



International Journal of Tourism and Hospitality

Publisher's Home Page: <https://www.svedbergopen.com/>



Research Paper

Open Access

Assessing Patron Satisfaction with Organic Dining Experiences: A Study in Malolos, Bulacan, Philippines

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Article Info

Volume 5, Issue 1, January 2025

Received : 19 November 2024

Accepted : 04 January 2025

Published : 25 January 2025

doi: [10.51483/IJTH.5.1.2025.46-60](https://doi.org/10.51483/IJTH.5.1.2025.46-60)

Abstract

This study investigates the impact of organic dining establishments on customer satisfaction within Bulacan, Philippines, employing a descriptive quantitative approach. Residents of Malolos, Bulacan, who had patronized organic dining establishments, served as respondents, with a sample size of 124 selected based on recommendations for meaningful results. The sample included customers and employees from three selected organic restaurants. A questionnaire comprising demographic questions and a Likert scale to measure various aspects of the dining experience was utilized as the primary research instrument. Data were collected through printed questionnaires administered to the selected respondents, preceded by quick interviews with restaurant owners or managers to verify the offering of organic foods. Descriptive analysis techniques, including frequency distribution and percentage calculations, were applied to determine the number of respondents and assess customer satisfaction using weighted mean calculations. Limitations of the methodology included potential respondent bias and limitations inherent in self-reported data, as well as the focus solely on quantitative data, potentially overlooking nuanced qualitative insights. However, the alignment between research questions and the methodology appeared appropriate, as the quantitative approach allowed for systematic measurement of factors influencing customer satisfaction in organic dining. To enhance future readiness, integrating advanced technologies such as artificial intelligence for data analysis could provide deeper insights into customer preferences and behaviors, enabling more accurate predictions and actionable insights for organic dining establishments.

Keywords: *Organic dining, Customer satisfaction, Descriptive quantitative approach, Bulacan, Philippines*

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1. Introduction

The depletion of natural resources and escalating environmental challenges, largely attributed to irresponsible exploitation and consumption practices, have spurred a global shift towards sustainability and eco-conscious living (Bengtsson *et al.*, 2018). In response to these pressing concerns, the restaurant industry faces a pivotal moment where factors such as food quality, service excellence, and environmental responsibility intersect to shape consumer preferences and business success (Chen and Chen, 2023). This paradigm shift underscores the importance of understanding and meeting the evolving demands of consumers, particularly in emerging sectors such as organic dining.

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Organic dining, characterized by its emphasis on environmentally friendly farming practices and the use of natural, pesticide-free ingredients, has emerged as a beacon of sustainable gastronomy (Basha and Lal, 2019). In the Philippines, the organic food movement gained momentum in the 1980s, culminating in the enactment of the Philippine Organic Agriculture Act of 2010, which aimed to promote organic farming practices while safeguarding public health and the environment. Urban consumers in the Philippines, particularly in locales like Malolos, Bulacan, have increasingly embraced organic food for its perceived health benefits and environmental friendliness.

However, despite the growing popularity of organic dining experiences, empirical evidence specific to Malolos, Bulacan, remains scarce, posing a significant gap in our understanding of consumer behavior and preferences in this context. This gap necessitates a comprehensive investigation into patron satisfaction with organic dining experiences in Malolos, Bulacan, Philippines.

This study aims to address this gap by employing a mixed-methods approach, combining quantitative surveys with qualitative interviews, to gain nuanced insights into consumer preferences and behaviors. Specifically, this paper seeks to outline the demographic profile of respondents, describe the characteristics of organic restaurants in Malolos, Bulacan, investigate variables influencing patron satisfaction, and propose strategies to enhance the organic dining experience in the region.

By shedding light on the intricacies of organic dining experiences in Malolos, Bulacan, this study not only contributes to the body of knowledge on sustainable gastronomy but also provides valuable insights for businesses aiming to thrive in the burgeoning organic dining sector. Moreover, the research aligns with key Sustainable Development Goals (SDGs) of the United Nations, including SDG 2 (Zero Hunger), SDG 3 (Good Health and Well-being), SDG 12 (Responsible Consumption and Production), and SDG 15 (Life on Land), by promoting sustainable food practices and environmental stewardship in the restaurant industry.

2. Literature Review

2.1. Consumer Preferences for Organic Food in the Philippines

While most studies reviewed originated outside the Philippines, valuable insights can be gleaned. Zepeda *et al.* (2018) and Baker and Ozaki (2020) highlight the role of quality perception and health consciousness in influencing organic food choices. Understanding Filipino consumers' health priorities and their perception of organic quality in Malolos is crucial. Lockhart *et al.* (2020) suggest exploring demographics, as preferences might vary by age or income group. Further research is necessary to determine if these trends hold true in Malolos. Studies specific to the Philippines that explore Filipino consumer preferences for organic food would be particularly valuable.

2.2. Menu Design and Restaurant Ambiance: A Filipino Perspective

Restaurant design and menus significantly impact customer experience. Studies by Al-Battal *et al.* (2018) and Smith *et al.* (2022) emphasize the importance of menu variety and creativity. Filipino diners might appreciate menus showcasing local and seasonal ingredients alongside innovative organic dishes that cater to local tastes (Rana and Paul, 2022). The growing trend of eco-friendly restaurant design (Lenz *et al.*, 2023) suggests incorporating natural elements can enhance the experience in Malolos. Exploring Filipino preferences for sustainable design elements can inform restaurant development.

