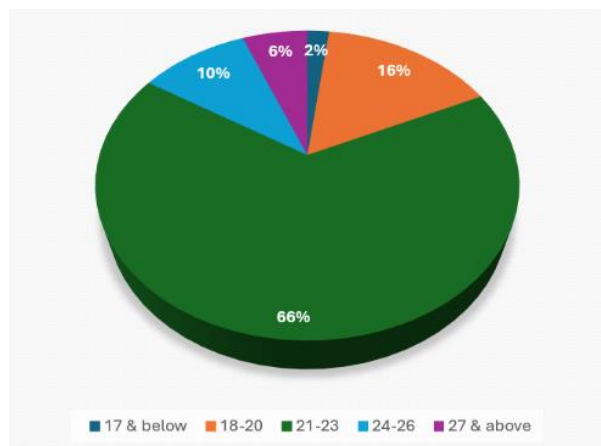


Figure 1. Age

Table 1. Socio-Demographic Profile of the Respondents (Age)

Age	Frequency	Percentage
17 & below	8	2%
18-20	64	16%
21-23	192	48%
24-26	80	20%
27 & above	56	14%

As shown in Table 1, most of the respondents are in the range of 21 to 23 years old. A survey (as shown in Table 1) found that most of the people who responded were between 21 and 23 years old. The idea that young adults

(21-23) are the principal clients of unlimited food restaurants is supported by a number of significant factors that reflect this demographic's lifestyle and preferences.

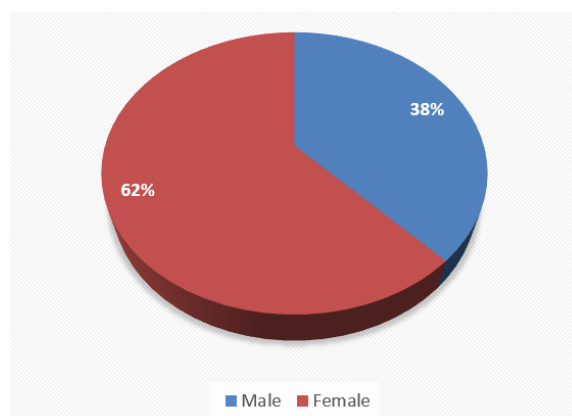


Figure 2. Sex

Table 2. Socio-Demographic Profile of the Respondents (Sex)

Sex	Frequency	Percentage
Male	152	38%
Female	248	62%

This represents the sex distribution. Most of the respondents who responded are mostly female, means the data collected from a survey or study showed that the number of female par-

ticipants was significantly higher than the number of male participants. This has important implications for how the findings can be interpreted and generalized.

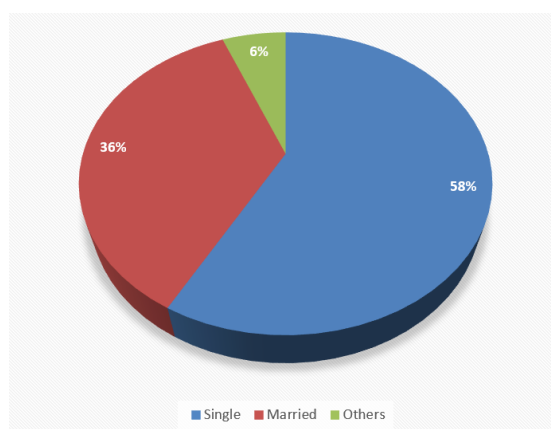


Figure 3. Civil Status

Table 3. Socio-Demographic Profile of the Respondents (Civil Status)

Civil Status	Frequency	Percentage
Single	232	58%
Married	144	36%
Others	24	6%

Table 3 shows the majority of two-hundred thirty-two or 58% were single respondents. The statement establishes that single

individuals are the largest demographic group within the study's sample.

