

Selling Strategies Used Among Local “Carinderias” in Barotac Nuevo Public Market

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Abstract— This descriptive research, aimed to determine the most predominant selling strategies used among local Carinderias in Barotac Nuevo Public Market and the most predominant selling strategies when classified according to the product/ service, price, people, place, and promotion of marketing. The Purposive Sampling Method was employed in the selection of the manager/owners as respondents in this investigation. This study used a researcher – made questionnaire checklists to gather information that the Managers/ owners of Carinderias in Barotac Nuevo Public Market. The mean and standard deviation are the statistical tools used presented in tables to supplement the discussion. Results showed that product/service, place, people and price are the most predominant Selling Strategies used among Local Carinderias in Barotac Nuevo Public Market because they were highly used/ employed. On the other hand, most of selling strategies under product/ service, price, people, place, and promotion were highly used/ employed.

Keywords— Carinderia, marketing, product/service, selling strategies.

INTRODUCTION

Marketing has always played a crucial role in commercial food service operations (Kotler & Keller, 2016). In recent years, non-commercial food businesses have increasingly recognized the significance of marketing strategies in maintaining competitiveness, especially as resources become scarcer and more expensive. Providing quality food alone is no longer sufficient; modern customers have higher expectations regarding food quality, service efficiency, cleanliness, pricing, and overall dining experience (Kotler & Armstrong, 2018).

Marketing is present in everyday life, influencing consumer behavior across various industries—from children enjoying their toys to adults purchasing mobile phones and businesses competing through product displays. It encompasses activities that involve the exchange of goods, services, and ideas with the goal of meeting customer needs while ensuring profitability (Solomon et al., 2017).

In a highly competitive business environment, companies continuously develop new strategies to expand their market share and establish dominance. Conducting marketing research allows businesses to assess consumer preferences and behaviors, providing valuable insights for decision-making and strategy formulation. For small food establishments such as Carinderias (local eateries), understanding market trends is essential for improving sales and customer satisfaction (Lamb, Hair, & McDaniel, 2019).

According to Kotler and Armstrong (2018), marketing involves identifying and fulfilling consumer needs through exchanges, a concept referred to as the marketing principle. Given today’s competitive landscape, businesses must prioritize customer needs and adapt to changing preferences. A consumer-centered approach fosters brand loyalty and long-term success.

Marketing definitions vary, but Perreault, Cannon, and McCarthy (2020) describe it as a process of delivering valuable products and services that benefit both consumers and society. With this perspective in mind, the researchers explored "Selling Strategies Used Among Local Carinderias in Barotac Nuevo Public Market."

This study is based on social learning theory, developed by Albert Bandura in 1979. Also known as observational learning theory, it suggests that people acquire behaviors by watching and imitating others. While direct reinforcement can influence learning, individuals often model behaviors observed in their surroundings without receiving immediate rewards (Bandura, 2017). This concept, referred to as social modeling, is particularly relevant in small-scale food businesses, where vendors may adopt successful marketing and selling techniques observed from competitors (Franzoi, 2015).

In this study, the carinderia owners are the learners who learned about the 5 P’s of Marketing/Selling Strategies by observing models in the environment.

Figure 1 below illustrates the selling strategies employed as the dependent variable and the local

carinderias in Barotac Nuevo Public Market as the independent variable.

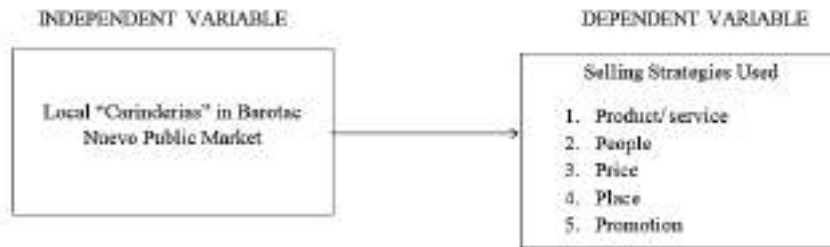


Figure 1. "Selling Strategies Used Among Local "Carinderias" in Barotac Nuevo Public Market".

Statement of the Problem

General objectives:

This study aimed to find out the selling strategies used by the local carinderias found in Barotac Nuevo Public Market.

