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INFLUENCE OF MARANAO GASTRONOMIC EXPERIENCE ON CUSTOMER SATISFACTION IN NORTHERN MINDANAO PHILIPPINES: THE MEDIATING ROLE OF CULTURAL AWARENESS

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ABSTRACT

Gastronomic experience plays an essential role in cultural preservation and a crucial factor in shaping tourists' overall satisfaction. In Northern Mindanao, Philippines, the Maranao cuisine offers a unique cultural heritage that influences tourists' experience. Despite the growing recognition of gastronomy as a driver of tourism development, limited studies have been conducted on how local culinary experiences impact cultural awareness and satisfaction in the Philippine context. This study examined the influence of Maranao gastronomic experience on customer satisfaction in Northern Mindanao, Philippines, with cultural awareness as a mediating variable. A descriptive correlational research design was employed, and data were gathered from 200 non-Maranao tourists in Iligan City, Cagayan de Oro City, and selected municipalities of Lanao del Norte. Structured questionnaires with twenty-four questions were administered using both online and on-site paper-based formats, and the data were analyzed through Partial Least Squares-Structural Equation Modelling (PLS-SEM) using SmartPLS 4 software. Results revealed that Maranao gastronomic experience has a significant positive effect on both cultural awareness ($\beta = 0.791$; $t > 18.249$; $p < 0.000$) and customer satisfaction ($\beta = 0.374$; $t > 4.492$; $p < 0.000$). Moreover, cultural awareness was found to significantly enhance customer satisfaction ($\beta = 0.485$; $t > 5.719$; $p < 0.000$) and partially mediate the relationship between gastronomic experience and satisfaction ($\beta = 0.384$, $t > 5.704$; $p < 0.000$). These findings emphasize the important role of gastronomy not only in enriching tourists' cultural awareness but also in strengthening their overall satisfaction. This highlights the need for tourism stakeholders and local businesses to promote authentic culinary experiences through cultural storytelling, food heritage preservation, and innovative marketing. Overall, the findings highlight how culturally rooted culinary experiences strongly enhance tourists' satisfaction. Future research may expand the geographic scope, apply mixed-methods, employ longitudinal approaches or explore additional mediating factors such as authenticity, service quality, or destination image to provide a more holistic understanding of gastronomic tourism in Mindanao and beyond.

Key words: Gastronomic experience, cultural awareness, customer satisfaction, Maranao cuisine, Philippines

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INTRODUCTION

Globally, gastronomic tourism has become a growing phenomenon in recent years [1, 2] and has become one of the main attractions at tourists' destinations [3]. Tourists have become increasingly interested in food exploration, specifically in various culinary heritage and engaging in cultural activities. Moreover, tourists seek new gastronomic experiences that allow them to fully explore the food culture and traditions of the place [4]. Gastronomic experience encompasses not just the taste and smell of the food but also the visual presentation, dining experience and atmosphere and the cultural significance of the cuisine [5]. Additionally, studies highlight that businesses are adapting and redirecting their strategies focusing on customer satisfaction to remain competitive in the market [6, 7].

The Philippines has a rich cultural heritage, which is divided geographically and culturally into regions. Each region has distinct flavors to offer, such as spicy, tangy, sweet and combinations of these, that are associated with various ethnic groups. Filipino cuisine is heavily influenced by foreign cultures such as Chinese, Spanish and American [8]. Historically, the Philippines have embraced two of the major religions, Islam and Christianity. Muslims are predominantly residing in Mindanao. One of the Muslim groups in the Philippines are the Maranao, which translates to the "People of the lake". The Maranaos are one of the largest Muslim groups in the Philippines [9], and are known for their spices, such as sibujing - a native plant found in Lanao province [10] and a main ingredient in making palapa - a famous Maranao condiment, as well as coconut milk and powdered turmeric in their cuisines [9]. However, studies about underrepresented areas and groups, such as Maranao have not yet been undertaken [11]. In particular, Maranao cuisine remains a largely under-researched topic, with limited scholarly attention given to their traditional food practices, preparation methods, and the cultural and religious meanings embedded in their culinary heritage [12].

