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## FACTORS AFFECTING THE SOCIAL SUSTAINABILITY OF RESTORANTE FARMVILLE (A FARM-TO- TABLE RESTAURANT)

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### ABSTRACT

The study, titled "Factors Affecting the Social Sustainability of Restorante Farmville (A Farm-to-Table Restaurant)" explored how sustainability practices influence customer perception and social responsibility within a local farm-to-table restaurant in Taal, Batangas. It focused on four marketing dimensions in terms of price, product quality, place, and promotion and examines their relationship with social sustainability factors such as equity, cohesion, inclusion, and community well-being.

Using a descriptive quantitative approach, the researchers gathered data from 150 customers of Restorante Farmville through a validated survey questionnaire. The collected data were analyzed using statistical tools such as mean, standard deviation, ranking, and Pearson's correlation coefficient. Findings revealed that customers are very satisfied with the restaurant's sustainable efforts, particularly in maintaining fair pricing, consistent product quality, and an ambiance that reflects environmental and social values.

Moreover, respondents strongly agreed that the restaurant promotes fairness, inclusivity, and community well-being, showing that Restorante Farmville effectively integrates ethical and sustainable practices into its operations. The results also showed a significant positive relationship between customer perception and social sustainability factors, suggesting that responsible management and transparency directly enhance satisfaction and trust.

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# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue III

December 2025

Available online at <https://www.instabrightgazette.com>



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The study concluded that Restorante Farmville's farm-to-table model serves as a successful example of how sustainability can strengthen both business performance and community relations. It recommended continuous development of supplier partnerships, inclusive workforce initiatives, and sustainability awareness programs to ensure long-term impact and customer loyalty.

**Keywords:** *Price, Product Quality, Place, Promotion, Equity, Cohesion, Inclusion and Community Well-being*



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