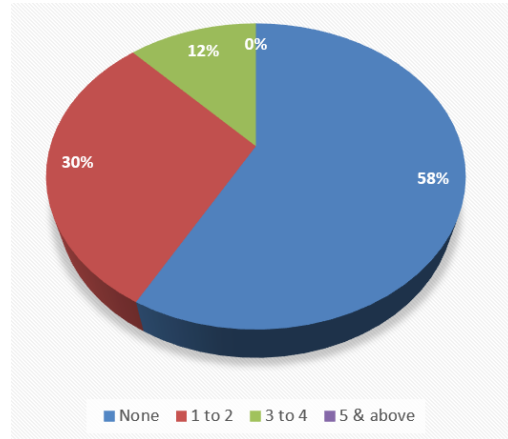


Figure 4. Number of children

Table 4. Socio-Demographic Profile of the Respondents (Number of children)

No. of children	Frequency	Percentage
None	232	58%
1 to 2	120	30%
3 to 4	48	12%
5 and above	0	0%

As seen in Table 4, two hundred thirty-two respondents, or 58%, do not have children. This is related to their civil status, as they had the same 58% rate as single.

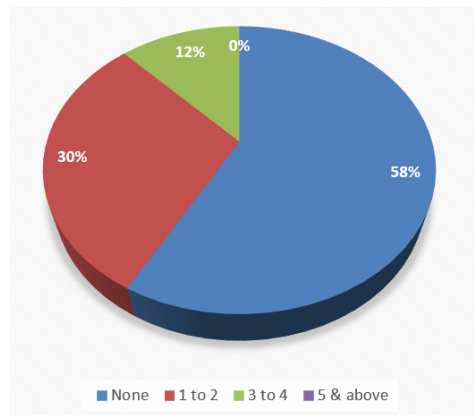


Figure 5. Monthly Income

Table 5. Socio-Demographic Profile of the Respondents (Monthly Income)

Monthly Income	Frequency	Percentage
10,000 below	88	22%
10,001-14,999	160	40%
15,000-19,999	112	28%
20,000 & above	40	10%

Table 5 showcases one-hundred sixty or 40% who had Php 10,001 to Php 14,999. This range was considered as the low-income individuals. The fixed price of an unlimited food

restaurant offers a predictable and cost-effective way for lower-income individuals to have a filling meal without the risk of a high bill. This

is a form of "affordable luxury" or a practical solution for someone who wants to eat out but must stick to a strict budget.

Table 6. Ethnicity

Ethnicity	Frequency	Percentage
Tagalog	400	100%
Visaya	0	0%
Muslims	0	0%
Ilocano	0	0%

Table 6 shows the ethnicity of the respondents. Four hundred of the respondents were Tagalog and there were no other ethnic groups who answered the survey questionnaire. Therefore, this study only represents the views

and behaviors of Tagalog individuals. The dining preferences, spending habits, or social motivations of the other ethnic groups living in the same city may be entirely different.

Table 7. Personal Food Attitudes in terms of Personal Taste Preferences

Preferences	Weighted Mean	Verbal Interpretation
Meaty	3.34	Strongly Agree
Creamy	2.62	Strongly Agree
Savory	3.02	Strongly Agree
Salty	2.90	Strongly Agree
Average Mean	2.97	Strongly Agree

The majority of the 400 respondents considered all the personal taste preferences as this is mostly available in Unlimited Food

Restaurants with the Average Mean of 2.97 with verbal interpretation of Strongly Agree.

Table 8. Personal Food Attitudes in terms of Mood

Mood	Weighted Mean	Verbal Interpretation
Victorious	3.48	Strongly Agree
Happy	1.82	Agree
Indifferent	1.30	Strongly Disagree
Excited	1.50	Agree
Average Mean	2.025	Agree

Majority of the 400 respondents considered Victorious as their mood when choosing to dine in an Unlimited Food Restaurant. As a result,

most respondents have a planned occasions whenever they dine at an Unlimited Food Restaurant.

