

RESEARCH ARTICLE

Consumers Relationship Proneness, Benefits, and Satisfaction on Select Casual Dining Restaurants in Malabon City

Porfirio Catolico, Jr.¹, Solomon A. Oluyinka^{2,*}, Jeremiah P. Palmiano³, Adolf Josef Yao⁴, Sheriebelou Alejo⁵, Reian Gonzales⁶

^{1,4,5,6}College of Business, Management, and Accountancy, De La Salle Araneta University, Malabon City

² Baliwag Polytechnic College & De La Salle University; De La Salle Araneta University, Philippines

³College of Accounts and Business, FEU Diliman, Quezon City

* Corresponding author: Solomon Oluyinka, Email: solomon467@gmail.com

ABSTRACT

Food and beverage establishments are greatly patronized by people all over the world. It results in highly recognized and huge competition, which seems to limit the intentions of the newly entered restaurant business. Based on previous studies, this study suggests that strategic management may lead to creating loyalty among customers. Also, confidence, social, and special treatment benefits were suggested for developing relationships with their customers. A SmartPLS 4.0 software program was utilized to structure a quantitative correlation model based on 301 customers dining at restaurants in Malabon City, Philippines. The findings suggest that customer trust is crucial for organizations in the food industry as it cultivates loyalty towards the services provided. The correlation between consumer relationship proneness and social benefits, special treatment benefits, and personalized attention is statistically significant in this study. The findings of this study may be essential to market share and can be seen as lucrative and mutually advantageous strategic management. Conclusively, the suggested model can be adopted by different stakeholders in food businesses by equipping them with the necessary information to develop resilient casual dining enterprises. Future studies may replicate the suggested model in a different location or in another developing country. Also, future study may consider a mixed-mode type of research, and statistical software such as WarpPLS 8 might be considered for the analysis.

Keywords: Consumer relationship proneness; consumer benefits; consumer satisfaction; casual dining restaurant

1. Introduction

Casual dining restaurants have seen tremendous growth worldwide, driven by shifting consumer preferences and the demand for more personalized and convenient dining experiences^[1]. In Malabon City, this trend is particularly evident as local establishments cater to a community-centric market where social connections heavily influence buying behavior. Restaurants are no longer judged solely on food quality and ambiance but on the emotional benefits they offer, such as trust, belongingness, and appreciation. Consumers expect personalized interactions and superior service, making relationship-oriented marketing a key factor in sustaining patronage and customer loyalty.

ARTICLE INFO

Received: 28 February 2025 | Accepted: 15 May 2025 | Available online: 18 June 2025

CITATION

Catolico, Jr. P., Oluyinka S A , Palmiano J P. Consumers Relationship Proneness, Benefits, and Satisfaction on Select Casual Dining Restaurants in Malabon City. *Environment and Social Psychology* 2025; 10(6): 3488. doi:10.59429/esp.v10i6.3488

COPYRIGHT

Copyright © 2025 by author(s). *Environment and Social Psychology* is published by Arts and Science Press Pte. Ltd. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<https://creativecommons.org/licenses/by/4.0/>), permitting distribution and reproduction in any medium, provided the original work is cited.

Despite its significance, the role of consumer relationship proneness (CRP) in influencing satisfaction remains underexplored in casual dining contexts. Most studies focus on metropolitan environments, leaving gaps in understanding how community-based consumer dynamics shape experiences. Service convenience and fairness contribute to customer engagement behavior, yet businesses struggle with implementing strategies that maintain strong, lasting relationships. Many establishments risk losing long-term customers due to transactional service models that fail to foster emotional connections. Thus, comprehensive research is needed to bridge this knowledge gap and reinforce strategies that align with consumer expectations in smaller, closely knit markets.

A pressing challenge for casual dining establishments is striking the balance between quality service and cost efficiency. Some businesses fail to cultivate loyalty due to inconsistencies in customer service, a lack of personal engagement, or limited reward programs. Additionally, the competitive nature of the hospitality industry forces restaurants to continuously evolve to maintain relevance. Establishments that do not actively foster social benefits, confidence, and special treatment risk losing customers to competitors who excel in relationship-building ^[2]. The absence of emotional and experiential incentives may lead to lower satisfaction and declining patronage rates over time.

To address these concerns, businesses must develop relationship-driven strategies that enhance customer satisfaction and retention. By leveraging CRP through trust-building experiences, personalized engagement, and exclusive benefits, casual dining restaurants can strengthen brand loyalty within their communities. Implementing service models that prioritize social interaction, and tailored experiences will allow establishments in Malabon City to cultivate deeper connections with patrons. Further research and application of the Analytical Hierarchy Process (AHP) can provide valuable insights into optimizing relationship-driven benefits for long-term consumer engagement. This study aims to investigate whether CRP directly impacts satisfaction and whether its indirect effects on confidence and social benefits also contribute to strengthening consumer loyalty.

2. Review of related literature and methods

The food and beverage industry continues to thrive globally, leading to an increase in restaurant establishments both locally and internationally. However, this growth also intensifies competition, prompting businesses to adopt strategic management approaches to cultivate consumer loyalty and commitment. To achieve this, restaurants emphasize confidence benefits, social benefits, and special treatment benefits, requiring continuous dedication from employees to foster long-term relationships with patrons. A key driver of customer engagement is service convenience and fairness, which positively influence consumer loyalty. High-quality service and ethical treatment encourage guests to remain committed to a restaurant. Success in the hospitality industry relies on strong customer service, relationship management, and brand reputation, ensuring the retention of loyal customers through well-structured services and benefits ^[3,4].

Beyond quality food, restaurant success depends on experiential involvement, which plays a significant role in shaping customer satisfaction and loyalty. Superior service has a direct impact on consumer behavior, while personalized experiences create industry-wide advancements that attract new customers. Treating consumers with respect and care is a key strategy for ensuring business prosperity. Modern diners seek more than sustenance—they crave accessibility, exceptional service, and immersive dining environments ^[5]. As competition grows, restaurants must not only meet but exceed consumer expectations in areas such as service quality and ambiance ^[6]. Increasing demand for food services further pushes businesses to expand menus and adapt to evolving culinary trends, ensuring they cater to diverse tastes ^[7]. Meanwhile, food tourism has amplified the relevance of ethnic restaurants as essential destinations offering authentic gastronomic

experiences ^[8]. A restaurant's ability to adapt to consumer preferences and market trends remains crucial for long-term sustainability ^[9].

Some restaurant owners capitalize on local culinary diversity, recognizing that customers' dining choices vary based on personal preferences ^[10]. Additionally, adherence to food safety and sanitation plays a fundamental role in securing customer trust and maintaining public health standards ^[11]. A strong focus on hygiene, alongside culinary excellence, enhances food tourism appeal and strengthens market positioning ^[12]. To further reinforce customer loyalty, restaurants must prioritize service quality, food quality, and overall dining ambiance, as these elements collectively shape consumer perceptions and encourage repeat patronage ^[13]. The ultimate challenge is to deliver high-quality dining experiences that distinguish businesses from competitors ^[14].

2.1. Hypothesis development

2.1.1. Consumer relationship proneness in relation to confidence and social benefits

Consumer relationship proneness is a key concept in understanding consumer behavior in the restaurant industry ^[15]. It refers to the tendency of consumers to engage in and maintain long-term relationships with their preferred dining establishments. Relationship-prone consumers are likelier to develop a strong sense of attachment and commitment to the restaurants they frequent, leading to increased patronage, positive word-of-mouth, and overall satisfaction. It highlighted the importance of understanding the drivers and outcomes of consumer relationship proneness in the restaurant industry, as it can provide valuable insights for managers seeking to foster loyal and engaged customer bases ^[16].

