

# Evaluating the Impact of Pricing Strategies and Service Quality on Customer Satisfaction and Loyalty in Local Food Eateries

Maria Nicole C. Avanica\*, Adrian P. Cruz\*\*, Clyde Michael R. Hao\*\*\*, Joyce R. Jarapa\*\*\*\*, Hazel Andrea B. Quiñones\*\*\*\*\*, John Paul G. Buenaventura\*\*\*\*\*

**Abstract** *This study investigated the effects of pricing policies and service standards on patron loyalty and satisfaction in neighbourhood restaurants. In the highly competitive food service sector, businesses needed to balance quality and pricing to attract and retain customers. The research focused on restaurants near Jhocson Street that primarily served students from National University and NU Nazareth School. Using a descriptive quantitative methodology, the study surveyed 300 students to assess their perceptions of loyalty, satisfaction, pricing, and service quality. Statistical methods such as weighted mean, frequency distribution, ranking, and correlation analysis were employed to analyse the data. The findings revealed that customers valued periodic sales or discounts along with clear and affordable pricing, while service quality significantly influenced satisfaction, particularly in areas like order accuracy, cleanliness, friendliness, and staff professionalism. However, issues such as inconsistent meal preparation and delayed service were identified as areas for improvement. The study demonstrated a strong correlation between customer satisfaction and loyalty, indicating that satisfied customers were more likely to return and recommend the restaurant to others. Based on these insights, the study recommended that local restaurants enhance service efficiency, maintain high food quality, and offer diverse pricing options to cater to a wider customer base. Implementing these strategies could improve customer satisfaction, encourage repeat business, and foster long-term customer relationships. Future research should explore additional factors affecting customer loyalty, such as digital marketing, customer engagement, and brand reputation in the food service industry.*

**Keywords:** *Pricing Strategies, Service Quality, Customer Satisfaction, Customer Loyalty*

## INTRODUCTION

Local food eateries, commonly acknowledged as carinderias in the Philippines, are the major suppliers of cheap, home-cooked meals to customers who are students, laborers, and

citizens. These small food stalls are found in many cities but are mostly successful in the urban areas, near schools and work places, where the convenience and the prices asked for are the main objectives for the customers. There is a demand for good customer service and the way that buyers are kept

\* College of Tourism and Hospitality Management, National University, Manila, Philippines.  
Email: marianicoleavanica335@gmail.com

\*\* College of Tourism and Hospitality Management, National University, Manila, Philippines.  
Email: adrian.cruz.012402@gmail.com

\*\*\* College of Tourism and Hospitality Management, National University, Manila, Philippines.  
Email: Haoclydemichael@gmail.com

\*\*\*\* College of Tourism and Hospitality Management, National University, Manila, Philippines.  
Email: joycejarapa7@gmail.com

\*\*\*\*\* College of Tourism and Hospitality Management, National University, Manila, Philippines.  
Email: Hazelandreaq@gmail.com

\*\*\*\*\* College of Tourism and Hospitality Management, National University, Manila, Philippines.  
Email: johnpaulbuenaventura50@gmail.com (Corresponding author)

satisfied and loyal, despite their popularization, continues to be a big issue. Subsequently, consumers these days do not only depend on the price but also take into account the service quality, the degree of cleanliness, food consistency, and the overall experience at the location when making their dining choices. With the food service being highly competitive, pricing strategies' business has surrendered to the necessity to mix them with service quality to secure and maintain the clients.

Near academic institutions like National University and NU Nazareth School, the students are major users of local food eateries to meet their daily meals' needs. Their food choices are affected by different factors such as affordability, quality, service efficiency, and setting. Although price is still the main decision factor, the customers' opinions of the services play also an important role. A great meal, conducted by a nice staff, a speeded service, and unchallenged food quality adds to satisfaction and hence a possible visitor to return. Contrary to this, if the attendance is bad, and the foods are not cooked as required, then customers will be the first to consider another dining place. This has become the point of shortcoming in terms of food establishments as they would have to manage their pricing strategies effectively and keep service standards high to stay regular in business.

The available literature shows that the pricing and also the service quality are the pivotal factors in the food service industry. The SERVQUAL model by Parasuraman et al. (1988) is designed to prevent consumer dissatisfaction by identifying several key variables in service quality, namely, tangibles, reliability, responsiveness, assurance, and empathy. All these are the key factors implemented in the firm's service stability model across the space needed by the pacemaker. At the same time, the Value-Based Pricing Theory (Nagle & Holden, 1995) claims that people judge a dining experience according to the perceived value and not only the cost of it. As a result, even if he or she guesses that the food is the best he or she would like to see the restaurant because of the positive treatment of the staff or high-quality service. Furthermore, the Expectancy-Disconfirmation Theory by Oliver (1980) says that the perception of the customer can be greatly influenced by the service provider's fulfillment of the stated or unstated expectations. In case of the restaurant, the improvement realized through either satisfaction or loyalty (increased frequency of visits and recommendations) depends mostly on whether or not the client was pleased as he expected. Amid several theoretical considerations, the extent of the research on these two aspects is still very limited, i.e. how pricing and service quality interact and the result of it on customer satisfaction and loyalty in local eateries near educational institutions. Comprehending and duly responding to these dynamics are paramount for set business operations strategies and for maintaining the food service industry in the long run.

The research seeks to analyze the connection between pricing strategies and customer satisfaction and customer loyalty in local food eateries. Besides, the research is set to establish whether the local eateries' customer' rating of these businesses is based on pricing, service quality, satisfaction, and loyalty. It further probe the relation between satisfaction rates and loyalty and hence verifies whether pricing and service quality significantly affect these two factors. The study also managed to address the questions, therefore, it could provide some new ideas for small business owners in the local food industry on how they can change their product's pricing and service characteristics in order to pull in and keep customers. The study fills in the gaps in the knowledge about consumer behavior in the local food industries and provides specific accommodation measures to improve the situation of the consumers in these settings.

## LITERATURE REVIEW

### Pricing Strategies

An effective pricing strategy was critical because it has a direct impact on market demand for products. If a product was incorrectly priced, it risks poor market performance and even failure. Pricing too low reduces profits unnecessarily, whereas pricing too high may drive customers away. As a result, setting the appropriate price was critical for balancing profitability and customer retention (Deshpande, 2018).