The growing interest in regional cuisines has highlighted the importance of cultural awareness in shaping customer perceptions, along with the studies indicating that tourists increasingly seek authentic gastronomic experience. In Northern Mindanao, where diverse culinary traditions thrive, only a few studies exist on Maranao cuisines which includes the recent ones by Salonga *et al.* [11,13], making Maranao cuisine remain underexplored despite its unique flavors and cultural significance. Hence, this study explores how the Maranao gastronomic experience affects customer satisfaction of the tourists in Northern Mindanao, through cultural awareness, particularly in Iligan City, Lanao del Norte municipalities of Balo-i, Tubod, Linamon and Sultan Naga Dimaporo, and Cagayan de Oro City of Misamis Oriental. By addressing this research gap, the result of this study will provide valuable insights in



the field of academia, tourism sector and local businesses, and can contribute to the culinary heritage preservation of Maranaos.

MATERIALS AND METHODS

Research Design

The research employs a descriptive correlational approach to thoroughly investigate the influence and explore the relationships of Maranao gastronomic experience towards customer satisfaction, and with the mediating effect of cultural awareness. The analysis employed PLS-SEM to determine the strength and significance among these latent constructs. While this type of model is often used in explanatory studies, it can also be applied in descriptive-correlational research to analyze relationships more accurately, especially when it is an appropriate tool to achieve the research objectives [14]. This approach aligns with the study's objective to provide a comprehensive understanding of how tourists' Maranao gastronomic experience influences satisfaction through cultural awareness. Descriptive methods provide a detailed account of the respondents' expectations, the importance they place on different aspects of their level of gastronomic experiences, and the factors that contribute to their level of customer satisfaction providing valuable insights to the research objectives.

Study Area and Population

The research was carried out in Northern Mindanao, specifically in the provinces of Lanao del Norte and Misamis Oriental. This region is home to a variety of distinctive local cuisines, including the Maranao dishes. The Maranao are mostly located in the provinces of Northern Mindanao, particularly in Lanao del Norte and Misamis Oriental, apart from their traditional territory in Lanao del Sur [15]. This criterion served as the basis for selecting the municipalities included in the study, as these areas have a higher concentration of Maranao foodservice establishments. The study population consists of tourists who have experienced Maranao cuisine in Northern Mindanao. The authors had established inclusion and exclusion criteria. Respondents must be at least 18 years old, non-Maranao and tourists, either local, domestic and/or foreign tourists. They must have tried Maranao foods and delicacies during their visit. On the other hand, exclusion criteria include the geographical location, where respondents must not be a resident of the area where the data was collected. These criteria ensure that the respondents accurately represent the population, and reflect the perception of gastronomic tourists, rather than general consumers or locals.



Sampling Procedure and Sample Size

A total of 385 tourists were initially surveyed for the study, determined using Cochran's formula, based on the 2023 tourist arrivals in Northern Mindanao. After a thorough screening ensuring its accuracy and reliability on the results, only 200 responses were identified as fully completed and valid. Surveys were excluded if they were incomplete, and where answers did not meet the inclusion criteria [16]. Additionally, the data collection was limited to only three months, which constrained the number of qualified respondents who could be reached within the timeframe. Information about respondent origin was collected but not included in the SEM analysis due to its exclusion from the hypothesized model and the very low number of foreign respondents, which would have limited statistical reliability. Despite its reduced sample size, 200 respondents remains acceptable for PLS-SEM analysis, ensuring the reliability and robustness of the results [17]. Moreover, a purposive sampling method was utilized to determine the respondents of the study. Participants were selected based on the specific inclusion and exclusion criteria, specifically tourists who had experienced Maranao cuisine in Northern Mindanao to provide relevant insights. This is to guarantee the relevance and accuracy of the data gathered. To minimize bias, the researchers ensured that respondents coming from different places were surveyed at several Maranao gastronomic settings and represented diverse demographic backgrounds. The geographical and demographic diversity helped capture variation on tourists' gastronomic experiences with their multiple perspectives. Hence, this approach enhanced the representativeness and generalizability of the findings.

The uneven distribution of respondents per area is expected, since the number of tourists experiencing Maranao cuisine varies by area. Some locations (such as Iligan City) have more established Maranao restaurants, and higher tourist traffic, which makes for suitable respondents. Thus, this does not affect the study's validity.

Research Instrument

A survey instrument was used to gather data from the respondents. The questionnaire was mainly structured, except the initial section was semi-structured as it gathered screening information. The researcher adapted and combined 3 questionnaires into a single instrument which had a total of twenty-four (24) questions and was divided into four distinct sections. Specifically, the section measuring customer satisfaction was adapted from Berry and Kumar [18] with 4 questions, while the cultural awareness items were derived from the study of Banzel *et al.* [5] with 9 items. Lastly, the gastronomic experience component integrated questionnaire items from both Banzel *et al.* [5] and Jonson and Masa [19], with a total of 11 items. Permission had been requested from the original authors, ensuring proper citation and acknowledgment. The instrument was administered in English;



hence, translation was not necessary since all of the respondents were capable of understanding it. Clarity was further ensured through pilot testing of the instrument with 30 respondents, with Cronbach alpha results within the recommended range. The full questionnaire used for data collection is provided in Supplementary Appendix A.