The confidence benefits can increase satisfaction, as consumers are more likely to have their needs and preferences catered to by the restaurant staff ^[17]. Consumers who have developed a strong relationship with a restaurant may feel more assured that their dining experience will be consistently positive, reducing the perceived risk associated with their choice. The confidence benefits can increase satisfaction, as relationship-prone consumers are likelier to have their specific needs and preferences catered to by the attentive restaurant staff ^[18].

Moreover, consumer relationship proneness positively influences perceived confidence benefits ^[19]. This means that consumers naturally inclined to form strong bonds with businesses (high CRP) tend to experience greater confidence and security in those relationships. While CRP is beneficial for enhancing confidence benefits, it is essential to recognize that not all consumers exhibit high relationship proneness. Some may prefer transactional interactions, which could limit the effectiveness of relationship marketing strategies ^[19]. Thus, it is hypothesized that consumer relationship-proneness may have an impact on confidence benefits (H1).

2.1.2. Consumer relationship proneness in relation to special treatment benefit

Relationship-prone consumers may also enjoy social benefits from their connection with a restaurant. Frequently visiting the same establishment can develop rapport and a sense of familiarity with the staff, leading to personalized service and a more enjoyable social dining experience ^[20].

Furthermore, relationship-prone consumers may feel a sense of belonging and community within the restaurant as they become recognized and welcomed by the staff and other regular patrons. This social aspect of the dining experience can contribute to higher satisfaction levels and a greater likelihood of repeat patronage ^[21].

The social benefits of relationship proneness, such as personalized service and a sense of community, can enhance the overall dining experience and foster higher consumer satisfaction ^[21]. Understanding the drivers

and outcomes of relationship proneness is crucial for restaurant managers seeking to foster loyal and engaged customer bases ^[18,22].

The study found that individuals with consumer relationship proneness perceive greater social benefits from their business interactions ^[19]. This means that people naturally inclined to build strong relationships with businesses experience heightened feelings of personalization, belonging, and positive social interaction. This finding has significant implications for service industries like restaurants, suggesting that emphasizing social benefits can be a key differentiator. Based on the previous publication, it was suggested that consumer relationship proneness may have an impact on social benefits (H2).

2.1.3. Perceive confidence and social, special, and treatment may influence satisfaction

Relationship-prone consumers may also receive exclusive benefits and personalized treatment from their preferred restaurants, further strengthening the bond between the consumer and the establishment. These consumers may be offered preferential seating, personalized menu recommendations, or exclusive promotional offers, which can contribute to a heightened sense of value and appreciation ^[22]. The special treatment benefits of relationship proneness can enhance the overall dining experience and foster a stronger emotional connection between the consumer and the restaurant ^[17,22].

A hypothetical negative relationship between consumer relationship proneness and perceived special treatment benefits suggests that individuals highly inclined towards building relationships might paradoxically be less satisfied with standard preferential treatment ^[19]. Studies show that special treatment benefits positively affect relationship cohesion and customer loyalty, particularly in the beauty service industry, where they rank alongside trust and information benefits ^[23]. In accordance with the previous publication, this study thus assumes that consumer relationship proneness may be influenced by special treatment benefits (H3).

2.1.4 Consumer relationship proneness impact on satisfaction level (H4)

Consumer relationship proneness refers to an individual's inherent tendency to engage in and maintain close relationships with brands ^[24]. It has been shown that more relationship-prone consumers tend to exhibit higher levels of brand satisfaction ^[25]. This is because relationship-prone consumers are more invested in brand relationships and motivated to maintain them over time ^[26].

The multifaceted benefits of relationship proneness can ultimately lead to higher satisfaction with the dining experience. Consumers who have developed a strong relationship with a restaurant may feel more confident in their dining choices, enjoy personalized and social benefits, and receive special treatment, all of which can contribute to increased satisfaction ^[17,21]. The mechanisms by which relationship proneness impacts satisfaction and loyalty are complex.

The same study with the same hypothesis found that consumer relationship proneness positively influenced customer satisfaction ^[27]. Customer satisfaction is directly positively impacted by consumer relationship proneness, suggesting that customers who are more likely to form relationships with service providers also typically report better levels of satisfaction ^[19,28]. Consumer relationship proneness greatly affects satisfaction, as the study suggests that contentment affects relationship proneness, which in turn influences purchase intention and word-of-mouth. This emphasizes how crucial relationship proneness is to the level of satisfaction. Those who score high in relationship proneness should be more satisfied with their relationship with a store, and those who score low in relationship proneness should be less satisfied with their relationship with a store ([Wei et al., 2011](#)). In accordance with the previous publication, we thus assume that consumer relationship proneness impacts satisfaction level (H4).

2.1.5. Confidence benefits effect on the satisfaction level

The confidence benefits derived from relational benefits can enhance consumer satisfaction with the dining experience. By feeling more assured that their expectations will be met, consumers are less likely to perceive risks associated with their dining choices ^[23]. This confidence can lead to a more relaxed and enjoyable dining experience, as consumers do not have to worry about potential disappointments ^[17]. By improving the quality of relationships, confidence benefits have a favorable impact on customer satisfaction. In the context of online retailing, clients are more satisfied when they perceive high confidence benefits, and this in turn generates positive word of mouth ^[29,30].

Therefore, it is hypothesized that confidence benefits significantly influences customer satisfaction ^[2,3]. Similarly, confidence benefits significantly impact customer satisfaction ^[31]. It found that increasing customer confidence leads to higher satisfaction. Businesses can achieve this by communicating, providing consistent service, and building trust. However, more research is needed to understand how individual preferences for relationships and fairness impact this relationship. In accordance with the previous publication, we thus assume that confidence Benefits effect on satisfaction level (H5).

2.1.6. Social benefits effect on satisfaction level

The social and emotional benefits of relational benefits, such as a sense of belonging and personalized interactions with staff, can also contribute to higher satisfaction levels. The familiarity and rapport developed with the restaurant's employees can create a more pleasant and memorable dining experience, fostering a stronger emotional connection between the consumer and the establishment ^[21,23]. Social benefits positively influence employee satisfaction and work commitment. Adequate planning and allocation of these benefits can enhance workers' satisfaction levels, fostering a sense of belonging and improving organizational socialization, ultimately benefiting overall workplace performance ^[32]. Social benefits significantly impact satisfaction, particularly for female users in social virtual worlds. While all three types of benefits influence satisfaction, social benefits are more crucial for females, who prioritize interpersonal communication and relationship-building in their usage experiences ^[34].

Social benefit significantly impacts customer satisfaction ^[31]. A direct link between social benefits and satisfaction, providing valuable insight into the importance of social connections in creating positive consumer experiences ^[35]. It suggests that when businesses foster a sense of community, belonging, and personalized interaction, it directly leads to higher satisfaction levels. An insignificant relationship between social benefits and satisfaction ^[3]. In accordance with the previous studies, we thus assume that social benefits may have an impact on the level of satisfaction (H6).

2.1.7. Special treatment benefits effect on satisfaction

The special treatment benefits consumers receive, such as preferential seating, personalized menu recommendations, and exclusive offers, can heighten their sense of value and appreciation. Feeling recognized and rewarded for their loyalty can make these consumers feel more special and satisfied with the dining experience, strengthening their emotional bond with the restaurant. The exclusive and personalized nature of these benefits can create a sense of exclusivity and privilege, further contributing to the consumer's overall satisfaction and loyalty ^[17,21,23,36].

Special treatment benefits significantly impact customer satisfaction ^[2,3]. Special treatment benefits significantly influence customer satisfaction ^[31]. Giving customers special treatment directly increases their satisfaction. This highlights how important it is for businesses to make customers feel valued through personalized service, loyalty programs, and proactive care ^[33].

However, these previous studies suggested that future research should examine how perceptions of fairness regarding these special benefits might also play a role. Based on the previous related arguments, this current study hypothesizes that special treatment benefits may have an impact on the level of satisfaction (H7).

