



CUSTOMERS PREFERENCES IN SELECTING LOCAL BUFFET RESTAURANTS

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ABSTRACT

This study aimed to determine the customer preferences in selecting local buffet restaurants in highly urbanized Central Philippines. This study employed a descriptive research design, surveying 200 respondents from four different buffet restaurants using a researcher-made questionnaire that underwent validity and reliability testing. Frequency counts and percentages, mean, values, and the Mann-Whitney U test were used as statistical tools. Findings revealed that customers rated service quality and food and beverage quality at a high level, while restaurants' atmosphere, comfort, and product price were rated at a very high level. Significant differences in preferences were found when respondents were grouped by age and civil status. In contrast, no significant differences were observed in terms of sex and average family income for most variables. The study concluded that customers show a high to very high level of preference for local buffet restaurants. Service quality, restaurant atmosphere, food quality, and reasonable pricing were the key factors influencing customer satisfaction and dining choices. Overall, customers prefer buffet restaurants that offer efficient service, a comfortable environment, high-quality food, and good value for money. The study calls for buffet restaurants to improve staff knowledge and customer engagement, expand food and beverage variety, enhance accessibility and signage, and offer flexible pricing options to deliver greater value and convenience to customers.

KEYWORDS: Customers preferences; buffet restaurants, waste management, energy conservation, organic and eco-friendly products, water conservation

BACKGROUND OF THE STUDY

A buffet is a type of dining where various kinds of food are placed on a long table or counters, allowing people to serve themselves with whatever they like. This setup is popular because it gives customers freedom—they can choose their favorite dishes, try small portions of many foods, and even go back for more if they want. Buffets are also convenient for families and large groups, as everyone can eat according to their own taste and appetite (Collins English Dictionary, 2025).

Many people enjoy buffets because they feel they are getting good value for their money, with a wide variety of food options in one place. Food quality and freshness have a significant impact on customer satisfaction at buffets. Research indicates that tasty and well-presented food makes customers more likely to return and recommend the place to others (Luong & Hussey, 2022).

A study in the Philippines found that reasonable pricing, good food, and nice service all contribute to increased customer satisfaction, which in turn boosts return visits to buffets (Crisolo & Manalo, 2025). Gumasing (2020) found that Filipino patrons prefer buffets that offer good value, traditional Filipino fare, and cozy seating areas, associating buffet visits with celebrations and family time.

This study aligns with the United Nations Sustainable Development Goals (SDGs), particularly SDG 8: Decent Work and Economic Growth, and SDG 9: Industry, Innovation, and Infrastructure. By identifying key consumer preferences, the

study provides buffet entrepreneurs—especially in highly urbanized cities in Central Urbanized—with actionable insights to improve service delivery, enhance customer satisfaction, and grow their businesses sustainably. Really getting a grip on what customers want helps us develop innovative new services and products. This, in turn, provides a significant boost to local businesses, helping them remain strong and ensuring everyone has a fair opportunity to participate in the economy. Help out the local buffet, and it is doing a lot for the area. It creates jobs, brings people together, and helps the local economy keep going strong. Although we have some research on how people behave at buffets, we still need to determine what truly motivates customers to make their choices, especially in a developing area like the super-busy parts of rural Philippines. We need more research to thoroughly investigate how these various factors interact and what impact they have on customers when they make choices.

As researchers with an eagerness for consumer behavior and market dynamics, the researchers are motivated to conduct this study to contribute to a better understanding of how buffet can optimize their offerings to attract and retain customers. Additionally, the practical implications of this research, in informing local buffet owners of key factors influencing customer choice, provided a strong personal motivation.

STATEMENT OF THE PROBLEM

This study aimed to determine the level of customer preferences in selecting local buffet restaurants in highly urbanized areas of the Central Philippines during the calendar year 2024-



2025. Specifically, this study sought to determine the level of customer preferences in selecting a local buffet restaurant in terms of Service Quality, Quality of Food and Drinks, Restaurant Atmosphere, and Product price. Moreover, it aimed to determine whether or not significant difference exist in the level of customer preferences in selecting a local buffet restaurant when grouped and compared according age, sex, civil status, and average family monthly income.

THEORETICAL FRAMEWORK

This study examines the factors influencing customer preferences for local buffet restaurants in highly urbanized Central Philippines. Recent research supports the application of these frameworks in understanding consumer behaviour. For instance, Sari and Wijaya (2021) highlight that utility maximization remains a core concept in foodservice preference studies. According to Tan and Lim (2022), customer decision-making in dining establishments is strongly influenced by food quality, service experience, and perceived value, which can also be applied to buffet restaurants where variety and fairness of pricing are key drivers of satisfaction, consistent with the EKB model.