Prospective businesses must create a favourable image in the eyes of their target customers. It is critical to develop value propositions, and the path to value creation may be difficult. Customers, on the other hand, want high-quality products at the lowest possible prices. In a competitive market, customer value perception determines product and service sales volumes as well as an organization's overall success. As a result, businesses must base their pricing decisions on how much customers expect their products to be worth. On the other hand, many industrial enterprises are starting to serve their customers with value-based offerings. Such businesses frequently work closely with their customers to create value (Aguilar et al., 2024).

Dynamic pricing for perishable goods is a sustainable business model. Kulko and Scholz (2022) found that dynamic pricing is adjusted based on product freshness, increasing revenue while also significantly reducing food waste when compared to static pricing models. This strategy is especially useful for products with short shelf lives, allowing businesses to maximize profits while appealing to environmentally conscious customers.

Pricing strategy as a component of the marketing mix, price plays a significant role in revenue generation. Customers' value for the advantages of a product or service is reflected in

its price. Pricing strategies can give businesses a competitive edge. High demand or inflation can have an impact on production costs, which are a key determinant of prices. Profit levels can be impacted by rising production costs, even though they don't always directly affect selling prices. As a result, maximizing product value requires an efficient pricing strategy. Companies can employ a variety of pricing techniques to maximize profits (Wancirina & Ridanasti, 2024). Pricing is a representation of management decision-making since it impacts an organization's profitability and competitiveness in the business environment. As the business environment becomes more complex due to competition, high inflation, and high raw material costs, pricing strategy is necessary to generate margins in the business reality space (Henshaw, 2023).

## Service Quality

Service quality is one of the significant factors that aid customers in making up their minds when it comes to purchasing a particular product. It plays an important role in geography both in the traditional and service sector (Mensah et al., 2021). Within the food service business, the area of service quality continues to be a subject of extensive academic investigation (Ji & Ko, 2022) IA study by Tioco et al. (2022) investigated the meaning of safety and sanitation for small-scale restaurant delivery services, focusing on how the COVID-19 pandemic amplified customer expectations of hygiene. This paper discussed a number of key factors upon which cleanliness was grounded-from delivery personnel to measures for physical distancing of food packaging and sanitation for delivery boxes. Online delivery services, the research concluded, have highly affected the safety measures through a high degree of customer satisfaction with physical distancing being the highest to take.

This indicates the great role proper safety protocols play in gaining trust and satisfaction among customers, especially in a health-conscious environment. In addition, the study demonstrated that there was a positive relationship between food hygiene and consumer loyalty; it noted that safety perceptions lead to higher overall satisfaction and repeat business. Such a finding is crucially important in as much as food businesses must deal with growing customer expectations in terms of hygiene. This underscores that hygiene practices in the service areas or eating places are profoundly of essence for customers' confidence, considered in this study on carinderias of Jhocson, Manila (Tioco et al., 2022).

Customer satisfaction businesses significantly relate to the 4Ps of marketing: Prize, Product, Place, and Promotions. A study discussed the factors such as customer demographics,

for instance, the age, income, and preferences of customers influence their satisfaction levels regarding food quality, pricing, and service. Areas of improvement as presented to enhance the customer experience, particularly in promotion and physical location. According to Baluyot and Pampolina (2021) there are existing studies that emphasize the significance of these dimensions when developing effective marketing and operation strategies in the food service industry. In addition, small-scale establishments must be aware of the ever-changing consumer behavior and preferences and must immediately adapt to them in order for them to catch up and expand their customer satisfaction and foster customer retention. Prioritizing customer feedback and becoming aware of the current market trends allows a business to offer a more diverse and engaging customer experience that helps strengthen customer loyalty and sales growth.

Already existing literature emphasizes the importance of these dimensions when developing effective operational and marketing strategies in the food service industry (Baluyot & Pampolina, 2021; Chand & Slath, 2018). Likewise, carinderia enterprises need to be cognizant of the different behavioral patterns and tastes of their consumers and adjust to them in order to enhance the possibility of increasing their customer satisfaction and retention rates. Awareness and interaction help to create a better dining experience for the customers who assist in the business development process through their loyalty and active participation.

## Customer Satisfaction in Local Food Eatery

Customer satisfaction in Local Food Eatery significantly relates to the 4Ps of marketing: Price, Product, Place, and Promotion. Research indicates that factors such as customer demographics influence satisfaction levels. For instance, the age, income, and preferences of customers can shape their expectations regarding food quality, pricing, and service. The study suggests areas for improvement, particularly in promotion and physical location, to enhance customer experience. This finding aligns with existing literature, which underscores the importance of these dimensions in developing effective operational and marketing strategies in the food service industry (Baluyot & Pampolina, 2021; Chand & Slath, 2018). Additionally, ensuring that carinderia businesses adapt to changing consumer behaviors and preferences can lead to higher levels of customer satisfaction and retention. By leveraging insights from customer feedback and market trends, these establishments can create a more engaging and responsive dining experience, ultimately fostering customer loyalty and business growth.

## Customer Loyalty

Customer loyalty, as defined by Isaac Tandoh (2020), is a choice of brand preferred by a consumer due to previous use and experience. It is quantifiable through the repeat purchase frequency of the same brand. Customer loyalty simply means a consumer's attitude or affection towards a previously used product, resulting in repeated buys or ongoing usage. Furthermore, a study by Hidayat et al. (2019) Enhanced service quality can improve customer loyalty and bring in new customers. Satisfied consumers of service products tend to be loyal, resulting in repeat purchases and frequent visits to local fast-food restaurants.

## Local Food Eatery

A carinderia is a Filipino term for a local eatery selling and serving meals. It is also known as "Turo Turo", which literally means "point-point" in English because customer usually point out their orders. (Arnaiz et al., 2022) Additional for that, They sell cheap viand that most of the people likes it, Neither Employees, Students, By passers and more.

Carinderia or Local food eatery in the Philippines are one of the Micro-business in the Philippines, It was mentioned by Cordial (2020) Micro businesses in the Philippines cover sari-sari stores, carinderia, laundry shops, computer shops, printing shops, street food stalls, and canteens among others.

