

Abstract

Sales, Fatima A., Cea Christine G., Clarete Kyla Joie A., and Redondo, Reuel D. 2015. "Preference of Local Restaurant in Naga City". Mariners' Polytechnic Colleges, Naga City.

Adviser: Mariel R. Estrella, Ph. D.

Keywords: Preference and Local Restaurant in Naga City.

The study determined the preferred local restaurants in Naga City along food, service, facilities and location. Specially, it answered the following questions: 1.) What is the profile of the tourists along age, sex, type of tourist and frequency of going to preferred restaurants? 2.) What are the reasons why the tourists patronize the local restaurants? 3.) What are the preferred local restaurants and Bicolano dishes frequently ordered? 4.) What is the level of preference of the tourists along food, service, facilities, and location of the local restaurant? 5.) Are there significant differences on the level of preference of the tourist along food, service, facilities, and location of their preferred local restaurants?

The study used the descriptive research design and a survey questionnaire was distributed to get the data from 50 randomly selected tourists eating in the six restaurants that serve local dishes in Naga City.

Findings revealed that 1.) There were more respondents within the age bracket of 25 below with 17 or 34 percent respondents. Next was the age 36-40 with 10 or 20 percent respondents. The least was the ages of 26-30 with 4 or 12 percent. As to sex, there were more female respondents with 29 or 58 percent and the male were 21 or 42 percent respondents. In types of tourist, more respondents were the local or domestic with 38 or 76 percent and the foreign tourists with 12 or 24 percent respondents. As to frequency of going to preferred restaurant, most respondents ate once a year with 15 or 30 percent was followed by twice a month with 11 or 20 percent respondents. No respondent ate everyday on their preferred restaurant.

The five reasons of the respondents why they patronized the local restaurants, the highest was good quality food that is

well prepared the highest was good quality food that is well prepared with 43 or rank 1. Next was conveniently located with 38 or rank 2 and the lowest was reasonable price with 33 or rank 5.

The most preferred local respondent is Biggs' Diner with 20 or 40 percent respondents and the Bicolano dish frequently ordered is Crispy Fried Chicken in town, Geewan Restaurant had 10 or 20 percent the Bicolano dish and frequently ordered is Bikol Express. In Geewan Restaurant, the most preferred by the respondents was the food with a weighted mean equal to 3.5 interpreted as Highly Preferred. The least preferred was the local with a weighted mean of 2.58 interpreted as moderately preferred.

In Red platter Restaurant, the most preferred by the respondents was the food with a weighted mean equal to 3.63 interpreted as Highly Preferred. The least preferred was the service with a weighted mean of 2.75 interpreted as moderately preferred. In Tribo Grill, the most preferred by the respondents was the food with a weighted mean equal to 3.36 interpreted as Highly Preferred. The least preferred was the facilities with a weighted mean of 2.41 interpreted as Slightly Preferred. In Molino Grill, the most preferred by the respondents was the food with a weighted mean equal to 3.2 interpreted as highly preferred. The least preferred was the facilities with a weighted mean of 2.57 interpreted as moderately preferred. In Bigg's Diner, the most preferred by the respondents was the location with a weighted mean equal to 3.67 interpreted as highly preferred. The least preferred was the facilities with a weighted mean of 3.18 interpreted as Highly Preferred. In Chef Doy's Gourmet, the most preferred by the respondents was the food with a weighted mean equal to 3.69 interpreted as Highly Preferred. The least preferred was the location with a weighted mean of 2.86 interpreted as Moderately Preferred.

In Geewan, the level of preference of the tourist on the different indicators mentioned vary. Specifically, the level of preference of the tourists for location, and facilities varies with food but the level of preference for food did not significantly vary with service. The latter indicator was also not significantly different with location and facilities. In Red

Platter, Tribo Grill and Molino Grill restaurants the level of preference of the tourists on the different indicator mentioned did not differ. In Bigg's Diner, level of preference on the different indicators mentioned differ. The tourist level of preference for location was different from their level of preference for food, service and facilities. The tourists however, had similar level of preference for food and service but their level of preference for food was the same for service and the level of preference for service was not the same for facilities. In Chef Doy's restaurant the level of preference on food, service, facilities and location of the tourists vary significantly. The tourist level of preference for service and facilities vary with food but the level of preference for food did not vary from location. The tourist level of preference from location however was also not significantly different from facilities and services.