Utility Theory and the EKB model are a good fit here because they help us examine things from two angles: the logical side, such as how we weigh the benefits of a product, and the more human, psychological aspects that truly influence our choices. By combining these two factors, we can gain a deeper understanding of why individuals in the Central Philippines choose the buffets they do, particularly considering the diverse range of people and cultures residing there.

LITERATURE REVIEW

A buffet in today's generation is a dining style where people serve themselves from a variety of foods. It is popular because it gives many choices, is convenient, and can be affordable. The buffet choice depends on the customer's preferences and how the restaurant presents its food, price, and service (Thaidecha, S., Sukphan, J., Sittivet, A., & Kongkird, S., 2024).

According to Jamaludin & Chua (2020), in buffet settings, customer satisfaction and future patronage intentions are positively impacted by service quality, which includes responsiveness and empathy. Bottalico, et al. (2022) demonstrated on their study that age influences customers' preferences when choosing a buffet, particularly in terms of the ambiance. When choosing buffet restaurants, consumers in the Philippines prioritize food quality, variety, cleanliness, pricing, ambiance, and service. Thaidecha et al. (2024) suggest that a well-served restaurant, a clean environment, and good food

presentation can satisfy customers and create in them a desire to return.

Moreover, understanding customer preferences is crucial; marketers should create offerings that cater to both rational and emotional needs. According to Thaidecha, S., Sukphan, J., Sittivet, A., & Kongkird, S. 2024). " The Factors Influencing Consumer Decision-Making to Consume Buffet Meals in Thailand" found that both personal factors (age, income, education) and restaurant factors (price, food, service, promotion, presentation) strongly influence buffet choices.

METHODOLOGY

This study employed a descriptive research which is suitable for this study helps identify trends, patterns, and relationships by providing a detailed account of "what exists" in a particular setting to determine what customers like, considering factors such as price, food, service, and the restaurant's ambiance. This helps us understand what customers want from buffet restaurants, enabling them to improve and stay competitive.

The respondents of the study included 200 customers who were randomly chosen while dining in local buffet restaurants. To obtain the needed respondents, convenience sampling was applied across four buffet restaurants within the city until the required number of respondents is completed.

The researchers gathered the necessary data for this study by creating researcher-made survey questionnaires which had undergone validity testing obtaining the result of 4.92, and reliability testing with the result of 0.964, both interpreted as excellent.

Ethical Consideration

To address ethical considerations, the researchers obtained informed consent from all participants prior to data collection. Participation in the study was entirely voluntary, and respondents were informed of their right to withdraw at any stage should they feel uncomfortable. The purpose of the study, as well as how the collected data would be used, was clearly explained to all participants. They were assured that their responses would be treated with strict confidentiality. No identifying information would be disclosed or published without the participants' explicit consent. Appropriate measures were implemented to safeguard the anonymity and confidentiality of all respondents throughout the research process. Any identifying data were securely protected and accessible only to individuals directly involved in the study.



RESULTS AND DISCUSSION

Descriptive analysis of the level of customer preferences in selecting a local buffet restaurant in terms of Product Price, Restaurant Atmosphere, Service Quality, and Food Quality

Table 1

Level of customer preferences in selecting a local buffet restaurant in terms of Service Quality

Items	Mean	SD	Interpretation
1. As a customer, I enjoy a buffet where the service feels smooth and organized.	4.66	0.639	Very High
2. As a customer, I appreciate when staff refill the food trays quickly	4.56	0.607	Very High
3. As a customer, I feel more welcome when staff greet me politely	4.57	0.638	Very High
4. The staff is knowledgeable about the dishes being served.	4.27	0.768	High
5. The buffet restaurant provides consistent service during busy hours.	4.36	0.776	High
6 As a customer, I enjoy buffets where payments are quick and hassle-free.	4.46	0.693	High
7. The staff are attentive to customers' needs	4.40	0.756	High
8. As a customer, I like staff who help me with special requests (like allergies)	4.46	0.663	High
9. The staff greets me politely upon arrival	4.58	0.605	Very High
10. As a customer, my requests are handled politely with courtesy.	4.54	0.608	Very High
Overall Mean	4.48	0.377	High

Level of customer preferences in selecting a local buffet restaurant in terms of Service Quality, with an overall mean of 4.48, interpreted as "High Level". Moreover, it was revealed that item 1, "As a customer, I enjoy a buffet where service fees are smooth and organized," obtained the highest mean of 4.66, interpreted as "Very High Level". In contrast, item 4, "The staff is knowledgeable about the dishes being served," received the lowest mean of 4.27, interpreted as "High Level".

