CUSTOMER SATISFACTION ON FOOD AND SERVICES OF MILK TEA SHOPS IN CARMEN, BOHOL

College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol

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February 2022

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In Partial Fulfillment
Of the Requirements for the Degree of
Bachelor of Science in Hospitality Management

Shella Mae G. Curan
Mary Grace J. Mina
Glenn B. Quilicot

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APPROVAL SHEET

This thesis entitled "CUSTOMER SATISFACTION ON FOOD AND SERVICES OF MILKTEA SHOPS IN CARMEN, BOHOL", prepared and submitted by Curan, Shella Mae, Mina, Mary Grace, and Quilicot, Glenn in partial fulfillment of the requirements for the degree in Bachelor of Science in Hospitality Management has been examined and recommended for acceptance and approval for oral defense.
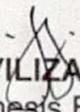
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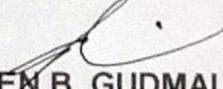Chairman

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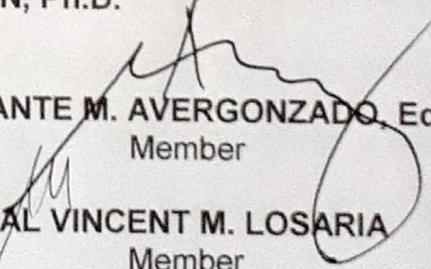Editor
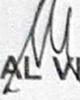
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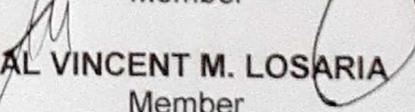**ARLEN B. GUDMALIN, Ph.D.**
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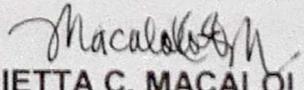**NELIA Q. CATAYAS, Ph.D.**
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ABSTRACT

This study aimed to determine the customer satisfaction on food and services of milk tea shops in Carmen, Bohol. The study employed descriptive research method using researcher made questionnaire and distributed to the sixty customer respondents using convenience sampling. Analysis of the data was done using Weighted Mean and Percentage. Most of the customers of the milk tea shops in Carmen, Bohol are young adults ranging from 15-25 years old. They were mostly females and have been to college, post graduate studies or tech-voc. schools. Assessment on the satisfaction level of customers revealed that customers were highly satisfied on both the services provided and food on offered in the milk tea shops in Carmen, Bohol. Data indicates that customers were highly satisfied on all given statements pertaining to food and services of the surveyed food establishment. Based on the results, researcher concluded that the milk tea shop in Carmen are giving good impression to its customers in all aspects in terms of food and services. The study concluded that there are still need for more improvements in food and services since the overall result is highly satisfied.

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THE PROBLEM AND ITS SCOPE

Rationale

Hospitality industry encompasses a wider service. It provides services to customers that focuses on satisfying customers and give them a good experience. Food and beverage as one of the areas of hospitality industry take the advancement and improvement of the organization, efficiency, and customer service. Even though of the changing times brought changes in customer demands, the industry find effort in meeting their needs.

Customer is the one who purchases the goods and services and drives the revenue, without them the business cannot continue to exist. Customer satisfaction is the measurement that determine how happy the customer with the product and services they receive. According to Cambridge dictionary, customer satisfaction refers how well the service provider is and on the other side Bernazzani (2021) states that customer satisfaction is the reflection of how customer feels about the interacting with the product. Satisfied customers become loyal, may do repeat patronage, may become as advocator as well. It able to identify unsatisfied or happy customers, forecast and works proactive, drive in bound methodology, attract new leads, and develop product and services. Customer satisfaction considered as vital component of any business because it serves as indicator to determine what aspect is successful and what point needs improvements in particular.

As the oldest diverse industry and in fact full of innovations. But with the outbreak of Covid-19, this industry, is food and beverage sector that significantly reduced consumption as well as experienced disruptive supply chain. Milk tea shops had been flourished the pandemic hit the world. Milk tea is very known even before but when pandemic happened, it gives significant issue and problems that lot of people concerns in restrictions and protocols and lot of establishments were close. Apparently, it did not impact the demand of product as it booms even more. Today in new normal, customers expect well developed product hoping that the product is healthier, well package to prevent contamination of the virus, efficient, convenient, and provide good customer service in particular.

