

Tourists' satisfaction on native Filipino cuisine of Isdaan floating restaurant as destination and gastronomical attraction of Calauan, laguna

Micha Ella Pantoja Aliwalas, Stefhania Datoy Bibal, Angelica Valencia Cases, Mary Ann Ordanza Eran, Eugene Edroso Mendoza and Jewel Loren Silva Narvaez

College of Business, Administration, and Accountancy, Bachelor of Science in Tourism Management, Laguna University, Santa Cruz, Laguna, Philippines.

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Abstract

The study aimed to examine tourists' satisfaction with Isdaan Floating Restaurant in Calauan, Laguna, renowned for offering native Filipino cuisine in a unique dining environment. It assessed how various factors, such as food quality, price-quality, and service quality, affected the overall dining satisfaction of tourists at Isdaan Floating Restaurant. A survey questionnaire was utilized to achieve the objectives of the study. A quantitative approach was employed to acquire an in-depth perspective on tourists' satisfaction with the native Filipino cuisine offered by Isdaan Floating Restaurant as a destination and gastronomical attraction in Calauan, Laguna.

The findings of the study indicated that tourists generally reported high levels of satisfaction, particularly valuing the authenticity and flavor of the Filipino dishes served, despite varying opinions regarding pricing. Furthermore, the study revealed significant connections between demographic factors and overall satisfaction levels. These findings provided valuable insights for restaurant staff, future researchers, and the management team at Isdaan Floating Restaurant, assisting them in enhancing service quality and improving the overall dining experience for guests. Ultimately, the study highlighted the crucial role that cultural cuisine played in attracting and satisfying tourists, thereby contributing to a deeper understanding of gastronomical tourism.

Keywords: Tourist' Satisfaction; Isdaan Floating Restaurant; Native Filipino Cuisine; Service Quality; Gastronomical Tourism; Dining Experience

1. Introduction

Isdaan Floating Restaurant, located in Calauan, Laguna, gained acclaim as a premier dining destination, offering a unique culinary experience that showcased authentic Filipino cuisine in a picturesque, nature-inspired setting. Renowned for its vibrant atmosphere and cultural ambiance, the restaurant attracted both local and international tourists seeking a memorable gastronomical experience. With the growing interest in gastronomical tourism, it became essential to understand the factors that influenced tourists' satisfaction in establishments like Isdaan. The interplay between food quality, service quality, and pricing was crucial in shaping customers' overall dining experiences. Previous studies in the hospitality sector indicated that high levels of customer satisfaction were linked to not only the quality of the food but also the service provided and the perceived value for money. Despite Isdaan's popularity, limited research had been conducted on tourists' perceptions and satisfaction levels specifically in this context.

This study aimed to assess the various factors that contributed to tourists' satisfaction at Isdaan Floating Restaurant, focusing on food quality, price quality, and service quality. By employing a survey questionnaire to gather data from

* Corresponding author: Micha Ella Pantoja Aliwalas

visitors, the research sought to uncover valuable insights that could inform restaurant management and enhance the dining experience. Ultimately, understanding tourists' satisfaction at Isdaan contributed to the broader discourse on gastronomical tourism and the significance of cultural cuisine in attracting visitors to the Philippines.

2. Theoretical background

Dissonance Theory suggests that when consumers expect a high-value product but receive a low-value one, they experience cognitive dissonance, or psychological discomfort (Cardozzo, 1965; Yi, 1990). To resolve this, they may adjust their perception of the product to align with their initial expectations. For example, if a consumer expects delicious food but receives an unappetizing dish, they may convince themselves that they enjoyed it to reduce the discomfort (Yi, 1990). Price can also affect product evaluation; consumers may rationalize a poor experience, such as an overcooked meal, if they have invested significant time or money (Cardozzo, 1965). While Dissonance Theory suggests that satisfaction is based on the comparison between expectations and product performance, this view has been criticized for lacking universal support (Oliver, 1980). Some argue that businesses might set inflated expectations to achieve better ratings, but this could lead to negative outcomes if the product fails to meet those expectations (Yi, 1990). Consumers also have a "tolerance level," where performance within an acceptable range is seen as meeting expectations, but significant deviations can lead to dissatisfaction (Woodruff et al., 1983). Finally, Dissonance Theory highlights that expectations are not fixed and can change throughout an experience, such as during a holiday or across different stages of a hotel stay (Danaher & Arweiler, 1996).