Table 9. Personal Food Attitudes in terms of Hunger Level

Hunger Level	Weighted Mean	Verbal Interpretation
Starving, very hungry and irritable	2.54	Strongly Agree
Pretty hungry and stomach growling	2.74	Strongly Agree
Beginning to feel hungry	2.92	Strongly Agree
Neutral	2.60	Strongly Agree
Average Mean	2.70	Strongly Agree

The hunger variable for the statement, “beginning to feel hungry” got the rank 1. The specific feeling of “beginning to feel hungry” was the most important factor. This suggests that

consumers are most motivated to seek out food when they are in the initial stages of feeling hungry, rather than when they are already ravenous.

Table 10. Personal Food Attitudes in terms of Health Status

Health Status	Weighted Mean	Verbal Interpretation
Physical	2.92	Strongly Agree
Emotional	2.58	Strongly Agree
Social	2.86	Strongly Agree
Intellectual	2.80	Strongly Agree
Average Mean	2.79	Strongly Agree

As shown in Table 9, the weighted mean for the following health status derived from the respondents. The health status of the respondents considers their Physical Health who got the highest weighted mean of 2.92. Therefore, the respondents place a high value on their

physical well-being. If physical health is a priority, respondents might be more inclined to select healthier options from the buffet, or they might see dining at such a restaurant as a planned “cheat day” rather than a regular event.

Table 11. Personal Food Attitudes in terms of Time Constraint

Statement	Weighted Mean	Verbal Interpretation
Waiting Time before dining	2.56	Strongly Agree
Waiting Time for Preparation	2.60	Strongly Agree
Orders served within a period of time	2.78	Strongly Agree
Time limit when dining	2.66	Strongly Agree
Average mean	2.65	Strongly Agree

Table 11 presents the weighted mean for the time constraints derived from the respondents. Therefore, majority of the 400 respondents considered all variables in their time constraint with an Average Mean of 2.65 with the verbal interpretation of Strongly Agree. Where,

the statement, “The orders are served within the said period of time” ranks the first among the four variables. This finding suggests that for many diners, the efficiency of a restaurant's service is more crucial than other factors

Table 12. Expectations in terms of Food Quality

Food Quality	Weighted Mean	Verbal Interpretation
Appearance	3.60	Strongly Agree
Texture	3.40	Agree
Flavor	3.68	Strongly Agree
Nutritional Content	3.10	Agree
Average Mean	3.45	Agree

Table 12 showcases the weighted mean for the following expectations in terms of food quality derived from the respondents. Therefore, the respondents had high expectations in terms of its flavor and appearance. The study shows that customers have high standards for

food quality, even in a buffet setting. The most important factors are not just quantity but the sensory experience of flavor and appearance. This provides a clear, actionable insight for any business in the food service industry.

Table 13. Expectations in terms of Service Quality

Food Quality	Weighted Mean	Verbal Interpretation
Tangibility	3.72	Strongly Agree
Reliability	3.70	Strongly Agree
Responsiveness	3.74	Strongly Agree
Empathy	3.70	Strongly Agree
Average Mean	3.72	Strongly Agree

Table 13 indicates the weighted mean for the following expectations in terms of service quality derived from the respondents. The study shows that service is a critical factor in

customer satisfaction and loyalty. For a restaurant, meeting these high standards is not just a nice-to-have; it's a business imperative.

Table 14. Expectations in terms of Accessibility

Service Quality	Weighted Mean	Verbal Interpretation
Perceivable	3.54	Strongly Agree
Operable	3.36	Agree
Understandable	3.62	Strongly Agree
Robust	3.54	Strongly Agree
Average Mean	3.45	Strongly Agree

Table 14 shows the weighted mean for the following expectations in terms of accessibility derived from the respondents. Therefore, majority of the respondents had high expectations in three variables: Perceivable, Understandable, and Robust. The study found that customers have high expectations for a service to be

accessible, easy to use, and reliable, with those three factors being the most important. The ability to simply operate the service was also an expectation, but it may have been given a slightly lower priority.