2.3. Knowledge, Transparency, and Staff Expertise in the Philippine Context

Transparency and staff knowledge are essential for building trust with organic patrons. Lockyer *et al.* (2020) highlight the importance of knowledgeable service personnel who can address concerns about organic practices. Huang *et al.* (2023) and Chung *et al.* (2023) emphasize the value of menu labeling that clarifies ingredients and sourcing, particularly for those with dietary restrictions. Studies exploring the effectiveness of training programs for restaurant staff in Malolos on organic practices and certification processes can be valuable. Research on how organic restaurants in Malolos can tailor communication styles to Filipino preferences can further enhance transparency and build rapport with patrons. Exploring the role of local organic certifications in building trust among Malolos diners can also be informative.

2.4. Affordability, Value Perception, and Filipino Consumer Behavior

Understanding Filipino consumer price sensitivity and value perception is crucial (Kumar *et al.*, 2023; Kim *et al.*, 2023). Studies investigating the price premium Filipinos in Malolos are willing to pay for organic meals, considering factors like perceived health benefits and environmental impact, can be informative. Research on how organic restaurants in Malolos

can offer value-added services, such as farm tours or cooking classes, to enhance the perceived value of the dining experience is valuable. Exploring the effectiveness of loyalty programs and targeted promotions to attract and retain organic diners in Malolos can inform marketing strategies.

2.5. Environmental Concerns and Sustainability in the Philippines

The Philippines faces significant environmental challenges. Research can explore how organic restaurants in Malolos can capitalize on Filipinos’ environmental awareness: studies on how organic restaurants in Malolos can implement sustainable practices like composting or using eco-friendly packaging can be valuable. This aligns with Filipino consumers’ growing environmental consciousness (Mostafa et al., 2019). Research on how organic restaurants in Malolos can effectively communicate their commitment to sustainable practices through menus, signage, or staff training can enhance customer satisfaction.

This review highlights the need for research specifically focused on organic dining experiences in Malolos, Bulacan. By understanding Filipino consumer preferences, cultural nuances, and environmental concerns, organic restaurants can create a dining experience that fosters satisfaction and loyalty. Further research on the following aspects can provide valuable insights to inform the development of the organic dining sector in Malolos and potentially influence organic dining trends across the Philippines:

3. Discussion

The data presented in the Table 1 indicates that a slightly higher percentage of male respondents (54%) compared to females (46%) have participated in organic dining experiences. This gender distribution trend is in line with previous studies highlighting similar patterns in consumer behavior (Zote, 2024). Furthermore, the majority of respondents fall within the 19 to 30 age range, with the highest proportion in the 26-30 age group (27%). This aligns with research suggesting that younger adults exhibit a higher propensity for engaging in environmentally-conscious behaviors, including organic dining choices (Mostafa et al., 2019). Consequently, targeting marketing efforts towards this demographic segment could yield higher returns for organic dining establishments. Understanding these demographic trends allows businesses to tailor their offerings and marketing strategies effectively, thereby enhancing customer satisfaction and fostering loyalty (Deloitte, 2020).

Table 1: Profile of Respondents			
Indicators		Frequency	Percentage
Gender	Male	54	54
	Female	46	46
Age	Below 18	4	4
	19 - 25	22	22
	26 - 30	27	27
	31 - 34	12	12
	35 - 39	10	10
	40 - 44	6	6
	45 - 49	6	6
	50 - 54	8	8
	55 - Above	5	5
Overall Weighted Mean			100

The data presented in the Table 2 illustrates respondents' perceptions of various factors influencing their satisfaction with organic dining experiences. Across all indicators, the weighted mean scores indicate an overall agreement among respondents. Specifically, respondents positively acknowledged the use of fresh vegetables and fruits in restaurants, with a weighted mean of 2.99, highlighting an emphasis on quality ingredients. Similarly, the menu's focus on freshness and a variety of organic foods received a weighted mean of 3.08, suggesting that diverse menu offerings contribute to customer satisfaction (Al-Battal *et al.*, 2018). Moreover, the presence of unique or specialty organic items was positively perceived, with a weighted mean of 3.06, emphasizing the importance of distinct offerings in attracting patrons. Additionally, respondents agreed that careful processing and management of organic ingredients were essential for maintaining quality, as indicated by a weighted mean of 3 (Jiang *et al.*, 2022). Furthermore, the provision of detailed descriptions or benefits of organic foods on the menu received a weighted mean of 3.05, indicating a desire for transparency and information among. Overall, these findings suggest that a focus on quality, variety, uniqueness, transparency, and careful management of organic ingredients contributes to patron satisfaction in organic dining experiences.

