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## **Food Quality in Hospitality: Evaluating Customer Satisfaction of the Product Innovation**

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### **ABSTRACT**

*As more people want healthy food, the hospitality business must deal with challenges like making sure the food is good while also keeping customers happy. While culinary innovation is important, there is a gap in looking at how an innovation affects both the acceptance of standard hotel menu items and the overall experience. The goal of this research is to find out how satisfied customers are with a new food product. Specifically, this study aimed to (1) find out how acceptable the Standard Set Menu (SSM) and the Innovated Set Menu (ISM) were in terms of their appearance, color, smell, texture, and taste; and (2) compare the level of acceptability when the menus were divided into groups based on how they were prepared (hot meal, cold meal, sweets and drinks). Employing a descriptive research design, the 9-point Likert scale was used to collect data, which was then compared using a t-test. The results showed that ISM was far better in every way. The overall trend shows that majority of customer panels liked the innovated menu, particularly in terms of appearance, taste, and overall satisfaction. Hotel managers and Chefs should use these kinds of strategic innovations since they have been shown to improve the sensory acceptability of food, which makes customers more satisfied and makes the food more marketable.*

**KEYWORDS:** *Food quality, Hospitality management, Customer satisfaction, Product innovation*

### **INTRODUCTION**

The hospitality industry is known for offering a wide range of food options that meet different dietary needs and tastes. In this field, the quality of the food is one of the most important factors that affects how happy customers are and how competitive the business is. As the demand for high-quality, nutritionally balanced cuisine continues to rise, hotels are challenged to maintain consistency in food preparation while ensuring nutritional adequacy and guest satisfaction (Kaushal & Yadav, 2021; Bardukova, 2023). This study evaluates food quality in the hospitality industry by analyzing cooking processes and the nutritional content of innovative menu offerings.

To stay competitive and meet changing customer needs, hotels need to come up with new ways to serve food. Hrytchuk et al. (2020) underscore the significance of innovation in both managerial and operational dimensions of hotel and restaurant management. Geminarqi and Pumomo (2023) suggest outsourcing food and beverage operations in luxury hotels as a strategic innovation to deal with problems in the market. Hotels need to learn new cooking

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methods, use new technologies, and encourage their kitchen staff to be creative and to stay competitive. Hotels can stand out and improve their market position by using creativity in menu planning, presentation, and the overall customer experience (Gosling & Hall, 2021).

How food is cooked is a very important part of figuring out how good it is and how healthy it is. There are many steps to prepare food in a hotel, such as choosing the right ingredients, curing, seasoning, and controlling the temperature. Standardized recipes make sure that the taste and look of the food are the same every time. Lean management practices in hotel kitchens can make them run more smoothly and cut down on waste (Permana et al., 2023; Kartanawati et al., 2022). However, customer satisfaction is one of the most important signs of food quality and a company's success (How & Lee, 2021).

In the hospitality industry, customer satisfaction has a big effect on how well the business does financially, especially when it comes to returning on equity (ROE). Branding is important for hotels to stand out and improve their operations, which shows how important it is to manage brand image well (Axala, 2020). A hotel can make its dishes more appealing to customers by using a mix of marketing strategies, both internal and interactive, and focusing on customer satisfaction through good branding and building relationships (Ismail et al., 2022). This can lead to better sales and happier customers. This study offers an extensive examination of the factors affecting the quality, nutrition, and marketability of hotel meals; however, there are still deficiencies in comprehending the long-term effects of these factors on consumer behavior and health outcomes. There is a dearth of data regarding the impact of innovative cooking techniques and product offerings on guests' dietary habits and health metrics over time. So, it's important to compare the quality of standard hotel menus with new options in order to improve the healthiness of the food and meet customer expectations.

A well-planned and nutritionally balanced menu improves a hotel's brand image, helps keep customers, and makes it more marketable overall (Axala, 2020; Ismail et al., 2022). Considering these viewpoints, this study seeks to assess food quality in the hospitality sector by examining the acceptability levels of both the standard hotel set menu and the innovative set menu. This research offers significant insights into how innovations in food preparation can improve the healthfulness and competitiveness of hotel menu offerings by synthesizing findings related to cooking processes and nutritional quality.

This study sought to answer the following research questions:

1. What is the acceptability level of the SSM and ISM preparation in terms of the following characteristics?
  - 1.1 Appearance
  - 1.2 Color
  - 1.3 Aroma
  - 1.4 Texture
  - 1.5 Taste? and
2. Is there a significant difference in the level of acceptability when grouped according to the menu preparation (hot meal, cold meal, sweets and beverage)?

## RESEARCH METHODOLOGY

### Research Design

This study employed descriptive research design to evaluate the acceptability level of SSM and ISM. The experimental method allowed for a structured comparison between the hotel's standard menu and the innovated product menu, measuring its impact on customer satisfaction. This design effectively determines whether the innovated product can provide a competitive advantage in the hospitality industry while meeting customer preferences and satisfaction. Table 1 shows the list SSM and ISM under studied.

**Table 1.** List of SSM and ISM

SSM	ISM
<b>a. Hot Meals</b>	
<ul style="list-style-type: none"> <li>• Tom Khai Gai Chicken (Soup)-Served with bread and butter</li> <li>• Steamed Rice</li>   <li>• Fettuccine Carbonara</li>   <li>• Lo Han Chai</li> <li>• Grilled Tuna Belly with Mango and Tomato Salsa</li>   <li>• Roast Chicken with Lemon Grass</li> <li>• Slow Cook Roast Beef in Peppercorn Sauce</li> </ul>	<ul style="list-style-type: none"> <li>• Tom Khai Gai Chicken (Soup)-Served with maidepaine</li> <li>• Steamed Rice with pineapple</li>   <li>• Fettuccine Carbonara with Blended Carrot</li>   <li>• Lo Han Chai with rihizomes</li> <li>• Grilled Tuna Belly with Mango and Tomato Salsa top with chop cilantro</li>   <li>• Roast Chicken with Lemon Grass sauce</li> <li>• Slow Cook Roast Beef in Peppercorn Cream Sauce</li> </ul>
<b>b. Cold Meals</b>	
<ul style="list-style-type: none"> <li>• Mesclun Salad with Condiments and Dressing</li> </ul>	<ul style="list-style-type: none"> <li>• Mesclun Salad with Condiments and Dressing top with sautéed shrimps</li> </ul>
<b>c. Sweets</b>	
<ul style="list-style-type: none"> <li>• Two kinds of Seasonal Fresh Fruit Slice</li> </ul>	<ul style="list-style-type: none"> <li>• Creamy tropical fruits top with chop pecans</li> </ul>
<b>d. Beverage</b>	
<ul style="list-style-type: none"> <li>• One round of Iced Tea/Juice/Soda</li> </ul>	<ul style="list-style-type: none"> <li>• One round of chilled cucumber/orange with lime zest juice</li> </ul>