This implies that customers place strong importance on the quality of service they receive in local buffet restaurants. This indicates that diners consistently look for service experiences that are smooth, reliable, and supportive of a comfortable dining environment. On the other hand, a lower mean score on staff's

knowledge about dishes being served indicates that customers may interact less frequently with staff for dish-related information, suggesting that knowledge of dishes is appreciated but not as critical to customers as the overall convenience and organization of the service.

The results of the study align with those of Jamaludin & Chua (2020), indicating that in buffet settings, customer satisfaction and future patronage intentions are positively influenced by service quality, which encompasses responsiveness and empathy. Hence, Thaidecha et al. (2024) found that good service, clean surroundings, and well-presented food make customers happy and more likely to return to buffet restaurants.

Table 2

Level of customer preferences in selecting a local buffet restaurant in terms of Quality of Food/Drinks

Items	Mean	SD	Interpretation
1. Prefer buffets that offer options for my diet(like veggies or sugar-free	4.39	0.670	High
2. The buffet offers a wide variety of food choices.	4.37	0.666	High
3. Enjoy buffets that serve both Filipino and international dishes.	4.43	0.622	High
4. Return to buffets that serve tasty desserts and drinks	4.40	0.680	High
5. Prefer food that is served hot or cold, as I should be.	4.43	0.676	High
6. The food and drinks are worth the price I pay.	4.39	0.686	High
7. Consider if the food is clean and safe to eat	4.55	0.663	Very High
8. Enjoy buffets with fresh and delicious food.	4.55	0.608	Very High
9. The taste of food and beverages is consistent every time I visit.	4.44	0.639	High
10. The buffet restaurants' food and drinks give me good value for my money.	4.47	0.649	High
Overall Mean	4.44	0.376	High

Table 2, on the level of customer preferences in selecting a local buffet restaurant, in terms of restaurant atmosphere, with an overall mean of 4.44, interpreted as "High Level." Moreover, it was revealed that items 7, "Consider if the food is clean and safe to eat," and 8, "Enjoy buffets with fresh and delicious food," obtained the highest mean of 4.55, interpreted as "Very High

Level". In contrast, item 2, "The buffet offers a wide variety of food choices," received the lowest mean of 4.37, interpreted as "High Level".

This implies that customers place strong importance on the quality of food and drinks when selecting a local buffet restaurant.



This reflects that diners consistently expect food that meets their standards in terms of freshness, taste, safety, and overall value. In addition, food safety and freshness are the top priorities for customers. On the other hand, it shows that customers appreciate variety but consider it less essential compared to food safety, flavor, and freshness. Even with fewer options, diners remain satisfied as long as the food is safe, delicious, and consistently high in quality. This shows that quality is more important than quantity for most customers.

The study's results align with those of Luong and Hussey (2022), indicating that the quality of the food, including its freshness, flavor, and presentation, is the most critical factor affecting satisfaction in buffet restaurants. Similarly, the study by Cordova, Padilla, and Bual (2024) found that cleanliness and a pleasant dining environment increase the likelihood of customers returning.

Table 3*Level of customer preferences in selecting a local buffet restaurant in terms of Restaurant Atmosphere*

Items	Mean	SD	Interpretation
1. Feel comfortable when the restaurant is quiet and relaxing	4.61	0.592	Very High
2. The buffet restaurants provide a good place for family gatherings and celebrations.	4.51	0.601	Very High
3. Notice if the restaurant has nice lighting and decoration	4.49	0.716	High
4. The overall ambiance contributes positively to my dining experience.	4.65	0.565	Very High
5. I like it when the buffet area is spacious and not too crowded	4.50	0.610	Very High
6. I prefer buffets that are easy to find and accessible	4.44	0.662	High
7. Enjoy eating more when the place looks modern and welcoming	4.45	0.640	High
8. Feel comfortable when the restaurant is quiet and relaxing.	4.55	0.574	Very High
9. I like it when the buffet area is spacious and not too crowded.	4.58	0.629	Very High
10. The temperature inside the buffet restaurant is comfortable.	4.53	0.601	Very High
Overall Mean	4.53	0.387	Very High