2.1.8. Recent literature review related indirect effects

The benefits associated with consumer relationship proneness, such as social interaction, special treatment, and increased confidence, can directly impact an individual's level of satisfaction with a casual dining restaurant [22,23]. When consumers develop a strong relationship with a restaurant, they often feel a sense of belonging and familiarity with the establishment and its staff. This social and emotional connection can enhance the dining experience and increase satisfaction [23].

Confidence benefits, social benefits, and special treatment benefits operate as mediators between a consumer's relationship proneness and their level of happiness. Accordingly, customers who are more likely to form relationships are not immediately happier; rather, their propensity to do so makes them more open to the benefits that the restaurant provides, which raises their level of happiness. Because it clarifies how relationship proneness transfers into enjoyment, this indirect effect is significant. Theoretically, consumers who are high in relationship proneness are more likely to seek out and value relational benefits, such as feeling confident in their choices, experiencing a sense of community, and receiving personalized attention [37]. These benefits then enhance their overall satisfaction with the restaurant. By testing these indirect effects, your model provides a more nuanced understanding of consumer behavior and highlights specific areas where restaurants can focus their efforts to build stronger customer relationships and improve satisfaction [38].

Furthermore, relationship-prone consumers may receive special treatment, such as preferential seating, personalized menu recommendations, or exclusive offers. These mentioned benefits made them feel valued and appreciated, fostering a stronger emotional bond with the restaurant and satisfying their satisfaction [23].

In accordance with the previous studies, the researchers of this study thus assume that there is an indirect effect between consumer relationship proneness and confidence benefits, social benefits, and special treatment benefits toward levels of satisfaction (H8a-c). Nonetheless, figure 1 of this study demonstrates the operational framework of this study.

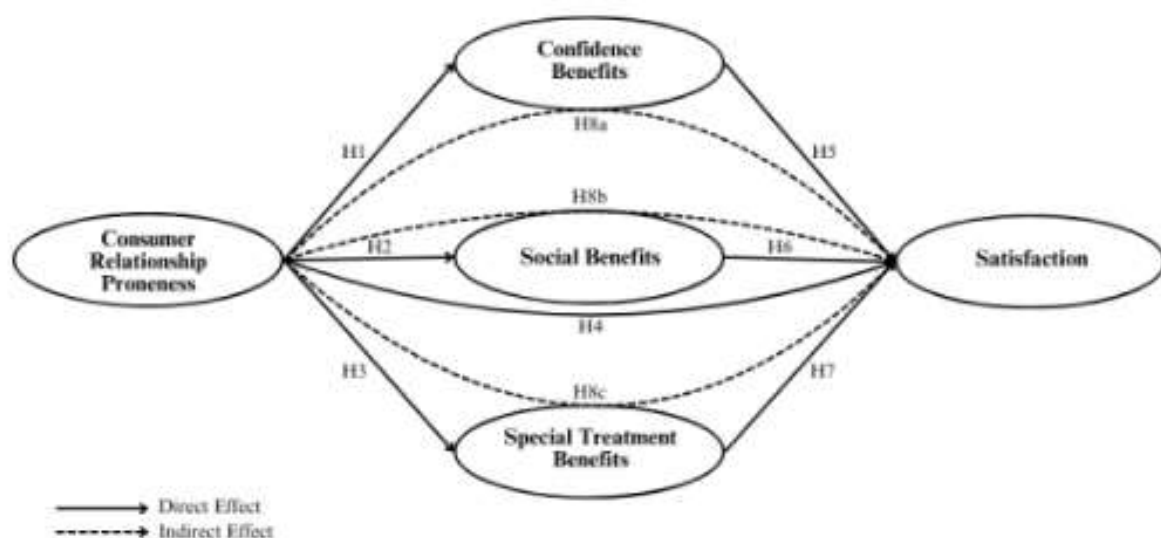


Figure 1. The Operational conceptual framework of the study

3. Methodology

3.1. Research design

The study's objective is to examine the correlation between Consumer Relationship Proneness (CRP) and Confidence Benefits, Social Benefits, and Special Treatment Benefits, aiming to conclude the inquiry based on the perceptions of respondents while considering their ages, gender, civil status, and monthly family income. Additionally, this study seeks to determine whether CRP has a direct impact on satisfaction through benefits such as social interaction, special treatment, and confidence, while also investigating its indirect effects on confidence and social benefits toward satisfaction levels.

To ensure the accuracy of findings, the researchers included these demographic categories, as such information is crucial for obtaining comprehensive insights. The study follows a descriptive quantitative research design, employing structured survey questionnaires to collect numerical data from respondents. This approach allows for a systematic analysis of patterns and relationships between CRP and satisfaction benefits. The research utilizes Herzberg's factor theory model and the Analytical Hierarchy Process (AHP) to establish weights for each of the identified attributes, providing a structured methodology for evaluating customer perceptions. By using quantitative techniques, the study enables objective measurement of variables, facilitating data-driven conclusions that enhance the understanding of consumer engagement within casual dining establishments.

3.2. Instrument development and data collection

This quantitative research employs a 5-point Likert scale to assess consumer relationship proneness (CRP) and its influence on confidence, social, and special treatment benefits toward satisfaction [22,39-41]. The scale consists of strongly agree, agree, neutral, disagree, and strongly disagree responses based on prior studies. The instrument is divided into two primary sections: Part A addresses respondent privacy concerns and collects demographic details such as gender, age, civil status, income, and preferred casual dining restaurant in Malabon. Part B focuses on structural modeling, measuring the customer's relationship tendency, and is adapted from a related questionnaire by Wu & Cheng^[22], Brown et al.^[39], Norris et al.^[42], Rauschnabel^[40], and Mogotsi^[41], confidence benefits including trust in service quality, are adapted from Krombholz et al.^[43], Dandis et al.^[3], and Roy et al.^[44], Social benefits such as brand engagement and improved social status are adapted from Shafer^[45], Javed et al.^[46], Sirimongkol^[47], Xiong et al.^[1], Aljuhmani et al.^[48], special treatment benefits focusing on personalized service and perks are adapted from Michalis^[49], Doeim et al.^[50], Fader^[4], Yang et al.^[51], and Subramanian et al.^[52], and satisfaction measurement, which evaluates customer expectations, is adapted from Atta-Delgado et al.^[53], Smith^[54], Hight^[55], Park^[23], and Elizar et al.^[56].

The questionnaire underwent initial validation to confirm reliability and accuracy before use. Purposive sampling was applied, allowing researchers to select participants based on study objectives. The sample group consisted of dining restaurant customers from seven Malabon restaurants^[57]. The online survey was conducted from February to May 2024, following validation by experts to ensure the instrument's reliability. A pilot study involved 20 dining restaurant customers in Manila to assess effectiveness. Ethical considerations were implemented, guaranteeing professional wording, non-discriminatory questions, and compliance with data privacy regulations [58-60].

The study utilized SmartPLS4.0 software, a latent variable modeling tool designed to analyze relationships between variables^[61]. The findings included factor loading, path coefficients, discriminant validity, graphical results, and reliability analysis^[62,63]. Reliability was assessed through composite reliability, rho, and Cronbach's alpha, while construct validity was evaluated using discriminant and convergent validity. The study ensured that Average Variance Extracted (AVE) exceeded 0.5 and reliability measures were above 0.7, reinforcing the credibility of the research framework [61,64,65].

4. Results

The questionnaire was completed by 301 respondents. The purpose of this study was to investigate the relationship between Consumer Relationship Proneness and Social Benefits, Confidence Benefits, and Special Treatment Benefits in relation to Satisfaction. Customers from specific casual dining restaurants in Malabon City were selected as respondents using purposive sampling. This method ensured that participants were customers of the approved seven dining restaurants in Malabon City, Metro Manila, Philippines, allowing for a focused examination of consumer perceptions and behavioral patterns within the casual dining industry.