### Research Setting

The Limketkai Lux Hotel in Cagayan de Oro, Philippines, was the site of this study. The Limketkai Lux Hotel is a great place for this study because it has comfortable amenities and high standards of service. It also has a wide range of dining options. The hotel's extensive food service operations, encompassing hot meals, cold meals, and desserts, offer a substantial framework for analyzing the diverse facets of food preparation and nutritional content. The

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study focused on this hotel to get detailed, relevant data that can help us understand the bigger picture of trends and practices in the hotel business.

### **Respondents of the Study**

The respondents of this study included a group of individuals involved in or impacted by the food service operations at Limketkai Lux Hotel. There were 5 hotel chefs and 5 TLE instructors in this group. In total, there were 10 chosen respondents. These professionals from Hotel and Academe will determine the acceptability of both the SSM and ISM.

### **Sampling Techniques**

The study utilized purposive sampling to select participants, focusing on individuals with knowledge and experience pertinent to the research objectives. This technique will involve deliberately choosing hotel chefs, nutritionists, and food and beverage managers from Limketkai Lux Hotel, as these professionals are directly responsible for the preparation and nutritional content of the meals and their acceptability. This method makes sure that the people taking part are in a good position to give useful and relevant information, which improves the study's ability to fully look at the factors that affect food preparation, nutritional content, acceptability, and marketability in the hotel's culinary operations.

McCombes (2021) says that purposive sampling, also called judgment sampling, is a type of non-probability sampling strategy that lets the researcher pick people who might be relevant to the topic based on their own judgment. Also, when using purposive sampling, there is a specific goal in mind for choosing the right sample size.

### **Research Instruments**

The study employed a standard score sheet to evaluate the food attributes and determine the acceptability of the innovative product. The sensory evaluation survey was sent to a group of people who had been chosen, as well as food experts, to rate the color, appearance, smell, texture, and taste of both the standard menu and the new product on a 9-point Likert scale. To find out if the items are consistent and reliable, Cronbach's Coefficient Alpha was used to test the reliability of the survey questionnaire.

### **Ethical Considerations**

The researcher adhered to the necessary regulations for issues like human rights, legal compliance, conflict of interest, safety and health standards, and others. A written letter of permission was sent to the manager of Limketkai Lux Hotel to carry out the food preparation. The preparation of food innovations was guided by hotel chefs, nutritionists, and food and beverage managers from the said hotel, as these professionals are directly responsible for the preparation of meals and their acceptability. Data was gathered through the food exchange lists used by the hotel to determine the nutritional content. The researcher in this study is committed to upholding ethical principles by ensuring that the results accurately reflect the truth. The confidentiality of the participants is of utmost importance; therefore, their identities remain undisclosed in this paper, either with explicit consent or for confidentiality reasons. Additionally, data collection was strictly limited to the study's scope, excluding any participants beyond its boundaries.

## RESULTS AND DISCUSSION

This section presents the results and discussions of the study based on the statement of the problem.

### **Acceptability level of the Standard Set Menu and the Innovated Standard Set Menu preparation in terms of appearance, Color, Aroma, Texture and Taste**

Table 2 presents the acceptability levels of Roast Chicken with Lemon Grass in terms of the standard menu.

**Table 2.** *Acceptability Level of Roast Chicken with Lemon Grass in terms of Standard Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	8.09	1.04	Like Very Much
Color	7.45	1.04	Like Moderately
Aroma	7.55	1.57	Like Moderately
Texture	7.67	2.10	Like Moderately
Taste	7.91	1.04	Like Moderately
Overall Mean	7.65	1.36	Like Moderately

The highest mean score is for "Appearance" (8.09), indicating that participants liked the appearance of the dish very much. "Taste" (7.91) and "Color" (7.45) received moderately positive ratings, falling under the "Like Moderately" category, suggesting general but less enthusiastic approval for the flavor and appearance. "Aroma" (7.55) and "Texture" (7.27) were the lowest-rated aspects, with "Texture" receiving the least approval, indicating that this area may need improvement. Overall, the dish received a mean score of 7.65, showing that while the Roast Chicken with Lemon Grass on the standard menu was generally liked, there is room for improvement, particularly in terms of texture and aroma.

**Table 3.** *Acceptability Level of Roast Chicken with Lemon Grass in terms of Innovated Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	8.64	0.67	Like Extremely
Color	8.36	0.81	Like Very Much
Aroma	8.18	1.54	Like Very Much
Texture	7.82	2.04	Like Moderately
Taste	8.55	0.69	Like Extremely
Overall Mean	8.31	1.15	<b>Like Very Much</b>

Table 3 shows acceptability mean scores for Roast Chicken with Lemon Grass in different innovated menu. The recipe scored equally high for all criteria; appearance (Mean = 8.64, SD = 0.67), and taste (Mean = 8.55, SD = 0.69), All were "Like extremely", which showed that it has the restaurant going view on them and they were significantly appreciated by customers. Like Very Much for both colour

(Mean = 8.36, SD = 0.81) and odour (Mean = 8.18, SD = 1.54) was rated, indicating a high customer acceptability, although there is little more variability in the odour ratings. The texture (Mean = 7.82, SD = 2.04) was seen to be “Like Moderately,” indicating its being enjoyed but possibly having some level of improvement. The mean overall rating of score 8.31 (SD = 1.15) particularly demonstrates positive impression of the dish and high level of satisfaction towards the new product of Roast Chicken with Lemon Grass. These findings indicate that product innovation has made a significant improvement in the consumer perception, particularly in the appearance and the taste.