Specifically, it sought to find answers to the following questions:

1. What are the most predominant selling strategies used among local carinderias in Barotac Nuevo public market?
2. What are the most predominant selling strategies used among local carinderias in Barotac Nuevo public market in terms of product/service, people, price, place and promotion?

Hypotheses

Based on the preceding problems, the following hypothesis is advanced:

There is no distinct difference in the selling strategies used by the local Carinderias in Barotac Nuevo Public Market in terms of the 5 P's of marketing.

Significance of the Study

This study will update the management of Local Carinderias in Barotac Nuevo Public Market and will help them understand how selling strategies affect their level of customer service and increase their income and eventually their profit.

Definition of Terms

For a clearer understanding of this study, the following terms were given their conceptual and operational definition.

Marketing is the act or process of selling or buying in a marketplace (Underwood, 1988).

As used in this study, marketing referred to the services of carinderias in Barotac Nuevo public market on how they promote it to their customers.

Selling strategy is a plan by a business or individual on how to go about selling products and services and increasing profits

(<http://smallbusiness.chron.com/definition-sales-strategy>).

As used in this study, selling strategy referred to deliver the greatest value to the target customer of the local carinderias in Barotac Nuevo public market.

Carinderia is a local eatery selling and serving customers with wooden benches. It's also known as a "turo-turo" wherein customers literally point what they want to eat from an array of cauldrons(<http://en.wikipilipinas.org/index.php/Carinderia>).

As used in this study, carinderia referred to the eating place in Barotac Nuevo public market.

Product is anything that is offered to a market for attention, acquisition, use or consumption to satisfy needs (Young and Pagoso, 2008).

As used in this study, product referred to the manner of preparing and serving of foods to customers in Barotac Nuevo public market carinderias.

Place refers to the good visibility, easy access, convenience, curbside appeal and parking as the ingredients of a locations success(Walker, 2001).

As used in this study, place referred to the general location of the carinderia in Barotac Nuevo public market.

Price refers to the amount of money charge for a product or the sum of the values customers exchange for the benefit of the product (Palacio and Theis, 2003).

As used in this study, price referred to the manner in which the carinderia owners of Barotac Nuevo public market charged their customers.

People represent the life-blood of every establishment enterprise, without them it would literally die from lack of business (Verginis and Wood, 1999).

As used in this study, people referred to the manner the employees in the carinderias at Barotac Nuevo public market treated or deal with their customers.

Promotion refers to the method used to communicate with consumers in a market. It includes the advertising, personal, selling, sales promotions and publicity. (Reid and Bonjonc, 2001).

As used in this study, promotion referred to techniques used by carinderia owners of Barotac Nuevo public market in promoting or attracting customers.

Scope and Limitation of the Study

The main concern of this study is to determine refer to promote Selling Strategies of Local Carinderias in Barotac Nuevo Public Market. Among the local Carinderias, 20 will be the subject of the study with the managers/owners as respondents.

To gather data, a duly validated survey questionnaire was utilized by the researchers.

A researcher made questionnaire checklist was used to identify the selling strategies of local carinderias in Barotac Nuevo public market. Data were computer processed using the Statistical Packages for the Social Sciences (SPSS). The frequency count, mean, and standard deviation were the descriptive statistics used.

REVIEW OF RELATED LITERATURE

Marketing has always been a key component of commercial foodservice operations. However, in recent years, non-commercial foodservice sectors—such as healthcare facilities, schools, and corporate dining services—have increasingly embraced marketing strategies to remain competitive in the face of rising costs and limited resources (Kotler & Keller, 2020). For foodservice managers, mastering marketing principles, customer engagement techniques, and implementation processes is critical to achieving success. Effective marketing goes beyond promotions; it requires well-

planned employee training programs and regular evaluations to gauge the impact of marketing efforts. Additionally, creative promotional campaigns and merchandising are essential for attracting and retaining customers in today's highly competitive environment (Lamb, Hair, & McDaniel, 2019).

