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Research Article

Value-Based Marketing and Customer Satisfaction of Food Stalls as Perceived by Entrepreneurship Students

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Abstract. This research investigated the relationship between value-based marketing and customer satisfaction among food stalls, focusing on entrepreneurship students' perceptions of the effectiveness of value-based marketing practices and their impact on customer satisfaction. A quantitative correlational research design was employed, utilizing survey questionnaires distributed to the students who frequently patronized food stalls in the area. Statistical tools such as the mean and Pearson product-moment correlation were used to analyze the gathered data. The results revealed that the extent of value-based marketing among food stalls in terms of functional value, emotional value, economic value, and social value was high. Similarly, the level of customer satisfaction in terms of overall satisfaction, customer loyalty, attribute loyalty, and intention to repurchase was also high. Furthermore, the findings indicated a significant relationship between the extent of value-based marketing and the level of customer satisfaction among food stalls. The study concluded that effective implementation of value-based marketing strategies contributed positively to customer satisfaction. The findings underscored the importance of strengthening value-based marketing practices among food stall operators to enhance customer experiences, foster customer loyalty, and improve long-term business performance. It was recommended that food stall operators continue to innovate their marketing strategies by emphasizing customer-centered value creation to sustain satisfaction and competitiveness in the local market.

Keywords: *Value-based marketing; Customer satisfaction; Food stalls; Philippines.*

One of the major challenges faced by small food businesses today is maintaining high customer satisfaction amid increasing market competition and evolving consumer expectations. Customer satisfaction has become a critical factor in business sustainability, particularly in food service establishments, where customers evaluate not only product quality but also the overall value they receive for their purchases. Many food stalls struggle to consistently meet customer expectations because of inconsistent service delivery, limited understanding of customer preferences, and ineffective marketing practices. According to Cakmak (2022), customer satisfaction is directly influenced by how well businesses align their offerings with customer needs and perceived value. Similarly, Gonzales et al. (2024) emphasized that dissatisfaction often arises when customer expectations regarding quality, price, and service are not met, leading to negative feedback and reduced customer loyalty.

Customer satisfaction is essential to business success because it reflects how well products or services meet or

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exceed customer expectations. High customer satisfaction contributes to retention, stronger loyalty, positive word-of-mouth, and increased profitability. In highly competitive industries such as food service, customer satisfaction serves as a key performance indicator that determines whether customers will continue patronizing a business. According to Zendesk (2024), businesses with high customer satisfaction rates experience greater customer retention, increased lifetime customer value, and stronger brand reputation. In addition, Kotler et al. (2021) noted that customer satisfaction creates a positive cycle in which satisfied customers are more likely to recommend businesses to others, expanding market reach through organic promotion. Thus, understanding the factors that influence customer satisfaction is crucial for businesses seeking long-term sustainability and growth.

In modern business practice, the relationship between value-based marketing and customer satisfaction has become increasingly significant, particularly for small and medium enterprises. Value-based marketing refers to a strategy of delivering products and services based on the value customers perceive, rather than focusing solely on price or product features. This approach emphasizes understanding customer needs, preferences, and expectations to create meaningful customer experiences. Through value-based marketing, businesses can establish stronger emotional connections with consumers and improve their market competitiveness. However, when the perceived value fails to align with actual customer experiences, dissatisfaction may occur. According to Hassan and Soliman (2021), value-based marketing positively affects customer trust and satisfaction when businesses communicate and deliver customer-centered value propositions effectively. Conversely, poorly implemented value-based strategies can lead to customer disappointment and reduced business credibility.

The growing emphasis on customer-centered strategies presents both opportunities and challenges for food stall businesses, particularly in local communities. While value-based marketing enables businesses to tailor offerings to consumer demands, many small-scale food vendors lack the resources and strategic knowledge to implement these practices effectively. This often results in inconsistent service quality, unclear value propositions, and reduced customer satisfaction. According to Liu et al. (2023), small businesses often struggle to integrate customer value strategies because of limited market research and insufficient marketing expertise. Moreover, cultural and contextual factors may influence how customers perceive value, making customer satisfaction assessment more complex. Iacobucci (2024) highlighted that differences in customer satisfaction ratings may reflect cultural variations in consumer expectations and response behavior rather than actual differences in service quality.

Value-based marketing plays a vital role in improving customer satisfaction by ensuring that products and services resonate with customer expectations and preferences. Effective value-based strategies involve delivering quality products, fair pricing, appealing presentation, and responsive customer service. These practices contribute to positive customer experiences and encourage repeat patronage. According to Sitier (2020), service quality significantly affects customer satisfaction in Philippine food establishments, emphasizing the importance of customer-oriented business practices. Similarly, Sapin (2022) found that food aesthetics and elements of the marketing mix significantly influence customer satisfaction among Filipino consumers. These findings suggest that value creation extends beyond product quality and includes the overall experience customers derive from a business transaction.

