



RESEARCH AND PUBLICATION CENTER
Institute of Economy and Enterprise Studies
In collaboration with



2nd

Regional Student Research Congress & Regional Conference on recent issues and trends in Business, Accounting, Management, and Economics

IEES 2023

CONFERENCE PROGRAM

July 21, 2023

via  **zoom** powered  **Quipper**

CONFERENCE OBJECTIVES:

This conference tries to:

- a) To stimulate the exchange of ideas and foster collaboration among faculty, students, and graduate researchers by highlighting the importance of data-driven research and its impact on economic recovery;
- b) To empower students and young researchers to elevate their research efforts in addressing industry - specific challenges, bridging the gap between theoretical knowledge and practical application; and
- c) To provide a platform for showcasing innovative, data-driven situations to economic disruptions, thereby fostering a culture of research and development that can drive sustainable economic recovery.

CONFERENCE SPEAKERS



Keynote Speaker

DR. MICHAEL B. BATU
University of the Fraser Valley
Canada



Plenary Speaker 1

DR. SAKET JESWANI
OP Jindal University
India



Plenary Speaker 2

DR. DEWI FAENI
Universitas Bhayangkara Jakarta Raya
Indonesia

Service factors of halal restaurants in Davao City

Ben Joelan M. Lanas*

College of Hospitality Education, University of Mindanao

*Corresponding author: blanas@umindanao.edu.ph

ABSTRACT

The primary objective of this study was to determine the level of service factors of Halal restaurants in Davao City. A descriptive survey questionnaire was used in data gathering with the Frequency Count Percentage, Mean and ANOVA as statistical tools. The purposive sampling technique was utilized to select the respondents. A total of 300 questionnaires were distributed at 4 Halal restaurants in Davao City. The findings disclosed the following: the majority of the respondents were male college graduates within the 21-30 years old bracket, there is a high level of service factors in Halal restaurants in Davao City and no significant differences in the level of service factors of Halal restaurants were found out in terms of the respondent's sex, age and educational attainment. The results may aid in providing useful information to Halal restaurants operators particularly in realization of service attributes as prime factors of restaurant dining behavior.

Keywords: *service factors, halal, halal restaurants*