The initial section was screening information about the respondents, including age, sex, number of visits. The subsequent sections assessed respondents' overall Maranao gastronomic experience, cultural awareness and customer satisfaction using a 5-point Likert scale. Construct and criterion validity were not separately tested prior to SEM analysis, because it was later established through PLS-SEM measurement model evaluation testing convergent and discriminant validity through statistical indicators such as factor loadings, AVE, CR, and HTMT ratios.

Data Collection Procedure

Due to the limited data of local tourism on the list of Muslim friendly establishments, the researcher conducted a primary data collection in the area by field survey or walk-through mapping with the help of online platforms, social media scanning and other online directories. The criterion was any food establishments that offered Maranao food/s on their menu. The researcher visited these establishments to distribute questionnaires through printed materials and google forms, to qualified respondents according to the inclusion and exclusion criteria. There were a total of 200 respondents, particularly, 26.5% from establishments in Iligan, 22% from Cagayan de Oro, 22.5% in Baloi, 8% in Linamon, 7% and 14% in Tubod and Sultan Naga Dimaporo, respectively.

Data Analysis

Descriptive statistics (frequencies, means, and standard deviations) were used to summarize the demographic profile of the respondents. Furthermore, data collected was interpreted using PLS-SEM. This statistical tool can evaluate a number of models. First, is the structural model that examines the relationship between the independent variable, Maranao gastronomic experience, the dependent variable, customer satisfaction and the mediating variable, cultural awareness. Another was the measurement model which reviews the constructs' validity and reliability. Two staged tests were conducted to run the data using the SmartPLS 4 software. The preliminary test is confirmatory factor analysis where it identifies underlying factors that affect the latent variables and confirms whether the data fit the hypothesized measurement model utilized in this study. PLS-SEM was most suitable for this testing over other models, such as CB-SEM, since the main goal of this study is to predict and explain the variance in customer satisfaction based on the Maranao gastronomic experience, rather than to confirm an established theory. Additionally, the required sample size of PLS-SEM is relatively small, which makes this a more



robust choice, unlike CB-SEM which requires a large number of data samples. The second stage is bootstrapping analysis, a type of resampling method where a single dataset is simulated into many samples. To test the hypothesis, the researcher bootstraps 10,000 samples and these samples create their own simple statistics such as the mean, median and standard deviation. Furthermore, this technique also calculates the standard error, constructs confidence intervals between gastronomic experience, cultural awareness and customer satisfaction.

Moreover, multicollinearity was examined through VIF values, which were all below 5, indicating no issue. Additionally, the data were examined using z-scores where results are within the standard threshold, and have no potential outliers. However, some variables showed skewness and kurtosis values above ± 2 , indicating moderate deviation from normality. However, PLS-SEM is robust to non-normal data, and bootstrapping was used to ensure the reliability and significance of path coefficients. As for operationalization, each construct was based on validated items from prior studies, and this ensured theoretical alignment and measurement consistency across constructs.

The conceptual model can be formally expressed through regression equations.

The equations representing the hypothesized relationships are as follows:

Mediator equation: $CA = \beta_1(MGE) + \varepsilon_1$

Outcome equation: $CS = \beta_2(MGE) + \beta_3(CA) + \varepsilon_2$

Where:

MGE = Maranao Gastronomic Experience

CA = Cultural Awareness

CS = Customer Satisfaction

β = Path Coefficient (standardized regression weight)

ε = Error term

Ethical Considerations

This study adheres to the ethical standards in conducting the research study. The survey was only conducted after an ethical clearance from the University' Research Ethics Board was approved (Ethics Clearance with Reference No. UERB-2025-00286). All participants voluntarily took part in the survey, after reading and signing the informed consent form which outlines the purpose of the study and its potential benefits. Additionally, the authors ensured that personal information from the respondents were kept confidential and secured, and used solely for this research. The authors declare no conflict of interest related to the conduct of this research.



This study was carried out without any external or institutional funding and sponsorship; and all data were collected independently by the researcher. Therefore, a conflict of interest clearance certificate is not required.