Contrast Theory offers a different perspective compared to Dissonance Theory. It suggests that when a product's performance falls short of expectations, the consumer exaggerates the gap between their expectations and the actual product (Yi, 1990). Cardozzo (1965) explains that consumers are likely to perceive and emphasize the disparity more sharply when a product is less valuable than anticipated. According to Contrast Theory, this leads to poorer ratings than the product might deserve if expectations were not so exaggerated (Oliver & DeSarbo, 1988). Essentially, Contrast Theory posits that deviations from expectations result in either a negative or positive reaction, with negative disconfirmation leading to a more unfavorable product evaluation and positive disconfirmation resulting in a more favorable evaluation (Oliver, 1977). For example, if a diner experiences a restaurant far below their expectations, they may describe it as one of the worst experiences they've had and criticize the food more harshly. In contrast to Dissonance Theory, which suggests that individuals adjust their perceptions of performance to align with their initial expectations, Contrast Theory claims that poor performance is perceived as worse than simply poor, while good performance is seen as better than just good (Oliver, 1997). While both theories have been tested in controlled settings, such as customer satisfaction with products like pens or coffee brands (Cardozzo, 1965; Olshavsky & Miller, 1972; Anderson, 1973; Olson & Dover, 1975), it remains unclear whether they are applicable in real-world settings, particularly in more complex and varied experiences like hospitality and tourism (Oh & Parks, 1997). Therefore, it is uncertain whether dissonance is a factor in all tourism and hospitality purchasing decisions.

3. Research question or Research hypothesis or Problem statement

It specifically tackled to determine the profile of the respondents with regard to age, gender and frequency of visits. Likewise, it measured the level of tourist' satisfaction on native Filipino cuisine of isdaan floating restaurant as destination and gastronomical attraction of Calauan, Laguna in terms of food quality, price quality, and service quality.

4. Data and methods

Quantitative descriptive research design was utilized in this study to determine the respondents' level of tourist' satisfaction on native Filipino cuisine of isdaan floating restaurant as destination and gastronomical attraction of Calauan, Laguna in terms of food quality, price quality and service quality. The data is gathered in numerical format, and analyzed in a quantitative way using statistical tools. One hundred forty (140) respondents, were chosen randomly to accomplish the questionnaires.

5. Results

Table 1 presents the demographic characteristics of respondents, revealing that out of 140 participants, 51% (n = 71) were female and 49% (n = 69) were male. This nearly equal gender distribution facilitates a balanced interpretation of satisfaction levels across various factors. The findings indicate that gender may influence preferences and experiences

related to food quality, service quality, and price quality, allowing for a more nuanced understanding of satisfaction levels among male and female tourists.

Table 1 Frequency and Percentage of Respondents in terms of Gender

Gender	Frequency	Percentage
Male	69	49%
Female	71	51%
Total	140	100%

Table 2 Frequency and Percentage of Respondents in terms of Age

Age	Frequency	Percentage
20 below	27	19%
21-40	75	54%
41-60	30	21%
61 above	8	6%
Total	140	100%

Table 2 displays the frequency and percentage distribution of respondents by age. The largest age group is 21-40 years, comprising 54% of the total sample. Respondents aged 41-60 years represent 21%, while those 20 years and below account for 19%. The smallest group, those aged 61 years and above, makes up only 6% of the respondents. These findings indicate that younger adults are the most represented demographic in the survey, which provides valuable insights into tourist satisfaction patterns and helps the restaurant optimize the guest experience for different age groups.

Table 3 Frequency and Percentage of Respondents in terms of Customers' Number of Visits

Customers' Number of Visits	Frequency	Percentage
1-2 times	113	81%
3-4 times	25	18%
5 times	2	1%
Total	140	100%

Table 3 presents the frequency and percentage distribution of respondents regarding their number of visits to the restaurant. A substantial 81% of respondents reported visiting 1-2 times, indicating a trend of infrequent patronage. In contrast, 18% visited 3-4 times, and only 1% indicated visiting 5 times. These results highlight that 99% of respondents have made 4 visits or fewer, suggesting an area for growth in customer engagement. This data emphasizes the need for businesses to develop targeted strategies to enhance customer retention and encourage repeat visits. Understanding visit frequency provides valuable insights into tourist satisfaction and reveals the restaurant's effectiveness in appealing to both new and returning guests, which is essential for improving service quality and the overall customer experience.

Table 4 Summary of the Mean level of Tourist Satisfaction

	Mean	Std. Dev.	Descriptive Interpretation
Food Quality	3.96	0.71	Agree
Price Quality	3.89	0.73	Agree
Service Quality	4.24	0.69	Strongly Agree
Overall	4.03	0.71	Agree

Legend: 4.21 - 5.00 = Strongly Agree; 3.41 - 4.20 = Agree; 2.61 - 3.40 = Neutral; 1.81 - 2.60 = Disagree; 1.00 - 1.81 = Strongly Disagree

Table 4 presents the mean levels of tourist satisfaction in three dimensions: food quality, price quality, and service quality, with an overall mean satisfaction score of 4.03, indicating general satisfaction among respondents. Food quality received a mean score of 3.96 (Standard Deviation = 0.71), suggesting satisfactory perceptions. Price quality scored 3.89 (Standard Deviation = 0.73), indicating reasonable pricing relative to quality, though with some variability. Service quality achieved the highest mean score of 4.24 (Standard Deviation = 0.69), reflecting strong agreement on the high standard of service and its significant contribution to overall satisfaction.

These findings demonstrate that Isdaan Floating Restaurant effectively meets customer expectations, particularly excelling in service quality, while emphasizing the need to enhance food and price quality to foster customer loyalty.