Local food eatery is not only focused on external part of selling, But also the owner are responsible of everything through external and internal process and output of the Local food eatery, Reano et al. (2024) recommend that, the Business owners of Carinderia must maintain the management practices employed in their Local Eateries (Carinderia), which include communication, leading by example, and an open management style. Also, researchers recommend considering enhancing the setting and demanding realistic goals. Owners should continue to implement the management practices that operate in their Carinderia. This includes planning, organizing, and command. Adding more practices such as building a restroom stall, maintaining cleanliness on every side of the stall, and making sure that the customer eats clean and healthy food.

However, Inflation in the Philippines rise up, Carinderia or Local food eatery worried on how to give the standard taste of the food without rising the price. Aligado et al. (2021) stated that, Due to rising basic commodities in which food is mainly one of them, many food "Carinderia owners" have been in such difficulty on how to offer the same price on their dishes in which they offer to the community everyday without sacrificing the quality taste of their dishes. Increasing price is expected to have unfavorable impact on poverty and is worrisome precisely because it is expected to hurt the poor

the most. Ideally this topic is on the bloom since we are on the same situation in reality with pandemic that strikes our daily lives.

## Conceptual Framework



**Fig. 1: Conceptual Framework. Evaluating the Impact of Pricing Strategies and Service Quality on Customer Satisfaction and Loyalty in Local Food Eatery**

Fig. 1, This study attempted to establish the relationship between Service Quality, Pricing Strategies, Customer Satisfaction, and Customer Loyalty in local food eateries. It postulated that Service Quality and Pricing Strategies are independent variables having a significant impact on customer satisfaction, which is itself a mediating variable en route to customer loyalty.

Service Quality, according to the SERVQUAL model, was measured along five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. These dimensions together determined how customers perceive the quality of service they receive, which in turn determines their satisfaction. The higher the service quality, the higher the satisfaction because customers feel that their needs and expectations are met.

On the other hand, Pricing Strategies, which were based on the Value-Based Pricing Theory, focus on matching the cost of services or products with the perceived value received by customers. Fair, affordable, and value-driven pricing has a positive effect on customer satisfaction because a customer is likely to feel satisfied if he or she perceives prices as reasonable and reflective of the quality offered.

Customer Satisfaction acts as a mediator in this model linking Service Quality and Pricing Strategies to Customer Loyalty. According to the Expectancy-Disconfirmation Theory, satisfaction occurred when customer expectations are met or even surpassed by the actual experience. The satisfied customers would come back, refer their friends and acquaintances to the eatery, and even maintain a long-term relationship with the business.

Lastly, the outcome variable is Customer Loyalty, which is the product of long-term customer satisfaction. Loyal customers can be characterized by repeat patronage, positive word-of-mouth advocacy for the brand, and long-term success in the business. This conceptual theorem shows how these variables are interrelated, depicting how high-quality service and effective pricing strategies lead to increased satisfaction, which in turn fosters loyalty in this highly competitive local food eatery market.

## METHODOLOGY

In response to the research questions, the current study used a quantitative descriptive research design based on a survey questionnaire to obtain numerical data. The descriptive design was used since it enabled the researchers to methodically describe and examine the correlation between pricing strategies, service quality customer satisfaction, and customer loyalty in local food eateries. Through the emphasis on these factors, the research sought to present insights into pricing and service quality's impact on customer attitudes and behaviors. The study targeted students from NU Nazareth School and 4th-year students from National University, as they frequently dine at local food establishments near Jhocson, Manila. To ensure a representative sample, purposive sampling was employed, selecting 300 respondents who regularly visited local food eateries.

The sample size was determined using Raosoft, a statistical tool that considers confidence levels, margin of error, and estimated population size. This approach ensured that the selected participants could provide relevant and reliable insights into their dining experiences and preferences.

For data collection, the researchers personally visited local food eateries to distribute the survey. The questionnaire was made available through Google Forms, and a QR code was provided for easy access. In cases where internet access was limited, a mobile hotspot was set up to assist respondents in completing the survey. Each participant took approximately five minutes to answer the questionnaire, ensuring efficient data gathering while minimizing disruption to their daily routines.

### Instrument

The research instrument for the study was an adapted version of the questionnaire from the study entitled "The Influence of Service Quality, Price, and Customer Loyalty in the Restaurant Industry: The Mediating Role of Customer Satisfaction" by Ali et al. (2021). The analysis of the restaurant industry's service quality, price, and customer loyalty, which connected to the main goals of this research study, mainly the investigation of pricing strategies, service

quality, customer satisfaction, and customer loyalty in eateries of carinderias was conducted by the researchers. The research instrument was face-validated by the researchers' adviser and two panelists from the College of Tourism and Hospitality Management. This process provides valuable feedback for the necessary revisions and validity of the questionnaire that was distributed to the respondents.

The instrument titled "The survey questionnaire" was divided into three parts: The first part of the survey questionnaire was designed to identify the respondents' backgrounds by demographic information. It also examined whether they were native college students or high school seniors in Nazareth, this helped in profiling the attitudes and behaviors of the students. Differences between male and female respondents in terms of food preferences and dining styles were also a matter of interest; therefore, sex is included. Moreover, this segment not only asked the respondents about their own food preferences but also explored the types of dishes they were fond of and the factors that drew them to those restaurants (taste, price, or familiarity with the food). This allowed the researchers to better understand their dining experiences. The second part of the survey questionnaire aimed to assess local food eateries based on key factors such as pricing strategies, service quality, customer satisfaction, and customer loyalty. The study emphasized the importance of pricing, which determined the level of services and value delivered among the buyers to the overall dining movement (the aspect of quality), thereby leading to customer loyalty. This section of the questionnaire explored whether customers found their dining experiences pleasant and whether these factors encouraged recommendations or repeat visits to the establishments.

### Research Findings

The chapter explores the multiple regression analysis, examining the relationships between the dependent and independent variables. The assumptions of multiple regression, including linearity, independence, homoscedasticity, and normality, are rigorously tested and discussed to ensure the validity of the model. Additionally, correlation analysis is performed to assess the strength and direction of the relationships between variables. The findings from both the regression and correlation analyses are then interpreted in the context of the research hypotheses, providing valuable insights into the significance and strength of the predictors.