RESULTS AND DISCUSSION

Descriptive Statistics

Demographic Profile

As shown in Table 1, the demographic profile of the respondents reveals several noteworthy insights. The sample is fairly balanced in terms of gender, with 47% male and 53% female, allowing for perspectives from both groups to be well represented. This pattern aligns with previous studies on gastronomic tourism [20, 21], where results had higher participation rates among women. This suggests that female tourists tend to place greater importance on cultural immersion through food experiences, which explains their higher representation. The gender distribution patterns should be considered when interpreting the results, as it may influence perspectives represented in the data. A significant proportion of respondents belong to the 21–30 age bracket, indicating that young adults represent the majority of the participants in this study. This suggests that Northern Mindanao's gastronomic offerings strongly appeal to younger adults who are typically more open to new experiences and travel for leisure. Participation decreases with age, with fewer respondents aged 31 and above, indicating that gastronomic tourism may resonate less with older demographics [20]. This finding aligns with the previous studies about gastronomic tourism [22, 23] where most of the participants are in the similar age bracket, further supporting that younger travellers are more likely to engage in food dining experiences. Interestingly, a large share of respondents who cited gastronomy as their main purpose of visit had already traveled to Northern Mindanao more than three times, reflecting strong revisit intentions and loyalty with their gastronomic experience. These patterns imply that while the region's culinary tourism is highly attractive to younger generations, there remains an opportunity to expand engagement strategies to include older-age groups by emphasizing cultural depth, tradition, and comfort in gastronomic experiences.

Inferential Statistics

Assessment of the Measurement Model

The results of the measurement model analysis reveals that all constructs meet the recommended threshold for reliability and convergent validity. As shown in Table 2, the Cronbach's Alpha values for Cultural Awareness (0.900), Customer Satisfaction (0.897), and Gastronomic Experience (0.905) are all above the 0.70 benchmark, confirming strong internal consistency among the indicators. Similarly, Composite Reliability (CR) values range from 0.919 to 0.928, further supporting the reliability of



the constructs. The Average Variance Extracted (AVE) values for all constructs exceed the threshold value of 0.50, with Customer Satisfaction exhibiting the highest convergent validity. It is notable that while most indicator loadings are above 0.70, some items are slightly below the preferred value; nonetheless, according to Hair *et al.* [17], an outer loading of 0.633 is acceptable.

Discriminant Analysis

Using the Fornell-Larcker Criterion in the SmartPLS as presented in Table 3, the square root of the Average Variance Extracted (AVE) for each construct, shown along the diagonal, is greater than the corresponding inter-construct correlations represented by the off-diagonal values. This indicates that each latent construct shares more variance with its own indicators than with other constructs in the model. Such results confirm that the constructs are empirically distinct and do not overlap conceptually, thereby providing strong evidence of discriminant validity [24].

Structural Model

Table 4 displays the assessment of the structural model which includes the path coefficients, T-Values and P-Values of variables gastronomic experience, cultural awareness and customer satisfaction. These findings were evaluated using the standard threshold for significance, where a $t \geq 1.96$ or higher and a $p < 0.05$ or lower indicate statistical significance. The results showed that the overall model was statistically significant with values within the threshold, indicating that Maranao gastronomic experience positively influenced customer satisfaction, and was partially mediated by cultural awareness. Particularly, gastronomic experience \rightarrow cultural awareness ($\beta = 0.791$; $t > 18.249$; $p < 0.000$), cultural awareness \rightarrow customer satisfaction ($\beta = 0.485$, $t > 5.719$; $p < 0.000$), gastronomic experience \rightarrow customer satisfaction ($\beta = 0.374$; $t > 4.492$; $p < 0.000$), and mediating effect of cultural awareness ($\beta = 0.384$, $t > 5.704$; $p < 0.000$). Moreover, model fit indices were not presented, as they are not applicable to PLS-SEM, which focuses on variance explanation and relationships rather than overall model fit [17].

Gastronomic experience has a significant ($\beta = 0.791$; $t > 18.249$; $p < 0.000$) positive influence on cultural awareness, suggesting that engaging with local cuisine can enhance tourists' appreciation and understanding of the culture. While Lin *et al.* [25] and Jonson and Masa [19] do not directly examine this specific relationship, their studies provide contextual support: Lin *et al.* [25] discuss how gastronomy reflects local cultural heritage, traditions, and authenticity, and Jonson and Masa [19] highlight that cultural attractions and experiences are important motivations for travelers. These findings, consistent with related literature, suggest that food experiences may serve as a gateway to cultural appreciation.