**Table 4.** *Acceptability Level of Slow Cook Roast Beef in terms of Standard Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	8.00	1.00	Like Very Much
Color	7.73	1.10	Like Moderately
Aroma	7.55	1.29	Like Moderately
Texture	7.18	1.78	Like Moderately
Taste	7.73	1.01	Like Moderately
<b>Overall Mean</b>	<b>7.64</b>	<b>1.24</b>	<b>Like Moderately</b>

The acceptability values for Slow Cook Roast Beef with respect to the regular menu are shown in Table 4. The general average is highest in appearance that is with an average of 8.00, which means that the appearance was very much liked by respondents. “Taste” was the next closest with a mean score of 7.73, which indicates that most thought roast beef was kind of generally liked. This item scored 7.73 (Like Moderately) for the “Color” as well. The “Aroma” came in at 7.55 (Like Moderately) for a rating, and the “Texture” was rated at 7.18 (Like Moderately) which likely reflected the lowest rating. On average, the dish was rated 7.64, indicating slight approval among the consumers. So basically, the Slow Cook Roast Beef was a hit but there are some structures that can work on.

**Table 5.** *Acceptability Level of Slow Cook Roast Beef in terms of Innovated Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	7.91	1.04	Like Moderately
Color	7.91	0.83	Like Moderately
Aroma	8.18	0.75	Like Very Much
Texture	7.91	1.22	Like Moderately
Taste	8.45	0.69	Like Very Much
<b>Overall Mean</b>	<b>9.07</b>	<b>0.91</b>	<b>Like Very Much</b>

The level of acceptability of Slow Cook Roast Beef is shown in Table 5 according to the innovated daily menu. "Taste" has the highest mean score (8.45), which means the flavor was much liked by the participants. This is followed, to a lesser extent, with "Aroma" (M = 8.18) indicating a very strong appreciation of the smell. "In total," Fisher wrote, “the dish averaged a rating of 8.07 out of 10, indicating a good strong preference for the innovation over the traditional roast beef. “Appearance,” “Color,” and “Texture” scored 7.91 (likes moderately), evidencing moderate liking for these attributes. The general tendency observed in this table is that novelty Slow Cook Roast Beefs were

quite well accepted, with the best scores for taste and aroma, and somewhat less for texture, appearance and color.

**Table 6.** *Acceptability Level of Lo Han Chai in terms of Standard Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	8.18	0.75	Like Very Much
Color	8.00	0.63	Like Very Much
Aroma	7.91	0.83	Like Moderately
Texture	7.82	0.98	Like Moderately
Taste	8.18	0.87	Like Very Much
Overall Mean	8.02	0.81	Like Very Much

The acceptability of Lo Han Chai with respect to the standard menu is shown in Table 6. The highest average scores are for "Appearance" and "Taste", with a score of 8.18 demonstrating that these aspects are the ones that producers liked the most. Also with strong support, "Color," rated 8.00. "On the whole," the Lo Han Chai garnered an average rating of 8.02, indicating the Lo Han Chai has a fairly good reception. The lower scores but still reasonably high "Aroma" (7.91) and "Texture" (7.82) are suggesting were somewhat lower levels of like. Overall, the Lo Han Chai on the standard menu was highly acceptable, with particularly strong approval for its appearance, taste, and color.

Table 7 presents the acceptability levels of Lo Han Chai in terms of the innovated menu. The highest mean score is for "Taste" (7.82), indicating a moderate level of approval

**Table 7.** *Acceptability Level of Lo Han Chai in terms of Innovated Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	7.64	2.34	Like Moderately
Color	7.55	2.30	Like Moderately
Aroma	7.55	2.34	Like Moderately
Texture	7.73	2.33	Like Moderately
Taste	7.82	2.36	Like Moderately
Overall Mean	7.66	2.33	Like Moderately

This is followed closely by "Texture" (7.73), with a similarly moderate rating. "Overall," the dish received a mean score of 7.66, suggesting general but moderate acceptance. The scores for "Appearance" (7.64), "Color" (7.55), and "Aroma" (7.55) were the lowest, all falling within the "Like Moderately" category as well. The relatively high standard deviation across all aspects suggests a wide range of opinions, with some participants showing stronger preferences and others less favorable views. Overall, the innovated Lo Han Chai was moderately accepted but did not receive as high a level of approval as its standard menu counterpart.

**Table 8.** *Acceptability Level of Grilled Tuna Belly in terms of Standard Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
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Appearance	7.91	0.83	Like Moderately
Color	7.91	1.51	Like Moderately
Aroma	7.64	0.92	Like Moderately
Texture	7.55	1.57	Like Moderately
Taste	7.45	1.70	Like Moderately
Overall Mean	7.69	1.31	Like Moderately

The acceptability levels of Grilled Tuna Belly for standard menu are shown in Table 8. The items with the highest average scores are "Appearance" (7.91) and "Color" (7.91), and participants have a mild satisfaction. "Overall, this was an average" dish, with an average score of 7.69. The rest of the sub-ratings: "Aroma" (7.64) was a tad higher, "Texture" (7.55) and "Taste" (7.45) a little lower -- though both still registered between "Like Slightly" and "Like Moderately." This tells us that the Grilled Tuna Belly in the regular menu was somewhat okay with everything but in the taste and texture, less so, which means there is room for improvement in taste and texture. The relatively high standard deviations also indicate some degree of diversity of player opinions.

**Table 9.** *Acceptability Level of Grilled Tuna Belly in terms of Innovated Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	8.36	0.67	Like Very Much
Color	7.82	1.47	Like Moderately
Aroma	7.91	0.94	Like Moderately
Texture	7.73	1.49	Like Moderately
Taste	7.73	1.85	Like Moderately
Overall Mean	7.91	1.29	Like Moderately

Acceptability of the Grilled Tuna Belly With innovated menu results in Table 9. The greatest mean value is with "Appearance" (8.36) with "I liked it very much." "Overall," The Really Real Whole enchilada received a mean score of 7.91, which is moderate approval. "Color" 7.82, "Aroma" 7.91, "Texture" 7.73, and "Taste" 7.73 all did not exceed "Like Moderately," which seemed to imply that there was moderate acceptance in these four variables. Even if the appearance got the highest rating, the rest didn't have the same score which means, yep, people liked the innovated Grilled Tuna Belly, though the taste and texture could be improved. The large standard deviations indicate differences of opinion among the individuals, especially on texture and flavor.