Level of customer preferences in selecting a local buffet restaurant in terms of device quality: overall mean of 4.53, interpreted as a "Very High Level". Moreover, it was revealed that item 4, "The overall ambiance contributes positively to my dining experience," obtained the highest mean of 4.65, which is interpreted as "Very High Level." In contrast, item 6, "I prefer buffets that are easy to find and accessible," received the lowest mean of 4.44, interpreted as "High Level".

the restaurant's ambiance, cleanliness, lighting, space, and overall atmosphere. A welcoming and comfortable atmosphere makes customers enjoy their meals more and leads to a more satisfying dining experience. Moreover, the results show that accessibility matters to customers, but it is less critical compared to ambiance and comfort. Even if the location is not the most convenient, customers remain satisfied as long as the dining environment is enjoyable, relaxing, and well-maintained.

The data shows that restaurant atmosphere and comfort are essential to buffet customers, indicating that diners value a relaxing and pleasant dining setting that improves their entire experience. Moreover, it highlights that ambiance is the most influential factor for customers. Diners are greatly influenced by

In support, Ponteras (2025) revealed that taste, tidy conditions, and calm vibes are the most critical factors in considering buffet restaurants. People tend to stay happy when what they expect matches what they receive. That match makes them more likely to return another day.

Table 4*Level of customer preferences in selecting a local buffet restaurant in terms of Product Price*

Items	Mean	SD	Interpretation
1. Return to the buffet that gives loyalty cards and freebies	4.46	0.592	High
2. The buffet price is affordable compared to other restaurants.	4.40	0.665	High
3. Go to buffets that give a group discount to families discounts	4.51	0.601	Very High
4. The buffet restaurant offers different price options depending on the menu.	4.36	0.723	High
5. Prefer buffets that include unlimited drinks in the price.	4.51	0.657	Very High
6. Find the price reasonable if desserts are already included	4.44	0.669	High Level
7. I consider the price before choosing a buffet restaurant.	4.53	0.633	Very High
8. Feel the buffet is worth it if the food choices match the price.	4.54	0.672	Very High
9. The restaurant offers special deals for students, seniors, or groups.	4.66	0.517	Very High
10. Return to buffets that give loyalty cards or freebies	4.61	0.600	Very High
Overall Mean	4.50	0.341	Very High

Findings on table 4, presents the level of Customer preferences in Selecting a Local Buffet Restaurant in terms of Product Price,

with an overall mean of 4.50, interpreted as a "Very High Level". Moreover, it was revealed that item 9, "The restaurant offers



special deals for students, seniors, or groups," obtained the highest mean of 4.66, interpreted as "Very High Level". In contrast, item 4 "The buffet restaurant offers different price options depending on the menu" got the lowest mean of 4.36, interpreted as "High Level".

This implies that customers place strong importance on price-related factors when choosing a buffet restaurant. This suggests that diners are particularly attentive to whether the buffet offers good value for the amount they pay, especially when perks, inclusions, and discounts are available. People like it when prices go down. Deals help reduce what you pay, making eating out feel more affordable. That can push someone to pick one place over another - especially for buffets people might revisit. Restaurants offering specials tend to get picked more often. Not every pricing option is equal; variety receives lower marks. Even if choice helps, saving money still wins out in terms of attention. This

suggests that customers prioritize discounts and overall value over price. Patrons are satisfied when the price seems fair, and the offerings are worthwhile.

The study's results align with those of Crisolo and Manalo (2025), which indicate that offering fair prices, high-quality food, and excellent service all contribute to increased customer satisfaction and a higher likelihood of return visits to full-service restaurants. Similarly to the study by Rasel (2020), it emphasizes that when choosing buffet restaurants, patrons prioritize cleanliness, location, fair and fixed pricing, variety, and food quality.

Comparative analysis of the level of customer preferences in selecting a local buffet restaurant in terms of Product price, Restaurant Atmosphere, Service Quality, and Food Quality when grouped and compared according to Age, Sex, Civil Status, and Average Family Monthly Income

Table 5

Difference in the level of customer preferences in selecting a local buffet restaurant in terms of Product price when grouped and compared according to variables

Variable	Category	N	Mean Rank	Mann-Whitney U	p-value	Sig. level	Interpretation
Age	Younger	98	89.64	3.933.5	0.009	0.05	Significant
	Older	102	110.94				
Sex	Male	97	102.47	4804.500	0.639		Not Significant
	Female	103	98.65				
Civil Status	Single	103	89.29	3841.000	0.005		Significant
	Married	97	112.40				
Average Family Monthly Income	Lower	89	100.99	4896.000	0.915		Not Significant
	Higher	111	100.11				