This study is anchored on Customer Perceived Value Theory as discussed by Zeithaml and further expanded by recent scholars such as Chen et al. (2021), which posits that customer satisfaction is determined by the perceived benefits customers receive relative to the costs they incur. The theory emphasizes that customers evaluate products and services based on quality, price, emotional satisfaction, and overall experience. In the context of food stalls, this means customers assess whether food quality, pricing, service efficiency, and marketing communication justify their spending. When businesses successfully deliver superior value, customer satisfaction is enhanced; otherwise, dissatisfaction emerges.

Several scholars, including Ali et al. (2020), Hassan and Soliman (2021), Liu et al. (2023), and Gonzales et al. (2024), have examined the relationship between value-based marketing and customer satisfaction across various business sectors. Their findings consistently indicate that customer-centered marketing strategies positively influence satisfaction and loyalty. However, most studies focus on large-scale businesses, restaurants, and online retail platforms, with limited attention to small food stall enterprises in rural or semi-urban settings. Furthermore, existing studies rarely explore this relationship from the perspective of student consumers, who represent a significant and highly engaged market segment. This gap highlights the need for localized research examining

how value-based marketing practices affect customer satisfaction in specific community-based business environments.

This research is significant because it provides practical insights for food stall owners seeking to improve customer satisfaction through value-based marketing strategies. The findings may help entrepreneurs better understand consumer expectations and refine their marketing approaches to enhance customer experiences. The study also benefits business students by deepening their understanding of customer-centered marketing concepts and how to apply them in local business settings. Furthermore, the results may guide future researchers in exploring customer satisfaction and value-based marketing in similar contexts, contributing to the growing body of knowledge in entrepreneurship and marketing studies.

This study examined the relationship between value-based marketing and customer satisfaction among food stalls in Davao de Oro, Philippines, as perceived by entrepreneurship students. Specifically, it aimed to determine the level of value-based marketing practices implemented by food stalls, assess the level of customer satisfaction among student consumers, determine whether a significant relationship exists between value-based marketing and customer satisfaction, and provide insights to help improve marketing strategies and customer experiences among local food stall businesses. Ultimately, this research seeks to contribute meaningful recommendations for enhancing customer satisfaction through effective value-based marketing practices.

Methodology

Research Design

This study employed a descriptive-correlational quantitative research design. The descriptive design was used to present the status of value-based marketing practices and the level of customer satisfaction among Bachelor of Science in Entrepreneurship students in relation to food stalls. This design was appropriate because it allowed the researcher to systematically gather numerical data and describe the characteristics, perceptions, and experiences of the respondents regarding the variables under investigation. Descriptive quantitative research provides an accurate representation of existing conditions through structured survey questionnaires and statistical analysis of responses (Miksza et al., 2023). The correlational design was utilized to examine the relationship between the two variables, specifically value-based marketing and customer satisfaction, without manipulating or controlling any factors. Correlational research is designed to address the question of how variables are related and to determine the degree and direction of association between them. According to Mustieles (2020), descriptive-correlational studies focus on identifying and describing relationships among variables without establishing direct causal connections. In this study, the correlational approach was suitable because it enabled the researcher to determine whether significant relationships exist between food stalls' implementation of value-based marketing practices and the level of customer satisfaction.

Participants and Sampling Technique

The subjects of this study are the food stall owners in Kingking, Pantukan, Davao de Oro, while the respondents are the entrepreneurship students of Kolehiyo ng Pantukan who frequently patronize these food stalls and will provide the necessary data for the study. The respondents were selected based on their direct experience as consumers, enabling them to provide reliable perceptions regarding value-based marketing practices and customer satisfaction among food stalls. In this study, the researcher employed complete enumeration sampling as the sampling technique. Complete enumeration sampling includes all members of the identified population to ensure comprehensive and accurate data collection. This technique is particularly appropriate when the population size is manageable and when the researcher intends to gather responses from the entire population to increase the reliability and validity of the findings (Mizuno, 2022).

The distribution of respondents according to year level is as follows: 100 first-year students, 118 second-year students, 66 third-year students, and 28 fourth-year students. Furthermore, the researcher applied inclusion and exclusion criteria in selecting the respondents. Included in the study are officially enrolled Bachelor of Science in Entrepreneurship students of Kolehiyo ng Pantukan during the academic year covered by the study, regardless of year level, if they have purchased from or availed themselves of products and services from food stalls. These students were selected because they possess relevant firsthand experience that enables them to assess value-based marketing strategies and customer satisfaction accurately.