Moreover, cultural awareness ($\beta = 0.485$, $t > 5.719$; $p < 0.000$) has a significant and positive influence on customer satisfaction. This suggests that tourists who recognize and value local culinary culture experience greater satisfaction. This observation supports the claim of Rodriguez-Gutiérrez *et al.* [26,27] that the destination's culinary culture has a substantial impact on travelers in determining their satisfaction.

Gastronomic experience has a positive effect on customer satisfaction ($\beta = 0.374$; $t > 4.492$; $p < 0.000$), indicating that tourists who enjoy authentic Maranao cuisine, including the taste and presentation are more likely to express higher level of satisfaction. This finding is consistent with other studies in the hospitality and tourism literature [28]. Kovalenko *et al.* [20] pointed out that gastronomy experience which includes the quality of food and dining service of the tourists at a destination greatly affects their overall satisfaction. Moreover, Berbel-Pineda *et al.* [21] highlights that tourists who highly rate the quality of their gastronomic experience tend to have a higher level of satisfaction.

Lastly, the analysis revealed that cultural awareness partially mediates the relationship of gastronomic experience and customer satisfaction ($\beta = 0.384$, $t > 5.704$; $p < 0.000$). This signifies that while gastronomic experience has a direct effect on customer satisfaction, it also has an indirect influence through cultural awareness. In essence, it is notable to note that experiencing Maranao gastronomy not only provides immediate enjoyment to the tourists, but also provides them a deeper understanding of the Maranao culture, which contributes to their overall satisfaction. Moreover, the relationship between cultural awareness and customer satisfaction has not been fully explored in existing literature. However, Mujahida *et al.* [29] and Dela Peña *et al.* [30] examined cultural familiarity as a moderating variable influencing customer satisfaction and found a positive and significant effect.

CONCLUSION AND RECOMMENDATIONS FOR DEVELOPMENT

The study concludes that the findings of this study support the hypothesized conceptual model showing that Maranao gastronomic experience positively influences customer satisfaction, both directly and indirectly through cultural awareness. Specifically, the direct effect of gastronomic experience on customer satisfaction is significant ($\beta = 0.374$; $t = 4.492$; $p < 0.000$), while the indirect effect through cultural awareness is also significant ($\beta = 0.384$; $t = 5.704$; $p < 0.000$), indicating that cultural awareness partially mediates this relationship. The results suggest that tourists who engage in authentic Maranao food experiences enjoy the flavors and culinary practices. It is important to note that the findings are based on tourists sampled in Northern Mindanao, and generalizations to other regions should be made cautiously. Within this context, by recognizing the link between



gastronomy, cultural awareness, and satisfaction, this study emphasizes the need to preserve and promote Maranao culinary heritage as a sustainable driver of tourism and local economic development.

Based on these findings, several recommendations for development are advanced. First, culinary heritage preservation should be prioritized through documentation, training, and integration of traditional Maranao recipes into tourism programs. Second, capacity-building initiatives for local food entrepreneurs, chefs, and service providers are necessary to ensure quality, authenticity, and cultural sensitivity in delivering gastronomic experiences. Third, tourism stakeholders and local governments should collaborate in creating gastronomic tourism packages that combine food, culture, and heritage attractions, thereby offering holistic experiences for visitors. Fourth, marketing strategies must leverage digital platforms and storytelling to reach younger audiences while promoting the uniqueness of Maranao cuisine to both domestic and international markets. Finally, efforts should be directed toward infrastructure development such as establishing food hubs, culinary festivals, and Maranao cultural villages that can serve as flagship attractions.

Through these initiatives, Maranao gastronomy can be positioned not only as a distinctive cultural asset but also as a catalyst for inclusive growth, cultural pride, and sustainable tourism development in Northern Mindanao.

LIMITATIONS OF THE STUDY

There are several limitations of this study. Firstly, the research setting which only includes the province of Northern Mindanao that has a high number of Maranao inhabiting the area, namely Lanao del Norte and Misamis Oriental [15]. Lanao del Sur, a neighboring province and the traditional territory of the Maranao tribe was excluded due to several reasons: Safety and security measures - a high risk area for visitors, making data collection impractical [31]. Furthermore, the authors employed a quantitative research design using survey methods through distribution of adapted questionnaires. The data relied on self-reported figures, therefore the analysis and findings are limited to the responses provided by the participants. Herewith, results may be subject to self-report bias, misinterpretation of questions, and/or limited respondent engagement. Lastly, the data collection was conducted relatively on a limited timeframe, which has not fully captured the variations of the responses that may occur over a longer period of time. These limitations are acknowledged, future research can enrich results through expanding geographic scope, using mixed methods, and longitudinal approach.



