

Dinescape of Cafés in The Fifth District of Camarines Sur: Implications for Hospitality Management Teaching

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ABSTRACT:

This study examined the DINESCAPE of cafés in the Fifth District of Camarines Sur and its implications for Hospitality Management teaching. Specifically, it assessed customers' perceptions of the cafés' physical environment in terms of facility aesthetics, ambience, lighting, table settings, layout, and service staff, and determined the influence of these dimensions on customer satisfaction. A descriptive research design was employed involving 592 café customers. Data were analyzed using descriptive statistics, Analysis of Variance (ANOVA), and multiple regression analysis. The findings revealed significant differences in perceived DINESCAPE quality when respondents were grouped according to age, reason for visiting, and number of visits, whereas no significant differences were found based on dining expenses. Furthermore, facility aesthetics, service staff, lighting, layout, and table settings were identified as significant predictors of customer satisfaction, underscoring the importance of the physical dining environment in shaping customers' café experiences. The findings provide empirical insights that can enrich Hospitality Management teaching by supporting the integration of café design evaluation, customer experience analysis, and service environment assessment into classroom instruction, laboratory activities, and experiential learning, thereby strengthening students' understanding of contemporary café operations and customer-centered service management.

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Keywords: DINESCAPE; Café; Customer Perception; Customer Satisfaction; Physical Environment; Hospitality, Management Teaching.

Introduction

In the dynamic and highly competitive landscape of the hospitality and restaurant industry, the physical environment has long been recognized as a critical determinant of customer perception and behavior. Commonly referred to as "ambience," the physical surroundings of a dining establishment not only frame the sensory and emotional context of the meal but also significantly influence the customer's overall

evaluation of service quality, satisfaction, and intention to return. Within this context, modern consumers increasingly seek dining experiences that harmonize culinary excellence with aesthetic and atmospheric appeal, prompting restaurant managers to refine their physical spaces as strategic tools for differentiation and brand positioning. Empirical studies, such as those conducted by Omar et al. (2015), consistently affirm that an inviting and well-curated ambience

enhances customer satisfaction, encourages prolonged visits, and stimulates more significant financial expenditure. Conversely, neglecting ambience often triggers negative consumer responses, including decreased loyalty, diminished brand attachment, and a reduced likelihood of repeat patronage.

The significance of the physical environment in service-oriented businesses was further systematized through Ryu and Jang's (2008) introduction of the DINESCAPE concept, an extension of Bitner's earlier SERVICESCAPE model. DINESCAPE specifically underscores the atmospheric attributes of restaurant interiors, encompassing spatial design, furniture arrangement, lighting, wall textures, color schemes, décor, and the dining space's overall sensory and social climate. These environmental elements serve as a silent yet persuasive communicator, shaping customers' cognitive evaluations and emotional responses and ultimately influencing their overall satisfaction. The importance of this alignment between environment and customer expectations is further substantiated by Hedhili and Boudabbous (2020), who emphasize that modern restaurants must offer more than culinary products alone to maintain competitiveness; they must cultivate physical spaces that resonate with the values and aesthetic preferences of their target markets.

A substantial body of literature has also elaborated on the functional role of specific environmental factors in influencing customer perceptions. Lighting, for example, has been shown to affect both mood and perceived comfort (Farooq et al., 2020), while the interior layout governs the social dynamics, spatial flow, and ergonomic usability of the dining area. Auditory elements, including background music, create memorable and emotionally engaging dining experiences, further enhancing customer satisfaction (Magnini & Thelen, 2008). Additional factors such as cleanliness, air quality, and staff demeanor complement these physical components, reinforcing the establishment's ability to attract and retain customers (Mursid, 2020; SAATÇI et al., 2019). Despite this extensive scholarly attention, notable gaps remain

in understanding how these environmental elements operate in specific regional and local contexts, particularly within emerging foodservice markets.

This study is anchored in the socio-economic and geographic context of Rinconada, officially designated as the Fifth District of Camarines Sur, Philippines. In recent years, the area has experienced a notable increase in the establishment of café-style restaurants that cater to diverse customer segments seeking spaces for leisure, social interaction, study, and professional engagements. As experience-oriented dining continues to evolve, the physical environment of cafés has become an essential component of the overall customer experience. However, local observations indicate that many cafés exhibit varying levels of investment in their physical environment, resulting in inconsistencies in facility aesthetics, ambience, lighting, table settings, layout, and service staff presentation. These disparities may influence customers' perceptions and satisfaction, particularly as consumers become more discerning through increased mobility and exposure to global café trends and digital media.