The difference in customer preferences for selecting a local buffet restaurant in terms of Product price revealed no significant differences when grouped and compared according to Sex and Average family monthly income, with computed p-values of 0.639 and 0.915, respectively, which are all greater than the level of significance of 0.05. Therefore, the null hypothesis stating that there is no significant difference in the Level of Customer preferences in selecting local buffet restaurants when grouped and compared according to the mentioned variables is accepted. On the other hand, significant differences were found when respondents were grouped and compared according to age and civil status, with computed 0.009 and 0.005, respectively, which are all greater than the level of significance of 0.05.

This implies that the buffet restaurant respondents, regardless of their sex and average monthly family income, share similar perceptions or views about product prices. Still, age gaps and whether someone is single or married shape how each group sees

price tags on meals. Not just cost but variety matters - older guests want fair rates paired with solid food choices, including healthier picks and extras. When folks tie the knot, eating out shifts - it's rarely about one person deciding alone. Family size kicks into play, nudging couples toward deals that stretch further across plates and glasses. They tend to weigh costs carefully, aiming to cover everyone without overspending. Choices hinge less on personal cravings and more on making every dollar feed the whole household.

The results support the study by Crisolo and Manalo (2025), who emphasized that fair pricing makes people more likely to return. This study suggests that the food offered by the buffet to its customers must be worth its price. Similar to the survey by Thaidecha et al. (2024), the results indicate that marital status and age have a significant influence on buffet decisions, particularly in terms of product pricing.



Table 6

Difference in the level of customer preferences in selecting a local buffet restaurant in terms of Restaurant Atmosphere when grouped and compared according to variables

Variable	Category	N	Mean Rank	Mann-Whitney U	p-value	Sig. level	Interpretation
Age	Younger	98	89.73	3943.000	0.010	0.05	Significant
	Older	102	110.84				
Sex	Male	97	98.81	4831.500	0.687		Not Significant
	Female	103	102.09				
Civil Status	Single	103	96.83	4618.000	0.354		Not Significant
	Married	97	104.39				
Average Family Monthly Income	Lower	89	101.47	4853.500	0.832		Not Significant
	Higher	111	99.73				

Difference in the level of Customer preferences in selecting local buffet restaurants in terms of Restaurant atmosphere revealed no significance when respondents were grouped and compared according to Sex, Civil Status, and Average family monthly income, with computed p-values of 0.687, 0.354, and 0.832, which are all greater than the level of significance of 0.05. Therefore, the null hypothesis stating that there is no significant difference in the Level of Customer preferences in selecting local buffet restaurants when grouped and compared according to the mentioned variables is accepted. However, when respondents were grouped and compared according to age, the computed p-value of 0.010 is less than the level of significance of 0.05, indicating the null hypothesis is rejected.

It means that people of different sexes, marital statuses, and average monthly family incomes view the restaurant atmosphere

of a local buffet restaurant in a similar way. Most people answering the survey are drawn to decor and visuals that are aesthetically pleasing and bring them a sense of peace of mind. However, the older people who responded are more concerned with the restaurant atmosphere compared to the younger ones, as they prefer a quiet, comfortable, and inviting setting. They appreciate a pleasant dining experience that includes good service and is often convenient.

The findings align with the research by Bottalico, et al. (2022), which revealed that seniors are more vulnerable to background noise and communication barriers; thus, they are more likely to notice and appreciate a calm, quiet, and comfortable dining atmosphere.

Table 7

Difference in the level of customer preferences in selecting a local buffet restaurant in terms of Service Quality when grouped and compared according to variables

Compared according to variables							
Variable	Category	N	Mean Rank	Mann-Whitney U	p-value	Sig. level	Interpretation
Age	Younger	98	91.87	4152.000	0.038	0.05	Significant
	Older	102	108.79				
Sex	Male	97	100.97	4950.000	0.911		Not Significant
	Female	103	100.06				
Civil Status	Single	103	95.91	4523.000	0.246		Not Significant
	Married	97	105.37				
Average Family Monthly Income	Lower	89	108.40	4236.000	0.082		Not Significant
	Higher	111	94.16				

The level of customer preferences in selecting a local buffet restaurant in terms of Service quality revealed no significant differences when respondents were grouped and compared according to sex, civil status, and average family monthly income,

with computed p-values of 0.911, 0.246, and 0.082, respectively, which are all greater than the level of significance of 0.05. Therefore, the null hypothesis stating that there is no significant difference in the Level of Customer preferences in selecting local



buffet restaurants when grouped and compared according to the mentioned variables is accepted. However, when respondents were grouped and compared according to age, the computed p-value of 0.038 is less than the level of significance of 0.05, indicating the null hypothesis is rejected.

