

ABSTRACT

CORNELIO, CHRISTIAN D., MALAYA, JOHN O., NIEBRES, RICHARD C. and SALLES, ALDRIN D. 2013. Mariners' Polytechnic Colleges, Panganiban Drive, Naga City. Freshness of bread baked by selected bakeshops in Naga City.

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This study determined the maintenance of the freshness of bread baked by selected bakeshops in Naga City for the year 2012. Specifically, it answered the following questions: 1) What are the common breads baked by selected bakeshops? 2) What are the practices among selected bakeshops in maintain the freshness of bread along: a) baked bread based on need; b) better inventory control; c) ease of handling and baking; and d) use of environment-friendly packaging? and, 3) What are the perceived levels of customers' satisfaction on the freshness of bread in terms of: a) aroma; b) flavor; c) taste; and d) texture?

The descriptive-evaluative method was used in this research. The 50 respondents involved in this study were composed of bakers, assistant bakers, bakeshop managers, kitchen staff and service crews. Data were subjected to descriptive statistics such as frequency count, ranking and weighted mean.

Findings of the study revealed that: 1.) the common bread baked by the selected bakeshop are pan de sal, pan legazpi, sliced bread, pinagong, pan de coco, Spanish bread, monay, maligaya, ensaymada and siopao. The very much common among the bread was pan de sal with the highest weighted mean of 3.68; while the least common was siopao with the lowest weighted mean of 1.72. 2.) The practices of bakeshops are as follows: baked bread based on need/on demand of customers, inventory control, ease of baking process, and use of environment-friendly packaging. Baked bread based on need obtained highest weighted mean of 3.62 described as very much practiced; while use of environment-friendly packaging obtained the lowest weighted mean

of 2.45 less practiced. 3.) all indicators were interpreted as very much satisfied with taste obtained the highest weighted mean of 3.82; next was flavor with weighted mean of 3.75; and the last was texture *with a weighted mean of 3.58. all are describe are very much satisfied.

Major conclusions: 1) Pan de sal was the common bread baked by the selected bakeshops while siopao was the least common. 2) the practice along baked bread based on need ranked first ws highly practiced by the selected bakeshops while the use of environment-friendly packaging was the fairly practiced ranked fourth. 3) the quality in terms of taste of the bread was the most sought after by every customer as it satisfy the human sense while eating the bread. Aroma and flavor follows as it counts on the enthusiasm of the customers that another sense is satisfied the sense of smell. Texture was also very much satisfying.