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Table 1: Respondent's Profile

Demographic Variable	Number of Respondents	Percentage
Sex		
Male	94	47.00 %
Female	106	53.00 %
Total	200	100 %
Age		
Below 20	18	9.00 %
21-30	114	57.00 %
31-40	32	16.00 %
41-50	22	11.00 %
51 above	14	7.00 %
Frequency of visit		
Once	22	11.00 %
Twice	26	13.00 %
Thrice	21	10.50 %
More than 3 times	131	65.50 %

Table 2: Measurement Model Analysis

Construct	Items	Factor Loadings	Cronbach Alpha	Composite Reliability	AVE
Cultural Awareness (CA)	CA1	0.717	0.900	0.919	0.557
	CA2	0.794			
	CA3	0.755			
	CA4	0.780			
	CA5	0.773			
	CA6	0.740			
	CA7	0.741			
	CA8	0.688			
	CA9	0.699			
Customer Satisfaction (CS)	CA1	0.873	0.897	0.928	0.763
	CS2	0.878			
	CS3	0.867			
	CS4	0.877			
Gastronomic Experience (GE)	GE1	0.704	0.905	0.921	0.515
	GE2	0.723			
	GE3	0.689			
	GE4	0.675			
	GE5	0.722			
	GE6	0.713			
	GE7	0.641			
	GE8	0.782			
	GE9	0.790			
	GE10	0.723			
	GE11	0.688			

Table 3: Discriminant Analysis

Constructs	Cultural Awareness (CA)	Customer Satisfaction (CS)	Gastronomic Experience (GE)
Cultural Awareness (CA)	0.746		
Customer Satisfaction (CS)	0.781	0.874	
Gastronomic Experience (GE)	0.791	0.758	0.717

Table 4: Structural Model Assessment

Hypothesis	Coefficient	T-Value	P-Value	Results
H1 Gastronomic Experience → Cultural Awareness	0.791	18.249	0.000	Supported
H2 Cultural Awareness → Customer Satisfaction	0.485	5.719	0.000	Supported
H3 Gastronomic Experience → Customer Satisfaction	0.374	4.492	0.000	Supported
Gastronomic Experience → Customer Satisfaction (<i>Indirect Effect</i>)	0.384	5.704	0.000	Supported