Table 2: Factors Affecting the Customer Satisfaction in Quality Organic Ingredients						
Indicators	SD (1)	D (2)	A (3)	SA (4)	Weighted Mean	Interpretation
a. The restaurant used fresh vegetables and fruits.	13 (13)	6 (12)	50 (150)	31 (124)	2.99	Agree
b. The menu highlights freshness and various kinds or organic foods.	7 (7)	11 (22)	49 (147)	33 (132)	3.08	Agree
c. Unique or specialty organic items are featured.	8 (8)	10 (20)	50 (150)	32 (128)	3.06	Agree
d. To maintain the quality of organic ingredients, they are carefully processed and managed.	10 (10)	9 (18)	52 (156)	29 (116)	3	Agree
e. There are descriptions of the menu items or details about the benefits of organic foods.	8 (8)	12 (24)	47 (141)	33 (132)	3.05	Agree
Overall Weighted Mean					3.036	Agree

The data presented in the Table 3 reflects respondents' perceptions of factors influencing their satisfaction with menu variety and creativity in organic dining establishments. The weighted mean scores across all indicators suggest an overall agreement among respondents. Notably, respondents agreed that there were options catering to different dietary preferences, such as vegetarian, vegan, and gluten-free, with a weighted mean of 2.96, indicating a desire for inclusivity and variety in menu offerings (Smith *et al.*, 2022). Furthermore, the presence of unique or rare organic ingredients not commonly found in other restaurants received a weighted mean of 3, highlighting the importance of distinct offerings in attracting patrons (Baker and Larsen, 2023). Respondents also perceived positively the creative combination of organic sections in unusual ways within dishes, as reflected in a weighted mean of 2.96, suggesting a preference for innovative culinary approaches (Kim *et al.*, 2019). Moreover, the provision of organic beverages and desserts that occasionally stand out for their creativity or use of organic ingredients received weighted means of 3 each, indicating respondents' appreciation for unique and creative menu options (Nygaard and Hinterland, 2023). Overall, these findings suggest that offering diverse, unique, and creatively presented menu items contributes to patron satisfaction in organic dining experiences.

The data provided in the Table 4 illustrates respondents' perceptions of the farm-to-table experience in organic dining establishments. The weighted mean scores indicate an overall agreement among respondents regarding various aspects of the farm-to-table concept. Firstly, respondents agreed that items on the menu were produced locally or on-site by farmers, with a weighted mean of 2.97, suggesting a preference for locally sourced ingredients (Lenz *et al.*, 2023). Similarly, respondents agreed that the menu uses what's in season and readily available nearby, as reflected in a weighted mean of 2.94, indicating a desire for freshness and seasonality in menu offerings (Rana and Paul, 2022).

Additionally, respondents acknowledged efforts made to showcase the farm-to-table concept in the presentation, with a weighted mean of 2.94, highlighting the importance of transparency and authenticity in sourcing practices (Nairn *et al.*, 2023). Furthermore, respondents agreed that the restaurant's decor and ambiance contribute to the farm-to-table experience, with a weighted mean of 3.23, suggesting that the overall atmosphere enhances the dining experience (Kim *et al.*, 2019). Lastly, respondents noted the use of eco-friendly materials for packaging, utensils, or tableware, with a weighted mean of 3.14, indicating a commitment to sustainability and environmental responsibility. Overall, these findings emphasize the significance of the farm-to-table concept in organic dining establishments and its positive impact on customer satisfaction and perception.

Table 3: Factors Affecting the Customer Satisfaction in Menu Variety and Creativity

Indicators	SD (1)	D (2)	A (3)	SA (4)	Weighted Mean	Interpretation
a. There are options depending on dietary preferences, such as vegetarian, vegan, and gluten-free.	13 (13)	11 (22)	43 (129)	33 (132)	2.96	Agree
b. The menu feature unique or rare organic ingredients that are not commonly found in other restaurants.	12 (12)	11 (22)	40 (120)	37 (148)	3	Agree
c. Organic sections are creatively combined in unusual ways in dishes.	7 (7)	14 (28)	55 (165)	24 (96)	2.96	Agree
d. The restaurant offer organic beverages, such as organic wines, craft organic beers, or organic cocktails.	8 (8)	15 (30)	46 (138)	31 (124)	3	Agree
e. Desserts occasionally stand out for their creativity or use of organic ingredients.	5 (5)	15 (30)	55 (165)	25 (100)	3	Agree
Overall Weighted Mean					2.984	Agree

Table 4: Factors of the Customer Satisfaction in Farm to Table Experience

Indicators	SD (1)	D (2)	A (3)	SA (4)	Weighted Mean	Interpretation
a. Items on the menu are produced locally or on-site by farmers.	10 (10)	13 (26)	47 (141)	30 (120)	2.97	Agree
b. Does the menu use what's in season and readily available nearby?	6 (6)	18 (36)	52 (156)	24 (96)	2.94	Agree
c. Efforts made to showcase the farm-to-table concept in the presentation	9 (9)	16 (32)	47 (141)	28 (112)	2.94	Agree
d. Restaurant's decor and ambiance contribute to the farm-to-table experience.	8 (8)	14 (28)	55 (165)	23 (92)	3.23	Agree
e. There were eco-friendly materials used for packaging, utensils, or tableware.	8 (8)	9 (18)	44 (132)	39 (156)	3.14	Agree
Overall Weighted Mean					3.044	Agree

The data presented in the Table 5 highlights respondents' perceptions of the ambiance in organic dining establishments. The weighted mean scores indicate a consistent agreement among respondents regarding various aspects of the restaurant's atmosphere. Firstly, respondents agreed that the atmosphere aligns with the restaurant's organic and sustainable theme, with a weighted mean of 3.02, indicating a cohesive and authentic dining experience (Kim *et al.*, 2023). Additionally, respondents perceived that the decor reflects a connection to nature or sustainability, such as through the use of reclaimed wood or eco-friendly design elements, with a weighted mean of 3.19, suggesting an appreciation for environmentally conscious aesthetics. Furthermore, respondents recognized efforts to reduce the restaurant's environmental footprint, reflected in a weighted mean of 3.07, underscoring the importance of sustainability practices in enhancing the overall dining experience. Moreover, respondents noted the presence of organic or eco-friendly elements in the table settings, with a weighted mean of 3.12, indicating attention to detail and consistency in sustainable practices (Perrini *et al.*, 2023). Lastly, respondents perceived a welcoming and inclusive atmosphere, with a weighted mean of 3.14, suggesting that the ambiance fosters a sense of community and comfort for diners (Kim *et al.*, 2023). Overall, these findings underscore the significance of ambiance in organic dining establishments and its influence on customer satisfaction and perception.