In relation to their age, Table 1 displays the frequency and percentage distribution. Many of the respondents fell into the 18–30 age bracket, according to the results ($f=187$, $\%=62.1$). The age groups of 31 to 40 years old ($f=71$, $\%=23.6$) and 41 to 50 years old ($f=27$, $\%=9$) comprised the following set of respondents. Finally, the participants belong to the age group of 51 years and above ($f=16$, $\%=5.3$).

Table 1. Frequency distribution of the respondents by age

Age	Frequency	Percentage
18-30	187	62.13
31-40	71	23.59
41-50	27	8.97
51 and above	16	5.32

Note: $N=301$

Additionally, the study "Influence of Restaurant Attributes on Customers' Dining Experience" showed that most participants are between the ages of 18 to 30. The participants strongly agreed that the physical environment, food, and service are strong attributes to their dining experience, but they only agreed that innovation and convenience would affect their experiences when they go to casual dining restaurants. The respondents who are between the ages of 18 to 30 and 31 to 35 years old have higher assessments of the service and food attributes.

Table 2. Frequency distribution of the respondents by gender

Gender	Frequency	Percentage
Female	188	62.46
Male	113	37.54

Note: $N=301$

Female respondents obtained a larger percentage with 62.46 percent ($f=188$) compared to male respondents with 37.54 percent ($f=113$) in the gender frequency and percentage distribution. According to the research, women frequently visit casual restaurants more than men since they are looking for a break from their daily activities. The environment of the establishments they are looking for may vary from lively to quiet, depending on the concept, but they are marketed as a stress-relieving and relaxing option.

Table 3. Frequency distribution of the respondents by civil status

Civil Status	Frequency	Percentage
--------------	-----------	------------

Single	220	73.09
Married	78	25.91
Divorced	1	0.33
Widowed	2	0.66

Note: N=301

The Civil Status of the respondents, Single, Married, Divorced, Widowed were also mentioned. The predominant participants who dine in casual restaurants who are single are 73.09 percent (f=220). Married people make up 25.91 percent (f=78) of the population, widowed individuals make up 0.66 percent (f=2), while the divorced were 0.33 percent (f=1). Let's Eat (tvN) explores how eating by yourself develops into a discipline of fortitude and resilience, inspiring the younger generation or single individuals to maintain optimism despite feeling depleted, to recover, and to eventually go forward ^[66]. This explains why the study's majority population was single.

Table 4. Frequency distribution of the respondents by occupation

Occupation	Frequency	Percentage
Self-employed	60	19.93
Employed	165	54.82
Student	76	25.25

Note: N=301

The occupations, students, employed, and self-employed status of the respondents were also stated. The predominant participants dine in casual restaurants who are employed constitute 54.82 percent (f=165). Students make up 25.25 percent (f=76) of the population, while self-employed individuals make up 19.93 percent (f=60).

Most of the employed have money to dine in casual dining, most of them are young professionals, either part-time or full-time workers. Customers eat out because they find it enjoyable and/or gain from it in some way, whether from a social perspective or from an aspect of convenience. There were not any significant differences in the level of involvement according to age or employment position. Nonetheless, there was an evident difference between the involvement of men and women. Levels: Compared to men, women reported far higher levels of involvement.

Table 5. Frequency distribution of the respondents by monthly income

Monthly Income	Frequency	Percentage
Php 10,000 - Php 15,000	79	26.25
Php 20,000 - Php 25,000	78	25.91
Php 30,000 - Php 35,000	53	17.61
Php 40,000 - Php 45,000	27	8.97
Php 50,000 and above	64	21.26

Note: N=301

The frequency and percentage distribution of monthly earnings revealed that individuals earning Php 10,000–Php 15,000 had the greatest percentage of 26.25 percent (f=79) among other participants. Php 20,000–Php 25,000, on the other hand, are equal to 25.91 percent (f=78); Php 50,00 and above is 21.26 percent (f=64); Php 30,000–Php 35,000 is 17.61 percent (f=53); and Php 40,000–Php 45,000 is the least of all, at 8.97 percent

($f=27$). Pizza Hub, Benny's Lounge, Steaksides, Peri-Peri, Shakey's, Kuya J Restaurant, Pepper Lunch, Baba Syriano, Fried House, and Chi-Cha are among the casual eating establishments.

Table 6. Frequency distribution of the respondents by casual dining restaurants

Casual Dining Restaurants	Frequency	Percentage
Pizza Hub	3	1.00
Benny's Lounge	19	6.31
Steaksides	12	3.99
Peri-Peri	41	13.62
Shakey's	38	12.62
Kuya J	40	13.29
Pepper Lunch	91	30.23
Baba Syriano	21	6.98
Chi-Cha	2	0.66
Fried House	34	11.30

Note: $N=301$

Further, Table 6 demonstrates that 30.23 percent ($f=91$) of the respondents were Pepper Lunch customers, which makes up much of the sample. Following Peri-peri with 13.62 percent ($f=41$). Kuya J Restaurant, third, with given participants 13.29 percent ($f=40$); Shakey's Restaurant, fourth, has 12.62 percent ($f=38$); Fried house, fifth, has 11.30 percent ($f=34$); Baba Syriano, sixth, has 6.98 percent ($f=21$); Benny's Lounge, seventh, has 6.31 percent ($f=19$); Steaksides, eighth, has 3.99 percent ($f=12$); Pizza Hub, ninth, has 1 percent ($f=3$); and lastly Chi-Cha, with 0.66 percent ($f=2$).

Significantly, selecting a casual dining restaurant is based on the location of Malabon City, where the population of participants who dine in at the restaurants. Regarding customers' revisit intentions, the food, service, value and price, and ambient characteristics have great effects in dining out in a Casual Dining Restaurant. Satisfaction has a role in mediating their effects on the inclinations to revisit ^[67]. Most respondents eat at establishments that are both aesthetically pleasing and reasonably priced.

According to this study, 62.46% of the participants were female, compared to 37.54% of the men. In terms of respondents' occupation, some of them work as self-employed people (19.93%), employees (54.82%), and students (25.25%). The customers had a following family income of Php 10,000-15,000 (26.25%), Php 20,000-25,000 (25.91%), Php 30,000-35,000 (17.61%), Php 40,000-45,000 (8.97%), Php 50,000 and above (21.26%). The Casual Dining Restaurants where they eat are the following: Pizza Hub (1%), Benny's Lounge (6.31%), Steaksides (3.99%), Peri-Peri (13.62%), Shakey's (12.62%), Kuya J (13.29%), Pepper Lunch (30.23%), Baba Syriano (6.98%), Fried House (11.3%), and Chi-Cha (0.66%) in Malabon.

Table 7. Means, SD, reliability, and correlations

Variables	Mean	SD	A	1	2	3	4
1. Consumer Relationship Proneness	3.93	0.85	0.893				
2. Confidence Benefits	4.02	0.93	0.961	0.687**			
3. Social Benefits	3.40	1.02	0.903	0.649**	0.613**		
4. Special Treatment Benefits	3.08	1.17	0.932	0.438**	0.426**	0.752**	
5. Satisfaction	3.92	0.99	0.956	0.661**	0.793**	0.662**	0.503**

Note: ** $p < .01$

The findings indicate that Confidence Benefits had the highest mean score (4.02), suggesting that consumers prioritize trust and reliability over other relationship benefits when engaging with businesses.

Conversely, Special Treatment Benefits received the lowest mean (3.08), reinforcing the idea that preferential service is less significant compared to confidence-driven advantages. Regarding variability, Special Treatment Benefits exhibited the highest standard deviation (1.17), reflecting greater diversity in how respondents perceive the value of preferential service. Consumer Relationship Proneness, on the other hand, had the lowest standard deviation (0.85), indicating more consistent responses among participants. For reliability, Confidence Benefits demonstrated the strongest internal consistency with a Cronbach's alpha of 0.961, followed by Satisfaction (0.956), ensuring that these variables measure their intended constructs effectively. Consumer Relationship Proneness had the lowest reliability coefficient (0.893) but remained within an acceptable range.