On the other hand, students who are not officially enrolled in the Bachelor of Science in Entrepreneurship program, those who have not purchased from food stalls, and those who declined to participate in the survey were excluded from the study. This exclusion ensured that only respondents with direct, relevant consumer experience contributed to the data, strengthening the accuracy and credibility of the study's findings. Of the 312 targeted respondents, only 250 completed and returned the survey questionnaire, yielding a final response rate of 80.13%. The remaining 62 students did not participate or provided incomplete responses, resulting in a dropout rate of 19.87%.

Research Instrument

This study employed a survey questionnaire developed by the researcher and adapted from established literature on value-based marketing and customer satisfaction. The instrument was carefully constructed to ensure relevance to the study context and was contextualized to reflect the experiences and perceptions of entrepreneurship students as consumers of food stalls. The questionnaire underwent content validation to ensure each item was clear, appropriate, and aligned with the study objectives. The finalized research instrument had two major components. The first measured value-based marketing across four indicators—functional, emotional, economic, and social value—with five statements each, for a total of 20 items. The second measured customer satisfaction across four indicators—overall satisfaction, customer loyalty, attribute satisfaction, and intention to purchase—also with five statements each, totaling 20 items. In both cases, the 20 items were distributed across the four indicators (5 items per indicator). Together, the two components comprised a 40-item questionnaire. To measure the levels of value-based marketing and customer satisfaction, the study utilized a 5-point Likert scale. The responses were assigned the following quantitative equivalents: 5 – Always, 4 – Often, 3 – Sometimes, 2 – Seldom, and 1 – Never. The descriptive interpretation of the scale was as follows: a mean range of 4.20–5.00 indicated a Very High level, interpreted as the indicator being always manifested; 3.40–4.19 indicated a High level, meaning often manifested; 2.60–3.39 indicated a Moderate level, meaning sometimes manifested; 1.80–2.59 indicated a Low level, meaning seldom manifested; and 1.00–1.79 indicated a Very Low level, interpreted as never manifested.

Furthermore, research experts specializing in business and marketing studies validated the questionnaire to assess its content relevance, clarity, and appropriateness. The researchers incorporated necessary revisions based on their recommendations to enhance the instrument's quality. The researchers also conducted a pilot test with 30 respondents not included in the actual study to assess the instrument's reliability. The internal consistency of the questionnaire was measured using Cronbach's Alpha coefficient to ensure that the items consistently measured the intended constructs. The validation and reliability results confirmed that the instrument was appropriate and reliable for use in gathering data for the study.

Data Gathering Procedure

This study was conducted in strict adherence to established research ethics and institutional protocols to ensure the validity, reliability, and confidentiality of the data gathered. Before conducting the study, the researchers secured the necessary permissions from the appropriate institutional authorities. The researchers submitted a formal letter to the College President seeking approval to conduct the study, followed by a request to the Registrar's Office to obtain the list of Bachelor of Science in Entrepreneurship students. Subsequently, another formal letter was addressed to the Program Head to seek authorization to distribute the research questionnaire to the identified respondents. After obtaining the necessary approvals, the researchers administered the validated research instrument. The questionnaires were personally distributed to the respondents, and clear, accurate, and comprehensive instructions were provided to ensure proper understanding of each item. The researchers informed respondents of the study's purpose and assured them that participation was voluntary. Furthermore, the researchers emphasized that all responses would be treated with strict confidentiality and would be used solely for academic and research purposes. After completing the questionnaires, the researchers carefully checked, collected, collated, and tabulated the responses with the guidance of the statistician. Throughout the entire process, strict confidentiality and proper handling of data were observed to protect the identities and responses of the participants. The accomplished questionnaires were securely kept for safekeeping and documentation. The gathered data were then subjected to statistical treatment, analysis, and interpretation based on the study objectives to ensure the accuracy, credibility, and integrity of the research findings.

Ethical Considerations

The researchers strictly adhered to the ethical principles and research standards established by the institution to ensure the integrity, credibility, and reliability of the entire research process. Specifically, the researchers complied with fundamental ethical considerations, including voluntary participation, informed consent, privacy and confidentiality, and avoiding plagiarism, fabrication, and falsification of data. Participation in the study was entirely voluntary, and respondents were free to participate or decline without pressure, coercion, or negative consequences. Sufficient time was provided to allow respondents to answer the questionnaire honestly and thoughtfully.

The researchers ensured that all information obtained from the respondents was treated with strict confidentiality and used solely for academic purposes. The identities of the participants were protected by maintaining anonymity, and no personal information was disclosed at any stage of the study. Before administering the questionnaire, respondents were clearly informed about the objectives, significance, and potential benefits of the study. The researchers obtained their consent before participation, ensuring they fully understood the nature of their involvement in the research.

