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## FOOD PLATING STYLES AND THEIR RELATIONSHIP WITH RESTAURANT PERFORMANCE IN CASUAL DINING RESTAURANTS IN NASUGBU, BATANGAS: BASIS FOR AN INFOMERCIAL VIDEO

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### ABSTRACT

This study, titled "Food Plating Styles and Their Relationship with Restaurant Performance in Casual Dining Restaurants in Nasugbu, Batangas: Basis for an Infomercial Video," aimed to determine how food plating styles influence restaurant performance in terms of customer satisfaction, sales growth, and return patronage. The study focused on three key aspects of food plating styles: appearance, creativity, and portion arrangement. Using a quantitative research design, data were gathered through a validated survey questionnaire distributed to 200 customers across five purposively selected casual dining restaurants in Nasugbu, Batangas such as Guangdong, Pendong, La Locanda Ristorante Pizzeria, Velocity Wings Diner, and El Cocinero.

The results revealed that customers strongly agreed that food plating styles significantly affect their dining experience and perception of restaurant quality. Among the indicators, the appearance of plated dishes received the highest mean score, highlighting its strong influence on customers' appetite, satisfaction, and overall enjoyment. Creativity and portion arrangement also showed high levels of agreement, indicating that artistic presentation and balanced portions enhance customers' appreciation of food quality. In terms of restaurant performance, customer satisfaction, sales growth, and return patronage all received high mean scores, suggesting that visually appealing food presentation contributes to improved business outcomes. Furthermore, the Pearson Product-Moment Correlation

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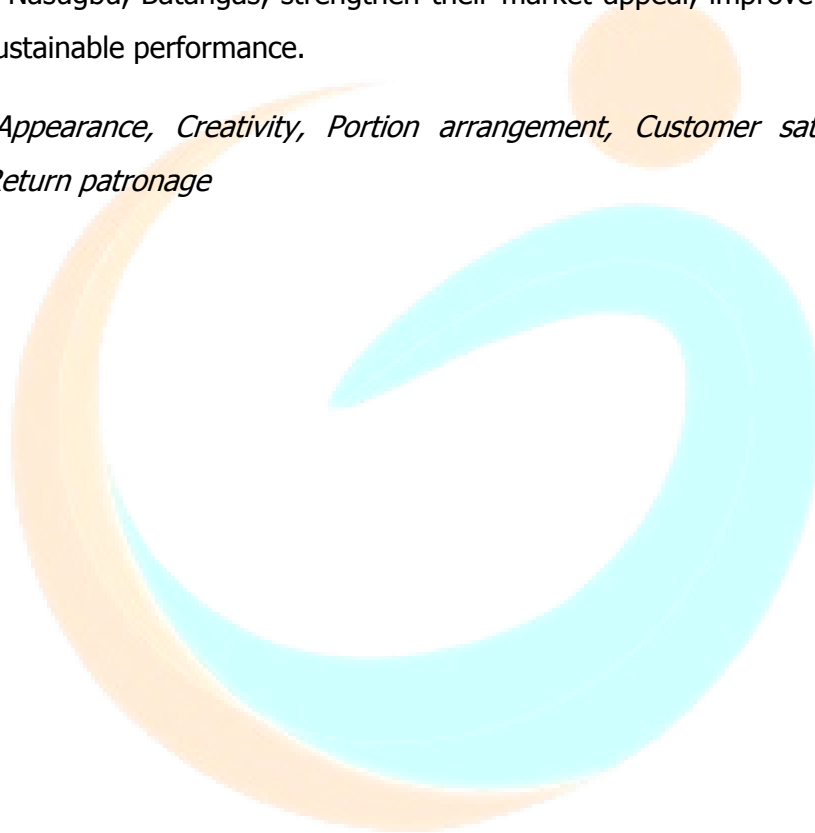
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analysis indicated a moderate positive relationship between food plating styles and restaurant performance, confirming that improvements in visual presentation positively influence customer satisfaction, loyalty, and sales growth. Based on these findings, an infomercial video was developed to demonstrate the importance of effective food plating in enhancing customer perception and promoting restaurant success. Overall, the study concludes that focusing on food plating appearance, creativity, and portion arrangement can help casual dining restaurants in Nasugbu, Batangas, strengthen their market appeal, improve service quality, and achieve sustainable performance.

**Keywords:** *Appearance, Creativity, Portion arrangement, Customer satisfaction, Sales growth, and Return patronage*



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