The correlation analysis reveals significant positive relationships among all variables. Confidence Benefits showed the highest correlation with Consumer Relationship Proneness (0.687), suggesting that trust plays a critical role in fostering strong customer relationships. Special Treatment Benefits, however, had the weakest correlation with Consumer Relationship Proneness (0.438), indicating that while preferential services are valued, they are not the strongest drivers of loyalty. In terms of customer satisfaction, Confidence Benefits recorded the highest correlation (0.793), reaffirming its importance in building strong consumer-business relationships. Special Treatment Benefits, while still positively associated with satisfaction, had a lower correlation (0.503), demonstrating that while exclusive perks matter, they may not be the primary factor influencing loyalty.

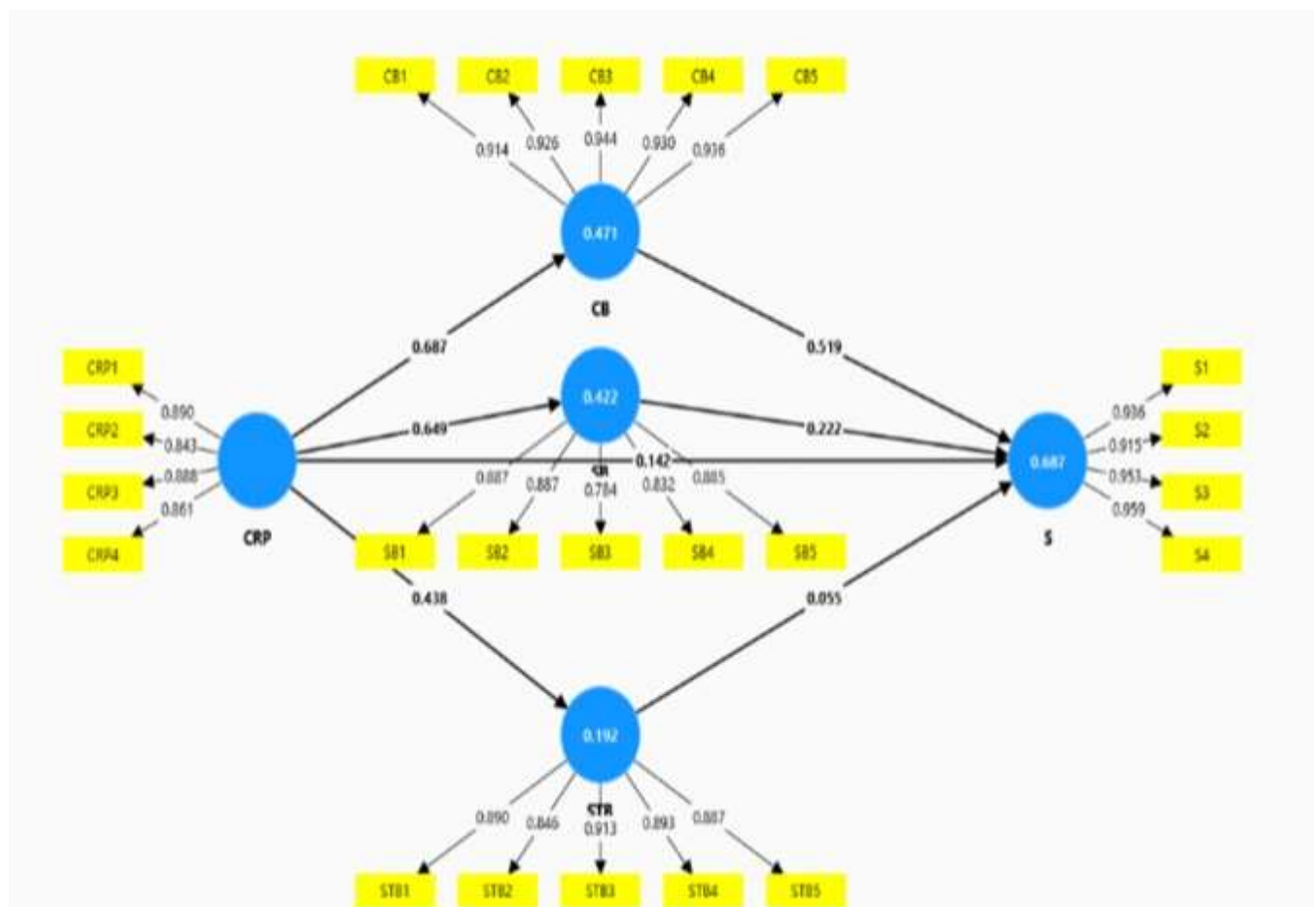


Figure 2. Structural equation model

The Structural Equation Model (SEM) using SmartPLS illustrates the relationships among Consumer Relationship Proneness (CRP), Confidence Benefits (CB), Social Benefits (SB), Special Treatment Benefits

(STB), and Satisfaction (S). The model indicates that CRP strongly influences CB (0.667) and SB (0.649), while its effect on STB is weaker (0.438). Among the mediators, CB has the strongest direct impact on Satisfaction (0.519), followed by SB (0.222), while STB has a minimal effect (0.055). Additionally, SB has a slight influence on CB (0.142), showing a minor interdependence. The R^2 values suggest that 68.7% of the variance in Satisfaction is explained by CB, SB, and STB, indicating a strong predictive model. These results highlight that Confidence Benefits play the most crucial role in driving customer satisfaction, whereas Special Treatment Benefits contribute the least. Businesses aiming to enhance customer satisfaction should prioritize building confidence and social benefits over special treatment incentives.

Table 8. Consumer relationship proneness, benefits, and satisfaction results of path Co-efficient analysis

Direct and Indirect Effects	B	p-value	95% CI	R2
CRP→CB	.687	<.001***	.654, .836	.471
CRP→SB	.649	<.001***	.646, .852	.422
CRP→STB	.438	<.001***	.456, .738	.192
CRP→S	.142	.005**	.048, .267	.687
CB→S	.519	<.001***	.501, .698	
SB→S	.222	.002**	.066, .294	
STB→S	.055	0.171	-.025, .140	
CRP→CB→S	0.382		.289, .479	
CRP→SB→S	0.115		.022, .211	
CRP→ST→S	0.029		-.023, .080	

The findings illustrate that Consumer Relationship Proneness (CRP) significantly predicts Confidence Benefits (CB), Social Benefits (SB), and Special Treatment Benefits (STB). The strongest direct effect of CRP is observed on CB ($\beta = .687$, $p < .001$), followed by SB ($\beta = .649$, $p < .001$), and then STB ($\beta = .438$, $p < .001$). Additionally, CRP directly and positively influences customer satisfaction ($\beta = .142$, $p = .005$), though its effect on satisfaction is weaker than its influence on benefits. Among the benefits, CB exhibits the strongest positive direct effect on satisfaction ($\beta = .519$, $p < .001$), followed by SB ($\beta = .222$, $p = .002$). However, the direct effect of STB on satisfaction is not statistically significant. The indirect effects reveal that CB plays the most substantial mediating role between CRP and satisfaction, followed by SB, while the indirect effect through STB is negligible. The overall model explains 68.7% of the variance in customer satisfaction, highlighting the importance of CRP and perceived benefits in shaping customer experiences.