Furthermore, the researchers upheld academic honesty by properly acknowledging and citing all sources, theories, and related studies used in conducting the research. Any form of plagiarism, misrepresentation, or unauthorized use of intellectual work was strictly avoided. The data gathered were recorded, analyzed, and interpreted accurately, without manipulation, alteration, or fabrication to influence the study's results. All findings, conclusions, and recommendations were based solely on participants' responses and supported by appropriate statistical analysis and relevant theoretical frameworks. The researchers remained committed to preserving the study's integrity throughout all phases of the research process, from data gathering to interpreting and presenting findings. This adherence to ethical standards ensured that the study was conducted responsibly and that the results produced were credible, valid, and trustworthy.

Results and Discussion

Value-based Marketing Among Food Stalls

Functional Value

Table 1. *Extent of Value-based Marketing Among Food Stalls in Terms of Functional Value*

Items	Mean	Description
I like the quality of food served at the food stalls.	4.14	Often
The taste of the food at the stalls is consistent.	3.98	Often
The food stalls maintain cleanliness and hygiene standards.	3.87	Often
The speed of service provided by food stalls is satisfying.	3.94	Often
The overall dining experience at the food stalls is marked by convenience.	4.01	Often
Overall Mean	**3.99**	**Often**

Table 1 presents the extent of value-based marketing among food stalls in terms of functional value. Among the five indicators, the highest mean score was 4.14, corresponding to item no. 1, "*I like the quality of food served at the food stalls*," which falls under the descriptive category of often. This was followed by item no. 5, "*The overall dining experience at the food stalls is marked by convenience*," which obtained a mean score of 4.01, also described as often. Conversely, the lowest mean score of 3.87 was recorded for item no. 3, "*The food stalls maintain cleanliness and hygiene standards*," though it still remained within the descriptive category of often. Overall, the functional value indicator yielded a mean score of 3.99, which is likewise classified as often, indicating a high extent of value-based marketing among food stalls in terms of functional value. The findings suggest that customers generally perceive the food stalls as delivering quality food and convenience in their dining experience. Specifically, the high mean score for food quality implies that customers value the consistency and standard of food being served. However, the comparatively lower mean score for cleanliness and hygiene standards indicates an area where food stall operators may further improve to strengthen the functional value offered to customers. The results are aligned with existing studies on value-based marketing and consumer decision-making. A key finding is that consumers' perception of value is strongly shaped by the balance between a product's functional benefits and its price. Norman (2022) supports this, emphasizing that perceived value reflects how consumers evaluate whether a product's practical advantages justify its cost. He explained that consumers engage in a comparative judgment process, weighing functional qualities against price to determine if the product offers worthwhile benefits. This

evaluation plays a crucial role in influencing consumers' willingness to use or purchase a product, as well as their overall satisfaction after consumption. Norman (2022) further noted that when consumers perceive that the benefits outweigh the price, they are more likely to develop positive purchase intentions and satisfaction. Conversely, when the cost is perceived as too high relative to the benefits, it may reduce product acceptance and satisfaction levels.

Emotional Value

Table 2. *Extent of Value-based Marketing Among Food Stalls in Terms of Emotional Value*

Items	Mean	Description
I feel a sense of comfort and relaxation when dining at the food stalls.	4.06	Often
I feel at home with the atmosphere at the food stalls.	4.01	Often
I feel a personal connection with specific food stalls and vendors.	3.89	Often
The food stalls can make me feel special or valued.	3.91	Often
Dining at the food stalls enhances my mood and emotional well-being.	3.93	Often
Overall Mean	**3.96**	**Often**

Table 2 presents the extent of value-based marketing among food stalls in terms of emotional value. Among the indicators, the highest mean score was 4.06, corresponding to item no. 1, "*I feel a sense of comfort and relaxation when dining at the food stalls*," which falls under the descriptive category of often. This was followed by item no. 2, "*I feel at home with the atmosphere at the food stalls*," which obtained a mean score of 4.01, also described as often. Conversely, the lowest mean score of 3.89 was recorded for item no. 3, "*I feel a personal connection with specific food stalls and vendors*," though it still falls within the descriptive category of often. Overall, the emotional value indicator obtained a mean score of 3.96, likewise described as often, indicating a high extent of value-based marketing among food stalls in terms of emotional value. The findings suggest that customers generally experience positive emotions when dining at food stalls, particularly feelings of comfort and relaxation. This implies that the food stalls create a welcoming, pleasant atmosphere that contributes to customers' emotional satisfaction, although opportunities remain to strengthen personal connections between customers and vendors. The results are aligned with existing studies on customer emotional value and satisfaction in food service settings. A key finding is that customers derive emotional value from their overall experience, particularly through food quality, service quality, and the physical environment. Tyna (2017) supports this, emphasizing that emotional value is shaped by customers' perceptions of food quality, the establishment's ambiance, and the overall dining experience. She further explained that high-quality food and service play a significant role in building positive emotional connections with customers, as these elements can evoke feelings of pleasure, satisfaction, and even nostalgia. Tyna (2017) noted that when customers experience consistency in food and service quality, they are more likely to develop favorable emotional responses toward the establishment, which strengthens their overall satisfaction and loyalty.