A strong marketing strategy acts as a roadmap for achieving business goals. This includes identifying target audiences, designing the right marketing mix, and allocating resources effectively. A good strategy not only addresses industry-specific challenges but also capitalizes on opportunities to improve the likelihood of success (Solomon et al., 2021; Perreault, Cannon, & McCarthy, 2020). One of the most widely used frameworks for marketing is the 5 P's: product, place, price, promotion, and people. These elements work together to establish a business's market presence. For example, the product refers to the food and services offered; place focuses on making these offerings accessible at convenient locations and times; price reflects the value customers perceive; promotion involves advertising and engaging with customers; and people—such as employees—play a crucial role in ensuring customer satisfaction (Kotler & Armstrong, 2021).

Marketing in the foodservice industry is unique because it combines both tangible products (like food) with intangible services (like customer experience). Unlike manufacturing industries that rely on physical goods alone, foodservice businesses depend heavily on customer interactions, inventory that can spoil quickly, and real-time service delivery. While the quality of food is important, factors like service quality and ambiance often have an even greater impact on customer satisfaction (Palacio & Theis, 2020). To succeed, businesses need to align their marketing efforts with their mission and vision. This alignment helps guide decisions across all areas of the business—from budgeting to enhancing customer service (Ford et al., 2021).

Berry (2019) identified four essential elements for building an effective service strategy in foodservice. First, prioritizing quality ensures that customers leave satisfied. Second, emphasizing value helps customers feel that their experience was worth the cost. Third, fostering a service-oriented culture by hiring employees who are passionate about excellent service creates a positive environment. Finally, investing in employee growth motivates staff to contribute to long-term

success. Pricing also plays a pivotal role in foodservice marketing. Setting prices involves balancing production costs with customer demand while staying competitive within the market (Grewal & Levy, 2020).

Foodservice businesses operate within structured management systems designed to maintain efficiency while navigating external factors like competition, changing customer preferences, and economic conditions (Zeithaml et al., 2021). These businesses generally fall into two categories: commercial or institutional foodservice operations. Commercial establishments—such as restaurants in hotels or entertainment venues—cater to a broad range of customers in competitive markets. In contrast, institutional foodservice serves specific groups within organizations like schools, hospitals, or military bases. Many institutional providers operate under contracts that ensure consistent meal services for their designated clientele (Palacio & Theis, 2020).

Customer satisfaction is at the heart of any successful foodservice operation. Diners evaluate their experiences based on various factors such as service quality, pricing, and ambiance. To meet these expectations consistently, businesses need clear operational standards and well-trained employees (Siemens, 2020). Research by Gray and Liguori (2020) highlights that service quality often outweighs even food quality when it comes to determining overall satisfaction. For example, an excellent meal can be overshadowed by poor service, while attentive and professional staff can elevate an otherwise average dining experience. Details like accurate orders, responsive staff members, and well-

maintained table settings all contribute to creating memorable experiences.

To build long-term loyalty among customers, foodservice businesses must strike a balance between procedural efficiency and personalized service. Procedural service ensures consistency and smooth operations across all interactions with customers. Personalized service goes a step further by creating meaningful connections through friendly interactions and attention to individual needs. According to Roldan and Edica (2019), businesses that excel at both types of service are more likely to foster lasting relationships with their customers. By consistently exceeding expectations through exceptional service quality and thoughtful engagement strategies, foodservice establishments can strengthen their reputation and thrive in an increasingly competitive market.

METHODOLOGY

Purpose of the Study and Research Design

The researchers used descriptive survey method which ascertained the selling strategies used among the Local Carinderias in Barotac Nuevo Public Market. According to Calderon and Gonzales (1993), descriptive research describes what is; it involves the description, recording, analysis and interpretation of the present nature, composition or process of then phenomena.

Respondent

The respondents in this study were the 20 managers/owner of local carinderias in Barotac Nuevo public market.

Table 1. Distribution of the respondents according to number of employees.

Category	f	%
A. Entire Group	20	100
B. No. of Employees		
5 employees or less	18	80
6-10 employees	4	20
10 employees or more	0	0

Data Gathering Instrument

The researchers used the survey questionnaire-checklist to collect relevant data on Selling Strategies used by the local Carinderias in Barotac Nuevo Public Market.

The personal data form accompanied the instrument to gather the respondents' personal data like their number of employees. The questionnaire-checklist consisted of 25 items. Each item was answerable by Never, Seldom,

Often and Always. The respondents were required to check the column corresponding to the answer of their choice.

The HRM faculty of Iloilo State College of Fisheries validated the questionnaire.