Despite the rapid growth of cafés in the Fifth District of Camarines Sur, empirical evidence on the influence of DINESCAPE on customer satisfaction within the local context remains limited. This lack of localized research constrains café owners and hospitality practitioners in developing evidence-based strategies for improving the customer experience and sustaining competitiveness. Moreover, it limits the availability of contextualized learning resources that can be integrated into Hospitality Management instruction. By identifying the DINESCAPE dimensions that significantly influence customer satisfaction, this study provides practical insights for the café industry while offering valuable instructional content for Hospitality Management teaching. The findings may be utilized to enrich classroom discussions, laboratory activities, case-based learning, and industry immersion experiences, thereby strengthening students' understanding of café operations, service environment management,

and customer experience design within the Philippine hospitality context.

Literature Review

Bitner (1992) identified three critical dimensions that influence the atmosphere of a service environment, known as "servicescape." These dimensions include ambient conditions (such as temperature, air quality, music, and odor), space/function (covering the layout, furnishings, and equipment), signs, symbols, and artifacts (including signage, décor style, and personal artifacts). Ryu (2005) later introduced the "DINESCAPE" concept, focusing on the physical and human environment, specifically within upscale restaurant dining areas. Notably, DINESCAPE does not include the natural environment of the restaurant, such as the exterior design or parking areas.

Ryu and Jang (2008) further defined DINESCAPE as the artificial physical and human surroundings within the dining space of a restaurant. They emphasized that it is distinct from non-dining areas like restrooms and waiting areas, as it aims to provide insights about the dining environment. The ambiance of a restaurant plays a crucial role in shaping customer satisfaction and loyalty, as the aesthetic qualities of the restaurant significantly influence customers. However, not all aspects of the physical environment are equally impactful in creating satisfaction (Namkung & Jang, 2008). Furthermore, certain elements, such as food quality, can only be evaluated through experience and not predicted in advance. The physical environment, therefore, often becomes a key indicator of the overall dining experience and the perceived quality of food (Han & Ryu, 2009). If customers perceive the physical environment positively, it enhances their overall impression of the restaurant (Ha & Jang, 2010).

Customer satisfaction, defined as a customer's overall evaluation of their service experience, is a subjective measure critical for business success (Namkung & Jang, 2008). High customer satisfaction is essential for long-term profitability (Stamenkovic & Milanovic, 2015), while dissatisfaction can lead to a lack of return visits

(Barber et al., 2011). Even if a restaurant offers high-quality food and service, customers may not be satisfied if the physical environment fails to meet their expectations (Hwang & Ok, 2013).

Facility Aesthetics. The visual appearance and the design features of a café-restaurant constitute facility aesthetics, which serve as the initial factor that draws customers in before they decide to linger. Yani et al. (2023) emphasize that aesthetics forms a crucial foundation for developing an attractive setting that engages customers through their senses while reinforcing the brand identity of a café. Roy et al. (2016) state that facility aesthetics stand out as a key driver of customer satisfaction according to the DINESCAPE framework. An upscale dining establishment's physical environment directly influences customer loyalty, according to Çetinsöz (2019). Amalia et al. (2024) establish that intentional store design improves the restaurant's branding and enhances customer satisfaction. Unique and creative elements in themed restaurants serve as both decorations and core components of the dining experience, according to Ishak et al. (2021). According to Çanakçı (2023), appealing physical spaces create higher customer return rates, making aesthetics beyond visual appearances an essential strategic element for customer loyalty programs.

Ambience. Combining décor and total sensory elements such as music scents and atmosphere creates ambience, determining how customers emotionally bond with a particular space. According to Çanakçı (2023), the appropriate establishment ambience produces enduring customer loyalty by shaping their future intentions to visit again. The research conducted by Yuliantoro et al. (2023) indicates that ambience is a fundamental element within DINESCAPE, which substantially affects customer satisfaction. The strategic planning of ambience by Fathulah and Belgiawan (2023) leads to better customer perceptions, resulting in increased loyalty while turning basic dining visits into special memories. Za et al. (2022) discovered that ambience is a moderating factor that enhances the connection between operational practices and customer satisfaction, specifically in

café and restaurant settings. The research by Kuruoğlu and Woodward (2021) adds a sociocultural perspective to this discussion by demonstrating how ambiance creates an inclusive and comfortable environment in socially diverse café settings, thus showing ambiance's impact on social interactions and customer experiences.

