

ABSTRACT

ESPIRITU, EUGENE DLS. , VALEROS, JANELLE L. AND MEDRANO, ARLENE SD. 2013 Mariners' Polytechnic Colleges, Naga City. **CUSTOMER SATISFACTIONS IN FAST FOOD AND FINE DINING RESTAURANT IN NAGA CITY**

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This study was undertaken to determine customer satisfaction in Fast Food or in a Fine Dining Restaurant along food, service, ambiance and price. Specifically it answered the following questions: 1.) What are the features of fast food and fine dining restaurants? 2.) What are the reasons of customers in going / dining at the fast food and fine dining restaurants in Naga City? 3.) What are the levels of satisfaction of these customers in availing the services of these entities along with: a) food b) service c) ambiance and d) price? 4.) Is there a significant difference on the level of satisfaction of customers considering the areas considered?

The method used in this study was the descriptive-evaluative method where 50 randomly selected respondents composed of students, professors, non-schooling and parents who were the customers in either Fast Food or Fine Dining Restaurant in Naga City. A self-made questionnaire was used as major tool in collecting the needed data. The data were collected and treated through the use of frequency distribution, percentage, ranking and weighted mean.

The major findings were: 1.) Fast Food restaurant is a kind of restaurant which offers and serves such food that requires little preparation of ordered item/s. For example: French fries, Hamburger, Soft drinks, and other items that only requires a little time to prepare. Spaghetti, Fried Chicken and Ice Cream are also offered in Fast Food restaurant. Fine Dining Restaurants are full service restaurants with specific dedicated meal service. It requires a preparation for more than a minute up to 15 to 30 minutes or more. For example, a menu came from the product of Chicken, Pork, Fish, and other types of meat that are going to prepare. A menu with vegetables is also one of the menus ordered in a restaurant. 2.) The reason of dining for Pleasure and / or Experience got the 1st rank by 19 or 38% of the respondents. This was followed by Party celebration at rank 2 by

12 or 24 percent of the respondents. At rank 3 was dining in for business meeting, rank 4 is for family gathering or reunion and No time to prepare food got the last rank by 3 or 6 percent of the respondents. 3.) Along food, the knowledge of the crew for unfamiliar menu is very good by getting the 1st rank and a weighted mean of 3.7, which means that the crew are very dedicated and good in memorizing about the different dishes offered from their establishment. The properly placed of order and change and Quantity of food are accurate are both in the last rank because sometimes crew are not attentive to other customer due to their prior customer. Along the services, Employees are friendly and approachable got the 1st rank getting very good with 3.74 weighted mean. Along ambiance, the customers said that the place is relaxing getting the 1st rank with a highest weighted mean of 3.72. Along price, Price complement to the quality of food is very good getting the 1st rank with a weighted mean of 3.78. 4.) There was no significant difference on the level of satisfaction of customers considering the food, service, ambiance, and price.

The major conclusions were: 1.) The two types of restaurants: Fast Food and Fine Dining Restaurants differ according to the food they prepare, time to prepare and serve, and different types of service they individually offered. Fast food restaurant offered a fast service of preparing the ordered item/s while a fine Dining offered a minimum of 5 minutes. 2.) The basic reason for going to fast food restaurants or fine dining restaurants is basically for personal experience. 3.) The level of satisfaction in both fast food and fining dining restaurant were high at ambiance. 4.) The customers had the same satisfaction regardless of the areas considered in patronizing the services and the food served the price and ambiance of fast food and fine dining restaurant.