5. Discussion

The discussion provides a comprehensive analysis of the relationship between customer confidence benefits, loyalty, and satisfaction within casual dining settings. To further strengthen this perspective, additional dimensions such as psychological drivers of trust, evolving industry trends, and theoretical frameworks can be explored to provide a more holistic understanding. Young professionals and Gen Z consumers constitute a significant demographic within the casual dining market. Given their preference for digital engagement and convenience, businesses should integrate technology-driven solutions to enhance customer confidence. Features such as mobile ordering, seamless reservation systems, and personalized digital marketing strategies contribute to trust-building, reinforcing the importance of confidence benefits in loyalty development. Although special treatment benefits may not directly influence satisfaction, their indirect impact remains relevant. Loyalty programs, targeted incentives, and personalized recommendations complement confidence benefits by enhancing perceived value. Prior research indicates that psychological attachment and perceived exclusivity contribute to sustained customer engagement.

The evolving landscape of consumer decision-making in urban areas such as Malabon City also plays a crucial role. The correlation between consumer relationship proneness (CRP) and confidence benefits highlights trust-building as an essential strategy for restaurant businesses. Additionally, confidence benefits should be examined alongside brand positioning and reputation management, as a strong corporate image amplifies consumer trust and advocacy. Cultural variations further influence customer perceptions of service reliability and special treatment benefits. Metro Manila's diverse socio-economic groups place significant emphasis on fairness and inclusivity in service delivery. Studies suggest that inconsistent or biased service practices can reduce consumer trust and engagement ^[33]. Consequently, businesses should prioritize transparency and operational consistency over selective preferential treatment.

The interaction between confidence benefits and social benefits also provides an important avenue for discussion. Customer satisfaction is enhanced when consumers feel secure and valued in their interactions with a brand. Social benefits, such as fostering community engagement and personalized experiences, complement confidence-based benefits and reinforce trust-building mechanisms. From an industry perspective, the hospitality sector has shifted towards relational marketing strategies that prioritize long-term consumer commitment over short-term promotional incentives. Research in customer relationship management underscores the significance of perceived benefits in shaping brand perceptions and customer retention strategies ^[68]. Confidence benefits serve as a sustainable engagement driver, and businesses should incorporate predictive analytics and customer sentiment analysis to refine trust-building efforts. Furthermore, the study highlights opportunities for future research on mediating variables that may explain the non-significant effect of special treatment benefits on satisfaction. Constructs such as emotional attachment, perceived fairness, and service personalization warrant further exploration to understand their influence on preferential treatment. The path analysis reaffirms the direct role of CRP in shaping confidence and social benefits, consistent with existing literature on consumer engagement strategies.

Ultimately, strengthening customer confidence benefits remains a fundamental strategy for businesses seeking long-term loyalty. By leveraging technological innovations, prioritizing transparency, and adopting relational marketing principles, restaurants can create meaningful customer interactions that drive satisfaction and engagement. These findings reinforce the significance of CRP and trust-building in shaping consumer behavior, offering valuable insights for businesses aiming to refine their customer relationship strategies.

6. Conclusion

The study highlights the essential role of confidence benefits in shaping customer loyalty and satisfaction within casual dining settings. By reinforcing trust-building strategies, businesses can foster long-term engagement with consumers while ensuring sustainable retention. The findings emphasize that while special treatment benefits may not significantly impact satisfaction, confidence-driven approaches remain the foundation for strong customer relationships. Understanding the evolving behaviors of young professionals and Gen Z consumers can further enhance restaurant strategies, particularly by leveraging digital and personalized engagement.

Future research should employ longitudinal studies to assess the long-term impact of consumer relationship proneness (CRP) on confidence benefits and satisfaction. Expanding the sample to different urban locations can provide a broader perspective on varying consumer preferences. Additionally, mixed-method approaches, combining quantitative surveys with qualitative interviews, can offer deeper insights into customer trust perceptions, helping refine engagement strategies for restaurant businesses.

Restaurants should prioritize transparent and consistent service delivery, ensuring fairness in customer interactions while integrating digital engagement tools such as mobile ordering and personalized marketing. Investing in predictive analytics and customer sentiment tracking can further enhance confidence-building initiatives. Moreover, businesses should shift their focus from aggressive promotional campaigns to relational marketing strategies, strengthening customer commitment and fostering long-term loyalty.

While the study provides valuable insights, its focus on Malabon City may limit the generalizability of findings to broader urban contexts. Cultural and economic factors may mediate customer perceptions of confidence benefits, requiring further investigation. Additionally, the non-significant effect of special treatment benefits suggests the need to explore additional moderating variables, such as emotional attachment and perceived fairness, to provide a more nuanced understanding of customer preferences. Future research should consider these factors to refine and expand existing models of consumer engagement.

Author contributions

Authors contributed significantly to their respective sections, reflecting their specialized knowledge and earning them authorship.

Funding

This work was supported through collaborative contributions of the authors without external funding.

Acknowledgments

The authors acknowledge Edelin Junia T. Chua and Kristine Avril Capuras for their contributions to the success of this study.

Conflict of interest

The authors declare no conflict of interest.

References

1. Xiong, J., Gao, J., Zhang, C., & Li, W. (2022). Should we be responsible to their society? Corporate social responsibility of Chinese-owned restaurants in Malaysia. *International Journal of Hospitality Management*, 107, 103303. <https://doi.org/10.1016/j.ijhm.2022.103303>
2. Dandis, A. O., Eid, M. B. a. H., Robin, R., & Wierdak, N. (2021). An empirical investigation of the factors affecting customer lifetime value. *International Journal of Quality & Reliability Management*, 39(4), 910–935. <https://doi.org/10.1108/ijqrm-12-2020-0412>
3. Dandis, A. O., Wallace-Williams, D. M., Ni, A. K., Wright, L. T., & Siam, Y. I. A. (2022). The effect of brand experiences and relational benefits on loyalty in the fast-food restaurants. *The TQM Journal*, 35(7), 2028–2051. <https://doi.org/10.1108/tqm-03-2022-0091>
4. Fader, P. (2020). Customer Centricity. <https://doi.org/10.2307/j.ctv2hdfj0>
5. Li, C. K., & Adam, S. (2021). The implementation of decision making on Ye Xiao Canteen Second Enterprise at Cheras, Kuala Lumpur. *International Journal of Academic Research in Business and Social Sciences*, 11(5). <https://doi.org/10.6007/ijarbss/v11-i5/9864>
6. Azman, A. B., & Majid, M. a. A. (2023). Factors affecting customer preference in selecting family restaurant in Langkawi. *International Journal of Academic Research in Business and Social Sciences*, 13(5). <https://doi.org/10.6007/ijarbss/v13-i5/17013>
7. Arefin, M. S., & Hossain, M. (2021). Customer Satisfaction Analysis of Restaurant Industry: An Empirical study on Rangpur City. *International Journal of Management and Accounting*, 106–113. <https://doi.org/10.34104/ijma.021.01060113>
8. Ishak, F. a. C., Muhammad, N. a. L., Karim, S. A., Abidin, U. F. U. Z., Ismail, N. A., & Hanafiah, M. H. (2023). Staging Memorable Dining Experience in Food Tourism: A Narrative Literature Review of Ethnic Restaurants.