Economic Value

Table 3. *Extent of Value-Based Marketing Among Food Stalls in Terms of Economic Value*

Items	Mean	Description
The prices of food items at the food stalls are reasonable or affordable.	3.99	Often
I believe the food stalls provide value for money.	3.88	Often
The portion sizes of food served in stalls match the prices charged.	3.89	Often
The pricing of food is consistent across different stalls.	3.92	Often
The meals offered at the food stalls are affordable.	3.84	Often
Overall Mean	**3.92**	**Often**

Table 3 presents the extent of value-based marketing among food stalls in terms of economic value. Among the indicators, the highest mean score was 3.99, corresponding to item no. 1, "*The prices of food items at the food stalls are reasonable or affordable*," which falls under the descriptive category of often. This was followed by item no. 4, "*The pricing of food is consistent across different stalls*," which obtained a mean score of 3.92, also described as often. Conversely, item no. 5, "*The meals offered at the food stalls are affordable*," recorded the lowest mean score of 3.82, though it still falls within the descriptive category of often. Overall, the economic value indicator obtained a mean score of 3.92, likewise described as often, indicating a high extent of value-based marketing among food stalls in terms of economic value. The findings suggest that customers generally perceive the food stalls as offering reasonably priced and affordable meals. This implies that food stalls' pricing strategies favor consumers,

contributing to perceived value, although there remains room to further improve price consistency and affordability perceptions across stalls. The results are aligned with existing studies on economic value in the food industry, particularly in small-scale food businesses such as food stalls and street food operations. A key finding is that economic value is reflected in these businesses' contributions to local economic activity and community development. This is supported by Nagashima (2016), who emphasized that food stalls play a significant role in generating economic value through their participation in everyday commercial activities in public spaces. He further explained that, as seen in Fukuoka City's street food stalls, these enterprises contribute to the local economy by providing employment opportunities, supporting small-scale entrepreneurship, and stimulating continuous economic circulation in urban areas. Nagashima (2016) highlighted that beyond serving food, street food vendors function as active economic agents that enhance commercial vibrancy and accessibility within communities.

Social Value

Table 4. *Extent of Value-Based Marketing Among Food Stalls in Terms of Social Value*

Items	Mean	Description
I find opportunities for social interaction at the food stalls.	4.04	Often
Food stalls have a substantial contribution to the local community.	3.98	Often
The food stalls foster a sense of community.	3.90	Often
The food stalls are involved in community initiatives.	3.89	Often
I feel a connection with other food stall customers.	3.99	Often
Overall Mean	**3.96**	**Often**

Table 4 presents the extent of value-based marketing among food stalls in terms of social value. Among the indicators, the highest mean score was 4.04, corresponding to item no. 1, "I find opportunities for social interaction at the food stalls," which falls under the descriptive category of often. This was followed by item no. 5, "I feel a connection with other food stall customers," which obtained a mean score of 3.99, also described as often. Conversely, the lowest mean score of 3.89 was recorded for item no. 4, "The food stalls are involved in community initiatives," though it still falls within the descriptive category of often. Overall, the social value indicator obtained a mean score of 3.96, likewise described as often, indicating a high extent of value-based marketing among food stalls in terms of social value. The findings suggest that food stalls serve not only as dining places but also as venues for social interaction and connection among customers. This implies that customers generally perceive the food stalls as contributing to social engagement, although involvement in broader community initiatives may still be strengthened to further enhance social value. In accordance with the study of Rhonda (2020), social value is relevant indicator to capture the business value of social impact, ensure internal comparability, and employ indicators aligned with conventional social impact methodologies to promote peer benchmarking. When applicable, monetizing net benefits can support the assessment of corporate value.

