

Customer Satisfaction among Customers of a Selected Fast-Food in Rockwell Business Center in Ortigas, Pasig City

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Abstract

The aim of this study is to measure the level of satisfaction among customers of a selected fast-food chain in Rockwell Business Center in Ortigas, Pasig City. The research focused on understanding the importance of customer satisfaction which links to business success. DINESERV Model by Stevens et al. was used to guide the study where it also adapted items from the questionnaire which was used in a previous study where it also used the four aspects of it such as food quality, service quality, atmosphere, and price. These variables were used to measure customer satisfaction of the respondents. The survey instrument was administered to the respondents in a face-to-face mode through the use of generated QR Code. Using Cochran's formula, a total of 385 respondents was identified and gathered as a sample to arrive at the proper and reliable result of the study. In terms of respondents' level of satisfaction with food quality, service quality, atmosphere, and price where they are mostly satisfied, the researcher suggests when it comes to food quality, where menu variety and good portions got the lowest mean, crew and staff must be consistent in the quality of food that they will serve ensuring that whatever the customer is requesting in their order it is properly addressed like if the customer likes a specific part of a chicken or likes to add some sauce in his/er spaghetti. For the atmosphere where comfortable seat and clean dining area received the lowest mean. Since food is involved here, the researcher suggests adding comfortable chairs and tables ensuring that these are properly placed and distanced during this time of pandemic for customers to be comfortable with their seat while enjoying their meal at the same time they know that their health is also safe. And lastly when it comes to price, where discount coupons have the lowest mean suggests giving more discount coupons where the customer may feel that the food is really a good buy.

Keywords: *atmosphere, customer satisfaction, food quality, price, service quality*