Table 15. Expectations in terms of Affordability

Affordability	Weighted Mean	Verbal Interpretation
A lot more expensive	2.58	Agree
A little more expensive	2.74	Agree
A little cheaper	2.84	Agree
Budget-Friendly	3.42	Agree
Average Mean	2.85	Agree

Table 15 shows the weighted mean for the following expectations in terms of affordability derived from the respondents. Budget-friendly received the highest weighted mean of 3.42.

This obviously indicates that customers of Unlimited Food Restaurants are more inclined to expect affordable options.

Table 16. Expectations in terms of Ambiance

Ambiance	Weighted Mean	Verbal Interpretation
Luxurious	2.80	Agree
Magical	2.60	Agree
Elegant or Stylish	3.20	Agree
Homely or Rustic	3.26	Agree
Average Mean	2.97	Agree

Table 16 shows the weighted mean for the following expectations in terms of ambiance derived from the respondents. Therefore, majority of the respondents had an expectation in all the variables. The finding that all these variables had high weighted means suggests that

customers view ambiance as a holistic experience. A restaurant can't just have good food; it also needs to create a comfortable, appealing, and well-managed environment to meet customer expectations.

Table 17. Expectations in terms of Promotions

Promotions	Weighted Mean	Verbal Interpretation
Vouchers/coupons	3.38	Agree
Discounts	3.18	Agree
Sampling	2.96	Agree
Flash Sales	3.22	Agree
Average Mean	3.19	Agree

Table 17 shows the weighted mean for the following expectations in terms of promotions derived from the respondents. While other promotions are also expected, vouchers and

coupons are the most effective tool because they provide a direct, simple, and high-value incentive that motivates customers to choose a particular establishment over its competitors.

Table 18. Level of Customer Satisfaction and Patronage

Statement	Weighted Mean	Verbal Interpretation
Satisfaction	2.40	Somehow satisfied
Patronage	2.18	Somewhat Likely

Table 18 shows the level of customer satisfaction and patronage of the respondents. In the level of satisfaction, customers are not fully satisfied, and there's room for improvement. They likely have some positive experiences, but they also have negative ones. This could be due to a variety of factors, such as inconsistent food quality, slow service, or issues with ambiance. In the level of patronage, this indicates that customers are not highly committed to returning. They might consider other options or be easily swayed by a competitor's offer. This is a critical

point for the business, as a low patronage score signals a lack of customer loyalty.

A "somewhat" rating in both satisfaction and patronage means the restaurant is at a crossroads. It's not failing, but it's not excelling either. The restaurant should focus on improving the key areas that were rated highly in previous tables (like food flavor, appearance, and service timeliness) to convert their "somewhat satisfied" customers into "highly satisfied" and their "somewhat likely" customers into "very likely" to return.

Table 19. Regression Statistics: Personal Food Attitudes on Level of Satisfaction

Variables	Beta Coefficients	p-value	Significance	Null Hypothesis
Taste Preference	0.00739645	0.860792	Not Significance	Not reject
Mood	-0.012307692	0.786822	Not Significance	Not reject
Hunger	0.037878788	0.286046	Not Significance	Not reject
Health Status	0.064899651	0.028083	Significance	Reject
Time Constraint	0.048245614	0.205566	Not Significance	Not reject

Table 19 shows the Regression Statistics of Personal Food Attitudes on Level of Satisfaction. Regression Statistics is a statistical method used to determine the relationship between a dependent variable (Level of Satisfaction) and one or more independent variables (Personal Food Attitudes). Beta Coefficient (0.064) represents the strength and direction of the relationship. A positive beta of 0.064 indicates that as a person's perceived health status improves (e.g., they feel healthier), their level of satisfaction also tends to increase. A p-value of less than 0.05 is generally considered statistically significant. Since 0.02808 is less than 0.05, the study can confidently conclude that the relationship is not due to random

chance. In statistical testing, the null hypothesis states that there is no relationship between the variables. Since the p-value is significant, the null hypothesis is rejected, meaning the researchers have enough evidence to claim that a relationship does exist between health status and satisfaction.