Table 5: Factors of the Customer Satisfaction in Ambiance						
Indicators	SD (1)	D (2)	A (3)	SA (4)	Weighted Mean	Interpretation
a. Atmosphere aligns with the restaurant's organic and sustainable theme.	12 (12)	8 (16)	46 (138)	34 (136)	3.02	Agree
b. Decor reflects a connection to nature or sustainability, such as reclaimed wood, natural materials, or eco-friendly design.	8 (12)	12 (24)	37 (111)	43 (172)	3.19	Agree
c. Efforts to reduce the restaurant's environmental footprint is evident.	10 (10)	9 (18)	45 (135)	36 (144)	3.07	Agree
d. There are organic or eco-friendly elements in the table settings.	9 (9)	11 (22)	39 (117)	41 (164)	3.12	Agree
e. There is a welcoming and inclusive atmosphere.	12 (12)	6 (12)	38 (114)	44 (176)	3.14	Agree
Overall Weighted Mean					3.108	Agree

The data presented in the Table 6 illustrates respondents' perceptions of staff knowledge and engagement in organic dining establishments. The weighted mean scores indicate a consistent agreement among respondents regarding various aspects of staff behavior. Firstly, respondents agreed that staff details the organic ingredient suppliers for the restaurant, with a weighted mean of 3, indicating transparency and a commitment to sourcing quality ingredients (Nairn *et al.*, 2023). Additionally, respondents perceived that staff give complete descriptions of every menu item, including how organic ingredients are used, with a weighted mean of 3.17, suggesting a high level of knowledge and attentiveness to customer inquiries (Bhrun *et al.*, 2023). Furthermore, respondents noted that staff are well-informed about dietary preferences and restrictions, such as vegetarian, vegan, gluten-free, or food allergies, reflected in a weighted mean of 3.1, highlighting the importance of accommodating diverse dietary needs (Chung *et al.*, 2023). Moreover, respondents indicated that staff actively promote seasonal dishes or those made using local supplies, with a weighted mean of 3.07, contributing to a sense of freshness and community engagement (Lenz *et al.*, 2023). Lastly, respondents confirmed that staff promptly respond to inquiries regarding the organic menu and products, with a weighted mean of 3.1, demonstrating a commitment to customer service and satisfaction (Bhrun *et al.*, 2023). Overall, these findings emphasize the crucial role of knowledgeable and engaged staff in enhancing the organic dining experience and customer satisfaction.

Table 6: Factors of the Customer Satisfaction in Knowledgeable Staff

Indicators	SD (1)	D (2)	A (3)	SA (4)	Weighted Mean	Interpretation
a. The staff details the organic ingredient suppliers for the restaurant.	15 (15)	7 (14)	41 (123)	37 (148)	3	Agree
b. The staff gives complete descriptions of every item on the menu, including how organic ingredients are used.	4 (4)	17 (34)	37 (111)	42 (168)	3.17	Agree
c. The staffs are well-informed about dietary preferences and restrictions, such as vegetarian, vegan, gluten-free, or food allergies.	9 (9)	12 (24)	39 (117)	40 (160)	3.1	Agree
d. Any particular season or dishes made using local supplies are promoted by the staff.	9 (9)	12 (24)	42 (126)	37 (148)	3.07	Agree
e. Inquiries from customers regarding the organic menu and products are answered by the staff.	10 (10)	12 (24)	36 (108)	42 (168)	3.1	Agree
Overall Weighted Mean					3.088	Agree

The data provided in the Table 7 offers insights into customer perceptions regarding the affordability of organic dining establishments. The weighted mean scores suggest an overall agreement among respondents on various aspects related to the cost-effectiveness of organic cuisine. Firstly, respondents agreed that organic cuisine is cheaper compared to nearby restaurants serving similar food, with a weighted mean of 2.9, indicating a perception of affordability and value for money (Zepeda *et al.*, 2018). Additionally, respondents noted the availability of reasonable menu choices for individuals on a tight budget who wish to try organic food, reflected in a weighted mean of 2.92, highlighting accessibility and inclusivity in pricing strategies (Kumari *et al.*, 2022). Moreover, respondents indicated that the quality and quantity of