Note: $t \geq 1.96$; $p < 0.05^*$; $p < 0.001^{**}$

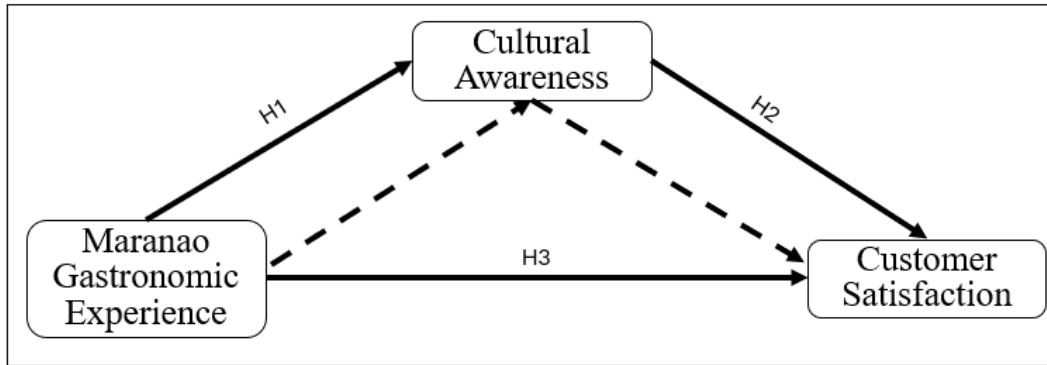


Figure 1: Conceptual Framework

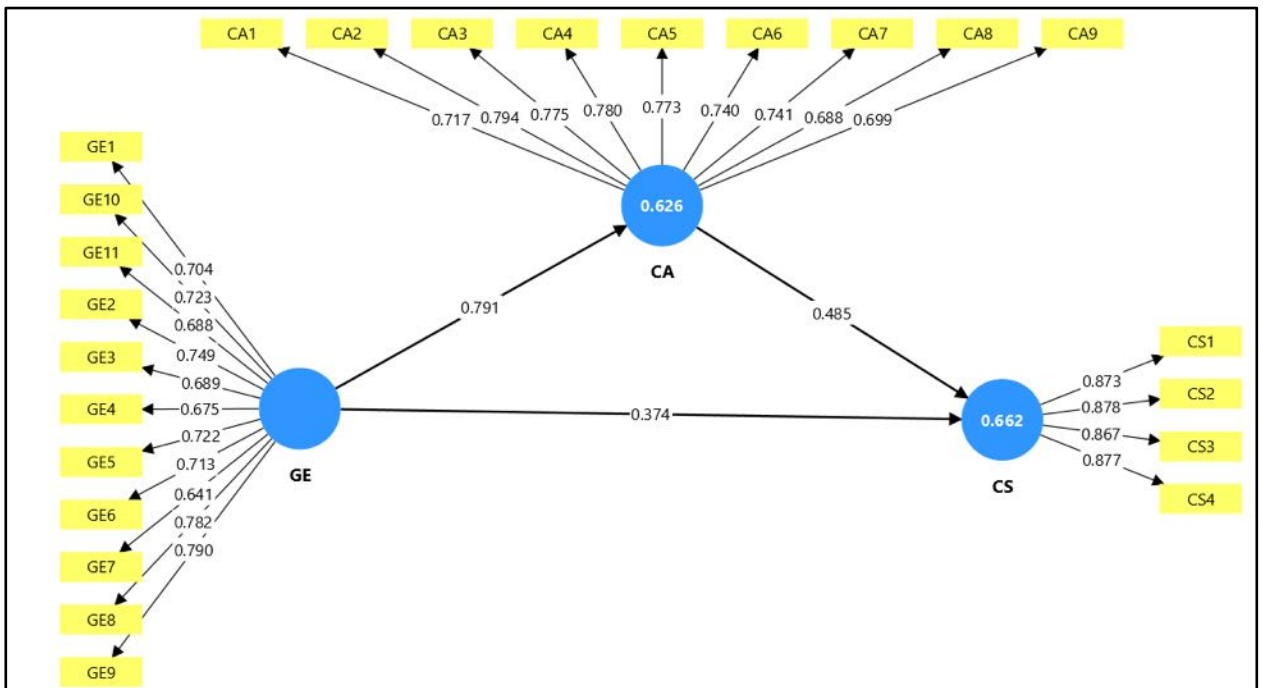


Figure 2: Structural Model with Path Coefficients

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APPENDIX A

Survey Questionnaire

Screening Questions
How many times have you visited any of the following places for a gastronomic experience: Baloi, Tubod, Sultan Naga Dimaporo (SND), Linamon, Iligan City, or Cagayan de Oro? Once Twice Thrice More than three times
Have you tried Maranao foods? (e.g. Pater, Palapa, Beef Randang, Chicken Pyaparan, Dodol, Tiyatag, Bakas, etc.) _____
What Maranao food do you usually eat when visiting Baloi, Tubod, Sultan Naga Dimaporo (SND), Linamon, Iligan City, or Cagayan de Oro? _____
Place of residence (City/municipality) _____
Survey location Iligan City Cagayan de Oro City Balo-i Linamon Tubod Sultan Naga Dimaporo
Name (Optional) _____
Age _____
Sex Male Female
<i>Instructions:</i> For each statement, please indicate your level of agreement or disagreement by selecting the appropriate response option. 5 - <i>Strongly Agree:</i> You strongly agree with the statement. 4 - <i>Agree:</i> You agree with the statement. 3 - <i>Neutral:</i> You neither agree nor disagree with the statement. 2 - <i>Disagree:</i> You disagree with the statement. 1 - <i>Strongly Disagree:</i> You strongly disagree with the statement.

Please select the response option that best represents your opinion for each statement.

GASTRONOMIC EXPERIENCE	1	2	3	4	5
1. The opportunity to try Maranao gastronomy influences my decision to visit destinations in Northern Mindanao.					
2. I consider trying local gastronomic experience whenever I visit a destination.					
3. Gastronomy affect the quality of my experience in visiting a destination.					
4. The color of the food is visually appealing.					
5. The food presentation stimulated my appetite.					
6. The texture of the food was pleasing to the palate.					
7. The service quality (e.g. staff's product knowledge, seating arrangement) of the Maranao food establishments in Northern Mindanao is demonstrated.					
8. Exploring different flavors and cuisines enhances my enjoyment.					
9. The food experience stimulates my senses and engages my attention throughout the meal.					
10. Overall experience in visiting a destination is incomplete without trying the local food and culture.					
11. I will visit more gastronomic destination on my next trip.					
CULTURAL AWARENESS	1	2	3	4	5
1. I consciously acknowledge and respect the Maranao food culture in Northern Mindanao which leads to a more inclusive experience.					