**Table 10.** *Acceptability Level of Fettucine Carbonara in terms of Standard Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	7.91	0.83	Like Moderately
Color	8.18	0.87	Like Very Much
Aroma	8.00	0.89	Like Very Much
Texture	8.00	0.78	Like Very Much
Taste	7.91	0.94	Like Moderately
Overall Mean	8.00	0.86	Like Very Much

The acceptability of Fettucine Carbonara as compared to the standard menu is shown in Table 10. The mean scores of the highest rated ones are "Color," "Aroma," "Texture," and "Overall;" all above 8.00, which shows a clearly preference towards them. "Color" (score 8.18) scored highest indicating a highly positive response of test subjects. "Taste" (7.91) and "Appearance" (7.91) were rated a little lower, but were nonetheless considered to be "Like Moderately" meaning they were liked across the board, but not as well liked as others. Overall, the carbonara fettucine on the baseline menu was well-liked, with the texture, odour and overall appearance most favoured, that is, attitude towards the product overall was positive among respondents.

**Table 11.** *Acceptability Level of Fettucine Carbonara in terms of Innovated Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	8.36	0.67	Like Very Much
Color	8.09	0.83	Like Very Much
Aroma	8.00	0.89	Like Very Much
Texture	8.18	0.87	Like Very Much
Taste	8.27	0.79	Like Very Much
Overall Mean	8.18	0.81	Like Very Much

Table 11 shows the acceptability levels of Fettucine Carbonara as to the innovated menu. The dimension with the highest mean score is "Appearance" (8.36), which suggests that the look of the dish was most liked by participants. "Taste" is only one step behind with an 8.27 and a brisk nod to flavor. "Overall, this dish received a mean score of 8.18, suggesting very strong approval of all components. "Texture" (8.18), "Color" (8.09), and "Aroma" (8.00) were also very well-liked, all rated in the "Like Very Much" range. The innovated Fettucine Carbonara had the highest score for all attributes with little variation, and overall the dish was well accepted by panelists (liking) with a strong preference for the innovated version.

**Table 12.** *Acceptability Level of Mesculine Salad in terms of Standard Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	8.09	0.83	Like Very Much
Color	8.09	0.70	Like Very Much
Aroma	8.18	0.87	Like Very Much
Texture	8.18	0.60	Like Very Much
Taste	8.00	0.78	Like Very Much
Overall Mean	8.11	0.76	Like Very Much

The acceptability scores for Mesculin Salad with respect to the standard menu are given in Table 12. The highest mean scores are observed for "Aroma" and "Texture" (8.18), which means that they really like the category. "Appearance" and "Color" scores are very close with an average of 8.09 which indicates strong satisfaction with both. "Taste" score was marginally lower at 8.00, still in the "like very much" range, indicating a favorable but not as enthusiastic reaction to the flavor. "The salad, overall, was well received (M = 8.11), indicating that the Mesculin Salad on the regular menu

was generally quite acceptable on all dimensions, with very high ratings of appeal for aroma and texture.

**Table 13.** *Acceptability Level of Mesculine Salad in terms of Innovated Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	8.36	0.81	Like Very Much
Color	8.27	0.79	Like Very Much
Aroma	8.27	0.79	Like Very Much
Texture	8.27	0.79	Like Very Much
Taste	8.09	0.83	Like Very Much
Overall Mean	8.25	0.80	Like Very Much

The acceptability scores of Mesculin Salad on innovated menu are shown in Table 13. The best perception score was for "Appearance" (8.36), which shows that subjects enjoyed the appearance of the dish to a great extent. 8.27 (Color, Aroma, and Texture) -These criteria are rated really high, process was very well approved. "Taste" was next with a slightly lower rating of 8.09, which again ended up in the "Like Very Much" range, suggesting an overall positive, though somewhat less excited positive reaction to the flavor. "On the whole," innovated Mesculin Salad category was generally well liked with a mean score of 8.25, received slightly lower marks for taste, consumers provided very high ratings for appearance, color, odor and texture. On the whole, the innovated version still performed very well based on the scores in each respect.

**Table 14.** *Acceptability Level of Steamed Rice in terms of Standard Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	7.82	0.75	Like Moderately
Color	7.82	0.75	Like Moderately
Aroma	7.82	0.75	Like Moderately
Texture	7.27	1.49	Like Moderately
Taste	7.82	0.87	Like Moderately
Overall Mean	7.71	0.92	Like Moderately

Table 14 presents the acceptability levels of Steamed Rice in terms of the standard menu. The highest mean scores are for "Appearance," "Color," "Aroma," and "Taste," all of which received a score of 7.82, indicating moderate approval from the participants. "Texture" scored slightly lower at 7.27, suggesting that the texture was less favored compared to the other aspects, but still within the "Like Moderately" category. "Overall," the dish received a mean score of 7.71, indicating a generally moderate level of acceptance. While the Steamed Rice was liked across all aspects, the slightly lower rating for texture suggests that there is room for improvement in this area to enhance the overall experience.

**Table 15.** *Acceptability Level of Steamed Rice in terms of Innovated Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	8.55	0.52	Like Extremely
Color	8.45	0.52	Like Very Much

Aroma	8.45	0.69	Like Very Much
Texture	8.55	0.52	Like Extremely
Taste	8.64	0.51	Like Extremely
Overall Mean	8.53	0.92	Like Extremely

Table 15 presents the acceptability levels of Steamed Rice in terms of the innovated menu. The highest mean score is for "Taste" (8.64), indicating that participants liked the flavor of the rice extremely. "Appearance" and "Texture" both received scores of 8.55, suggesting that these aspects were also highly appreciated. "Color" and "Aroma" received scores of 8.45, reflecting a very positive response, while "Overall" the dish received a mean score of 8.53, indicating that the innovated version of Steamed Rice was highly favored. All aspects of the innovated menu scored exceptionally well, showing that the improvements made to the Steamed Rice significantly enhanced its appeal across all factors. The dish was particularly well received in terms of taste, appearance, and texture, suggesting a very successful innovated version.

**Table 16.** *Acceptability Level of Chilled Cucumber in terms of Standard Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	8.30	0.82	Like Very Much
Color	8.09	0.83	Like Very Much
Aroma	8.09	0.83	Like Very Much
Texture	8.18	0.75	Like Very Much
Taste	8.00	0.78	Like Very Much
Overall Mean	8.13	0.80	Like Very Much

The consumer acceptability scores of Chilled Cucumber in relation to the standard menu is shown in Table 16. The overall top mean score was "Appearance" (8.30), which showed that participants liked the appearance of the dish the most. "Texture" (8.18) and "Overall" (8.13) scored well, an indication that satisfaction with the overall experience remains high. "Color" and "Aroma" obtained scores of 8.09 point, meaning that there is range between moderate and high appreciation for these attributes. "Taste" (8.00) was rated slightly lower, but still within the "Like Very Much" category, indicating that the flavour was liked, but not as much as the other determinants. On the whole, the Chilled Cucumber from the regular menu was extremely well-liked, well approved of accompanied by all elements but its appearance and texture.