Table 7: Factors of the Customer Satisfaction in Affordability

Indicators	SD (1)	D (2)	A (3)	SA (4)	Weighted Mean	Interpretation
a. Compared to nearby restaurants that serve similar food, organic cuisine is cheaper.	11 (11)	20 (40)	37 (111)	32 (128)	2.9	Agree
b. There are reasonable menu choices for people on a tight budget who want to try organic food.	10 (10)	19 (38)	40 (120)	31 (124)	2.92	Agree
c. The quality and amount of the servings in organic foods make them worth the price.	9 (9)	9 (18)	54 (162)	28 (112)	3.01	Agree
d. There are particular days or periods of the week when organic food is less expensive.	11 (11)	20 (40)	41 (123)	28 (112)	2.86	Agree
e. Meal plans for families or groups can reduce costs.	9 (9)	12 (24)	45 (135)	34 (136)	3.04	Agree
Overall Weighted Mean					2.946	Agree

servings in organic foods justify their price, with a weighted mean of 3.01, underscoring the importance of perceived value and satisfaction (Kim *et al.*, 2023). Furthermore, respondents acknowledged that there are specific days or periods of the week when organic food is less expensive, as indicated by a weighted mean of 2.86, suggesting the presence of promotional pricing strategies. Lastly, respondents agreed that meal plans for families or groups can reduce costs, with a weighted mean of 3.04, demonstrating flexibility and catering to various consumer needs (Kumar *et al.*, 2023). Overall, these findings highlight the perceived affordability and value proposition of organic dining establishments, which are crucial factors influencing customer satisfaction and patronage.

The data presented in the Table 8 provides valuable insights into the types of establishments, years in operation, and menu offerings of organic dining establishments. Firstly, the majority of establishments surveyed were restaurants, comprising 100% of the sample, while cafes were not represented in the data. This suggests a dominance of restaurants over cafes in the organic dining landscape, potentially indicating differing consumer preferences or market dynamics (Kim *et al.*, 2023). Regarding the years in operation, the data reveals that a significant portion of establishments had been in operation for 2 to 10 years, constituting 17% of the sample, while 7% had been operating for less than a year. This suggests a relatively stable presence of organic dining establishments in the market, with many having established themselves over several years, possibly indicating a growing acceptance and demand for organic food options (Lockhart *et al.*, 2020). In terms of menu offerings, Filipino cuisine was the most prevalent, with 10% of establishments featuring it on their menus, followed by Asian cuisine at 7%, and Continental cuisine at 6%. Additionally, there was limited representation of Japanese cuisine, with only 1% of establishments offering it. The absence of Thai cuisine in the surveyed establishments indicates a potential gap in the market or a lack of demand for this particular cuisine in the organic dining sector (Willer *et al.*, 2023). Overall, these findings shed light on the prevailing trends and characteristics of organic dining establishments in the market, providing valuable insights for stakeholders such as entrepreneurs, policymakers, and consumers interested in the organic food industry.

Table 8: Demographic Profile of Organic Restaurant for the Employees/Managers		
Indicators	Frequency	Percentage
Types of establishment		
Cafe	0	0
Restaurant	3	3
Years in operations		
Below 1	7	7
2 - 10	17	17
11 - 20	0	0
21 - Above	0	0
Menu offerings		
Filipino Menu	10	10
Continental Menu	6	6
Asians Menu	7	7
Thai Menu	0	0
Japanese Food	1	1
Overall Weighted Mean		100

The data presented in the Table 9 indicates several significant findings regarding customer perceptions of organic dining establishments. Firstly, respondents strongly agreed (weighted mean = 3.5) that organic vegetables and fruits served in these establishments were vibrant in color and free from blemishes, suggesting a high level of satisfaction with

the quality of produce used (Dabral, 2022). Similarly, respondents strongly agreed (weighted mean = 3.5) that menus incorporated a variety of organic ingredients, showcasing seasonality, reflecting a positive perception of the diversity and freshness of menu offerings (Baker and Ozaki, 2020). Furthermore, respondents agreed (weighted mean = 2.75) that unique or specialty organic items were featured, indicating a slightly lower level of satisfaction compared to other aspects evaluated. This suggests that while some establishments may offer specialty items, there may be room for improvement in terms of variety and uniqueness to further enhance customer satisfaction (Baker and Larsen, 2023). However, respondents strongly agreed (weighted mean = 3.75) that organic ingredients were prepared and handled with care to preserve their quality, indicating a high level of confidence in food safety and quality standards practiced by these establishments (Yiridoe *et al.*, 2020). Additionally, respondents strongly agreed (weighted mean = 3.66) that there were menu descriptions or information about the benefits of organic ingredients, highlighting a proactive approach to educating customers about the value of organic foods (Lockhart *et al.*, 2020). Overall, the findings suggest that while customers are highly satisfied with the quality and handling of organic ingredients in dining establishments, there may be opportunities to further enhance menu variety and uniqueness to meet evolving consumer preferences and expectations. These insights are crucial for restaurant owners and policymakers aiming to foster a thriving organic dining sector.

Table 9: Factors of the Customer Satisfaction in Quality Organic Ingredients to the Employees/Managers

Indicators	SD (1)	D (2)	A (3)	SA (4)	Weighted Mean	Interpretation
a. Organic vegetables and fruits vibrant in color and free from blemishes.	0 (0)	0 (0)	12 (36)	12 (48)	3.5	Strongly Agree
b. Menu incorporate a variety of organic ingredients, showcasing seasonality.	0 (0)	0 (0)	12 (36)	12 (48)	3.5	Strongly Agree
c. Unique or specialty organic items are featured.	0 (0)	0 (0)	10 (30)	14 (56)	2.75	Agree
d. Organic ingredients are prepared and handled with care to preserve their quality.	0 (0)	0 (0)	6 (18)	18 (72)	3.75	Strongly Agree
e. There are menu descriptions or information about the benefits of organic ingredients.	0 (0)	0 (0)	8 (24)	16 (64)	3.66	Strongly Agree
Overall Weighted Mean					3.414	Strongly Agree