Data Gathering Procedure

The survey was conducted during the third week of September of 2014. The Purposive Sampling Method was employed in the selection of the manager/owners as respondents in this investigation. The researchers personally distributed the questionnaire-checklist and the objective of the study was explained to the respondents. The respondents were instructed to put a check mark on the column that corresponds to their answer. The participants were assured that all information would be treated with the utmost

confidentiality to encourage them to cooperate and answer the questions honestly.

After the questionnaires were gathered, the responses of the participants were tallied, analyzed and interpreted.

Scoring

To determine the selling strategies of Local Carinderias in Barotac Nuevo Public Market, the mean of data-gathered was derived using the following scale:

Scale	Description
3.01 – 4.0	Highly employed
2.01 – 3.0	Employed
1.0 – 2.0	Not employed

Data Analysis Procedure

Based on the data gathered the mean, frequency count, and standard deviations were computed. The computed mean score will be used to ascertain the selling strategies used by the local carinderias in Barotac Nuevo Public Market. The standard deviation was utilized to determine dispersion of the means and frequency count was used to determine the number of respondents that fall in each category. All statistical interpretations were computer processed using the Statistical Package for Social Science (SPSS) software.

Among Local Carinderias in Barotac Nuevo Public Market when classified according to the 5P's of marketing. The mean and the rank are presented in tables to support the discussion.

As shown in Table 2, “Product/Service Strategy” is highly used/employed or the most predominant selling strategy used among local carinderia in Barotac Nuevo Public Market with 3.85 mean and SD = .435. The next three highly used/employed strategies are: Place Strategy with M = 3.52 and SD = .717; Price Strategy with M = 3.20 and SD = 1.145, People Strategy ranked fourth with M = 3.11 and SD = 1.144, And Promotion Strategy is the least employed or used by local carinderias in Barotac Nuevo public market with 2.48mean and SD = 1.096.

PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

Descriptive Data Analysis

Descriptive data analysis was used to determine the most important Selling Strategy or Strategies Used

Table 2. Selling Strategies Used Among Local Carinderias in Barotac Nuevo Public Market.

Selling Strategies	Mean	Standard Deviation	Description
Product/Service Strategy	3.85	.435	1
Place strategy	3.52	.717	2
Price strategy	3.20	1.145	3
People strategy	3.11	1.144	4
Promotion strategy	2.48	1.096	5

Product/Service Strategy

Table 3 shows that all categories of Product/ Service Strategy were highly used/employed by the local carinderias in Barotac Nuevo public market. The top category with the highest mean was to plan, prepare and emphasize nutritious foods, as well as treating customer as special guest (M = 3.20 and SD = 1.145,

Other Product/Service strategies that were also “Highly Used/Employed” by the local carinderias in Barotac Nuevo public market were: “Offers desirable foods through fast and efficient service” with a M = 3.90 and SD = .307; “Prepares well garnished and palatable foods” was next with a M = 3.75 and SD = .550; and the last, “Caters variety of foods and beverages on customer’s order” with a M = 3.60 and SD = .680.

Table 3. Product/Service Strategies Used Among Local Carinderia in Barotac Nuevo Public Market.

Product/Service Strategies	Mean	Standard Deviation	Description
Plan, prepare and emphasize nutritious foods	4.00	0.000	1.5
Treated your customer as your special guest	4.00	0.000	1.5
Offers desirable foods through fast and efficient service	3.90	0.307	3
Prepares well-garnished and palatable foods	3.75	0.550	4
Caters variety of foods and beverages on customer's order	3.60	0.680	5

Place Strategy

In Table 4 results reveal that under the category of place strategy, "clean and sanitized area", got a perfect rating, meaning "Highly Used/Employed" with a M = 3.90 and SD = .307, Other place strategy considerations were: "Strategically located" with a M = 3.80 and SD = .410;"

Safety of the customer is assured" with a M = 3.80 and SD = .410; "Cozy place" with a M = 3.80 and SD = .410(Rank 4); and "Provide security measures" with a M = 3.80 and SD = .410. However, all of the categories are "Highly Used/Employed" Among Local Carinderias in Barotac Nuevo Public Market.

Table 4. Place Strategies Used Among Local Carinderias in Barotac Nuevo Public Market.