Summary

Table 5. *Summary of the Extent of Value-Based Marketing Among Food Stalls*

Indicators	Mean	Description
Functional Value	3.99	Often
Emotional Value	3.96	Often
Economic Value	3.92	Often
Social Value	3.96	Often
Overall Mean	**3.96**	**Often**

Reflected in Table 5 is the summary of the extent of value-based marketing among food stalls in terms of functional, emotional, economic, and social value. The data show an overall mean rating of 3.96, with a descriptive equivalent of often, indicating a high extent of value-based marketing among food stalls. Across the indicators, all variables were consistently rated as often, though their mean scores differed. Functional value obtained the highest mean score of 3.99, followed by emotional value and social value, both with a mean score of 3.96. Meanwhile, economic value registered the lowest mean score of 3.92. These findings suggest that customers generally perceive food stalls positively across all dimensions of value-based marketing, with functional value being the most prominent. This implies that food stalls are most strongly recognized for the quality and practicality of their offerings, while still maintaining favorable perceptions in terms of emotional, social, and economic value. It is true when Kotler (2017) emphasizes the importance of delivering value to customers and

how this approach can lead to higher customer satisfaction and loyalty, particularly in highly competitive and dynamic environments like food stalls. Kotler highlights that when food stalls deliver superior value through quality products, reasonable pricing, and excellent customer service, they can build a strong competitive advantage and foster long-term customer relationships. His insights have been widely recognized and applied across various sectors, including the food industry.

Customer Satisfaction

Overall Satisfaction

Table 6. *Level of Customer Satisfaction in terms of Overall Satisfaction*

Items	Mean	Description
Overall experience at the food stall is positive.	4.03	Often
The overall quality of food provided by the food stall is satisfactory.	3.95	Often
There is a variety of menu options available at this food stall.	4.00	Often
Overall customer service provided by this food stall is satisfactory.	3.94	Often
This food stall provides overall value for money.	3.98	Often
Overall Mean	**3.98**	**Often**

Table 6 presents the level of customer satisfaction in terms of overall satisfaction. Among the indicators, the highest mean score was 4.03, corresponding to item no. 1, "*Overall experience at the food stall is positive*," which falls under the descriptive category of often. This was followed by item no. 3, "*There is a variety of menu options available at this food stall*," which obtained a mean score of 4.00, also described as often. Conversely, item no. 4, "*Overall customer service provided by this food stall is satisfactory*," recorded the lowest mean score of 3.94, though it still falls within the descriptive category of often. Overall, the satisfaction measure obtained a mean score of 3.98, likewise described as often, indicating a high level of customer satisfaction. The findings suggest that customers generally have a positive overall experience, supported by menu variety and satisfactory service. This implies that food stalls are meeting customer expectations, contributing to consistently favorable satisfaction levels. The results are aligned with existing studies on customer satisfaction and its role in sustaining customer loyalty in the food service industry. A key finding is that overall customer satisfaction is strongly influenced by multiple service factors, such as food quality, service quality, price, and the dining environment. This is supported by Huang (2019), who emphasized that customer satisfaction in food stall settings is a critical determinant of customer loyalty and repeat patronage. Huang (2019) further explained that when food stalls consistently provide high-quality food, satisfactory service, reasonable pricing, and a comfortable dining environment, customers are more likely to develop positive evaluations of their overall experience. He also highlighted that understanding these contributing factors enables food stall operators to improve their services more effectively and align their offerings with customer expectations. In addition, Huang noted that measuring overall satisfaction provides valuable insights that can guide business improvement strategies and strengthen customer retention efforts.

Customer Loyalty

Table 7. *Level of Customer Satisfaction in Terms of Customer Loyalty*

Items	Mean	Description
I am likely to recommend this stall to a friend or colleague.	4.04	Often
I intend to visit this food stall more frequently than other options.	3.99	Often
I am satisfied with this food stall's consistency of quality and service.	3.98	Often
I am likely to continue buying from this food stall in the future.	4.04	Often
I am willing to pay a premium price for products from this food stalls.	4.07	Often
Overall Mean	**4.03**	**Often**

Table 7 presents customer satisfaction in terms of customer loyalty. The highest mean score of 4.07—item no. 5, "I am willing to pay a premium price for products from this food stall"—suggests that customers' loyalty goes beyond preference, reflecting a perceived value strong enough to justify higher costs. This was closely followed by item no. 1 ("I am likely to recommend this stall to a friend or colleague") and item no. 4 ("I am likely to continue buying from this food stall in the future"), both at 4.04, indicating that loyalty is expressed both socially and behaviorally. The lowest mean score of 3.98, while still under "often," hints at a slightly weaker dimension of loyalty. Overall, the narrow range of scores (3.98–4.07) reflects a consistently high but not yet exceptional loyalty base. In Ipek (2024), measuring client loyalty is a crucial component of long-term business success. Retaining loyal clients leads not only to repeat purchases and higher order values, but also to lower acquisition costs and organic

growth. However, measuring and analyzing client loyalty can be challenging.