Lighting. The implementation of lighting serves both practical and atmospheric functions because it shapes the way customers perceive their emotions. The research by Cho et al. (2020) proves that strategic lighting implementation helps brands establish stronger bonds with their customers while advancing hospitality design objectives. According to Spence (2015), combining lighting and olfactory signals creates food quality and service expectations before customers take their first bite. The research conducted by Nabillah et al. (2023) confirms that proper lighting and well-ventilated environments strongly affect customers' positive experiences. The research conducted by Amalia et al. (2024) reveals that lighting is a primary factor influencing customer satisfaction and perceived quality through the store atmosphere. The research conducted by Fadillah et al. (2023) demonstrates that lighting and other environmental components significantly impact customer satisfaction in culinary establishments, thus proving their ability to act as a silent yet powerful mood-setter.

Table Settings. Table settings play a fundamental role in creating the dining atmosphere despite receiving little attention from customers. The arrangement of tastefully designed tables with decorative elements, including flowers and carefully selected centerpieces, produces better emotional engagement for guests (Chen et al., 2019). The research by Akhoondnejad et al. (2021) shows that table settings function beyond mere decoration since they directly affect customer perceptions of service quality and business establishment standards. According to Potot (2023), proper attention to table presentation creates better dining experiences by improving both sensory and service quality elements of customer satisfaction. The strategic placement of

table settings is a discreet yet powerful method to show customers that the establishment cares about them and represents its brand values.

Layout. A restaurant's physical arrangement is an unseen factor affecting customer satisfaction levels. According to Hendriyani (2018), the deliberate placement of dining tables along with service areas and walkways directly affects customer comfort, privacy, and flow, which determine the quality of the dining experience. The pandemic aftermath brought new importance to layout optimization because Contardo and Costa (2021, 2022) show that properly planned spaces with safe distances enhance both perceived safety and service quality. According to Mody et al. (2017), a well-planned layout is a vital factor that affects customer choices and return frequency. This reveals that strategic spatial design represents a valuable investment for earning future business from customers.

Service Staff. Service staff are essential in determining customer perception since no discussion about this topic can be finished without their recognition. Service staff function as the initial and concluding point of customer interaction, and they determine the dining experience's sequence and its emotional impact. The authors of İŞÇİ et al. (2018) demonstrate that staff professionalism, together with their attitude and appearance, directly affects customer satisfaction levels and loyalty formation. Staff members' choice of attire and their behavioral patterns have such a substantial impact on customers that it directly affects their food quality assessment, according to Chen and Lee (2018). The level of customer satisfaction derived from aesthetics and service delivery differs depending on the restaurant type, according to Serhan and Serhan (2019). The industry continues to become more design-oriented yet competitive because the human factor is a fundamental differentiation element.

Oida et. Al discussed that Peer support and negotiation are the most commonly used coping mechanisms but they are not adequate to address the challenges. The findings indicate that there is

the need to have inclusive and flexible policies which observe gender diversity and pregnancy needs.

Methods

The researcher used the descriptive method since the study's main objective was to gather and determine the level of importance of Dinescape Quality and assess customer satisfaction with the Dinescape quality of café restaurants in the fifth district of Camarines Sur. Data was collected using modified questionnaires adopted from Ryu (2005) that focused on different indicators of dinescape quality and customer satisfaction, which were tested to Cronbach Alpha reliability testing and were composed of two parts: the first part identified the Dinescape quality of the Cafés in the fifth district of Camarines Sur with $\alpha = 0.917$ and the second part identified the customer satisfaction of customers of the Cafes in the fifth district of Camarines Sur with $\alpha = 0.869$.