### Descriptive Statistics

Before proceeding with the regression and correlation analyses, it is essential to initially present the descriptive statistics of the study's variables. Descriptive analysis was

used to summarize the demographic profile of respondents and their assessments of local food eateries in terms of pricing strategies, service quality, customer satisfaction, and

customer loyalty. Satisfaction levels analysis was conducted to explore the relationships between pricing strategies, service quality, and customer satisfaction and loyalty.

## Independent Variables

**Table 1: Assessment on the Local Food Eateries in Terms of Pricing Strategies**

Indicators	N	Mean	Verbal Interpretation
1. The list of prices is presented promptly on the menu.	305	3.8295	Strongly Agree
2. The eatery offers clear pricing on the menu.	305	3.8164	Strongly Agree
3. The pricing of food items in this eatery is reasonable for the quality provided.	305	3.8066	Strongly Agree
4. The eatery offers meal options at different price points to cater to various customers.	305	3.8000	Strongly Agree
5. There are occasional exclusive offers, vouchers, or combo meals available for purchase.	305	3.7639	Strongly Agree

Legend: “Strongly Disagree (1.00 – 1.75)”, “Disagree (1.76 – 2.50)”, “Agree (2.51 – 3.25)”, “Strongly Agree (3.26–4.00)”

The data presented in Table 1 indicates that respondents have a highly positive perception of the pricing strategies of local food eateries. All indicators received mean scores above 3.75, which fall within the “Strongly Agree” range. This suggests that customers strongly agree that prices are presented promptly and clearly on menus, are reasonable for the quality provided, offer diverse price points, and include occasional promotional offers. The findings reveal that the highest-rated indicator is the prompt presentation of prices on the menu, with a mean score of 3.8295. This is closely followed by the clarity of pricing on the menu (mean = 3.8164) and the reasonableness of food prices relative to quality (mean = 3.8066). The availability of meal options at different price points (mean = 3.8000) and occasional

exclusive offers (mean = 3.7639) also received strong agreement from respondents. These results highlight the effectiveness of the pricing strategies in meeting customer expectations and enhancing their dining experience.

The results validate prior research highlighting the importance of combo meals in today’s food industry as a strategy to increase sales Dhiman et al. (2023). Studies point out that most fast-food chains in Chandigarh have been able to capitalize on product bundling by providing inexpensive meal bundles featuring best-sellers. The success of these contemporary fast-food restaurants and chains indicates that value-based combinations, offering consumers several options, are instrumental in boosting sales and customer satisfaction.

**Table 2: Assessment on the Local Food Eateries in Terms of Service Quality**

Indicators	N	Mean	Verbal Interpretation
1. The staff are friendly and courteous.	305	3.8230	Strongly Agree
2. The staff demonstrate professionalism and efficiency.	305	3.8164	Strongly Agree
3. Service is delivered promptly without significant delays.	305	3.8191	Strongly Agree
4. Orders are served accurately and as Requested.	305	3.8066	Strongly Agree
5. The eatery maintains cleanliness and hygiene during operations.	305	3.8033	Strongly Agree

Legend: “Strongly Disagree (1.00 – 1.75)”, “Disagree (1.76 – 2.50)”, “Agree (2.51 – 3.25)”, “Strongly Agree (3.26 – 4.00)”

The data presented in Table 2 indicates that respondents have a highly positive perception of the service quality of local food eateries. All indicators received mean scores above 3.80, which fall within the “Strongly Agree” range. This suggests that customers strongly agree that the staff are friendly and courteous, demonstrate professionalism and efficiency, deliver prompt service without significant delays, serve orders accurately, and maintain cleanliness and hygiene during operations. The findings reveal that the

highest-rated indicator is the friendliness and courteousness of staff, with a mean score of 3.8230. This is closely followed by the promptness of service delivery (mean = 3.8191) and staff professionalism and efficiency (mean = 3.8164). The accuracy of orders (mean = 3.8066) and the maintenance of cleanliness and hygiene (mean = 3.8033) also received strong agreement from respondents. These results highlight the high level of service quality provided by local food eateries, meeting customer expectations and enhancing their dining experience.

Research emphasizes that the most important facility aspects are critical to ensuring food safety and customer satisfaction. Effective management of the physical space, sanitary facilities, kitchen, dining space, and food storage guarantees seamless operations and compliance with hygiene (Smith & Johnson, 2021). Sanitary food handling, processing, and serving areas further improve service quality (Garcia et al., 2020). Well-maintained equipment and effective labor also guarantee a safe and satisfying dining experience (Lee & Kim, 2019).

**Table 3: Assessment on the Local Food Eateries in Terms of Customer Satisfaction**

Indicators	N	Mean	Verbal Interpretation
1. The food is freshly prepared and well-cooked.	305	3.8328	Strongly Agree
2. The taste of the food is consistently good.	305	3.8164	Strongly Agree
3. The portion sizes of meals are satisfactory.	305	3.7836	Strongly Agree
4. The presentation of the food enhances my dining experience.	305	3.7934	Strongly Agree
5. The food served at this eatery meets my expectations.	305	3.7902	Strongly Agree

Legend: “Strongly Disagree (1.00 – 1.75)”, “Disagree (1.76 – 2.50)”, “Agree (2.51 – 3.25)”, “Strongly Agree (3.26 – 4.00)”

The data presented in Table 3 indicates that respondents have a highly positive perception of the customer satisfaction factors at local food eateries. All indicators received mean scores above 3.75, which fall within the “Strongly Agree” range. This suggests that customers strongly agree that the food is freshly prepared and well-cooked, consistently tastes good, has satisfactory portion sizes, is well-presented, and meets their overall expectations. The findings reveal that the highest-rated indicator is the freshness and quality of food preparation, with a mean score of 3.8328. This is closely followed by the consistency of taste (mean = 3.8164) and the presentation of the food (mean = 3.7934). The portion sizes of meals (mean = 3.7836) and the overall satisfaction with the food served (mean = 3.7902) also received strong agreement from respondents. These results highlight the high level of customer satisfaction with the food quality provided by local eateries, meeting and often exceeding customer expectations.

