

IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN FOOD SERVICE INDUSTRY IN CAVITE

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ABSTRACT

This study focused on determining the impact of service quality on customer satisfaction in the food services industry in Cavite. The research focused on key dimensions such as Reliability, Tangibility, Responsiveness, and Food Quality. The researcher used a descriptive-correlation research design to describe the profiles of the participants and the significant relationship between service quality and customer satisfaction in the food service industry in Cavite. The findings reveal that the participants have an excellent assessment of the food and service quality of the food service industry in Cavite regarding Tangibility; Responsiveness, Reliability, and Food Quality. The participants are mostly satisfied with all the service quality dimensions in the food service industry.

Keywords: Service Quality, Customer Satisfaction, Tangibility; Responsiveness, Reliability, Food Quality

1.0 INTRODUCTION

In today's highly competitive environment, the restaurant industry is rapidly expanding in every country around the world. To gain a competitive advantage in the restaurant market, the industry should make service quality a benchmark for every customer to provide the best food and quality service. There is also a need for service quality in all business sectors. As a result, these studies are solely focused on service quality measures and techniques that ensure customer satisfaction and retention to maximize profitability. As the hospitality industry has become more difficult over the last decade, many food services have shifted their focus to service quality to increase customer satisfaction. Excellent customer satisfaction is one of the greatest assets for the food service industry in today's competitive environment. Many factors can help an establishment to build its customer base, and customer service and satisfaction can be a determining factor in the success of an entire operation. Service quality plays a big role in restaurant success. It helps the restaurant to fulfill its mission and to achieve its vision. Service quality measure how well a service is delivered to reach the customers satisfaction and expectation. Service characteristics is intangible, heterogeneous, inseparable or perishable. Intangible service are services that you can't see but you can feel. Heterogeneous means that service is depend on how it will perform. while the inseparable service are the services that cannot be experience if there is no service provider and the perishable service, is the service that cannot be stored that needs to be consume in a certain time. Service quality entails price, friendliness, cleanliness, care, diversity, speed of service, and food consistency according to the menu. Customer satisfaction can be achieved if the service provided to them meets their standard and expectations through quality service. Dimensions in quality service can be used

as a tool to help businesses meet customer expectations, it includes performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality, and these eight dimensions will define how the service fits the needs and wants of customers. Quality of services increases the satisfaction of the customers. Service quality has emerged as a critical success factor for the growth and survival of service firms. High service quality to customers allows a firm to differentiate itself in competitive markets (Karatepea, Yavas, & Babakus, 2005).

Service quality is the main driver of customer satisfaction which is primarily predicted by perceived Service. Customers perceived service quality significantly affects their satisfaction. As service quality appears to be the most important issue for the satisfaction of food and beverage, for the industry to gain a competitive advantage it must enhance customers' perceived service quality and satisfaction as service expectation and perceived service quality, relate positively to customer satisfaction (Wu, Huang, & Chou, 2014).

In general, this study aimed to determine the impact of service quality on customer satisfaction on the service quality of the food services industry in Tanza, Cavite. Thus, the result of the study will determine the discrepancy gap in customer satisfaction and propose an enhancement plan for the food service industry in Tanza, Cavite.

Specifically, the study answered the following questions:

1. What was the socio-demographic profile of the participants in terms of:
 - a. age;
 - b. sex;
 - c. occupation;
 - d. nationality; and
 - e. civil status
2. What is the expectation level towards service quality of food industry in terms of:
 - a. Tangibility;
 - b. Responsiveness;
 - c. Reliability; and
 - d. Food Quality
3. What is the perception of the customer to improve the customer satisfaction in terms of?
 - a. Feedback;
 - b. Comments; and
 - c. Suggestion
4. What is the proposed enhancement plan for the food service industry management based on the results of the study?

2.0 METHODOLOGY

This chapter sets out the steps and procedures that were followed in conducting the study. Specifically, the chapter presents the procedure that was followed in selecting research subjects, developing the instrument, collecting and analyzing data and finally, making sense of data collected.

The study used descriptive correlation as the method of research. The researchers used a descriptive-correlation research design in describing the profiles of the participants and the significant relationship of service quality and customer satisfaction towards food service industry in Cavite.

The data were gathered from the responses of 150 customers on selected food service industry in Cavite. Furthermore, the researchers used quota sampling and randomly selected the participants. Furthermore, the researchers used quota sampling in random participants who availed food services.