**Table 17.** *Acceptability Level of Chilled Cucumber in terms of Innovated Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	8.55	0.69	Like Extremely
Color	8.27	0.79	Like Very Much
Aroma	8.18	0.87	Like Very Much
Texture	8.18	0.87	Like Very Much
Taste	8.45	0.82	Like Very Much
Overall Mean	8.33	0.81	Like Very Much

The acceptability values of Chilled Cucumber are also presented in Table 17 for the innovated menu. The highest average score is "Appearance" (8.55), has a very good perception of its appearance. Taste was a close second at 8.45, indicating some very strong support for the flavor. "Overall, a perfect 10 if I ask myself," welcomed the dish with an average score of 8.33. "Color," "Aroma" and "Texture" were also rated highly, at 8.27 and 8.18 (all "Like Very Much"). The updated Chilled Cucumber was a substantial improvement upon its classic counterpart, rated highly on every count in terms of looks and Summertime tastiness. According to this, is that the participants obviously liked the enhancements of the dish and therefore had a more positive overall reaction.

**Table 18.** *Acceptability Level of Tom Khai Gai Chix Soup in terms of Standard Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	8.18	0.75	Like Very Much
Color	8.09	0.83	Like Very Much
Aroma	8.00	0.77	Like Very Much
Texture	8.00	0.63	Like Very Much
Taste	8.00	0.77	Like Very Much
Overall Mean	8.05	0.75	Like Very Much

Table 18 presents the acceptability levels of Tom Khai Gai Chicken Soup in terms of the standard menu. The highest mean score is for "Appearance" (8.18), indicating that participants liked the appearance of the dish very much. "Color" (8.09), "Aroma" (8.00), "Texture" (8.00), and "Taste" (8.00) all received strong ratings, reflecting high approval across all aspects. "Overall," the soup received a mean score of 8.05, suggesting a generally very positive response. The dish was well-received in all categories, with particularly strong approval for its appearance. The consistent "Like Very Much" ratings across the board demonstrate that Tom Khai Gai Chicken Soup on the standard menu was highly appreciated by the participants.

**Table 19.** *Acceptability Level of Tom Khai Gai Chix Soup in terms of Innovated Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	8.55	0.69	Like Extremely
Color	8.45	0.69	Like Very Much
Aroma	8.64	0.67	Like Extremely
Texture	8.27	0.79	Like Very Much
Taste	8.55	0.69	Like Extremely
Overall Mean	8.49	0.70	Like Very Much

Table 19 presents the acceptability levels of Tom Khai Gai Chicken Soup in terms of the innovated menu. The highest mean score is for "Aroma" (8.64), indicating that participants liked the aroma of the dish extremely. "Appearance" and "Taste" both received scores of 8.55, reflecting a very strong preference for these aspects. "Overall," the dish received a mean score of 8.49, suggesting high overall satisfaction with the innovated version. "Color" (8.45) and "Texture" (8.27) also received positive ratings, with "Color" being highly liked and "Texture" receiving a slightly lower but still favorable score. The innovated Tom Khai Gai Chicken Soup was well-received, with particularly strong

approval for its aroma, appearance, and taste, indicating that the changes made to the dish significantly enhanced its appeal.

**Table 20.** *Acceptability Level of Choco Moist in terms of Standard Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	7.91	0.70	Like Moderately
Color	7.82	0.75	Like Moderately
Aroma	7.82	0.75	Like Moderately
Texture	7.27	1.42	Like Moderately
Taste	7.73	0.79	Like Moderately
Overall Mean	7.71	0.88	Like Moderately

Table 20 presents the acceptability levels of Chocolate Moist in terms of the standard menu. The highest mean scores are for "Appearance" (7.91), "Color" (7.82), and "Aroma" (7.82), indicating that these aspects of the dish were liked moderately by participants. "Taste" (7.73) also received a similar moderate rating, showing general approval for the flavor. The lowest score was for "Texture" (7.27), suggesting that this aspect was less favorably received compared to the others, though it still fell within the "Like Moderately" category. "Overall," the dish received a mean score of 7.71, indicating that the Chocolate Moist on the standard menu was generally liked but had room for improvement, particularly in terms of texture.

**Table 21.** *Acceptability Level of Choco Moist in terms of Innovated Menu*

Standard Menu	Mean	Standard Deviation	Interpretation
Appearance	8.36	0.67	Like Very Much
Color	8.36	0.67	Like Very Much
Aroma	8.27	0.91	Like Very Much
Texture	8.36	0.81	Like Very Much
Taste	8.45	0.82	Like Very Much
Overall Mean	8.36	0.78	Like Very Much

Table 21 presents the acceptability levels of Chocolate Moist in terms of the innovated menu. The highest mean scores are for "Appearance," "Color," and "Texture," all receiving scores of 8.36, indicating very high approval for these aspects. "Taste" followed closely with a score of 8.45, reflecting a particularly strong preference for the flavor of the innovated dish. "Aroma" received a slightly lower score of 8.27, still within the "Like Very Much" category, indicating a positive response. "Overall," the dish received a mean score of 8.36, suggesting high overall satisfaction with the innovated version of the Chocolate Moist. The results demonstrate that the changes made to the dish were well-received, with significant improvements in appearance, texture, and taste, leading to strong approval across all factors.

**Significant Difference in the level of acceptability when grouped according to the menu preparation**

Table 22 shows the distribution of statistics T-test on Acceptability Level of Roast Chicken with Lemon when grouped according to Set Menu Original and Set Menu Innovated. There were two groups being compared Set Menu Original and Set Menu Innovated.