Health status is a significant factor in their satisfaction. This could mean that customers who perceive themselves as healthy are more satisfied, perhaps because they are making conscious choices or are more aware of the nutritional value of the food. Conversely, if the establishment fails to offer what is considered a "healthy" option, it could negatively impact a significant portion of its customer base.

Table 20. Regression Statistics: Personal Food Attitudes on Consumer Patronage

Variables	Beta Coefficients	p-value	Significance	Null Hypothesis
Taste Preference	0.006079027	0.908929	Not Significance	Not reject
Mood	-0.028325465	0.63706	Not Significance	Not reject
Hunger	0.024566026	0.583722	Not Significance	Not reject
Health Status	0.126963351	0.000386	Significance	Reject
Time Constraint	0.011403509	0.813713	Not Significance	Not reject

Table 20 shows the Regression Statistics of Personal Food Attitudes on Consumer Patronage. Beta Coefficient (0.1269) is a positive number shows a direct relationship. As a person's perceived health status improves, their likelihood of returning as a customer also increases. The size of the number indicates the strength of this influence. Since the p-value is extremely low (much less than the standard 0.05), the results are considered statistically significant. This means the relationship is very unlikely to

be a random coincidence. The null hypothesis states there's no relationship between the variables. By rejecting it, the researchers can confidently claim that a person's health status does have a genuine and measurable impact on their decision to return to the restaurant. This finding is a significant insight for businesses, especially those in the food industry. It suggests that a company's ability to cater to health-conscious consumers directly impacts their customer loyalty.

Table 21. Regression Statistics: Expectations on Level of Satisfaction

Variables	Beta Coefficients	p-value	Significance	Null Hypothesis
Food Quality	0.086235861	0.042469	Significance	Reject
Service Quality	0.151070536	0.0001426	Significance	Reject
Accessibility	0.119405549	0.000888	Significance	Reject
Affordability	0.035960735	0.3720783	Not Significance	Not reject
Ambiance	0.100916582	0.008027	Significance	Reject
Promotion	0.035141899	0.2371269	Not Significance	Not reject

The table shows that Food Quality, Service Quality, Accessibility, and Ambiance all have a significant impact on the dependent variable,

while Affordability and Promotion do not. The variables with a p-value less than 0.05 are considered statistically significant. For these

factors, the null hypothesis is rejected, meaning there is a genuine relationship between the variable and the outcome.

Service Quality with a beta coefficient of 0.151 and a very low p-value of 0.0001426, this factor has the strongest positive impact. This indicates that a high level of service quality is the most influential factor in affecting the dependent variable. Accessibility also has a strong positive influence, with a beta coefficient of 0.119 and a p-value of 0.000888. This suggests that making the service easily accessible is highly important to customers. Ambiance with a beta coefficient of 0.1009 and p-value of 0.008027 show that the restaurant's atmosphere and environment have a significant positive impact on the outcome. Food Quality with a beta coefficient of 0.0862 and a p-value of 0.042469, food quality is also a significant factor, but it has a weaker positive influence compared to service quality and accessibility.

The variables with a p-value greater than 0.05 are not statistically significant. For these factors, the null hypothesis is not rejected, meaning any observed relationship is likely due to random chance. Affordability with a p-value of 0.3720783 indicates that there is no significant relationship between the price of the service and the dependent variable. This suggests that customers' satisfaction or patronage is not primarily driven by how affordable they perceive the service to be. This is a counterintuitive finding that contradicts typical consumer behavior and might require further investigation. Promotion with a p-value of 0.2371269 shows that promotions also have no significant impact. This is another surprising result, as it implies that promotional strategies like discounts and coupons do not have a measurable effect on customer behavior in this specific context.