The questionnaire was used to determine the profiles of the participants and the significant relationship between Service Quality on Customer Satisfaction in the Food Service Industry in Cavite. Part of the questionnaire includes the age, sex, occupation, nationality, and civil status. The information was used to determine the socio-demographic profile of the participants. In Customer Satisfaction, part of the questionnaire contains items that determine the level of satisfaction of customers and their perception to improve customer satisfaction in selected food service industries in Cavite

After the data were gathered and tallied, different statistical tools and techniques were used.

1. Data were analyzed using statistical tools such as frequency counts, percentages, means, and standard deviation to describe the demographic profile, customer satisfaction, and customer feedback rate towards food services in Cavite.
2. A test of association was used to determine the significant relationship between service quality and customer satisfaction in the food service industry.
3. The participants used a descriptive-correlation method to determine the discrepancy gap in customer satisfaction towards food services in Cavite using determining their level of satisfaction on the statements using a 5-point Likert scale. (5 – Highly Satisfied, 4 – very satisfied, 3 – satisfied, 2- slightly satisfied, 1 – not satisfied).

Table 1. Conversion Scale for Customer’s Satisfaction level towards service quality of the food service industry using the SERVQUAL.

T	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21 - 5.00	Outstanding	The participant is highly satisfied with the services of the food service industry.

3.41 - 4.20	Exceed expectation	The participant is very satisfied with the services of the food service industry..
2.61 - 3.40	Meet expectation	The participant is satisfied with the services of the food service industry.
1.81 - 2.60	Needs improvement	The participant is slightly satisfied with the services of the food service industry.
1.00 - 1.80	Not acceptable	The participant is not satisfied with the services of the food service industry.

Table 2 Conversion Scale for the perception of the customer to improve customer satisfaction.

NUMERICAL RANGE	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21 - 5.00	Extremely satisfied	The participant is highly satisfied with the services of the food service industry.
3.41 - 4.20	Very satisfied	The participant is very satisfied with the services of the food service industry..
2.61 - 3.40	satisfied	The participant is satisfied with the services of the food service industry.
1.81 - 2.60	Slightly satisfied	The participant is slightly satisfied with the services of the food service industry.
1.00 - 1.80	Not satisfied	The participant is not satisfied with the services of the food service industry.

3.0 RESULT AND DISCUSSION

Table 3. 1 Distribution of respondents in terms of their demographic profile

This chapter presents the interpretation of the data gathered from selected customers in selected food services in Cavite. Data were gathered using the questionnaires made by the researchers and from the study adapted to the objectives of the study.

The socio-demographic profiles of the participants were collected through the survey questionnaires that were distributed to the participants using a survey form. The participants are legal-age consumers in the food service industry. The data included their age, sex, civil status, occupation, and nationality.

As shown in Table 3, it can be seen that most of the participants belong to the age bracket of 18 to 57 years old and were female (66%). A majority (92%) of the participants are single. A majority of them are students who consume food in Tanza, Cavite.

Thus, based on the gathered data through survey questionnaires the participants are age range from 18-57 years old, and the majority of them are female, student, single, and Filipino.

Table 3. Distribution of respondents in terms of their demographic profile

DEMOGRAPHIC PROFILE	FREQUENCY (n = 150)	PERCENTAGE
Age		
18 – 24	117	78.00
25 – 31	19	12.67
32 – 38	8	5.33
39 – 45	2	1.33
46 and above	4	2.67
Sex		
Female	99	66.00
Male	51	34.00
Civil Status		
Single	138	92.00
Married	12	8.00
Occupation		
Student	100	66.67
Worker	42	28.00
Housewife	8	5.33
Nationality		
Filipino	150	100.00

3.2 Customer's Satisfaction with the Service Quality of the Food Service Industry

Table 4 presents the Customer's Satisfaction level towards service quality of the food service industry using the SERVQUAL. The highest weighted mean of 4.287, which was interpreted as an outstanding level, was registered at the measure of tangibility which is the food taste. This means the customers are highly satisfied with the service quality in regards to the taste of the food offered by the service industry. The lowest weighted mean of 3.893, which was interpreted as exceeding the expectation level, was registered as the measure of the consistency of food quality. This means that the customers are very satisfied with the consistency and serving of the food by the service industry. As a result, the overall measure of customer satisfaction level towards service quality of the food service industry using SERVQUAL is food quality which is 4.163, and was interpreted as exceeding expectation level. This means

that the participants are very satisfied and exceeded their expectations concerning the service quality of the selected food service industry in Cavite.

The study found (Namkung & Jang, 2007) that food quality has an impact on customer satisfaction and has a large impact on a customer's intention to make another purchase. Food quality effects on customer satisfaction also have a direct and considerable influence on consumers' intentions to repurchase goods.