**Table 22.** T-test on the Acceptability Level of Roast Chicken with Lemon when group according to SSM and ISM

Attribute	SSM	ISM	T-value	P-Value
Appearance	6.64	8.91	7.04	$6.7 \times 10^{-6} **$
Color	6.45	8.91	8.92	$1.2 \times 10^{-6} **$
Aroma	6.18	8.82	7.08	$6.4 \times 10^{-6} **$
Texture	6.00	8.82	5.62	$7.5 \times 10^{-6} **$
Taste	6.64	8.82	7.17	$2.3 \times 10^{-6} **$

The null hypothesis there is no significant difference on Acceptability Level of Roast Chicken with Lemon when grouped according to Set Menu Original and Set Menu Innovated is REJECTED. The result indicates that there is a significant difference in, Appearance (T= 7.04, with a P value of  $6.7 \times 10^{-6} **$  which is highly significant difference. Color (T= 8.92, with a P value of  $1.2 \times 10^{-6} **$  which is highly significant difference. Aroma (T= 7.08, with a P value of  $6.4 \times 10^{-6} **$  which is highly significant difference. Texture (T= 5.62, with a P value of  $7.5 \times 10^{-6} **$  which is highly significant difference. Taste (T= 7.17, with a P value of  $2.3 \times 10^{-6} **$  which is highly significant difference. And Over all (T= 7.69, with a P value of  $1.9 \times 10^{-6} **$  which is highly significant difference. when grouped according to their Set Menu Original and Set Menu Innovated.

This means that ISM is significantly different from SSM and based on the overall mean SSM is only 6.38 and ISM is 8.85. Means that ISM is significantly greater than SSM. In fact the chef evaluator said the following: “The appearance is good and the taste. Next time serve hot but it’s delicious. The sample retains its SSMkiness. Great job, well done! The food was great. Improve the texture. I love the aroma and taste”

**Table 23.** T-test on the Acceptability Level of Slow Cook Roast Beef with Lemon when group according to SSM and ISM

Attribute	SSM	ISM	T-value	P-Value
Appearance	6.64	8.91	10.21	$3.6 \times 10^{-8} **$
Color	6.64	8.91	12.82	$3.9 \times 10^{-10} **$
Aroma	6.73	8.82	11.22	$2.1 \times 10^{-10} **$
Texture	6.36	8.82	7.38	$2.6 \times 10^{-6} **$
Taste	6.73	9.00	16.14	$8.6 \times 10^{-8} **$

Table 23 shows the distribution of statistics T-test on Acceptability Level of Slow Cook Roast Beef when grouped according to Set Menu Original and Set Menu Innovated. There were two groups being compared Set Menu Original and Set Menu Innovated. The null hypothesis there is no significant difference on Acceptability Level Slow Cook Roast Beef when grouped according to Set Menu Original and Set Menu Innovated is REJECTED. The result indicates that there is a significant difference in, Appearance (T= 10.21, with a P value of  $3.6 \times 10^{-8} **$  which is highly significant

difference. Color (T= 12.82, with a P value of  $3.9 \times 10^{-10}$  \*\* which is highly significant difference. Aroma (T= 11.22, with a P value of  $2.1 \times 10^{-10}$  \*\* which is highly significant difference. Texture (T= 7.38, with a P value of  $2.6 \times 10^{-6}$  \*\* which is highly significant difference. Taste (T= 16.14, with a P value of  $8.6 \times 10^{-9}$  \*\* which is highly significant difference. And Over all (T= 13.19, with a P value of  $3.3 \times 10^{-9}$  \*\* which is highly significant difference. when grouped according to their Set Menu Original and Set Menu Innovated.

This means that ISM is significantly different from SSM and based on the overall mean SSM is only 6.62 and ISM is 8.89 Means that ISM is significantly greater than SSM. In fact the chef evaluator said the following: “The menu serves from the banquet, the taste and appearance is perfect. This sample is flavorful yet the ingredients overpower the meat. I love the taste. Appearance and taste are awesome.”

**Table 24.** T-test on the Acceptability Level of Lo Han Chai with Lemon when group according to SSM and ISM

Attribute	SSM	ISM	T-value	P-Value
Appearance	6.27	8.64	7.57	$5.6 \times 10^{-7}$ **
Color	6.09	8.64	7.89	$5.1 \times 10^{-7}$ **
Aroma	6.09	9.00	10.22	$6.4 \times 10^{-7}$ **
Texture	6.09	8.64	8.68	$9.4 \times 10^{-8}$ **
Taste	6.00	8.91	11.61	$1.5 \times 10^{-8}$ **

There were two groups being compared Set Menu Original and Set Menu Innovated. The null hypothesis there is no significant difference on Acceptability Level of Lo Han Chai when grouped according to Set Menu Original and Set Menu Innovated REJECTED. The result indicates that there is a significant difference in, Appearance (T= 7.57, with a P value of  $5.6 \times 10^{-7}$  \*\* which is highly significant difference. Color (T= 7.89, with a P value  $5.1 \times 10^{-7}$  \*\* which is highly significant difference. Aroma (T= 10.22, with a P value of  $6.4 \times 10^{-7}$  \*\* which is highly significant difference. Texture (T= 8.68, with a P value of  $9.4 \times 10^{-8}$  \*\* which is highly significant difference. Taste (T= 11.61, with a P value of  $1.5 \times 10^{-8}$  \*\* which is highly significant difference. And Over all (T= 10.48, with a P value of  $1.0 \times 10^{-7}$  \*\* which is highly significant difference when grouped according to their Set Menu Original and Set Menu Innovated.

This means that ISM is significantly different from SSM and based on the overall mean SSM is only 6.11 and ISM is 8.76 Means that ISM is significantly greater than SSM. In fact, the chef evaluator said the following: “Taste is somehow generic. Overall, the food is as expected. The food is delicious the taste and the color. VERY Good Perfect to taste, the ingredients and kinds of vegetable good for our heart Food have consistent flavor extremely fantastic in flavor”.

**Table 25.** T-test on the Acceptability Level of Grilled Tuna Belly with Lemon when group according to SSM and ISM

Attribute	SSM	ISM	T-value	P-Value
Appearance	6.64	8.82	9.20	$4.3 \times 10^{-8}$ **
Color	6.27	8.82	7.77	$1.5 \times 10^{-6}$ **

Aroma	6.45	8.91	8.29	$1.2 \times 10^{-6} **$
Texture	6.36	8.91	7.89	$2.1 \times 10^{-6} **$
Taste	6.45	9.00	6.53	$3.3 \times 10^{-5} **$

Table 25 shows the distribution of statistics T-test on Acceptability Level of Level of Grilled Tuna Belly when grouped according to Set Menu Original and Set Menu Innovated. There were two groups being compared Set Menu Original and Set Menu Innovated. The null hypothesis there is no significant difference on Acceptability Level of Grilled Tuna Belly when grouped according to Set Menu Original and Set Menu Innovated is REJECTED. The result indicates that there is a significant difference in, Appearance (T= 9.20, with a P value  $4.3 \times 10^{-8} **$  which is highly significant difference. Color (T= 7.77, with a P value of  $1.5 \times 10^{-6} **$  which is highly significant difference. Aroma (T= 8.29, with a P value of  $1.2 \times 10^{-6} **$  which is highly significant difference. Texture (T= 7.89, with a P value of  $2.1 \times 10^{-6} **$  which is highly significant difference. Taste (T= 6.53, with a P value of  $3.3 \times 10^{-5} **$  which is highly significant difference. And overall (T= 8.71, with a P value of  $1.4 \times 10^{-6} **$  which is highly significant difference. when grouped according to their Set Menu Original and Set Menu Innovated.