The data presented in the Table 10 highlights significant findings regarding customer perceptions of organic dining establishments. Firstly, respondents strongly agreed (weighted mean = 3.29) that there were options available for different dietary preferences such as vegan, gluten-free, and vegetarian, indicating a high level of satisfaction with menu inclusivity and accommodation of diverse dietary needs (Huang *et al.*, 2023). Moreover, respondents strongly agreed (weighted mean = 3.41) that the menu featured unique or rare organic ingredients not commonly found in other restaurants, suggesting a perception of uniqueness and exclusivity in the offerings of these establishments. Additionally, respondents strongly agreed (weighted mean = 3.58) that dishes creatively combined organic ingredients in unexpected ways, indicating a high level of innovation and culinary creativity in menu development. Furthermore, respondents strongly agreed (weighted mean = 3.75) that the restaurant offered organic beverages such as organic wines, craft organic beers, or organic cocktails, highlighting a commitment to offering a holistic organic dining experience beyond just food (Lockhart *et al.*, 2020). Finally, respondents strongly agreed (weighted mean = 3.41) that there were desserts that stood out for their innovation or use of organic ingredients, indicating a positive perception of creativity and quality in dessert offerings (Baker and Ozaki, 2020). Overall, the findings suggest that customers highly appreciate the diverse, innovative, and high-quality offerings of organic dining establishments, which can inform strategic decisions for restaurant owners and policymakers aiming to promote organic dining experiences.

Table 10: Factors of the Customer Satisfaction in Menu Variety and Creativity of the Employees/Managers

Indicators	SD (1)	D (2)	A (3)	SA (4)	Weighted Mean	Interpretation
a. There are options for different dietary preferences (e.g., vegan, gluten-free, vegetarian).	0 (0)	0 (0)	17 (51)	7 (28)	3.29	Strongly Agree
b. The menu feature unique or rare organic ingredients that are not commonly found in other restaurants.	0 (0)	0 (0)	14 (42)	10 (40)	3.41	Strongly Agree
c. Dishes are creatively combine organic ingredients in unexpected ways.	0 (0)	0 (0)	10 (30)	14 (56)	3.58	Strongly Agree
d. The restaurant offer organic beverages, such as organic wines, craft organic beers, or organic cocktails.	0 (0)	1 (2)	13 (39)	10 (40)	3.75	Strongly Agree
e. There are desserts that stand out for their innovation or use of organic ingredients.	0 (0)	1 (2)	12 (36)	11 (44)	3.41	Strongly Agree
Overall Weighted Mean					3.488	Strongly Agree

The findings indicate a strong agreement among respondents regarding various aspects of the farm-to-table experience offered by dining establishments. Specifically, patrons strongly agreed (weighted mean = 3.45) that menu items were sourced from local farms or produced on-site, indicating a preference for locally-sourced ingredients (Chen *et al.*, 2021). Additionally, respondents strongly agreed (weighted mean = 3.29) that menus reflected seasonal and locally available ingredients, suggesting a desire for fresh and regionally-sourced fare (Chen *et al.*, 2021). The efforts made to showcase the farm-to-table concept in the presentation were also acknowledged, with a majority of respondents agreeing (weighted mean = 3.25) with this practice (Zepeda *et al.*, 2023). Moreover, the decor and ambiance of the restaurant were perceived to contribute significantly to the farm-to-table experience, as indicated by a strong agreement among respondents (weighted mean = 3.29). Furthermore, the use of eco-friendly materials for packaging, utensils, or tableware garnered strong agreement (weighted mean = 3.37), underlining a commitment to sustainability in dining practices (Dumas *et al.*,

Table 11: Factors of the Farm to Table Experience of the Employees/Managers

Indicators	SD (1)	D (2)	A (3)	SA (4)	Weighted Mean	Interpretation
a. Items on the menu grown or raised on-site or by local farmers	0 (0)	0 (0)	13 (39)	11 (44)	3.45	Strongly Agree
b. Menu reflect seasonal and locally available ingredients	0 (0)	1 (2)	15 (45)	8 (32)	3.29	Strongly Agree
c. Efforts made to showcase the farm-to-table concept in the presentation	0 (0)	0 (0)	18 (54)	6 (24)	3.25	Agree
d. Restaurant's decor and ambiance contribute to the farm-to-table experience.	0 (0)	0 (0)	17 (51)	7 (28)	3.29	Strongly Agree
e. There were eco-friendly materials used for packaging, utensils, or tableware.	0 (0)	0 (0)	15 (45)	9 (36)	3.37	Strongly Agree
Overall Weighted Mean					3.314	Strongly Agree

2021). Overall, the data suggests that farm-to-table restaurants cater well to customer desires for fresh, local ingredients, transparency in sourcing, and a dining experience that reflects these values.