The data suggest that customer views on service quality are similar across different demographics, including sex, marital status, and income. Age, though, does seem to play a role. Older customers appear to value attentiveness, courtesy, and efficiency more, likely due to their emphasis on comfort, convenience, and

reliability when dining. Younger customers, on the other hand, may be more flexible or less sensitive to service details. This implies that age influences the amount of attention customers give to service aspects when choosing a buffet restaurant.

The results agree with the findings of Macaraya et al. (2024). This study found that service quality in buffet restaurants affects customer satisfaction across all age groups. It confirms that service quality matters to buffet diners in general.

Table 8

Difference in the level of customer preferences in selecting a local buffet restaurant in terms of Food Quality when grouped and compared according to variables

Variable	Category	N	Mean Rank	Mann-Whitney U	p-value	Sig. level	Interpretation
Age	Younger	98	88.42	3814.500	0.004	0.05	Significant
	Older	102	112.10				
Sex	Male	97	100.70	4976.000	0.962		Not Significant
	Female	103	100.31				
Civil Status	Single	103	91.60	4078.500	0.024		Significant
	Married	97	109.95				
Average Family Monthly Income	Lower	89	95.15	4463.000	0.239		Not Significant
	Higher	111	104.79				

The level of customer preferences in selecting local buffet restaurants in terms of Food quality revealed no significance in terms of sex and average family monthly income, with computed p-values of 0.962 and 0.239, which are greater than the level of significance of 0.05. On the other hand, significant differences were found when respondents were grouped and compared according to age and civil status, with computed 0.004 and 0.024, respectively, which are less than the level of significance of 0.05, thus rejecting the null hypothesis.

This implies that respondents, regardless of their sex and average monthly family income, have similar views on food and drink quality. On the other hand, notable differences were revealed when respondents were segmented by age and civil status, indicating that these two factors influenced the customer's perception of food quality. One likelihood is that senior customers are more selective, as they prioritize health, nutritional value, and well-prepared dishes. Contrarily, younger consumers are more likely to pay attention to variety and/or flavor. Along the same line, married respondents may be more concerned with the quality of food because they, more often than not, make decisions for the whole family and thus want to have buffets that are safe, fresh, and satisfying for everyone.

The findings of this research align with those of Thaidecha et al. (2024), who discovered that age and marital status have a significant impact on buffet and meal choices. This research reveals that the majority of elderly respondents are more cautious

about what they eat and drink, as they are more health-conscious. In contrast, the younger respondents are more inclined to select a broader range of foods from the buffet. Just like married couples, they opt for a buffet that offers healthier options.

CONCLUSIONS

The study concludes that customers have a high preference for service quality in local buffet restaurants, as shown by the overall mean. This means that diners value efficient, organized, and reliable service, and it plays an essential role in their decision to choose a buffet restaurant. In addition, good service remains a key factor in customer satisfaction and preference. Customer preferences regarding food and drink quality indicate that customers highly value the taste, freshness, and overall variety of menu offerings in local buffet restaurants, as these factors contribute to a more enjoyable and satisfying dining experience. Additionally, customers highly value the ambiance of local buffet restaurants. This means that a pleasant and comfortable environment is an essential factor that affects customers' dining experience and influences their preference when choosing a buffet restaurant. Moreover, the study concludes that customers place very high importance on product price when selecting local buffet restaurants. Customers value restaurants that offer reasonable pricing and believe that price has a strong influence on their dining decisions. Overall, the study reveals that customers have a high to very high level of preference for the various aspects of local buffet restaurants. They value high-quality service, a pleasant atmosphere, reliable devices, and reasonable product



prices. This means that customers seek restaurants that offer a comfortable environment, efficient service, and good value for their money. These factors strongly influence their decision when choosing a local buffet restaurant.

It is recommended that buffet restaurants train staff to be more knowledgeable about the dishes and encourage the staff to engage more with the customers, expand the variety of food and beverage options so that the customers enjoy the buffet because they have many choices, improve accessibility and signage for easier location so that it easy to the customers to locate the place and more convenient to them, and offer different price tier or menu packages to provide better value for customers.

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