The findings confirm earlier studies emphasizing the significance of restaurant service quality as a determinant of customer satisfaction. Vasani et al. (2024) has been found to identify various factors that affect dining experiences, such as the presentation and size of food. Observations indicate that good presentation of food and right-sized portions increase the perception of value among customers, resulting in higher satisfaction levels and returns. The capability of restaurants to harmonize visual beauty with sufficient portions is central to defining the customers’ preferences and loyalty.

**Table 4: Assessment on the Local Food Eateries in Terms of Customer Loyalty**

Indicators	N	Mean	Verbal Interpretation
1. I prefer this eatery because of its consistent quality and service.	305	3.8197	Strongly Agree
2. The decision to continue visiting this local food eatery in the future is evident.	305	3.8098	Strongly Agree
3. I’m not confident that this local food eatery always serves meals that meet my expectations.	305	1.2984	Strongly Disagree
4. The local food eatery will be recommended to others.	305	3.8131	Strongly Agree
5. The positive aspects of this local food eatery will be shared with others.	305	3.8033	Strongly Agree

Legend: “Strongly Disagree (1.00 – 1.75)”, “Disagree (1.76 – 2.50)”, “Agree (2.51 – 3.25)”, “Strongly Agree (3.26 – 4.00)”

The data presented in Table 4 indicates that respondents have a highly positive perception of customer loyalty towards local food eateries. Most indicators received mean scores above 3.80, falling within the “Strongly Agree” range, except for one indicator which received a mean score of 1.2984, falling within the “Strongly Disagree” range. This suggests that customers strongly agree that they prefer these eateries due to consistent quality and service, intend to continue visiting, are likely to recommend the eateries to others, and will share positive aspects. However, they strongly disagree with the statement that they lack confidence in the eateries always meeting their expectations. The findings reveal that the

highest-rated indicator is the preference for the eatery due to its consistent quality and service, with a mean score of 3.8197. This is closely followed by the likelihood of recommending the eatery to others (mean = 3.8131) and the intention to continue visiting in the future (mean = 3.8098). The positive aspects of the eatery being shared with others also received strong agreement (mean = 3.8033). The only indicator that received a “Strongly Disagree” interpretation is the lack of confidence in the eatery always meeting expectations (mean = 1.2984). These results highlight the strong customer loyalty towards local food eateries, driven by consistent quality, positive experiences, and strong recommendations.

The findings support previous research in highlighting the importance of service consistency in retaining customers. In a study, Udom (2024) identified that reliability, which encompassed an integral part of service quality, significantly contributed to customer patronage. Indeed, as

the study indicated, reliability explained a total of 66.68% of the variance in patronage, pointing to the importance of consistent delivery in fostering customer loyalty and satisfaction.

## Dependent Variables

**Table 5: Assessment on the Level of Satisfaction on Pricing Strategy of Local Food Eateries**

Indicators	N	Mean	Verbal Interpretation
1. I believe that the portion sizes are worth the price I pay.	305	3.8164	Strongly Agree
2. I feel the value for money at this eatery is better compared to others nearby.	305	3.8066	Strongly Agree
3. I find that discounts or promotional offers are available and encourage me to visit frequently.	305	3.8000	Strongly Agree
4. I find that the eatery’s pricing aligns with my expectations for the quality and portion size.	305	3.7967	Strongly Agree
5. I am satisfied with the pricing flexibility, such as meak options at different price points.	305	3.7967	Strongly Agree

Legend: “Strongly Disagree (1.00 – 1.75)”, “Disagree (1.76 – 2.50)”, “Agree (2.51 – 3.25)”, “Strongly Agree (3.26 – 4.00)”

The data presented in Table 5 indicates that respondents have a highly positive perception of the pricing strategies of local food eateries. All indicators received mean scores above 3.79, which fall within the “Strongly Agree” range. This suggests that customers strongly agree that the portion sizes are worth the price, the value for money is better compared to other eateries nearby, discounts and promotional offers encourage frequent visits, pricing aligns with their expectations, and there is satisfaction with the pricing flexibility. The highest-rated indicator is the belief that portion sizes are worth the price paid, with a mean score of 3.8164. This is closely followed by the perception of better value for money compared to other nearby eateries (mean = 3.8066) and the availability of discounts and promotional offers encouraging frequent visits (mean = 3.8000). The alignment of pricing with expectations for quality and portion size (mean = 3.7967) and satisfaction with pricing flexibility (mean = 3.7967) also received strong agreement

from respondents. These results highlight the effectiveness of the pricing strategies in meeting customer expectations and enhancing their satisfaction.

The present study’s results support earlier findings in a study by Selim et al. (2022) in stressing the pivotal position of perceived service quality and price fairness in determining customer satisfaction. Research indicates that such factors directly influence customer satisfaction and, in turn, affect the overall dining experience. Additionally, the results establish a strong positive relationship between perceived pricing fairness, consumer satisfaction, and long-term consumer loyalty. The interaction of the above variables predicts that both price fairness and service quality, directly, and consumer contentment as a mediator variable, indirectly build customer loyalty. These findings necessitate the relevance for restaurants and food joints to emphasize the principles of excellent services and price equality to support enhanced customer loyalty and long-term business success.

**Table 6: Assessment on the Level of Satisfaction on Service Quality of Local Food Eateries**

Indicators	N	Mean	Verbal Interpretation
1. I find that orders are served accurately and within an acceptable timeframe.	305	3.8164	Strongly Agree
2. I find that the staff are polite, friendly, and attentive to my needs.	305	3.7902	Strongly Agree
3. I find that the eatery maintains a clean and welcoming atmosphere for dining.	305	3.7836	Strongly Agree
4. The atmosphere and environment in the eatery enhance the overall service experience.	305	3.8000	Strongly Agree
5. I am satisfied with the quality of customer service provided by the staff.	305	3.8033	Strongly Agree

Legend: “Strongly Disagree (1.00 – 1.75)”, “Disagree (1.76 – 2.50)”, “Agree (2.51 – 3.25)”, “Strongly Agree (3.26– 4.00)”

The data presented in Table 6 indicates that respondents have a highly positive perception of the service quality of local food eateries. All indicators received mean scores

above 3.78, which fall within the “Strongly Agree” range. This suggests that customers strongly agree that orders are served accurately and promptly, staff are polite and attentive,

the eatery maintains a clean and welcoming atmosphere, the environment enhances the service experience, and the overall quality of customer service is satisfactory. The findings reveal that the highest-rated indicator is the accuracy and timeliness of order delivery, with a mean score of 3.8164. This is closely followed by satisfaction with the quality of customer service provided by the staff (mean = 3.8033) and the atmosphere and environment enhancing the service experience (mean = 3.8000). The politeness and attentiveness of staff (mean = 3.7902) and the cleanliness and welcoming atmosphere of the eatery (mean = 3.7836) also received strong agreement from respondents. These results highlight the high level of service quality provided.