Results and Discussion

Table 1: Dinescape Quality of Cafe Restaurants

DINESCAPE Quality	WM	SD	VI	Rank
1. Facility Aesthetics	3.65	0.42	VI	2
2. Ambience	3.62	0.42	VI	4
3. Lighting	3.67	0.45	VI	3
4. Table Settings	3.56	0.52	VI	5
5. Layout	3.51	0.53	VI	6
6. Service Staff	3.68	0.46	VI	1

“3.50-4.00: Very Important (VI); 2.50-3.49: Important (I); 1.50-2.45: Less Important (LS); 1.00-1.45: Not Important (NI)”

Table 1 summarizes the key Dinescape quality indicators that are crucial for café restaurants in the Rinconada Area to provide an exceptional customer experience. The data reveals that all the factors measured are perceived by customers as very important in meeting or exceeding their expectations.

Notably, service staff emerged as the highest-ranked factor, underscoring its pivotal role in shaping customer satisfaction. Factors such as staff empathy, pleasing personality, and proper

This study tapped the cafe restaurants in the fifth district of Camarines Sur using random quota sampling. Five hundred ninety-two customers from each café restaurant were the respondents. The data was analyzed utilizing descriptive statistics, and a non-parametric statistical test was employed due to the non-normal distribution of the data, as shown by the Shapiro-Wilk test with a p-value of less than 0.01. Consequently, the Kruskal-Wallis Test assessed the differences among variables with three or more categories. In contrast, the Mann-Whitney U-test was utilized to evaluate the differences between variables with two categories. Spearman-Rho correlation with a 0.05 alpha level and multiple regression were employed to ascertain the predictors of customer satisfaction. This method facilitated an extensive examination of customer perceptions.

personal hygiene were identified as having a profound influence on customer perceptions. This finding highlights the importance of investing in comprehensive staff training and development programs to ensure servers exhibit the necessary soft skills and professionalism.

Even the most visually appealing and atmospherically inviting café setting will fall short if the service quality is subpar. Customers place great emphasis on receiving attentive, courteous, and competent service, which cannot be

compensated by simply creating an aesthetically pleasing environment. Therefore, café operators must prioritize enhancing their service staff's capabilities and customer-facing skills to deliver a truly memorable dining experience that meets or exceeds patron expectations.

Facility aesthetics and lighting also rank high, emphasizing that customers appreciate a well-designed and visually pleasing space. The way a café looks and feels—its decor, cleanliness, and lighting—creates a lasting impression and can determine whether customers feel comfortable enough to stay longer or return.

Table 2: Customer Satisfaction on Cafe Restaurants in Rinconada

DINESCAPE Quality	WM	SD	VI	Rank
7. Facility Aesthetics	3.66	0.49	VS	2
8. Ambience	3.66	0.51	VS	3
9. Lighting	3.59	0.54	VS	5
10. Table Settings	3.56	0.58	VS	6
11. Layout	3.61	0.54	VS	4
12. Service Staff	3.70	0.51	VS	1
Composite Mean	3.63	0.42	VS	

“3.50-4.00: Very Satisfied (VS); 2.50-3.49: Satisfied (S); 1.50-2.45: Dissatisfied (D); 1.00-1.45: Very Dissatisfied (VD)”

Table 2 presents customer satisfaction in café restaurants in the Rinconada Area, with a composite mean of 3.63, indicating that customers are very satisfied. This suggests that customers are highly pleased with the overall Dinescape quality of these establishments, particularly in terms of the service staff parameter.

Café owners should continue to prioritize investing in service quality and maintaining an inviting, comfortable ambience. While the Dinescape is generally strong, there is still room for minor improvements, such as enhancing the lighting and thoughtfully optimizing table arrangements, to further elevate the customer experience.

By sustaining their focus on delivering exceptional service, upholding high standards of cleanliness and aesthetics, and making strategic

refinements to the physical environment, cafés in the Rinconada Area can build upon their strong customer satisfaction levels. Doing so will help strengthen customer loyalty and encourage repeat visits, as patrons feel consistently valued and satisfied with the overall dining experience.

According to Ryu (2005), facility, aesthetics, Ambience, and social factors (service staff) significantly affected customers' pleasure and/or arousal, and the pleasure and arousal had a significant role in determining their behavioral intentions. According to the study of Tüver, Güzel, and İşçi (2018), the factors that created DINESCAPE are four factors which are light & Ambience, aesthetics, table layout, and service staff. However, using a structural equation modelling analysis, the study showed that only service staff and aesthetics have influenced satisfaction and loyalty.