Table 4. The Overall Customer Satisfaction level towards service quality of the food service industry using the SERVQUAL.

SERVEQUAL	WEIGHTED MEAN	REMARKS
1. Tangibility	4.287	Outstanding
2. Responsiveness	4.193	Exceed Expectation
3. Reliability	4.28	Outstanding
4. Food quality	3.893	Exceed Expectation
OVER-ALL	4.163	Exceed Expectation

3.3 The perception of the customer to the service quality of the food service industry to improve customer satisfaction.

Table 5 presents the perception of the customer to the service quality of the service industry to improve customer satisfaction. The highest weighted mean of 4.42, interpreted as extremely satisfied, was registered from the customer suggestions; and the lowest weighted mean of 3.807, interpreted as very satisfied, was registered from the customer feedback. As a result, the overall perception of customers on service quality is 4.162, which was interpreted as very satisfied. This means that the perception of the customer to improve customer satisfaction in terms of feedback, comments, and suggestions is effective.

The study (Atiyah, 2017) concludes that the quality of an organization's services is a key element in its success. It affects customer satisfaction, which may affect the company's capacity to meet its objectives. Additionally, the quality of the service can foster customer loyalty and improve the relationship between the consumer and the company. Additionally, keeping consumers is more affordable than recruiting new ones.

Table 5. The perception of the customer to the service quality of the food service industry to improve customer satisfaction.

PERCEPTION	WEIGHTED MEAN	REMARKS
1. Feedback	3.807	Very Satisfied

2. Comments	4.053	Very Satisfied
3. Suggestions	4.42	Extremely Satisfied
OVER-ALL	4.162	Very Satisfied

3.4 Enhancement Plan

Table 6 shows the proposed enhancement plan for the provider and management of the food service industry in Cavite.

Table 6: Proposed enhancement plan for the selected food service industry in Cavite.

OBJECTIVES	PROPOSED ENHANCEMENT
1. To better understand the importance of time-of-service delivery, response to inquiries of customers, and handling of customer’s complaints.	The management needs to understand the importance of time of service to ensure that services are provided in a consistent and coordinated manner. Handle customer's complaints to understand their problem and perception to improve customer satisfaction.
2. To maintain the food quality in terms of taste, texture, and appearance.	The management continues to maintain the food quality in terms of taste, texture, and appearance provided by the management.
3. To Improve the food consistency.	The management should improve the food consistency to become a smooth, even texture that is pleasing to the plate and doesn't dry, crumbly, or have an unpleasant flavor.
4. To maintain the service in terms of responsiveness, quality, and accuracy	The management should maintain and exceed the customer's expectations towards the service in terms of responsiveness, quality, and accuracy.
5. To improve the speed of time duration in providing service.	The management should improve the speed of time duration in providing service by minimizing the waiting time by creating strategies to manage waiting customers.
6. To determine the discrepancy gap in customer satisfaction towards the food service industry.	The management should determine the discrepancy gap in customer’s satisfaction in the food service industry to find out why customers experience low-quality services. Formulate and implement plans that will result in an improvement in customer satisfaction.

4.0 CONCLUSION AND RECOMMENDATION

This chapter presents the summary of the study, the conclusions drawn and the recommendations made regarding to the demographic profiles impact of service quality on customer satisfaction in food services industry in Cavite

4.1 Conclusion

After conducting the study, the following conclusions were drawn:

1. Most of the participants belong to the age bracket of 18 to 24 years old and are female. The majority of the participants are single and Filipino. Also, most of the participants are students who are availing in the food service industry.
2. The participants have an excellent assessment of the food and service quality of the selected food service industry in Cavite in terms of food: taste, texture, appearance, and consistency; and in terms of service: time duration, accuracy, responsiveness, and quality.
3. The participants are very satisfied with all the service quality dimensions in the food service industry.
4. There is a highly significant relationship between the impacts of service quality on participants' satisfaction on the service quality of the food service industry in Cavite. This means that service quality affects customer satisfaction in the food service industry.

Based on the above conclusions, the following recommendations are made.

1. In Cavite, the food service industry received an excellent assessment from the participants, so the management is recommended to continue providing excellent service to their customers.
2. It is advised that the management maintain consistency in both food and service to win over customers, establish a good name to increase their revenue.
3. The management may consider utilizing an enhancement plan for the food service industry to maintain the quality of their services.
4. This study may be valuable for the future researcher as a reference for future studies in measuring consumer's perception and satisfaction with the service quality of the food service industry and the relationship of service quality to customer satisfaction.

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