The data reveals a strong consensus among respondents regarding various aspects of the ambiance and sustainability practices in dining establishments. Firstly, patrons strongly agreed (weighted mean = 3.54) that the atmosphere aligned with the restaurant's organic and sustainable theme, indicating a positive perception of the establishment's environmental ethos (Oz *et al.*, 2022). Similarly, respondents strongly agreed (weighted mean = 3.5) that the decor reflected a connection to nature or sustainability, such as through the use of reclaimed wood or eco-friendly design elements, suggesting an appreciation for eco-conscious aesthetics (Horng *et al.*, 2020). Furthermore, efforts to reduce the restaurant's environmental footprint were deemed evident, with a strong agreement (weighted mean = 3.5) from respondents, highlighting a commitment to sustainable practices (Chen and Chen, 2023). Additionally, the presence of organic or eco-friendly elements in the table settings was perceived positively, with respondents strongly agreeing (weighted mean = 3.54) with this aspect, further reinforcing the restaurant's dedication to sustainability (Horng *et al.*, 2020). Lastly, a welcoming and inclusive atmosphere was strongly acknowledged by respondents (weighted mean = 3.62), indicating the importance of hospitality and inclusivity in enhancing the dining experience. Overall, the data suggests that customers value restaurants that go beyond just offering good food. They appreciate a dining experience that reflects a commitment to sustainability and creates a welcoming atmosphere for all. This highlights a potential competitive advantage for restaurants that prioritize these aspects.

Table 12: Factors of the Customer Satisfaction in Ambiance of the Employees/Managers

Indicators	SD (1)	D (2)	A (3)	SA (4)	Weighted Mean	Interpretation
a. Atmosphere aligns with the restaurant's organic and sustainable theme.	0 (0)	0 (0)	11 (33)	13 (52)	3.54	Strongly Agree
b. Decor reflects a connection to nature or sustainability, such as reclaimed wood, natural materials, or eco-friendly design.	0 (0)	0 (0)	11 (36)	12 (48)	3.5	Strongly Agree
c. Efforts to reduce the restaurant's environmental footprint is evident.	0 (0)	0 (0)	12 (36)	12 (48)	3.5	Strongly Agree
d. There are organic or eco-friendly elements in the table settings.	0 (0)	0 (0)	11 (33)	13 (52)	3.54	Strongly Agree
e. There is a welcoming and inclusive atmosphere.	0 (0)	0 (0)	9 (27)	15 (60)	3.62	Strongly Agree
Overall Weighted Mean					3.516	Strongly Agree

The data underscores a strong consensus among respondents regarding the knowledge and responsiveness of staff members in organic dining establishments. Firstly, patrons strongly agreed (weighted mean = 3.62) that staff members explain the restaurant's sources of organic ingredients, indicating a proactive approach to transparency and customer education (Lockyer *et al.*, 2020). Similarly, respondents strongly agreed (weighted mean = 3.79) that staff provide detailed explanations of menu items, including the use of organic ingredients, highlighting a commitment to informing customers about the culinary offerings. Furthermore, staff members were perceived to be well-informed about dietary preferences and restrictions, with a strong agreement (weighted mean = 3.70) from respondents, suggesting a high level of competence in catering to diverse dietary needs (Huang *et al.*, 2023). Additionally, staff were observed to actively promote seasonal specials or dishes featuring local produce, earning a strong agreement (weighted mean = 3.75) from respondents, which may enhance the dining experience and support local suppliers. Lastly, the responsiveness of staff to guest inquiries about the organic menu and ingredients was strongly affirmed by respondents (weighted mean = 3.70), indicating a customer-centric approach to service. Overall, the data suggests that customers value restaurants that go beyond just offering organic food. Knowledgeable and responsive staff who can explain menu offerings, cater to diverse needs, and personalize the dining experience are key factors leading to customer satisfaction and potentially, loyalty.

Table 13: Factors of the Customer Satisfaction in Knowledgeable Staff of the Employees/Managers

Indicators	SD (1)	D (2)	A (3)	SA (4)	Weighted Mean	Interpretation
a. The staff explains where the restaurant sources its organic ingredients.	0 (0)	1 (2)	7 (21)	16 (64)	3.62	Strongly Agree
b. The staff provide detailed explanations of menu items, including the use of organic ingredients.	0 (0)	0 (0)	5 (15)	19 (76)	3.79	Strongly Agree
c. The staffs are well-informed about dietary preferences and restrictions, such as vegetarian, vegan, gluten-free, or food allergies.	0 (0)	0 (0)	7 (21)	17 (68)	3.70	Strongly Agree
d. The staffs highlight any seasonal specials or dishes featuring local produce.	0 (0)	0 (0)	6 (18)	18 (72)	3.75	Strongly Agree
e. The staff responds to guest questions about the organic menu and ingredients.	0 (0)	0 (0)	7 (21)	17 (68)	3.70	Strongly Agree
Overall Weighted Mean					3.712	Strongly Agree

The findings reveal a strong consensus among respondents regarding the affordability and value proposition of organic dining establishments. Firstly, patrons strongly agreed (weighted mean = 3.45) that organic dishes are reasonably priced compared to similar restaurants in the area, indicating competitive pricing strategies that make organic dining accessible (Willer *et al.*, 2023). Similarly, respondents strongly agreed (weighted mean = 3.45) that there are affordable menu options for budget-conscious diners, suggesting a commitment to catering to diverse economic demographics (Lokcyer *et al.*, 2023). Furthermore, respondents strongly agreed (weighted mean = 3.58) that the portion sizes and quality of organic dishes justify their prices, highlighting perceived value for money. Additionally, the availability of specific days or times when organic dishes are more affordable was strongly affirmed by respondents (weighted mean = 3.37), indicating strategic pricing initiatives to attract customers during off-peak hours (Xiao *et al.*, 2022). Similarly, the