Attribute Satisfaction

Table 8. *Level of Customer Satisfaction in Terms of Attribute Satisfaction*

Items	Mean	Description
I am likely to recommend this stall to a friend or colleague.	4.09	Often
I intend to visit this food stall more frequently than other options.	4.00	Often
I am satisfied with this food stall's consistency of quality and service.	3.96	Often
I am likely to continue buying from this food stall in the future.	4.07	Often
I am willing to pay a premium price for products from this food stalls.	3.95	Often
Overall Mean	**4.02**	**Often**

Table 8 presents customer satisfaction in terms of attribute satisfaction. The highest mean score of 4.09—item no. 1, "I choose a food stall based on the quality of their food"—suggests that food quality is the primary driver of customer choice, while item no. 4, "I value the overall experience in this food stall" (4.07), indicates that the total dining experience matters nearly as much. The lowest mean score of 3.95, recorded for item no. 5, "I will continue visiting this food stall even if a similar stall opens nearby," hints that customer loyalty is somewhat conditional and may waver when alternatives emerge. Overall, the attribute satisfaction measure obtained a mean score of 4.02, reflecting consistently high satisfaction—yet the comparatively lower score on continued patronage despite competition suggests that satisfaction alone does not guarantee unwavering loyalty. In Chow (2018), he identifies various factors related to food stalls, such as cleanliness, hygiene practices, and the use of fresh ingredients, as key determinants of customer satisfaction. Chow emphasizes the importance of these attributes in shaping consumer perceptions and preferences for street food vendors. The study suggests that addressing these factors can help vendors improve customer satisfaction and attract more customers.

Intentions to Repurchase

Table 9. *Level of Customer Satisfaction in Terms of Intentions to Repurchase*

Items	Mean	Description
I am likely to recommend this stall to a friend or colleague.	4.03	Often
I intend to visit this food stall more frequently than other options.	4.06	Often
I am satisfied with this food stall's consistency of quality and service.	4.02	Often
I am likely to continue buying from this food stall in the future.	3.94	Often
I am willing to pay a premium price for products from this food stalls.	4.01	Often
Overall Mean	**4.01**	**Often**

Table 9 presents customer satisfaction in terms of repurchase intentions. The highest mean score of 4.06—item no. 2, "I will recommend this food stall to others"—suggests that customers' strongest intention is not merely to return but to actively promote the stall, indicating a loyalty that extends beyond personal patronage. This was closely followed by item no. 1, "I will make repeat purchases from this stall in the long term" (4.03), reinforcing that customers envision a sustained relationship with the stall. The lowest mean score of 3.94, recorded for item no. 4, "I will continue buying my favorite items from this food stall," hints that loyalty may be tied more to the overall brand than to specific menu items. Overall, the intention to repurchase indicator obtained a mean score of 4.01 (often), reflecting consistently strong behavioral intentions—implying that positive dining experiences are likely to translate into both continued patronage and word-of-mouth promotion. According to Indriyani (2019), product knowledge is an important component influencing purchase intention since it increases repurchase intent and allows consumers to make better-informed decisions. Higher product knowledge is related to more realistic purchasing decisions, since customers are better equipped to appraise whether a product matches their expectations.

Summary

Table 10 summarizes customer satisfaction, including overall satisfaction, customer loyalty, attribute satisfaction, and repurchase intentions. The data show an overall mean rating of 4.01, with a descriptive equivalent of often, indicating high customer satisfaction among food stalls. For the specific indicators, all variables were consistently rated as often, although their mean scores varied. The customer loyalty measure had the highest mean score of 4.03, followed by attribute satisfaction at 4.02 and intentions to repurchase at 4.01. Meanwhile, the overall satisfaction measure recorded the lowest mean score of 3.98. These findings suggest that customers generally

exhibit a high level of satisfaction across all dimensions, with customer loyalty emerging as the most prominent aspect. This implies that positive customer experiences in food stalls not only result in satisfaction but also foster stronger loyalty and continued patronage.

Table 10. *Summary of the Level of Customer Satisfaction*

Indicators	Mean	Description
Overall Satisfaction Measure	3.98	Often
Customer Loyalty Measurement	4.03	Often
Attribute Satisfaction Measurement	4.02	Often
Intentions to Repurchase	4.01	Often
Overall Mean	**4.01**	**Often**

Oliver (2018) discusses how satisfaction is not just about meeting customer needs but also about creating positive emotions and experiences that lead to repeat business and loyalty. The book also explores how to measure satisfaction and strategies to improve it, making it a valuable resource for businesses looking to strengthen customer relationships.