Conclusion

This research has synthesized the key findings of a quantitative study on unlimited food restaurant patronage, revealing a complex interplay of intrinsic and extrinsic factors. The findings confirm the competitive nature of the food service industry and the importance of a well-rounded customer experience. The data

suggests that success in the unlimited food sector is not solely a function of quantity or price. The study's most significant conclusion lies in the distinction between what drives satisfaction and what drives loyalty. While food quality and affordability are expected and contribute to a positive experience, the ultimate determinants of repeat business are the intangible, experiential factors: service quality and ambiance. Furthermore, the surprising significance of personal health status highlights a modern consumer's desire for choice and well-being, even when indulging. In conclusion, unlimited food restaurant operators seeking to build a loyal customer base should prioritize investments in staff training and creating a memorable, comfortable dining atmosphere. A strategic shift from a purely transactional, volume-based model to an experience-driven one is recommended. By focusing on exceptional service, a thoughtfully designed ambiance, and menu options that cater to the evolving, health-conscious consumer, these businesses can secure a competitive advantage and foster lasting customer patronage.

The data from the regression analyses reveals that consumer satisfaction and patronage are primarily driven by specific aspects of the dining experience, while other seemingly important factors have no significant impact.

Specifically, the study shows that customer satisfaction and patronage are significantly and positively influenced by a customer's perceived health status, as well as the quality of the service, the accessibility of the establishment, and the overall ambiance. Of these, service quality appears to have the strongest impact, indicating that an attentive and efficient staff is the most critical element in shaping a positive customer experience and encouraging repeat visits.

Conversely, the data reveals that taste preference, mood, hunger, and time constraints have no significant impact on satisfaction or patronage. Surprisingly, affordability and promotions also have no significant influence. This suggests that customers are not primarily motivated by discounts or low prices. Instead, they are willing to pay for a high-quality experience defined by service, ambiance, and convenience,

particularly if it aligns with their personal health values.

In summary, the study demonstrates that the most successful strategy is to focus on delivering a superior and health-conscious experience rather than competing on price or promotional offers.

The current body of research provides a solid foundation for understanding consumer patronage, but several gaps remain. The provided study was limited to a specific geographic area, suggesting a need for future research to explore whether these findings are consistent across different cultural and regional contexts. Furthermore, while the factors influencing patronage are well-documented, there is a limited understanding of how these factors interact and how changes in one variable, such as an improvement in service quality, might affect other variables and overall patronage. Future research could utilize more complex methodologies, such as path analysis or structural equation modeling, to better understand the direct and indirect relationships between these variables. Investigating consumer perceptions and willingness to pay in response to varying levels of service and food quality also presents a promising area for further study.

Recommendations

1. The data clearly indicates that service quality is the strongest driver of customer satisfaction and loyalty. Focus on extensive staff training that emphasizes attentiveness, efficiency, and a friendly attitude. Ensure a smooth and fast service flow from greeting to seating, and from order-taking (for drinks or special requests) to table clearing. An attentive and efficient staff is your most valuable asset.
2. Recognize that dining is an experience, not just a meal. Invest in creating a comfortable, appealing, and well-maintained ambiance. This includes everything from appropriate lighting and music to clean and attractive decor. A pleasant atmosphere encourages guests to stay longer and is a key factor in their decision to return.
3. Make it easy for customers to access and enjoy your service. This includes ensuring convenient location, easy-to-understand

menus, and a simple payment process. The study highlights that accessibility is a significant factor, suggesting that a seamless customer journey from start to finish is highly valued.

4. Despite being an "unlimited food" concept, customers' health status has a significant impact on their satisfaction and loyalty. Incorporate a variety of healthy and fresh options, such as salads, lean proteins, and a wide selection of fruits and vegetables. This strategic move caters to a growing demographic of health-conscious consumers who are willing to pay for quality and choice that aligns with their values.
5. The study surprisingly found that **affordability and promotions** have no significant impact on satisfaction or patronage. Therefore, operators should shift their focus from competing on price to competing on **value and experience**. Instead of giving out discounts, invest those resources into improving service, ambiance, and food quality to build a loyal customer base that isn't solely driven by cost.

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