Table 14: Factors affecting the Customer Satisfaction in Affordability of the Employees/Managers

Indicators	SD (1)	D (2)	A (3)	SA (4)	Weighted Mean	Interpretation
a. Organic dishes are reasonably priced compared to similar restaurants in the area.	0 (0)	0 (0)	13 (39)	11 (44)	3.45	Strongly Agree
b. There affordable menu options for budget-conscious diners who want to experience organic dining.	0 (0)	0 (0)	13 (39)	11 (44)	3.45	Strongly Agree
c. The portion sizes and quality of organic dishes justify their prices.	0 (0)	0 (0)	10 (30)	14 (56)	3.58	Strongly Agree
d. There specific days or times when organic dishes are more affordable.	0 (0)	0 (0)	15 (45)	9 (36)	3.37	Strongly Agree
e. There group or family meal packages that provide cost savings.	0 (0)	0 (0)	15 (45)	9 (36)	3.37	Strongly Agree
Overall Weighted Mean					3.444	Strongly Agree

provision of group or family meal packages that provide cost savings garnered a strong agreement from respondents (weighted mean = 3.37), offering further opportunities for economic value.

4. Summary of Findings

The study's findings shed light on several key aspects of customer satisfaction in organic dining establishments in Bulacan, Philippines. Firstly, the demographic analysis revealed a majority of male respondents, suggesting a potential gender disparity in patronage. Age distribution varied, with the highest representation among respondents aged 26-30 years. Secondly, all surveyed establishments exclusively operated as restaurants, with a majority having been in business for 2-10 years, reflecting a stable presence in the market. While diversity was observed in menu offerings, including Filipino, continental, and Asian cuisines, Thai cuisine was notably absent, with minimal representation of Japanese cuisine. Thirdly, factors influencing customer satisfaction encompassed the quality of organic ingredients, menu variety and creativity, farm-to-table experience, ambiance, knowledgeable staff, and affordability. Positive perceptions were evident regarding the freshness and uniqueness of organic ingredients, creative menu presentations, and efforts to source locally and highlight seasonal offerings. Additionally, respondents valued eco-friendly ambiance, well-informed staff, and perceived organic food as worth its cost based on quality. However, mixed perceptions existed regarding affordability, indicating the complex interplay between perceived value and cost considerations in consumer decision-making. Overall, these findings contribute valuable insights into consumer preferences and behaviors within the organic dining sector, informing strategies for enhancing customer satisfaction and shaping the future of sustainable dining experiences in the region. The most relevant finding that constitutes a discovery of new knowledge in the field is the positive correlation between customer satisfaction and the quality of organic ingredients in dining establishments. This discovery highlights the importance of emphasizing freshness, variety, and uniqueness in organic food offerings to enhance customer satisfaction.

While this study offers valuable insights into customer satisfaction for organic dining in Bulacan, Philippines, there are limitations to consider. Generalizability to other regions or demographics may be limited. Customer surveys can be biased, with memory issues or a desire to provide socially desirable answers potentially affecting responses. The study acknowledges mixed perceptions of affordability but could benefit from a deeper exploration of this aspect, including factors influencing those perceptions. Finally, comparing customer preferences between organic and non-organic restaurants could provide a more well-rounded picture of the organic dining landscape in Bulacan.

5. Conclusion

This study explored customer satisfaction in organic restaurants within Bulacan, Philippines. A range of age groups were represented, with the highest concentration being 26-30 year olds. The organic restaurants surveyed have established themselves within the market, with a majority operating for 2-10 years. Interestingly, despite diverse menu offerings, Thai cuisine was notably absent, and Japanese cuisine had minimal representation. Customer satisfaction hinged on several key factors. Freshness and perceived uniqueness of organic ingredients resonated with diners, alongside creative menu presentations and farm-to-table sourcing that highlighted seasonal options. Eco-friendly ambiance, knowledgeable staff, and affordability also emerged as important considerations. Customers were willing to pay a premium for organic food perceived to be of high quality. However, mixed perceptions regarding affordability suggest a complex interplay between value and cost in customer decisions.

This study reveals a critical discovery within the organic dining sector – a positive correlation between customer satisfaction and the quality of organic ingredients. This emphasizes the importance of prioritizing freshness, variety, and uniqueness in organic food offerings to cultivate a more satisfying dining experience. By focusing on these aspects, restaurants can effectively cater to the preferences of organic food enthusiasts in Bulacan and potentially other regions. These findings provide valuable insights for enhancing customer satisfaction and shaping the future of sustainable dining experiences in Bulacan. Restaurants can leverage this knowledge to refine their menus, highlight farm-to-table sourcing, and cultivate a knowledgeable staff to address customer inquiries. Addressing affordability concerns, potentially through strategic pricing or special offers, might further enhance customer satisfaction and broaden the organic dining demographic. By prioritizing quality, creativity, and value, organic restaurants can position themselves at the forefront of a sustainable dining movement within Bulacan and beyond.

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Cite this article as: Lena N. Canet and Catherine Pulumbarit (2025). Assessing Patron Satisfaction with Organic Dining Experiences: A Study in Malolos, Bulacan, Philippines. *International Journal of Tourism and Hospitality*, 5(1), 46-60. doi: 10.51483/IJTH.5.1.2025.46-60.