Table 3: Test of Difference on Dinescape Quality and Customer Satisfaction when Grouped according to Age

	24 & Below	25-40	41-56	Chi-Square	p-value	Int.
Facility Aesthetics	284.61	325.72	365.15	8.503	.014*	S
Ambience	281.15	337.42	382.96	15.188	.001**	HS
Lighting	286.73	314.38	391.38	8.522	.014*	S
Table Settings	288.73	310.07	359.35	3.893	.143	NS
Layout	288.01	313.97	349.92	3.946	.139	NS
Service Staff	277.94	346.37	416.50	27.578	.000**	HS
Dinescape Quality	281.17	335.44	399.88	14.687	.001	HS
Customer Satisfaction	282.70	329.86	395.65	13.045	.001**	HS

“*S-Significant at $p < .05$; **HS-Significant at $p < .01$; NS-Not Significant”

The analysis reveals a significant difference in the perceived importance of Dinescape quality based on the age of respondents. The 41-56 age group of older customers assigned more importance to facility aesthetics ($\chi^2=8.503$, $p=.014$), ambience ($\chi^2=5.188$, $p=.001$), lighting ($\chi^2=8.522$, $p=.014$), and service staff ($\chi^2=27.578$, $p<.01$) than younger customers aged 24 and below. This trend also applies to the overall Dinescape quality ($\chi^2=14.687$, $p=.001$).

Older customers show higher customer satisfaction rates ($\chi^2=13.045$, $p=.001$) than younger customers. This implies that as customers get older, they become more aware of the dining environment factors including visual appeal, ambience and service professionalism. Cafés should develop their dinescape approaches based on the tastes of older customers who prefer visually pleasing, comfortable, and well-serviceable spaces. These elements, when given a high priority, will assist cafés in satisfying the higher expectations of their more experienced and discerning older customers, thus increasing satisfaction and loyalty among this demographic. Neglecting to identify and understand the needs of older guests may result in losing out on enhancing the customer experience and thus losing out on long term customer retention.

The results of the analysis reveal that there is a significant difference in the perceptions of dinescape quality across different age groups, with older customers having a higher preference for the aesthetic and service related attributes of dining establishments. This is consistent with Jani and Han (2011) who pointed out that affective components such as ambience and service professionalism are vital in determining customer satisfaction and future patronage intentions. Yan and Felicen Yan & Felicen (2021) also add that the emotional responses obtained from the dinescape are crucial in determining the overall dining experience especially for older people who tend to look for a more vivid and appealing environment. Ryu and Han Ryu & Han (2011) also agree with these assertions by showing the importance of physical environment to satisfaction and loyalty and thus the need to design a welcoming and attractive café to meet the expectations of older people. Consequently, meeting the unique needs of this segment of the market not only improves customer satisfaction but also increases customer loyalty and retention as suggested by prior research (Gumilar & Mandalia, 2023; Ha & Jang, 2012).

Table 11: Test of Difference on Dinescape Quality and Customer Satisfaction when grouped According to Reason for Visit

	Attending Conference	Visiting Relatives & Friends	Leisure	Others	Chi- Square	p- value	Int.
Facility Aesthetics	300.94	328.50	296.35	249.66	14.069	.003	HS
Ambience	332.10	292.71	304.98	264.29	6.537	.088	NS
Lighting	298.84	301.32	308.42	252.59	10.498	.015	S
Table Settings	278.71	317.91	298.00	267.23	6.484	.090	NS
Layout	313.47	320.62	287.82	282.69	5.180	.159	NS
Service Staff	352.41	308.21	296.92	259.84	11.389	.010	S
Dinescape Quality	316.16	319.62	297.80	252.90	9.841	.020	S
Customer Satisfaction	298.62	318.79	299.93	253.46	9.987	.019	S

“*S-Significant at $p < .05$; **HS-Significant at $p < .01$; NS-Not Significant”

The analysis shows a significant difference in the Dinescape importance perceived by the respondents according to the reason for their visit. Facility aesthetics, lighting, and service staff were considered more important by those attending conferences than leisure visitors ($\chi^2=14.069$, $p=0.003$; $\chi^2=10.498$, $p=0.015$; $\chi^2=11.389$, $p<0.01$ respectively). This shows that conference attendees have a higher expectation of a professional and well-appointed environment that meets their business needs. Respondents visiting relatives and friends had higher customer satisfaction ($\chi^2=9.987$, $p=0.019$) than those visiting for conference or leisure purposes. This means that the customers are driven by the ambience and social interaction aspects of the service.