- International Journal of Academic Research in Business and Social Sciences, 13(5).
<https://doi.org/10.6007/ijarbss/v13-i5/17021>
9. Abdullaeva, M. (2020). Impact Of Customer Satisfaction in Customer Loyalty in Upscale Ethnic Restaurants. *Theoretical & Applied Science*, 86(06), 372–375. <https://doi.org/10.15863/tas.2020.06.86.71>
10. Prasetyo, Y. T., Castillo, A. M., Salonga, L. J., Sia, J. A., Chuenyindee, T., Young, M. N., Persada, S. F., Miraja, B. A., & Redi, A. a. N. P. (2021). Factors Influencing repurchase intention in Drive-Through Fast Food: A Structural equation Modeling approach. *Foods*, 10(6), 1205. <https://doi.org/10.3390/foods10061205>
11. Moreno, R. B. (2015). Practices of selected foodservice establishments in Iloilo City, Philippines. .
<https://oaji.net/articles/2015/1543-1424742215.pdf>
12. Mercado, J. M. T., & Zerrudo, E. B. (2018). Pamanang Kulinarya: Developing a safeguarding plan for culinary heritage using the statement of significance – the case of Lomi in Lipa City, Batangas, Philippines. *Deleted Journal*, 2. <https://doi.org/10.26721/spafajournal.v2i0.584>
13. Mursid, A. (2020). Predicting Customer Satisfaction and Customer-Company identification in Enhancing Halal Restaurant Loyalty: Service Encounters Perspective. *Advances in Economics, Business and Management Research/Advances in Economics, Business and Management Research*.
<https://doi.org/10.2991/aebmr.k.210311.071>
14. osiam, B. M., PhD, MS, A. C. K., & MS, J. L. D. (2015). Using the involvement construct to understand the motivations of customers of casual dining restaurants in the USA. *FIU Hospitality Review*, 31(4), 9.
https://www.researchgate.net/profile/Bharath_Josiam/publication/272828368_Using_the_Involvement_Construct_to_Understand_the_Motivations_of_Customers_of_Casual_Dining_Restaurants_in_the_USA/links/54f0b2fd0cf2b36214aae33b.pdf
15. Ing, P. G., Lin, N. Z., Xu, M., & Thurasamy, R. (2019). Customer loyalty in Sabah full service restaurant. *Asia Pacific Journal of Marketing and Logistics*, 32(7), 1407–1429. <https://doi.org/10.1108/apjml-07-2019-0437>
16. Wu, H., Cheng, C., Ai, C., & Chen, G. (2019). Relationships between restaurant attachment, experiential relationship quality and experiential relationship intentions: The case of single friendly restaurants in Taiwan. *Journal of Hospitality and Tourism Management*, 40, 50–66. <https://doi.org/10.1016/j.jhtm.2019.06.002>
17. Hong, J., Kim, B., & Oh, S. (2020). The relationship Benefits of auto maintenance and repair Service: A Case study of Korea. *Behavioral Sciences*, 10(7), 115. <https://doi.org/10.3390/bs10070115>
18. Chua, B., Karim, S., Lee, S., & Han, H. (2020). Customer Restaurant Choice: An Empirical Analysis of Restaurant Types and Eating-Out Occasions. *International Journal of Environmental Research and Public Health*, 17(17), 6276. <https://doi.org/10.3390/ijerph17176276>
19. Feng, X., Zhang, M., & Ye, J. (2015). Empirical study of the influence of consumer relationship proneness on customer loyalty in service context. *International Journal of U- and E- Service Science and Technology*, 8(4), 195–206. <https://doi.org/10.14257/ijunesst.2015.8.4.19>
20. Nathalia, T., & Kristiana, Y. (2016). Understanding Generation Y’ Perceptions and Purchase Intentions Related to Green Practice in Foodservice Operations. <https://doi.org/10.2991/atf-16.2016.30>
21. Lo, Y. T., Awang, S. R., Jusoh, A., Nor, K. M., & Soehod, K. (2018). The role of patron dining experience and emotions on relationship quality in chain restaurant industry. *Intangible Capital*, 14(3), 357.
<https://doi.org/10.3926/ic.1120>
22. Wu, H., & Cheng, C. (2017b). What drives experiential loyalty toward smart restaurants? The case study of KFC in Beijing. *Journal of Hospitality Marketing & Management*, 27(2), 151–177.
<https://doi.org/10.1080/19368623.2017.1344952>
23. Park, E. (2023). The effect of relationship benefits on relationship commitment and customer loyalty in the beauty service industry. *Asian Journal of Beauty and Cosmetology*, 21(2), 323–334.
<https://doi.org/10.20402/ajbc.2023.0053>
24. Risitano, M., Sorrentino, A., & Quintano, M. (2017). Critical success factors in strategic brand management in luxury fashion markets: the case of Isaia. In *InTech eBooks*. <https://doi.org/10.5772/intechopen.69735>
25. Giovanis, A. (2016). Consumer-brand relationships’ development in the mobile internet market: evidence from an extended relationship commitment paradigm. *Journal of Product & Brand Management*, 25(6), 568–585.
<https://doi.org/10.1108/jpbm-05-2015-0884>
26. Veloutsou, C. (2015). Brand evaluation, satisfaction and trust as predictors of brand loyalty: the mediator-moderator effect of brand relationships. *Journal of Consumer Marketing*, 32(6), 405–421.
<https://doi.org/10.1108/jcm-02-2014-0878>
27. Soumutul, M. E. (2022). Customer relationship proneness: Is it important for customer loyalty? *Jurnal Manajemen Teknologi*, 21(2), 137–149. <https://doi.org/10.12695/jmt.2022.21.2.2>
28. Menidjel, C., Benhabib, A., Bilgihan, A., & Madanoglu, M. (2019). Assessing the role of product category involvement and relationship proneness in the satisfaction–loyalty link in retailing. *International Journal of Retail & Distribution Management*, 48(2), 207–226. <https://doi.org/10.1108/ijrdm-01-2019-0020>