2. Observing cultural differences in food traditions is crucial for my overall gastronomic experience in Northern Mindanao.					
3. Understanding cultural differences in food traditions is crucial for my overall gastronomic experience in Northern Mindanao.					
4. After my prior experience in Northern Mindanao, I believe that being culturally conscious enhances my ability to adapt and thrive in diverse environments.					
5. After my prior experience in Northern Mindanao, I recognize how Maranao culture influences customer-service interactions.					
6. After my prior experience in Northern Mindanao, I avoid generalizing behaviors or attitudes in the eating habits of one individual in a group to others.					
7. Because of the distinctive Maranao culture in Northern Mindanao, my ability to sensitively interact with individuals from different cultural backgrounds was improved.					
8. After my prior experience in Northern Mindanao, I noticed how Maranao restaurant or eatery owners take pride in their products (e.g interacts with customers about their menu)					
9. After my prior experience in Northern Mindanao, I became aware of the cultural differences in the Maranao-Filipino setting, which will help prevent misunderstandings in cross-cultural interactions.					
CUSTOMER SATISFACTION	1	2	3	4	5
1. I am happy with my decision to visit Northern Mindanao, and post-dining in					



Maranao local food restaurants.					
2. My satisfaction level towards Maranao gastronomy has been noteworthy.					
3. My satisfaction level towards the encountered gastronomic experience is pleasing.					
4. I have had a positive general opinion about Northern Mindanao as a gastronomic destination.					



APPENDIX B

Certification of Ethical Review



**MINDANAO STATE UNIVERSITY
ILIGAN INSTITUTE OF TECHNOLOGY**
RESEARCH INTEGRITY AND COMPLIANCE OFFICE
University Ethics Review Board

RIDD - UERB Form SA
Ethics Clearance (Expedited Review)

Revision No.	Submission Date	Page No.
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CERTIFICATION OF ETHICAL REVIEW
(Ethics Clearance – Expedited Review)

Title of Study	Exploring the Influence of Maranao Gastronomic Experience on Customer Satisfaction and Repurchase Intention: The Mediating Role of Cultural Awareness and Moderating Effect of Perceived Authenticity		
UERB Code	UERB-2025-00286	Submission Date	May 5, 2025
Principal Investigator/s:	Beo Elio Maria D. Palangan	Center/College	College of Economics, Business and Accountancy
Research Team Members			
Nature/Fund	<input checked="" type="checkbox"/> Self-Funded/Patriotic <input type="checkbox"/> Internally Funded <input type="checkbox"/> Externally Funded (pls. specify Funding Agency): _____ <input checked="" type="checkbox"/> Student Thesis/Dissertation		

CERTIFICATION


This certificate confirms that the above-mentioned research proposal has undergone an ethical review by the **MSU-IT University Ethics Review Board (UERB)**. Hence, ethics clearance is hereby given in respect of the undertakings contained in the above-mentioned research project pursuant to E.O. No. 00906-2024 and BOR Resolution No. 161, s. 2023 and in compliance with NEGRHP 2022 and other international and national standards. The researchers may therefore commence with their research activities as from the date of this certificate.

CONDITIONS OF CLEARANCE

1. Continuing compliance with the criteria of the NEGRHP 2022 in the duration of the study (This clearance is valid for one (1) year from the date of issuance);
2. No substantial changes in research design, methodology and subject population from the protocol submitted for review. Modifications that significantly affect previous risk-benefit assessment shall be submitted as new protocol for initial review.
3. Submission of UERB Form 3D - Final Report Form with attached plagiarism checker report upon completion of the study.

Note that the UERB retain the right to withdraw or amend this Research Ethics Clearance Certificate if any of the following conditions occur:

- o Any unethical practices are revealed or suspected;
- o Relevant information has been withheld or misrepresented; and
- o Regulatory changes of whatsoever nature so require.



ATTY. EDDIE B. LINARES-PALACIO
Chair, University Ethics Review Board
Director, Research Integrity and Compliance Office

Date of Certification: 2 July 2025

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