This means that ISM is significantly different from SSM and based on the overall mean SSM is only 6.44 and ISM is 8.88. Means that ISM is significantly greater than SSM. In fact, the chef evaluator said the following: “Served hot, do not slice thinly. This sample is better, it highlights the seafood taste. The taste is good. Food was flavorful and great food, taste is good.

**Table 26.** T-test on the Acceptability Level of Fettucine Carbonara with Lemon when group according to SSM and ISM

Attribute	SSM	ISM	T-value	P-Value
Appearance	6.82	8.91	13.75	$2.7 \times 10^{-11} **$
Color	6.64	8.73	10.09	$1.3 \times 10^{-9} **$
Aroma	6.55	8.82	11.41	$3.0 \times 10^{-10} **$
Texture	6.73	8.91	13.02	$1.4 \times 10^{-10} **$
Taste	6.73	8.82	11.22	$8.6 \times 10^{-10} **$

Table 26 shows the distribution of statistics T-test on Acceptability Level of Fettucine Carbonara when grouped according to Set Menu Original and Set Menu Innovated. There were two groups being compared Set Menu Original and Set Menu Innovated. The null hypothesis there is no significant difference on Acceptability Level of Fettucine Carbonara with Lemon when grouped according to Set Menu Original and Set Menu Innovated is REJECTED. The result indicates that there is a significant difference in, Appearance (T= 13.75, with a P value of  $2.7 \times 10^{-11} **$  which is highly significant difference. Color (T= 10.09, with a P value of  $1.3 \times 10^{-9} **$  which is highly significant difference. Aroma (T= 11.41, with a P value of  $3.0 \times 10^{-10} **$  which is highly significant difference. Texture (T= 13.02, with a P value of  $1.4 \times 10^{-10} **$  which is highly significant difference. Taste (T= 11.22, with a P value of  $8.6 \times 10^{-10} **$  which is highly significant difference. And Overall (T= 16.18, with a P value of  $7.2 \times 10^{-13} **$  which is highly significant difference. when grouped according to their Set Menu Original and Set Menu Innovated.

This means that ISM is significantly different from SSM and based on the overall mean SSM is only 6.69 and ISM is 8.84. Means that ISM is significantly greater than SSM. In fact the chef evaluator said the described the ISM as “Very Good, Taste is good and acceptable, Taste was great, Palatable,

moist, aroma makes it more savvy, quenching drink, best mixes, good appearance and tasty beef. Great, creamy pasta, appetizing, soft, tasty, aromatic, tasty, and flavorful. Rich salad and smells good

Table 27 shows the distribution of statistics T-test on Acceptability Level of Mesculin Salad when grouped according to Set Menu Original and Set Menu Innovated. There were two groups being compared Set Menu Original and Set Menu Innovated. The null hypothesis there is no significant difference on Acceptability Level of Mesculin Salad when grouped according to Set Menu Original and Set Menu Innovated is REJECTED.

**Table 27.** T-test on the Acceptability Level of Mesculin Salad with Lemon when group according to SSM and ISM

Attribute	SSM	ISM	T-value	P-Value
Appearance	7.09	8.91	14.14	$3.5 \times 10^{-12} **$
Color	7.00	8.82	14.91	$1.8 \times 10^{-8} **$
Aroma	7.09	8.73	9.76	$1.1 \times 10^{-8} **$
Texture	6.91	8.82	9.39	$7.1 \times 10^{-9} **$
Taste	7.00	8.64	8.05	$5.57 \times 10^{-6} **$

The result indicates that there is a significant difference in, Appearance (T= 14.14, with a P value of  $3.5 \times 10^{-12} **$  which is highly significant difference. Color (T= 14.91, with a P value of  $1.8 \times 10^{-8} **$  which is highly significant difference. Aroma (T= 9.76, with a P value of  $1.1 \times 10^{-8} **$  which is highly significant difference. Texture (T= 9.39, with a P value of  $7.1 \times 10^{-9} **$  which is highly significant difference. Taste (T= 8.05, with a P value of  $5.57 \times 10^{-6} **$  which is highly significant difference. And overall (T= 18.95, with a P value of  $1.6 \times 10^{-14} **$  which is highly significant difference. when grouped according to their Set Menu Original and Set Menu Innovated.

This means that ISM is significantly different from SSM and based on the overall mean SSM is only 5.00 and ISM is 8.80. Means that ISM is significantly greater than SSM. In fact the chef evaluator said the commented “This is more presentable to look at, I like the appearance and taste, the shrimp helps its taste to be more audible. The Salad is good but a bit acidic and great food salad.

**Table 28.** T-test on the Acceptability Level of Chilled Cucumber when group according to SSM and ISM

Attribute	SSM	ISM	T-value	P-Value
Appearance	6.65	8.91	8.29	$1.2 \times 10^{-8} **$
Color	6.27	8.82	7.18	$1.0 \times 10^{-5} **$
Aroma	6.27	8.91	12.25	$3.5 \times 10^{-9} **$
Texture	6.27	8.91	12.25	$3.5 \times 10^{-9} **$
Taste	6.64	8.91	10.21	$3.6 \times 10^{-8} **$

Table 28 shows the distribution of statistics T-test on Acceptability Level of Chilled Cucumber when grouped according to Set Menu Original and Set Menu Innovated. There were two groups being compared Set Menu Original and Set Menu Innovated. The null hypothesis there is no significant difference on Acceptability Level of Chilled Cucumber when grouped according to Set Menu Original and Set Menu Innovated is REJECTED. The result indicates that there is a significant difference in, Appearance (T= 8.29, with a P value of  $1.2 \times 10^{-6} **$  which is highly significant

difference. Color (T= 7.18, with a P value of  $1.0 \times 10^{-6}$  \*\* which is highly significant difference. Aroma (T= 12.25, with a P value of  $3.5 \times 10^{-9}$  \*\* which is highly significant difference. Texture (T= 12.25, with a P value of  $3.5 \times 10^{-9}$  \*\* which is highly significant difference. Taste (T= 10.21, with a P value of  $3.6 \times 10^{-8}$  \*\* which is highly significant difference. And Over all (T= 12.92, with a P value of  $2.7 \times 10^{-8}$  \*\* which is highly significant difference. when grouped according to their Set Menu Original and Set Menu Innovated.