Place Strategy	Mean	Standard Deviation	Description
Clean and sanitized area	3.90	0.307	1
Strategically located	3.80	0.410	2
Safety of the customer is assured	3.80	0.410	3
Cozy place	3.80	0.410	4
Provide security measures	3.80	0.410	5

Price Strategy

The results reveal that all items under the price strategy were highly Used Among Local Carinderias in Barotac Nuevo Public Market (Table 5). The top price strategy used among local carinderias in Barotac Nuevo public market was, "offers freebies (extra soup, etc.)" which got a perfect rating, meaning, it was Highly Used/Employed with a M = 4.00 and SD = .000;

Other Price Strategies that were also "highly used/employed" by the local carinderias in Barotac Nuevo public market were: "competitive price" with a M = 3.75 and SD = .444; "provides reasonable and affordable price" with a M = 3.55 and SD = .759; and "give discounts to valued customers" with a M = 3.45 and SD = .625. While "Offers combo meals and budget meals" with a M = 1.25 and SD = .444 was "Not used/employed" by the local carinderias in Barotac Nuevo public market.

Table 5. Price Strategies Used Among Local Carinderias in Barotac Nuevo Public Market.

Price Strategy	Mean	Standard Deviation	Description
Offers freebies (extra soup, etc.)	4.00	0.000	1
Competitive price	3.75	0.444	2
Provides reasonable and affordable price	3.55	0.759	3
Give discounts to valued customers	3.45	0.625	4
Offers combo meals and budget meals	1.25	0.444	5

People strategy

The results reveal that four categories of the people strategy are "Highly Used/Employed" among local carinderias in Barotac Nuevo public market. The top people strategy used was Punctuality with a M = 3.75 and SD = .550; hospitable and competitive with a M =

3.70 and SD = .470; dedication and patience in their work with M = 3.60 and SD = .660; and teamwork with a M = 3.30 and SD = .656. "Employees wear proper uniform" with a M = 1.20 and SD = .695 was "not used/employed" among local carinderias in Barotac Nuevo public market.

Table 6. People Strategies Used Among Local Carinderias in Barotac Nuevo Public Market.

People Strategy	Mean	Standard Deviation	Description
Observe punctuality	3.75	0.550	1
Hospitable and competitive	3.70	0.470	2
Dedication and patience in their work	3.60	0.660	3
Teamwork is practiced by employees	3.30	0.656	4
Employees wear proper uniform	1.20	0.695	5

Promotion Strategy

Table 7 reveal that the top promotion strategy “Used/Employed” by the local carinderias in Barotac Nuevo public market was “Complementary products available” with a M = 2.85 and SD = 1.208; “Visual entertainment offered” with a M = 2.75 and SD = .550;

“attractive signage” with a M = 2.650 and SD = 1.136, Promotional strategies which were “not used/employed” were “pipe-in music available” with a M = 1.95 and SD = .944 and “posted menu on the wall” with a M = 1.80 and SD = .767.

Table 7. Promotional Strategies Used Among Local Carinderias in Barotac Nuevo Public Market.

Promotional Strategy	Mean	Standard Deviation	Description
Complementary Products Available	2.851	0.208	1
Visual entertainment offered	2.75	0.550	2
Attractive signage	2.650	1.136	3
Pipe-in music available	1.95	0.944	4
Posted menu on the wall	1.80	0.767	5

SUMMARY, CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS

Summary

This study aimed to find out the Selling Strategies Used by the Local Carinderia’s in Barotac Nuevo Public Market.

Specifically, it sought to find answers to the following

Questions:

1. What are the most predominant selling strategies used among local carinderias in Barotac Nuevo public market?
2. What are the most predominant selling strategies used among local carinderia’s in Barotac Nuevo public market in terms of product/service, people, price, place and promotion?

Based on the preceding problems, the following hypotheses were advanced:

There is no distinct difference in the selling strategies used by the local Carinderia’s in Barotac Nuevo Public Market in terms of the 5 P’s of marketing.

Methodology

The study was conducted on the third week of September of 2014 with the participation of 20 local carinderia owners/ managers at Barotac Nuevo public market. In order to obtain the data needed, the study

made use of the survey method of research and utilized a questionnaire-checklist which consisted of 25 items and answerable by Never, Seldom Often and Always. The respondents were required to check the column corresponding to the answer of their choice.