The results support existing research by Agatep and Villalobos (2021) highlighting employees' behavior as a determinant of customer satisfaction. The respondents

universally agreed on employees' overall attributes, behavior toward customers, and work attitude as determinants of service quality. Although no statistical difference was evident across the dimensions of employees' behavior, an interesting difference appeared in employees' overall attributes when customer-respondents were classified according to education level. Moreover, the level of customer satisfaction highly differed when the respondents were separated based on civil status. The research further established a very high positive correlation between customer satisfaction and employees' overall nature and behavior towards customers, whereas an even higher, very high positive correlation was found between customer satisfaction and employees' work attitude. These findings emphasize the role of employee behavior in developing a healthy dining experience and bolstering customer loyalty.

**Table 7: Assessment on the Level of Customer's Satisfaction on Local Food Eateries**

Indicators	N	Mean	Verbal Interpretation
1. I am happy with the variety of food choices available at this eatery.	305	3.8230	Strongly Agree
2. I feel that the food quality is consistent each time I visit the eatery.	305	3.8131	Strongly Agree
3. I find that the eatery makes me feel valued as a customer.	305	3.8098	Strongly Agree
4. I think my decision to visit this local food eatery was a wise one.	305	3.8098	Strongly Agree
5. I am satisfied with the overall experience at this eatery.	305	3.8066	Strongly Agree

Legend: "Strongly Disagree (1.00 – 1.75)", "Disagree (1.76 – 2.50)", "Agree (2.51 – 3.25)", "Strongly Agree (3.26 – 4.00)"

The data presented in Table 7 indicates that respondents have a highly positive perception of their satisfaction with local food eateries. All indicators received mean scores above 3.80, which fall within the "Strongly Agree" range. This suggests that customers strongly agree that they are happy with the variety of food choices, find the food quality consistent, feel valued as customers, believe their decision to visit was wise, and are satisfied with the overall experience. The findings reveal that the highest-rated indicator is happiness with the variety of food choices available, with a mean score of 3.8230. This is closely followed by the consistency of food quality (mean = 3.8131) and the feeling of being valued as a customer (mean = 3.8098). The decision to visit the eatery being considered wise (mean = 3.8098) and overall satisfaction with the experience (mean = 3.8066) also received strong agreement from respondents. These results highlight the high level of customer satisfaction with the pricing strategies and service quality provided by local food eateries, meeting and often exceeding customer expectations.

The results align with the previous research highlighting the influence of customer experience on the satisfaction level of customers in local food eateries, Fajardo et al., 2023. Customer experience is a key driver towards satisfaction, which is mainly influenced by the products and services that a business establishment offers to customers. Customer

experience focuses on what they perceive and encounter in food service establishments, which influences their physical, emotional, and social responses that directly affect their overall satisfaction.

**Table 8: Assessment on the Level of Customer's Loyalty on Local Food Eateries**

Indicators	N	Mean	Verbal Interpretation
1. I frequently return to this eatery because I enjoy the food and experience.	305	3.8197	Strongly Agree
2. I frequently return to this eatery because of the pricing and service quality.	305	3.8000	Strongly Agree
3. I feel this eatery provides a consistent and satisfying experience, which makes me want to return.	305	3.7803	Strongly Agree
4. I will continue to visit this local food eatery.	305	3.7934	Strongly Agree
5. I am likely to recommend this eatery to others.	305	3.8098	Strongly Agree

Legend: "Strongly Disagree (1.00 – 1.75)", "Disagree (1.76 – 2.50)", "Agree (2.51 – 3.25)", "Strongly Agree (3.26 – 4.00)"

The data presented in Table 8 indicates that respondents have a highly positive perception of their loyalty towards local food eateries. All indicators received mean scores above 3.78, which fall within the “Strongly Agree” range. This suggests that customers strongly agree that they frequently return to these eateries because they enjoy the food and experience, appreciate the pricing and service quality, find the experiences consistent and satisfying, intend to continue visiting, and are likely to recommend the eateries to others. The findings reveal that the highest-rated indicator is the frequent return to the eatery due to enjoyment of the food and experience, with a mean score of 3.8197. This is closely followed by the likelihood of recommending the eatery to others (mean = 3.8098) and the influence of pricing and service quality on frequent visits (mean = 3.8000). The intention to continue visiting (mean = 3.7934) and the consistency and satisfaction of experiences (mean = 3.7803) also received strong agreement from respondents. These results highlight the strong customer loyalty towards local food eateries, driven by positive experiences, consistent quality, and favorable pricing and service.

The findings resonate with the previous research study emphasizing the importance of customer satisfaction in encouraging customer loyalty in the food industry (Mulyawan et al., 2022). Customer satisfaction is a major indicator of customer loyalty, influencing customers to patronize the business over time. Satisfied customers turn into loyal customers once the restaurant meets their needs and exceeds their expectations. When the customer becomes loyal to the food establishment, they tend to make repeat purchases and recommendations with others, especially with their family and close friends.

**Multiple Regression Analysis**

Multiple regression analysis will be employed in this study to quantify the relationships between these independent variables and the dependent variables of customer satisfaction and loyalty. This statistical approach allows for a comprehensive evaluation of the combined effects of pricing strategies and service quality, providing valuable insights into their significance and strength as predictors. The findings from this analysis will offer practical guidance for local food eateries to optimize their pricing and service strategies, ultimately enhancing customer experiences and fostering greater loyalty in a competitive market environment.

**Model Summary and ANOVA Table**

To analyze how respondents assess their level of satisfaction with pricing strategies and service quality in relation to customer satisfaction and loyalty in local food eateries, the analysis utilizes multiple regression models to evaluate the impact of pricing strategies on customer satisfaction

and loyalty, with the model fit assessed through R-squared values, the significance of the models through F-tests and p-values, and the presence of autocorrelation using the Durbin-Watson statistic.