29. Soni, P. (2019). Revisiting the role of relationship benefits in online retail. *Marketing Intelligence & Planning*, 38(6), 745–759. <https://doi.org/10.1108/mip-03-2019-0186>
30. Kusumawati, A., Wusko, A. U., Suharyono, S., & Pangestuti, E. (2021). Relational Benefits on Customer Satisfaction: Sharia Empirical study in Indonesia. *Utopía Y Praxis Latinoamericana: Revista Internacional De Filosofía Iberoamericana Y Teoría Social*, 26(1), 312–320. <https://dialnet.unirioja.es/descarga/articulo/7809953.pdf>
31. Fatikhaturrohman, F., Suharyono, S., & Kusumawati, A. (2020). Pengaruh Relational Benefits Terhadap Satisfaction, Trust, Dan Advocacy. *Profit*, 93–103. <https://profit.ub.ac.id/index.php/profit/article/download/1000/1225>
32. Aranibar, M. F., Baez-Lopez, Y., Limon-Romero, J., Ramírez-Barón, M. C., Rivera, B. R. G., Tejada, M. O., & Bejarano, J. H. (2022). The impact of social benefits on work commitment and organizational socialization in the manufacturing industry. *Sustainability*, 14(17), 10807. <https://doi.org/10.3390/su141710807>
33. Consuegra Navarro, M., Collado D & M., Águeda, A & E. (2007). The effects of relational benefits on retail satisfaction. *Alliance Journal of Business Research*. 3. 121-145.
34. Zhou, Z., Jin, X., & Fang, Y. (2014). Moderating role of gender in the relationships between perceived benefits and satisfaction in social virtual world continuance. *Decision Support Systems*, 65, 69–79. <https://doi.org/10.1016/j.dss.2014.05.004>
35. Molina, A., Martín-Consuegra, D., & Esteban, Á. (2007). Relational benefits and customer satisfaction in retail banking. *International Journal of Bank Marketing*, 25(4), 253–271. <https://doi.org/10.1108/02652320710754033>
36. Kim, W., & Ok, C. (2009). The effects of relational benefits on customers' perception of favorable inequity, affective commitment, and repurchase intention in Full-Service restaurants. *Journal of Hospitality & Tourism Research*, 33(2), 227–244. <https://doi.org/10.1177/1096348008329874>
37. Wang, Z. (2021b). Theorizing the moderating roles of perceived service fairness and self-congruence on the relationship between experiential marketing, customer citizenship behavior and brand loyalty. *E3S Web of Conferences*, 235, 02047. <https://doi.org/10.1051/e3sconf/202123502047>
38. De Lima, M. M., Mainardes, E., & Cavalcanti, A. L. (2019b). Influence of social media on restaurant consumers: A case study of Crab island restaurant. *Journal of Foodservice Business Research*, 22(5), 413–432. <https://doi.org/10.1080/15378020.2019.1631657>
39. Brown, L., Buhalis, D., & Beer, S. (2020c). Dining alone: improving the experience of solo restaurant goers. *International Journal of Contemporary Hospitality Management*, 32(3), 1347–1365. <https://doi.org/10.1108/ijchm-06-2019-0584>
40. Rauschnabel, P. A. (2020b). Augmented reality is eating the real-world! The substitution of physical products by holograms. *International Journal of Information Management*, 57, 102279. <https://doi.org/10.1016/j.ijinfomgt.2020.102279>
41. Mogotsi, I. (2017). Homophily, relative deprivation and customer service. Do perception of sameness and group comparative identification affect service quality? . <https://repository.up.ac.za/handle/2263/64884>
42. Norris, C. L., Taylor, S., Jr, & Taylor, D. C. (2021b). Pivot! How the restaurant industry adapted during COVID-19 restrictions. *International Hospitality Review*, 35(2), 132–155. <https://doi.org/10.1108/ihr-09-2020-0052>
43. Krombholz, K., Mayer, W., Schmiedecker, M., & Weippl, E. R. (2017b). “I have no idea what i’m doing”: on the usability of deploying HTTPS. *USENIX Security Symposium*, 1339–1356. <https://atc.usenix.org/system/files/conference/usenixsecurity17/sec17-krombholz.pdf>
44. Roy, S. K., Shekhar, V., Lassar, W. M., & Chen, T. (2018). Customer engagement behaviors: The role of service convenience, fairness and quality. *Journal of Retailing and Consumer Services*, 44, 293–304. <https://doi.org/10.1016/j.jretconser.2018.07.018>
45. Shafer, J. E. (2022). Creating a Cross-Disciplinary Understanding of Legacy Stories—What Does It Mean to Share a Legacy and What Do Storytellers Need? (Doctoral dissertation, Massachusetts Institute of Technology).
46. Javed, S., Rashidin, M. S., Zhu, M., Xu, Z., Jian, W., & Zuo, S. (2021). Combined effects of drivers and impact of customer satisfaction on brand loyalty: the contingent effect of social trust. *SAGE Open*, 11(1). <https://doi.org/10.1177/21582440211003566>
47. Sirimongkol, T. (2021). The effects of restaurant service quality on revisit intention in pandemic conditions: an empirical study from Khonkaen, Thailand. *Journal of Foodservice Business Research*, 25(2), 233–251. <https://doi.org/10.1080/15378020.2021.1941560>
48. Aljuhmani, H. Y., Elrehail, H., Bayram, P., & Samarah, T. (2022). Linking social media marketing efforts with customer brand engagement in driving brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, 35(7), 1719–1738. <https://doi.org/10.1108/apjml-08-2021-0627>
49. Michalis, M. (2022). Trends and Perspectives on Digital Platforms and Digital Television in Europe| Public Service Broadcasting in the Online Television Environment: The Case for PSB VoD Players and the Role of Policy Focusing on the BBC iPlayer. *International Journal of Communication*, 16, 20.

50. Doeim, A. R., Hassan, T. H., Helal, M. Y., Saleh, M. I., Salem, A. E., & Elsayed, M. a. S. (2022). Service Value and Repurchase intention in the Egyptian Fast-Food Restaurants: Toward a new measurement model. *International Journal of Environmental Research and Public Health*, 19(23), 15779. <https://doi.org/10.3390/ijerph192315779>
51. Yang, S., Song, Y., Chen, S., & Xia, X. (2017). Why are customers loyal in sharing-economy services? A relational benefits perspective. *Journal of Services Marketing*, 31(1), 48–62. <https://doi.org/10.1108/jsm-01-2016-0042>
52. Subramanian, R., Digard, L., Melvin Washington, I. I., & Sorage, S. (2020). In the shadows: A review of the research on plea bargaining. Vera Institute of Justice.
53. Atta-Delgado, M. X., Lozano, S. P. G., & Torres, J. A. (2023). A survey on the prevalence of sustainable diets and the eating experience satisfaction. *Innovative Food Science & Emerging Technologies*, 84, 103305. <https://doi.org/10.1016/j.ifset.2023.103305>
54. Smith, A. L. (2018). Alexa, Who Owns My Pillow Talk: Contracting, Collateralizing, and Monetizing Consumer Privacy through Voice-Captured Personal Data. *Cath. UJL & Tech*, 27, 187.
55. Hight, S. K., & Park, J. (2017). Substance use for restaurant servers: Causes and effects. *International Journal of Hospitality Management*, 68, 68–79. <https://doi.org/10.1016/j.ijhm.2017.09.012>
56. Elizar, C., Indrawati, R., & Syah, T. Y. R. (2020). Service quality, customer satisfaction, customer trust, and customer loyalty in service of Paediatric Polyclinic over Private H Hospital of East Jakarta, Indonesia. *Journal of Multidisciplinary Academic*, 4(2), 105–111. <http://www.kemalapublisher.com/index.php/JoMA/article/view/442>
57. Obilor, E. I. (2023). Convenience and purposive sampling techniques: Are they the same. *International Journal of Innovative Social & Science Education Research*, 11(1), 1-7
58. Knitza, J., Vossen, D., Geffken, I., Krusche, M., Meyer, M., Sewerin, P., Kleyer, A., & Hueber, A. J. (2018). Nutzung von Medizin-Apps und Online-Plattformen unter deutschen Rheumatologen. *Zeitschrift Für Rheumatologie*, 78(9), 839–846. <https://doi.org/10.1007/s00393-018-0578-3>
59. Oluyinka, S. A. (2016). The role of trust as a mediator in the relationship between technology factors and intention to accept internet banking in Nigeria. <http://eprints.uthm.edu.my/372/>
60. Solomon, O (2021) Exploring the Facets of e-learning acceptance in developing country. *Kasetsart Journal of Social Sciences* 42:854-861
61. Hair. (2019). Definition of SmartPLS 3. [Online]. Available: <https://www.smartpls.com>
62. Gaskin, J. (2024). Smart PLS 4. Brigham Young University (BYU). <https://www.smartpls.com/>
63. Oluyinka, S., Endozo, A. N., & Cusipag, M. N. (2021). Integrating Trialability and Compatibility with UTAUT to Assess Canvas Usage During COVID-19 Quarantine Period. *Asia-Pacific Social Science Review*, 21(2). <https://doi.org/10.59588/2350-8329.1366>
64. Pinedaa, A. J. M., Mohamadc, A. N., Solomon, O., Bircob, C. N. H., Superioe, M. G., Cuencof, H. O., & Bognot, F. L. (2022). Exploring the Standardized Root Mean Square Residual (SRMR) of Factors Influencing E-book Usage among CCA Students in the Philippines. *Indonesian Journal of Contemporary Education*, 4(2), 53–70. <https://doi.org/10.33122/ijoce.v4i2.30>
65. Cusipag, M. N., Oluyinka, S., Bernabe, M. T. N., & Bognot, F. L. (2023). Perceptions toward achieving work-life balance and job satisfaction in online teaching. *Multidisciplinary Science Journal*, 6(1), 2024012. <https://doi.org/10.31893/multiscience.2024012>
66. Song, H. (2023). Eating alone as psychological self-care: How the younger generation in Let's Eat survives in neoliberal South Korea. *Media Culture & Society*, 46(1), 148–163. <https://doi.org/10.1177/01634437231188445>
67. Liu, P., & Tse, E. C. (2018). Exploring factors on customers' restaurant choice: an analysis of restaurant attributes. *British Food Journal*, 120(10), 2289–2303. <https://doi.org/10.1108/bfj-10-2017-0561>
68. Kim, L. H., & Kim, D. J. (2014). Achieving relational outcomes in casual dining restaurants through consumer commitment. *Current Issues in Tourism*, 20(2), 178–203. <https://doi.org/10.1080/13683500.2014.967186>