The results of the study reveal that cafés need to develop specific Dinescape strategies for different types of customers. Conference attendees require a visually attractive environment with good lighting and high level of service attention in order to meet their business needs. On the other hand, cafés that host social events should focus on creating a warm and inviting atmosphere that will enable customers to have a good time with their friends. It is possible

to improve customer experience and satisfaction by focusing on the specific preferences that customers have. This has been discussed in the literature in the context of customer satisfaction and Dinescape quality differences among various types of customers. Dinescape elements which include facility aesthetics, lighting and attentive service have been found to influence consumer perception and satisfaction in restaurant settings. Hwang and Ok Hwang & Ok (2013) point out that different service quality measurement models like Dinescape also focus on how the physical aspects of the restaurant affect customer feelings in various eating places. Wu and Mohi Wu & Mohi (2015) also observed that Dinescape, as a measure of service quality, is important in high end dining where it includes both physical aspects and service aspects.

These studies confirm the idea that cafes should design their environments based on the needs and wants of their target market such as business clients who need professional space and recreational clients who need social areas. This detailed understanding of the Dinescape highlights its impact on customer satisfaction and the overall dining experience in different settings.

Table 4: Test of Difference on Dinescape Quality and Customer Satisfaction when grouped According to Number of Visits

	1 Time	2 Times	3 Times	4 Times	5 or more Times	Chi-Square	p-value	Int.
Facility Aesthetics	280.11	295.08	288.44	298.91	325.83	7.230	.124	NS
Ambience	265.45	278.59	300.23	331.89	349.41	26.488	.000	HS
Lighting	276.19	291.02	304.97	295.81	327.33	10.366	.035	S
Table Settings	285.26	296.47	304.27	296.35	309.53	2.254	.689	NS
Layout	293.43	290.85	312.22	288.35	299.35	1.026	.906	NS
Service Staff	264.34	297.86	296.91	322.50	338.68	22.105	.000	HS
Dinescape Quality	271.29	293.72	303.41	302.33	332.07	11.499	.021	S
Customer Satisfaction	276.78	276.31	302.22	325.06	334.53	14.081	.007	HS

“*S-Significant at $p < .05$; **HS-Significant at $p < .01$; NS-Not Significant”

Table 4 shows that respondents have different levels of importance for the different aspects of Dinescape quality depending on the number of times they have visited the café. The customers who had visited the café five times or more attached more importance to Ambience, Lighting, and Service Staff than those who had visited only once ($\chi^2 = 26.488$, $p < .01$; $\chi^2 = 10.366$, $p = .035$; $\chi^2 = 22.105$, $p < .01$). Also, the results showed that there was a significant difference in the overall Dinescape quality ($\chi^2 = 11.499$, $p = .021$) and Customer Satisfaction ($\chi^2 = 14.081$, $p = .007$) with repeat visitors being more satisfied. These results indicate that the regular customers have a high value for the atmosphere and service quality of the café, which is in line with the idea that a well-maintained and well-designed environment is crucial in creating customer loyalty and encouraging customer retention.

This is in agreement with other studies that have established that ambience, lighting, and staff service are key factors that influence customer experiences and loyalty in cafes and restaurants (Amrie et al., 2021; Al-Ghifari & Fachira, 2021; Gosal & Bernardus, 2018). The higher satisfaction of the repeat visitors is in line with the argument that positive experiences over time create stronger emotional bonds with a brand (Hidayat et al., 2020; Lee & Chuang, 2021). For café managers, this means that it is important to keep the ambience of the café inviting, the lighting correct, and the staff performance enhanced in order to meet the expectations of the loyal customers and provide a memorable and competitive dining experience that will retain customers in the long run (AbuThahir & Krishnapillai, 2018; Javed et al., 2021).