**Table 9: Analysis on the Model Summary and ANOVA Results**

Models	F-Test/p-Value	Durbin Watson	R-Squared
Model A: Pricing Strategies (PS) and Customer Satisfaction (CS)	765.074864	2.290	0.716312
	0.000		
Model B: Pricing Strategies (PS) and Customer Satisfaction (CS)	1182.977429	2.179	0.796094
	0.000		
Model C: Pricing Strategies (PS) and Customer Loyalty (CL)	1441.924156	1.951	0.826353
	0.000		
Model D: Pricing Strategies (PS) and Customer Loyalty (CL)	1957.584441	2.032	0.865964
	0.000		

The results from the model summary and ANOVA analysis indicate that all models are statistically significant, with p-values less than 0.001. This suggests that pricing strategies have a significant impact on both customer satisfaction and customer loyalty. The R-squared values for the models range from 0.716 to 0.866, indicating that a substantial proportion of the variance in customer satisfaction and loyalty can be explained by pricing strategies. The Durbin-Watson statistics for all models are close to 2, suggesting that there is no significant autocorrelation in the residuals. The findings reveal that Model D, which examines the relationship between pricing strategies and customer loyalty, has the highest R-squared value of 0.866, indicating that 86.6% of the variance in customer loyalty can be explained by pricing strategies. This is followed by Model C (R-squared = 0.826), Model B (R-squared = 0.796), and Model A (R-squared = 0.716). The high F-test values for all models further confirm the significance of the relationships. The Durbin-Watson statistics for all models are within the acceptable range, indicating no significant autocorrelation.

**Regression Results**

Additionally, the assumption process for multiple regression analysis was undertaken to ensure the validity of the regression models. This included testing for linearity, independence, homoscedasticity, and normality of the residuals.

In this study which aims to analyze the impact of pricing strategies and service quality on customer satisfaction and loyalty in local food eateries, the analysis uses multiple regression models to evaluate these relationships, with the results presented in Tables 10 to 13. The hypothesis tested is whether there is no significant impact of pricing strategies and service quality on customer satisfaction and loyalty.

**Table 10: Regression Results of the Local Food Eateries Assessment on Pricing Strategies to the Customer Satisfaction**

Independent Variables	Coefficient	SE	T-Ratio	p-Value	Remark
(Coastal)	.651	.115	5.665	.000	Significant
Model A	.831	.030	27.660	.000	Significant

**Table 11: Regression Results of the Local Food Eateries Assessment on Service Quality to the Customer Satisfaction**

Independent Variables	Coefficient	SE	T-Ratio	p-Valur	Remark
(Constant)	.368	.101	3.660	.000	Significant
Model B	.903	.026	34.394	.000	Significant

**Table 12: Regression Results of the Local Food Eateries Assessment on Pricing Strategies to the Customer Loyalty**

Independent Variables	Coefficient	SE	T-Ratio	p-Valur	Remark
(Constant)	.409	.090	4.558	.000	Significant
Model C	.892	.023	37.973	.000	Significant

**Table 13: Regression Results of the Local Food Eateries Assessment on Service Quality to the Customer Loyalty**

Independent Variables	Coefficient	SE	T-Ratio	p-Valur	Remark
(Constant)	.213	.081	2.615	.009	Significant
Model D	.941	.021	44.245	.000	Significant

The regression results indicate that both pricing strategies and service quality have a significant impact on customer satisfaction and loyalty. In Table 10, the coefficient for pricing strategies (Model A) is 0.831 with a p-value of 0.000, indicating a significant positive impact on customer satisfaction. Similarly, in Table 11, the coefficient for service quality (Model B) is 0.903 with a p-value of 0.000, also indicating a significant positive impact on customer satisfaction.

For customer loyalty, Table 12 shows that the coefficient for pricing strategies (Model C) is 0.892 with a p-value of 0.000, indicating a significant positive impact. Table 13 shows that the coefficient for service quality (Model D) is 0.941 with a p-value of 0.000, indicating a significant positive impact on customer loyalty. The Durbin-Watson statistics for all models are close to 2, suggesting no significant autocorrelation in the residuals.

The findings reveal that both pricing strategies and service quality significantly influence customer satisfaction and loyalty. The high t-ratios and low p-values across all models indicate strong statistical significance. Specifically, service quality has a slightly higher impact on customer loyalty (coefficient = 0.941) compared to pricing strategies (coefficient = 0.892). Similarly, service quality has a higher impact on customer satisfaction (coefficient = 0.903) compared to pricing strategies (coefficient = 0.831).

**Satisfaction Level and Correlation Analysis**

Correlation analysis was performed to determine the direct correlation between customer satisfaction and customer loyalty. To evaluate the impact of pricing strategies and service quality on customer satisfaction and loyalty in local food eateries, there must be an analysis on the satisfaction levels with pricing strategies and service quality to understand how these factors influence overall customer satisfaction and loyalty.

**Table 14: Correlation Analysis on the Satisfaction Level of Pricing Strategies and Service Quality to Customer Satisfaction and Loyalty on Local Food Eateries**

Analysis Category	Mean	Standard Deviation	Correlation Coefficient (r)	P-Value	Remark
Satisfaction with Pricing Strategies (PS)	3.8033	0.3885			
Satisfaction with Service Quality (SQ)	3.7987	0.3863			
Relation Between Pricing Strategies (PS) and customer	-	-	0.846	0.000	Significant
Relation Between Service Quality (SQ) and Customer Satisfaction (CS)	-	-	0.892	0.000	Significant
Relation Between Pricing Strategies (PS) and Customer Loyalty (CL)	-	-	0.909	0.000	Significant
Relation Between Service Quality (SQ) and Customer Loyalty (CL)	-	-	0.931	0.000	Significant

**Legend**

- Correlation Coefficient (r): This value ranges from -1 to +1. A value close to +1 indicates a strong positive correlation, a value close to -1 indicates a strong negative correlation, and a value close to 0 indicates no correlation.
- Significance (p-value): This value indicates whether the correlation is statistically significant. A p-value less than 0.05 typically indicates that the correlation is significant.