Findings

The result of the study revealed the following:

1. Among the five selling strategies, “product/ service strategy” is the most predominant selling strategy used among local Carinderias in Barotac Nuevo public market.
2. All of the categories of product/service, place, price and people are highly used by the local carinderias in Barotac Nuevo public market.
3. Local carinderias in BarotacNuevo public market spent least on the promotional strategies.
4. Visual entertainment is not used at all as a promotional strategy by the local carinderias in Barotac Nuevo public market.

Conclusions

Based on the findings of the study, the following conclusions are drawn:

1. Product/Service strategy is highly used among the five selling strategies by the manager/owners of the local carinderias in Barotac Nuevo Public Market. Planning, preparing and emphasizing nutritious

food; Catering variety of foods and beverages on customer's order; Preparing well garnished and palatable foods; Offering desirable foods through fast and efficient service; and treating customers as special guests are all highly used by local carinderias in Barotac Nuevo Public Market.

2. A carinderia that is clean, provides the best value on what the customer pays, and good employees could satisfy the customers. This will likely result customer satisfaction and a single satisfied customer may share his/her experience with other potential customers that will become promoters of the carinderia.
3. Carinderia owners/managers in Barotac Nuevo public market does not make use of offering combo meals and budget meals for the reason that most of their foods being sold are already affordable and free soup is commonly offered.
4. Wearing of uniforms by employees are not practiced since carinderia owners/managers are not providing any for thereason that it is still an additional add on capital.
5. Visual entertainment is not commonly used by the local carinderias in Barotac Nuevo Public Market becauseaccording to the carinderia managers/owners, it is very expensive when it comes to power consumption.

Implications

The results of the study have certain implications for both theory and practice.

For theory, the result of the study implies that Product.

Service Strategy is the most predominant selling strategies used by local Carinderias in Barotac Nuevo Public Market. This finding support the social learning theory formulated by Albert Bandura in 1979. This theory also called the observational learning theory, which states that social behavior is learned by observing and imitating the actions of others.

This observational learning is also known as social modeling, because the learner imitates the model (Franzoi, 2000).

In this study, the carinderia owners are the learners who learned about the 5 P's of Marketing/Selling Strategies by observing models in the environment. Due to the presence of competitors which surround each carinderia in the public market of Barotac Nuevo, each carinderia owner/manager do their best in planning and preparing nutritious foods, preparing well garnished and palatable

foods as well as treating customers as guest and giving fast and efficient service. In like manner, the observation of one another leads to imitating the actions of each other.

For Practice. The findings of the study will give fulfillment and key factors for the Managers/Owners of the Carinderias in Barotac Nuevo Public Market to succeed. The effectiveness of practicing Product/Service strategy complemented by other selling strategies is important to the successful operation by the Managers/Owners of the Carinderia. Siemens (2001), suggested that the Carinderia must require standards of service that is clear and concise. Employees must be knowledgeable in the various aspects of the carinderias operation and should be trained accordingly in order to meet customer's expectations.

Recommendations

On the basis of findings and conclusions drawn from the study, the following are suggested and recommended by the researchers:

1. Since Product/Service strategy is most predominant strategy among the selling strategies used among local carinderias in Bartoc Nuevo Public Market, it is highly recommended that employees be trained accordingly based on the best practices in operating a carinderia. They should hire employees that have ample knowledge and skills in the food service industry.
2. The managers/owners of the carinderia should consider offering combo meals or budget meals in order for the customers to have choices when it comes to their routinary daily menus.
3. Carinderia managers/owners must provide even just a T-shirt as uniform of their employees for sanitary look and comfort.
4. For the purpose of attracting more guests, carinderia owners/managers are encourage to post menus on the wall as well to make use of attractive signage's.
5. To further validate the findings of this study, similar studies may be conducted to evaluate customer satisfaction of the patrons of the carinderias in Barotac Nuevo Public Market.
6. Result of this research can be used as base line information in conducting selling strategies in managing carinderias.
7. Further research on key customer values in the hospitality business in Barotac Nuevo may be conducted.

APPENDIX

Data Gathering Instrument

(Note: For a copy of the instrument, please email: Markrholanreyes@gmail.com.)

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