Table 5: Test of Difference on Dinescape Quality and Customer Satisfaction when grouped According to Dining Expenses

	1k & Below	1,001-2,000	2,001 & Above	Chi-Square	p-value	Int.
Facility Aesthetics	298.92	281.60	260.33	1.589	.452	NS
Ambience	298.31	300.21	228.50	3.760	.153	NS
Lighting	299.44	279.26	253.62	2.528	.283	NS
Table Settings	297.35	297.71	258.33	1.212	.546	NS
Layout	297.44	296.24	260.05	1.066	.587	NS
Service Staff	292.85	319.42	314.40	1.790	.409	NS
Dinescape Quality	298.56	291.86	243.36	2.161	.339	NS
Customer Satisfaction	294.50	322.69	265.57	2.202	.332	NS

*S-Significant at $p < .05$; **HS-Significant at $p < .01$; NS-Not Significant

Table 5 shows no statistically significant difference in perceived Dinescape quality ($\chi^2 = 2.161$, $p = .339$) or customer satisfaction ($\chi^2 = 2.202$, $p = .332$) when respondents are grouped according to their dining expenses. This finding suggests that the level of importance customers place on Dinescape elements—such as ambience, service quality, and aesthetic appeal—remains consistent regardless of how much they spend during their visit. This finding means that customers from all spending categories evaluate their dining experience based on the overall environment and service rather than the price they pay, which supports the notion that the emotional and sensory dimensions of a café visit hold universal value.

These insights suggest that café operators should

focus on maintaining high Dinescape and service standards for all customer segments, regardless of their spending habits. A welcoming atmosphere, thoughtful design, and attentive service continue to be crucial factors in shaping customer satisfaction and loyalty for both budget-conscious and premium-paying guests. This observation is consistent with prior research that suggests that intangible environmental qualities are at least as important, and possibly more important, than the price of the meal in determining customer satisfaction and repeat patronage (Sulek & Hensley, 2004; Namkung & Jang, 2007; Gagić et al., 2013; Yan & Felicen, 2021). Thus, maintaining a cohesive and appealing Dinescape is a strategic priority for cafés in order to attract a wide and loyal customer base.

Table 6: Relationship between Dinescape Quality and Customer Satisfaction

Dinescape Quality	r-value	p-value	Interpretation
Facility Aesthetics	.552(**)	<.01	Highly Significant
Ambience	.425(**)	<.01	Highly Significant
Lighting	.523(**)	<.01	Highly Significant
Table Settings	.487(**)	<.01	Highly Significant
Layout	.458(**)	<.01	Highly Significant
Service Staff	.547(**)	<.01	Highly Significant

“***Highly Significant at $p < .0$ ”

The results in Table 6 demonstrate a moderate positive relationship between Dinescape quality and customer satisfaction since all p-values are less than 0.01. The results show that customers who valued Dinescape elements more strongly showed higher satisfaction with café restaurants in the Fifth District of Camarines Sur. The research shows that a well-planned physical space along with good service delivery is essential for creating positive dining experiences that lead to satisfied customers. The strong relationship between Dinescape quality and customer satisfaction shows café managers must continuously deliver an attractive atmosphere with great lighting and outstanding service to satisfy customer expectations and establish enduring customer loyalty.

The connection between Dinescape quality and customer satisfaction receives extensive support from hospitality research. Research shows that environmental design together with service delivery form the core elements which affect customer satisfaction. The research by Namkung

and Jang (2007) showed that dining atmosphere together with food quality strongly affects customer satisfaction and behavioral intentions. The research by Kukanja and Planinc (2019) showed that operational efficiency together with service excellence serve as essential factors for guest loyalty development. Clemes et al. (2018) established that service quality stands as a more critical determinant of customer satisfaction than perceived value thus demonstrating the importance of environmental investment for cafés. The physical setting stands as a vital element according to Huang (2003) for achieving customer satisfaction and building loyalty while Ryu and Han (2009) established that physical environment and food quality jointly affect customer satisfaction and future patronage. The research findings establish a solid basis for café managers in the Fifth District of Camarines Sur to focus on service delivery and Dinescape quality as essential strategies for maintaining positive customer experiences and developing long-term loyalty.