Table 5 Result of Chi-square Test and Descriptive Statistics for the Level of Tourist Satisfaction in terms of Gender

	Level of Tourist Satisfaction		
Gender	Neutral	Agree	Strongly Agree
Male	5 (71 %)	48 (48 %)	16 (48 %)
Female	2 (29 %)	52 (52 %)	17 (52 %)

Note. $\chi^2 = .4849^*$, $df = 2$; Numbers in parentheses indicate column percentages. * $p < .05$

Table 5 presents the results of a chi-square test and descriptive statistics on tourist satisfaction based on gender. Among male respondents, 5 (or 7%) reported neutral satisfaction, while 48 (or 48%) agreed, and 16 (or 48%) strongly agreed. In contrast, female respondents included 2 (or 29%) who were neutral, 52 (or 52%) who agreed, and 17 (or 52%) who strongly agreed. The chi-square statistic is $\chi^2 = 0.4849$ with 2 degrees of freedom, indicating no significant difference in satisfaction levels between males and females ($p < .05$). This suggests that gender does not significantly affect satisfaction at Isdaan Floating Restaurant, as both groups exhibit similar satisfaction levels. Overall, while response distributions vary, the findings indicate that factors other than gender may influence tourist satisfaction.

Table 6 Result of Chi-square Test and Descriptive Statistics for the Level of Tourist Satisfaction in terms of Age

	Level of Tourist Satisfaction		
Gender	Neutral	Agree	Strongly Agree
20 below	2 (29 %)	20 (20 %)	5 (15 %)
21-40	2 (29 %)	51 (51 %)	22 (67 %)
41-60	1 (14 %)	25 (25 %)	4 (12 %)
61 above	2 (29 %)	4 (4 %)	2 (6 %)

Note. $\chi^2 = .0703^*$, $df = 6$; Numbers in parentheses indicate column percentages. * $p < .05$

Table 6 shows the results of a chi-square test and descriptive statistics on tourist satisfaction by age group. Among respondents aged 20 and below, 2 (29%) were neutral, 20 (20%) agreed, and 5 (15%) strongly agreed. In the 21-40 age group, 2 (29%) were neutral, 51 (51%) agreed, and 22 (67%) strongly agreed, indicating higher satisfaction levels. For those aged 41-60, 1 (14%) was neutral, 25 (25%) agreed, and 4 (12%) strongly agreed. Lastly, respondents aged 61 and above included 2 (29%) who were neutral, 4 (4%) who agreed, and 2 (6%) who strongly agreed.

The chi-square statistic of $\chi^2 = 0.0703$ with 6 degrees of freedom indicates no statistically significant difference in satisfaction levels among age groups ($p < .05$). This suggests that age does not significantly influence tourist satisfaction at Isdaan Floating Restaurant, with comparable satisfaction levels across age groups. Overall, these findings point to the need for further investigation into other factors that may affect satisfaction beyond age.

Table 7 Result of Chi-square Test and Descriptive Statistics for the Level of Tourist Satisfaction in terms of Customers' Number of Visits

	Level of Tourist Satisfaction		
Gender	Neutral	Agree	Strongly Agree
1-2 times	6 (86 %)	85 (85 %)	22 (67 %)
3-4 times	1 (14 %)	14 (14 %)	10 (30 %)
5 times	0 (0 %)	1 (1 %)	1 (3 %)

Note. $\chi^2 = .2377^*$, df = 6; Numbers in parentheses indicate column percentages. *p < .05

Table 7 presents the results of a chi-square test on tourist satisfaction based on visit frequency to Isdaan Floating Restaurant. Among respondents who visited 1-2 times, 6 individuals (86%) reported neutral satisfaction, while 85 (85%) agreed and 22 (67%) strongly agreed. For those who visited 3-4 times, 1 individual (14%) was neutral, 14 (14%) agreed, and 10 (30%) strongly agreed, indicating a decline in satisfaction. Among respondents who visited 5 times, there were no neutral responses, with 1 individual agreeing and 1 strongly agreeing.

The chi-square statistic of $\chi^2 = 0.2377$ with 6 degrees of freedom indicates no statistically significant difference in satisfaction levels across different visit frequencies ($p < .05$). Overall, satisfaction levels appear comparable among the various visit frequencies, suggesting the need for further investigation into factors affecting satisfaction beyond the number of visits.

6. Conclusion

The study involved 140 participants, with 51% identifying as female ($n = 71$) and 49% as male ($n = 69$). This demographic split helps interpret satisfaction data, as gender can influence preferences and experiences, allowing for more accurate insights and better understanding of the sample.

2. 81% of respondents visited Isdaan Floating Restaurant 1-2 times, indicating that most customers visit infrequently. Only 1% visited 5 times, suggesting potential for growth in customer engagement. Understanding visit patterns helps in improving customer retention and satisfaction.

Overall satisfaction was high (4.03). Food quality scored 3.96, price quality 3.89, and service quality 4.24, indicating strong satisfaction with service but highlighting the need to improve food and price quality to boost customer loyalty.

The study found no significant differences in satisfaction based on gender, age, or visit frequency ($p < .05$). Satisfaction levels were similar across these factors, suggesting that other elements may play a more significant role in shaping tourist experiences.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

Statement of informed consent

Informed consent was obtained from all individual participants included in the study.

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