

ABSTRACT

GADOC, LIEZEL N. 2014. Mariners' Polytechnic Colleges, Panganiban Drive, Naga City. "THE CHARACTERISTICS OF RED PLATTER AS A SEMI-FINE DINING."

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The study determined the characteristics of Red Platter as a semi-fine dining restaurant along: a) food b) services c) ambiance and d) affordability. Specifically, it answered the following question, 1) What are the factors that affect the perception of the customers? 2) Is there a significant difference in the perception of the customers on the perceived characteristics?

The study was descriptive researches were 50 respondents answered the self made questionnaire. Interview with the Manager and observations were done.

The findings were: 1) Taste of food was rated Very Good at rank 1 with a mean of 3.78. The least was the aroma with a mean of 2.32 interpreted as Good. Among the services, ranked 1st was courtesy and friendliness with a mean interpreted as good. Sanitation of the restaurant got the highest weighted mean of 4 interpreted as Very Good. The last was atmosphere with a mean of 3.6 interpreted as Good. 2) Along the palatability of the food, the main course got the highest weighted mean of 3.78 interpreted as Very Good. The appetizer got lowest with 3.1 weighted mean interpreted as Good. 3) For amenities, the tables were ranked 1 with a weighted mean of 3.58. Toiletries ranked 5 with a weighted mean of 1.28 interpreted as Poor. 4) Along affordability, Services of the restaurant was rated Very Good getting the 1st rank with a weighted mean of 3.38, while the price got the 3rd Rank with a 3.14 weighted mean interpreted as Good. For the significant difference, the computed value (1.75) was less than the tabular value both at 1% and 5% significance levels 5.41 and 8.21 respectively, among characteristics; and the computed value (2.8) was also less than tabular values both at 1% (5.95) and 5% (3.49) significant level among the customers' perception.

The study concludes 1) Customers dine at Red Platter mainly because of its ambiance and services. The least was affordability. Therefore, the respondents find the price to be rather expensive and not within the reach of ordinary customers as per standard in Naga City. Palatability is the major factor that makes the customers of Red Platter Restaurant dine in. Customers recognize the delectable taste of the food that gives pleasure and satisfaction. There was no significant difference in the perceived characteristics and customers' perception.