

ABSTRACT

CAMBALING, CARMY A., MANAOG, CANDY GARCE M., SABIO, APRIL MAE and SUMAYAO, JOHN ROGER J. Mariners' Polytechnic Colleges, Panganiban Drive, 2014 Naga City. **"EFFECTIVENESS OF DELIVERY SERVICES IN MCDONALD'S MAGSAYSAY, NAGA CITY."**

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Keywords: **Effectiveness of Delivery Services**

The study determined the effectiveness of delivery services of McDonalds' Magsaysay branch in Naga City along a.) quality of food, b.) quality of delivery service, and c.) time service? Specifically, this research answered the following questions: 1. what is the profile of respondents along, a) age b) sex c) civil status d) occupation e) salary per month and e) frequency of ordering through delivery services of McDonalds? 2. what are the reasons for availing the delivery services of McDonalds?

The study used the descriptive evaluative method, with 50 customers as respondents. The primary tool used in the data gathering was the questionnaire. The data gathered were tallied, analysed, and treated with descriptive statistics such as frequency distribution, percentages, ranking, and weighted mean.

Findings show that 1.) As to the profile of the respondents, results revealed that, as to age, 15 respondents or 30% were from 40-44 age bracket, 11 or 22% from 45-49 years old, 7 or 14% from 50 and above age group and the lowest in rank was age group 30-34 which only accounts for 4% of the total respondents. As to sex, 37 or 74% of the respondents were females, while the 13 or 26% were males. As to the civil status of the respondents, 35 or 70% of them were married, 10 or 20% were single, and 5 or 10% were widow. As to the occupation, 28 or 56% were businessmen, 17 or 34% were employees, and 5 or 10% had no work. As to income per month, 17 or 34% of the respondents earned 15,000 and above, 15 or 30%

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earned between 10,000 and 15,000, 10 or 20% of them between 5,000 and 10,000 and 8 or 16% with an income ranging from 1,000 to 5,000. As to the frequency of ordering through

delivery services, 28 or 56% of the respondents availed the service twice a week, 17 or 34% once a week, and five of them ordered once a month. 2.) The various reasons of customers for availing the delivery services of McDonalds' Magsaysay. 15 or 30% of the respondents said it is easy and convenient, 11 or 22% availed it because they lived alone, and 10 or 20% answered that their children prefer to order at McDonald's. 3.) Along food quality, the highest in rank with the same 3.40 weighted mean interpreted as highly effective were *Burgers are oven fresh*, and *Food are delivered in the right preparations, using thermal bag to maintain the temperature of food*. The last in rank was *French Fries were crispy* with 2.28 weighted mean and interpreted as moderately effective. Along services, the highest in rank was service *Delivery crew are well groomed* with 3.42 weighted mean, interpreted as Highly Effective and the last was *knowledge of food products* with 3.18 weighted mean, interpreted as Moderately Effective. In general, the customers are satisfied with the delivery services of McDonald's Magsaysay since two of the services numbered 1 and 5 are highly effective and the rest are moderately effective. Along time service, the highest in rank was *As time stated*, having a weighted mean equal to 4.00 and interpreted as highly effective. The rest were all at rank 2 with a mean of 3.0 interpreted as moderately effective. Overall, the results show that McDonald's Magsaysay delivery time service was moderately effective with a weighted mean of 3.20.

The study concludes that 1.) Majority of the customers of McDonalds' Magsaysay are predominantly within 40-44 years old, females, married, earned 15,000 and above, and availed of its service twice a week. 2.) A great number of the respondents availed of the delivery service of the establishment for it is easy and convenient, they live alone, and their children like to order at McDonalds. 3.) McDonald's delivery service was highly effective, whereas food quality and time service were both moderately effective.

The study recommends that McDonald's Magsaysay look into the issues that would have an impact on customer satisfaction intensity. It must determine the effectiveness of its delivery services on regular basis and understand what customers value and how they perceive the establishment's products and services.