The correlation analysis results indicate strong positive correlations between the variables. The relationship between pricing strategies and customer satisfaction has a correlation coefficient (r) of 0.846 with a p-value of 0.000, indicating a significant positive correlation. Similarly, the relationship between service quality and customer satisfaction has a correlation coefficient (r) of 0.892 with a p-value of 0.000, also indicating a significant positive correlation. For customer loyalty, the relationship between pricing strategies and customer loyalty has a correlation coefficient (r) of 0.909 with a p-value of 0.000, and the relationship between service quality and customer loyalty has a correlation coefficient (r) of 0.931 with p-value of 0.000, both indicating significant positive correlations.

The findings reveal that both pricing strategies and service quality are strongly correlated with customer satisfaction and loyalty. The highest correlation is observed between service quality and customer loyalty (r = 0.931), followed by the correlation between pricing strategies and customer loyalty (r = 0.909). The correlations between service quality and customer satisfaction (r = 0.892) and between pricing strategies and customer satisfaction (r = 0.846) are also strong and significant. These results highlight the importance of both pricing strategies and service quality in enhancing customer satisfaction and loyalty in local food eateries.

**CONCLUSIONS**

The following conclusions were drawn considering the study’s findings:

Assessment on the Local Food Eateries in terms of:

- *Pricing Strategies:* Eateries are rated high in different market studies. They are doing well in giving a clear, fair, and diverse viable price scheme and proposing that special goods can buy one get one with the purchase. Consequently, these methods are likely to increase the customer satisfaction and perception. Moreover, future studies will be based on the effects of the techniques like customer retention and profitability.
- *Service Quality:* Based on the results, all eateries provide the best customer service - quick, nice, and professional. In addition to their top-notch service quality, they also provide an enclave of cleanliness and hygiene, which regularly exceeds the set standard that is independent. These points can be a huge advantage for the eatery in making customers happy, thus increasing the company’s reputation. However, in the future, research could be done on how exactly these service provisions impact the customer satisfaction and profits of the company, as well as the areas that need further improvement.

- *Customer Satisfaction:* The analysis of all the ratings shows that these places are quite successful in preparing, cooking, and always serving with a proper flavor. Thus, the portion sizes and presentation are satisfactory. These attributes together lead to customer loyalty and consumer confidence in the eateries. Future studies could focus on the influence of these customer satisfaction factors on customer retention and profitability and the possibility of other areas for improvement.
- *Customer Loyalty:* The fact that there is a very high level of agreement among most of the indicators makes it clear that these places are doing well in maintaining their service level and the quality of their products, thus generating a reputation and resulting in positive word-of-mouth recommendations. On the contrary, the disapproval of individuals concerned such that the trustworthiness and loyalty of these establishments are emphasized. Furthermore, Future research will be able to explore the long-term impact of customer retention and business growth because of the loyalty factors, as well as the areas for improvement in the future.

Assessment on the level of satisfaction on pricing strategies and service quality in relation to customer satisfaction and loyalty in local food eateries, considering the following factors:

- *Pricing Strategies:* These local food eateries, which provide value for money, attractive discounts, promotional offers, and flexible pricing options that align with customer expectations, are very successful, as evidenced by each indicator's high degree of unanimity. Being highly customer-centric, using these tactics creates loyal customers and results in a better brand image for the establishments. The study could be carried out to discover if these pricing strategies can help companies retain customers and be more profitable. At the same time, they also gain knowledge of the areas needing improvement.
- *Service Quality:* The extraordinary uniformity shows that these local food eateries are successful by ensuring they are precise and punctual in service, neat and friendly and offer high-quality customer service. These factors are likely to positively impact customer loyalty and their good perceptions of the eateries; in the future, the research could investigate the influence of these service quality factors on customer retention and profit, as well as opportunity points for further improvement.
- *Customer Satisfaction:* A high level of agreement in all areas confirms that these eateries successfully offer a wide variety of foods, maintain equal food quality, make customers feel prized, and give a fantastic dining experience overall. Most likely, these factors lead to customer loyalty and positive judgment of the eateries. Further investigation could consider the correlation of these satisfaction factors to customer retention and profitability and the possible improvement areas.
- *Customer Loyalty:* The general agreement reflected by all indicators demonstrates the fact that these food joints are capable of offering not only good and constant experiences to their customers but also of maintaining favorable pricing and quality of service and finally convincing the customers that they are the best through the power of positive word-of-mouth referrals. These factors probably contribute to the continually maintained customer retention and the public image of the eateries being a positive one for many of the customers. It is recommended that future research investigate the long-term impact of these loyalty factors on business growth and profitability, in addition to augmentation.

Assessment on the direct correlation between customer satisfaction and customer loyalty in local food eateries:

- *Analysis on the Model Summary and ANOVA Results:* High values of R-squared and significant F-test statistics show that pricing strategies are reliable predictors of those outcomes. The results of the weak autocorrelation measures, where the Durbin-Watson statistics reveal a lack of significant autocorrelation, also show that the models are trustworthy. These findings indicate that the local food industry can enhance customer satisfaction, which maintains loyalty, by implementing a new pricing policy. The subsequent studies could focus on additional issues that could cause these relationships and thus validate the models.
- *Regression Results of the Local Food Eateries Assessment on Pricing Strategies to the Customer Satisfaction:* As per the findings, the regression analyses prove that pricing policies and service quality impact customer satisfaction and loyalty. This research indicates that local food eateries can effectively improve customer satisfaction and loyalty by offering cost-effective pricing strategies and high-quality service. In the same way, the combination of the above-mentioned factors with some other factors can affect the relations between firms and customers. Hence, a more comprehensive model will be constructed.
- *Correlation Analysis on the Satisfaction Level of Pricing Strategies and Service Quality to Customer Satisfaction and Loyalty on Local Food Eateries:* Both pricing strategies and service quality are major ideas to change these outcomes. The strong positive linkages to both pricing strategies and service quality are indicative of the fact that the means to increase them will be customer satisfaction and customer loyalty.

The results thus express the need for food joints to pay meticulous attention to quality and reasonable price to encourage customer loyalty and satisfaction. The future research may further investigate these links and spot the additional factors that are responsible for customer satisfaction and loyalty.

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