Table 7: Model Summary for Best Predictor of Customer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.534(a)	.285	.284	.35717
2	.620(b)	.385	.383	.33161
3	.640(c)	.410	.407	.32495
4	.649(d)	.422	.418	.32200
5	.653(e)	.427	.422	.32083

“a Predictors: (Constant), FAave”

“b Predictors: (Constant), FAave, SSAve”

“c Predictors: (Constant), FAave, SSAve, LiAve”

“d Predictors: (Constant), FAave, SSAve, LiAve, LaAve”

“e Predictors: (Constant), FAave, SSAve, LiAve, LaAve, TSave”

Table 7 demonstrates the findings from the best model fit analysis which tests Dinescape Quality against Customer Satisfaction. The model reveals Facility Aesthetics as well as Service Staff and

Lighting and Layout and Table Setting as its five essential Dinescape components.

The research reveals that Dinescape Quality shows a moderate positive correlation ($r = 0.653$) with Customer Satisfaction. These five

components explain 42.7% of Customer Satisfaction variation according to the r-square value of 0.427. The findings confirm that excellent environmental design together with good service delivery play critical roles in achieving customer satisfaction. The Café management team should prioritize sustained excellence in these critical factors to build customer loyalty and achieve business retention.

The research results differ from Ryu (2005) and Tüver, Güzel, and İşçi (2018) because they identified Ambience as the primary satisfaction predictor. The results of this study indicate that Ambience failed to serve as a crucial factor for customers located in the Fifth District of Camarines Sur. Namkung and Jang (2008) observed that environmental elements do not always create satisfaction but certain features remain vital for maintaining customer loyalty. The research results demonstrated that customer perceptions differed depending on their age group and how often they visited. The research demonstrates that customers who place higher importance on Dinescape Quality experience greater satisfaction thus cafés need to focus on delivering excellent environments and services to satisfy their customers.

Conclusion

1. The facility, Aesthetics, Ambience, Lighting, Table Settings, Layout, and Service Staff are very important factors of Dinescape to customers of café restaurants in the fifth district of Camarines Sur.
2. Customers are very satisfied with the Dinescape quality of café restaurants in the Rinconada area, especially in the service staff parameter.
3. When grouped according to age, there is a significant difference in the respondents' level of importance on Dinescape quality regarding facility aesthetics, Ambience, Lighting, and service staff. A significant difference exists in the respondents' level of importance on Dinescape quality in terms of facility aesthetics, lighting, and service staff when grouped according to the reason for visit. A significant

difference exists in the respondents' level of importance on Dinescape quality in terms of Ambience, Lighting, and service staff when grouped according to number of visits. No significant difference exists in Dinescape quality and customer satisfaction when grouped according to dining expenses. When grouped according to age and number of visits, a highly significant difference exists in the respondents' customer satisfaction. A moderately significant positive relationship exists between Dinescape quality and customer satisfaction.

4. Model 5 shows the best model fit from Dinescape Quality in terms of Facility Aesthetics, Service Staff, Lighting, Layout, and Table Setting as predictors of Customer Satisfaction.

5. The findings provide valuable empirical evidence that can enrich Hospitality Management teaching by incorporating localized café industry practices into classroom instruction, laboratory activities, case-based learning, and experiential education. Integrating the identified DINESCAPE dimensions into hospitality courses can strengthen students' competencies in café operations, service environment management, customer experience design, and evidence-based decision-making, thereby promoting stronger alignment between hospitality education and the needs of the local café industry.

Recommendation

1. Café owners and managers should continuously enhance the quality of their DINESCAPE by investing in facility aesthetics, ambience, lighting, table settings, layout, and service staff development to create memorable dining experiences that improve customer satisfaction.
2. Café operators should regularly assess customers' perceptions and satisfaction through feedback mechanisms and service quality evaluations to identify areas for continuous improvement and maintain competitiveness within the local café industry.
3. Hospitality Management educators may integrate the findings of this study into classroom

instruction, laboratory courses, and experiential learning activities by utilizing local cafés as case studies for teaching café operations, service environment management, customer experience design, and customer satisfaction assessment.

4. Higher education institutions offering Hospitality Management programs should strengthen partnerships with local cafés in the Fifth District of Camarines Sur to provide students with industry immersion, field observations, and practical learning experiences

that bridge hospitality theory and professional practice.

5. Future researchers are encouraged to expand the scope of the study by including cafés from other regions, examining additional factors influencing customer satisfaction and behavioral intentions, and employing mixed-method or longitudinal research designs to further validate and extend the findings on DINESCAPE within the Philippine hospitality industry.

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