This means that ISM is significantly different from SSM and based on the over all mean SSM is only 6.38 and ISM is 8.89 Means that ISM is significantly greater than SSM. In fact the chef evaluator said the following: “rich in Fiber, Moderately Fine, I like the sweetness, the taste, and the cucumber good and chilled cucumber drink is good taste”

**Table 29.** T-test on the Acceptability Level of Tom Khai Gai Chicken Soup when group according to SSM and ISM

Attribute	SSM	ISM	T-value	P-Value
Appearance	6.36	8.82	8.07	$6.2 \times 10^{-7}$ **
Color	6.36	8.73	9.56	$8.9 \times 10^{-8}$ **
Aroma	6.27	8.91	9.17	$4.5 \times 10^{-7}$ **
Texture	6.27	8.91	9.17	$4.5 \times 10^{-7}$ **
Taste	6.55	8.91	10.44	$2.7 \times 10^{-9}$ **

Table 29 shows the distribution of statistics T-test on Acceptability Level of Tom Khai Gai Chicken Soup when grouped according to Set Menu Original and Set Menu Innovated. There were two groups being compared Set Menu Original and Set Menu Innovated. The null hypothesis there is no significant difference on Acceptability Level of Tom Khai Gai Chicken Soup when grouped according to Set Menu Original and Set Menu Innovated is rejected. The result indicates that there is REJECTED. The result indicates that there is a significant difference in, Appearance (T= 8.07, with a P value of  $6.2 \times 10^{-7}$  \*\* which is highly significant difference. Color (T= 9.56, with a P value of  $8.9 \times 10^{-9}$  \*\* which is highly significant difference. Aroma (T= 9.17, with a P value of  $4.5 \times 10^{-7}$  \*\* which is highly significant difference. Texture (T= 9.17, with a P value of  $4.5 \times 10^{-7}$  \*\* which is highly significant difference. Taste (T= 10.44, with a P value of  $2.7 \times 10^{-9}$  \*\* which is highly significant difference. And Over all (T= 10.08, with a P value  $1.6 \times 10^{-9}$  \*\* which is highly significant difference. when grouped according to their Set Menu Original and Set Menu Innovated.

This means that ISM is significantly different from SSM and based on the overall mean SSM is only 6.36 and ISM is 8.85. Means that ISM is significantly greater than SSM. In fact, the chef evaluator said the following: “The level of spicy is right, I like the taste, appearance and texture to improve. Stronger taste, the way I expect it to be. I like the food it’s delicious. I like the taste.”

**Table 30.** T-test on the Acceptability Level of Chocolate Moist when group according to SSM and ISM

Attribute	SSM	ISM	T-value	P-Value
Appearance	5.45	8.94	8.03	$1.0 \times 10^{-6}$ **
Color	5.73	8.73	6.65	$1.1 \times 10^{-5}$ **

Aroma	5.64	8.73	7.12	$6.0 \times 10^{-6} **$
Texture	5.00	8.73	7.36	$4.3 \times 10^{-6} **$
Taste	5.27	8.91	7.94	$3.5 \times 10^{-6} **$

Table 30 shows the distribution of statistics T-test on Acceptability Level of Chocolate Moist when grouped according to Set Menu Original and Set Menu Innovated. There were two groups being compared Set Menu Original and Set Menu Innovated. The null hypothesis there is no significant difference on Acceptability Level of Chocolate Moist when grouped according to Set Menu Original and Set Menu Innovated is REJECTED. The result indicates that there is a significant difference in, Appearance (T= 8.03, with a P value of  $1.0 \times 10^{-6} **$  which is highly significant difference. Color (T= 6.65, with a P value of  $1.1 \times 10^{-5} **$  which is highly significant difference. Aroma (T= 7.12, with a P value of  $6.0 \times 10^{-6} **$  which is highly significant difference. Texture (T= 7.36, with a P value of  $4.3 \times 10^{-6} **$  which is highly significant difference. Taste (T= 7.94, with a P value of  $3.5 \times 10^{-6} **$  which is highly significant difference. And Overall (T=8.76, with a P value of  $7.37 \times 10^{-7} **$  which is highly significant difference. when grouped according to their Set Menu Original and Set Menu Innovated.

This means that ISM is significantly different from SSM and based on the overall mean SSM is only 5.52 and ISM is 8.75. Means that ISM is significantly greater than SSM. In fact, the chef evaluator said the following “A darker chocolate, a good taste I like the taste and the appearance also the texture. The toppings is ok. Appearance is good. The aftertaste is slightly strong, and it is slightly dry. Make it more moistly and minimize its strong aroma. Much improve the taste for this cooking chocolate moist aroma and texture was good.

#### 4. CONCLUSION

The results showed a clear pattern: the ISM was more acceptable to consumers than the SSM. Consumer panels generally liked the new menu items better, especially how they looked, tasted, and how happy they made them overall. Some dishes only got a little better or people liked the original versions better, but the overall trend shows that new menu items made both the nutritional quality and the acceptability better. These results suggest that the new menu items can strategically offer both versions: the new ones for adding nutrients and flavor, and the original ones for lighter, health-conscious needs. This would make the menu more appealing to a wider range of customers and fit with different dietary needs.

#### 5. RECOMMENDATION

The following recommendations are made based on the results.

Do a side-by-side comparison of the nutrient content of the SSM and ISM.

Look into Cost–Benefit Analysis. Future studies should evaluate the economic viability of innovative menus by analyzing ingredient expenses, preparation duration, and consumer willingness to pay.

Look into how long-term acceptance works. The sensory evaluations conducted in this study were of a short-term nature. Longitudinal studies could investigate the persistence of consumer preferences for innovative menus across repeated exposures.

Comparisons across cultures. Similar research conducted in various cultural or regional contexts could ascertain whether the identified trends in nutrition and acceptability are consistent across a range of dietary practices and preferences.

Future researchers should evaluate the economic viability of innovative menus by analyzing ingredient costs, preparation time, and customer willingness to pay.

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