Relationship Between Value-based Marketing and Customer Satisfaction Towards Food Stalls

Table 11. *Correlation Between Value-Based Marketing and Customer Satisfaction*

Variables	r	Interpretation	p	Decision on Ho	Interpretation
Value-based Marketing & Customer Satisfaction	0.58	Moderate Positive Correlation	<.001	Rejected	There is a significant relationship

Table 11 presents the relationship between the extent of value-based marketing and the level of customer satisfaction towards food stalls as perceived by the entrepreneurship students. The data reveal a correlation coefficient (r) of 0.58, indicating a moderate positive correlation between the two variables. The positive value suggests that as the extent of value-based marketing increases, customer satisfaction also tends to increase. Although the relationship is not strong, it indicates a noticeable and meaningful association between the variables. However, it is not strong enough to allow highly precise predictions. In terms of significance, the computed p-value is <.001. This leads to rejecting the null hypothesis, implying a significant relationship between the extent of value-based marketing and the level of customer satisfaction among food stalls as perceived by entrepreneurship students. Furthermore, the coefficient of determination (r^2) indicates that 33.8% of the variation in customer satisfaction can be explained by value-based marketing, while the remaining 66.2% is attributed to other factors not included in the study. In the context of food stalls, these factors may include food quality and taste, hygiene, price affordability, speed of service, location and accessibility, stall ambiance, and personal rapport between owners and customers. Cultural preferences, local eating habits, and word-of-mouth recommendations may also play a role. These factors are hypothesized based on the local setting and warrant further investigation.

According to Talib (2021), value-based marketing can improve the overall customer experience by providing products and services that are tailored to meet specific needs and preferences. However, it also has negative impacts. For instance, if companies overpromise or fail to deliver on their value proposition, it can lead to disappointment and lower satisfaction. Moreover, value-based marketing strategies may not resonate with all customer segments, which can potentially alienate some customers. Nevertheless, value-based marketing can be a powerful tool for increasing customer satisfaction, if it is implemented carefully to avoid potential pitfalls.

Conclusion

The findings imply that value-based marketing plays an important role in enhancing customer satisfaction among food stall customers. This suggests that when food stall operators consistently provide functional value (quality and usefulness of products), emotional value (positive customer experiences), economic value (affordability), and social value (customer interaction and relationships), customers are more likely to develop satisfaction, loyalty, and an intention to repurchase. Thus, value-based marketing serves as a key determinant of customer satisfaction in small-scale food enterprises. The results of the study support the Value-Based Marketing Perspective, which emphasizes that customer satisfaction is achieved when customers perceive that they receive superior value from products and services relative to their expectations and costs. Through functional value, customers evaluate the quality and usefulness of food products; through emotional value, they experience positive feelings and

satisfaction; through economic value, they assess affordability and price fairness; and through social value, they develop a sense of connection and belonging with vendors. These combined dimensions strengthen customer satisfaction by shaping both rational and emotional evaluations of food stall experiences.

The study also aligns with the Expectancy-Disconfirmation Theory, which explains that satisfaction occurs when perceived performance meets or exceeds customer expectations. In this context, value-based marketing enhances perceived performance through improved product quality, fair pricing, and positive customer interactions, thereby increasing satisfaction outcomes such as loyalty and repurchase intention. Based on the results of the study, value-based marketing among food stalls should be strengthened through improved service quality, consistent product delivery, affordability strategies, and stronger customer engagement practices. Food stall owners are encouraged to maintain cleanliness and hygiene, ensure consistent food quality, and build stronger customer relationships to sustain satisfaction and loyalty. Local government units and business support agencies may also consider providing training programs for small food vendors focusing on value-based marketing strategies, customer service improvement, and basic entrepreneurial skills to enhance competitiveness in the local food industry.

Teachers and students in entrepreneurship and business-related programs may also focus on integrating value-based marketing concepts into practical learning activities to better prepare future entrepreneurs. It is also recommended that higher education institutions strengthen community-based business exposure programs to bridge theoretical knowledge with real market practices. Moreover, integrating customer-centered marketing approaches is encouraged to promote sustainable micro-enterprise development. Finally, future researchers are encouraged to explore other factors that may influence customer satisfaction among food stalls, such as service quality, business location, digital marketing adoption, and entrepreneurial competencies. Further studies may also expand the scope to other municipalities or conduct comparative analyses between different types of food service businesses to better understand value creation and customer satisfaction in the local food industry.

Contributions of Authors

The authors contributed significantly to the study's conception and design, data collection, statistical analysis, interpretation of results, and manuscript drafting. The author approved the final version of the paper and is accountable for all aspects of the work, ensuring the integrity and accuracy of the research presented.

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Conflict of Interests

The authors declare no conflict of interest regarding the publication of this research study.

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