Milk tea business as a fast-growing business offer a wide variety of food that makes the establishments increase their sales and invite more customers. Milk tea shop are everywhere. The management must give all their best to satisfy the customers and be the advocator. To give excellent service, the management must consider the suggestions, and feedback of their customers.

With the profound situations in Milk tea business industry, the proponents aim to determine the level of satisfaction on food and services offered by the milk tea shops in the municipality of Carmen in the new normal. Furthermore, create enhancement scheme based on the results will give to the establishment as reference for future food and service improvement.

Literature Background

This study is anchored on the following theories, act, related literature and studies:

Customer Experience is a definitive means to customer happiness. The customer experience though must have meaning and context. However, when the delivered experience is at odds with the customer's closely held beliefs and values, this creates cognitive dissonance, and instead of the happiness, it is supposed to generate, unhappiness and disengagement results. This chapter explores a unique perspective on customer experience, their linkage and possible outcomes to drive customer happiness.

The Right to Food as embodied in Human Right under the Republic Act 10611 also known as the "Food Safety Act of 2013" states that government will protect and promote the right to health of the people and instill health consciousness among them and protect consumer from trade malpractice and from substandard or hazardous product. Furthermore, the right to adequate food that means every man, woman, and child in community must always have physical and economic access to adequate food using a resource base appropriate for its procurement in ways consistent with human dignity. The right to adequate food is a distinct part of the right to an adequate standard of living.

According to Chow, L.S. (2020) the access to enough safe and nutritious food is the key to sustain life and promote good health. Unsafe foods create a various diseases and malnutrition to the people.

Moreover, in accordance under Presidential Decree No. 856 Code on Sanitation of the Philippines, a food establishment will include sanitation requirements for food service structure and facilities. The food service operators will ultimately result to their own benefit since customers prefer eating in clean and sanitary premises. However, sanitation should be treated as a way of life in food service because laxity in sanitation rules can mean illness for customers to maintain high standards sanitation. With that, the management must be aware by the rules and regulations implemented by government.

Thus, the code emphasized to direct the sanitary inspection of all business establishments selling food in accordance with the sanitation code. Milk tea shop is also an indispensable unit which is primarily constructed for the benefit of the customer. Hence, milk tea shops also play an important role in promoting good nutrition because it can give to customer a taste for healthy food.

According to Guest Contributor (2020) current challenges to ensure the health and safety of employees and customers have never been more difficult. They ensure that employee hand washing practices are likely at an all-time high with all the added focus. Extra attention to proper chemical use to clean, sanitize and disinfect both food and non-food contact surfaces, especially high touch surfaces, is almost certainly happening.

On the other hand, the quality of food and good services is one of the most relevant items perceived by customers. When presenting food, customers also have a preference to make them satisfied. Some of them are concerned about healthy foods, the freshness with aroma, crispness, and juiciness. With that, it is

vital to satisfy the customers to visit repetitively, share their positive experiences, and recommend restaurants to friends and families.

In addition, The Republic Act No. 7394, also known Consumer Act of the Philippines of 1991, is one of the country's legal bases for consumer protection. The law embodies the state policy on the protection of consumers and establishes standards of conduct for business and industry. The objectives of this Act are all focus to the welfare, protection and rights of the entire consumer in the Philippines.

Furthermore, the policy of the State aims to protect the interests of the consumer, promote the general welfare and establish standards of conduct for business and industry. Protecting against hazards to health and safety, unfair, and unconscionable acts and practices, provision of information and education to facilitate sound choice and proper exercise of rights by the consumer,

Along with, Kaul, D. (2017) states that customer as an individual or business that purchase another company's goods and services, drives the revenue and make the business survive. Satisfaction is the fulfillment of one's on the service or pleasure.

One of the theories to make this study purposeful. As, Isac & Rusu (2014) provided some theories of customer satisfaction including Assimilation Theory, which based on Festinger's Dissonance Theory that posits customers to make some kind of cognitive comparison between expectations of product and perceived product performance. The theory introduced into satisfaction literature in the form of Assimilation Theory where it presumes the consumers are motivated enough to their expectations with their product and services perceptions. Consumers can

reduce the tension resulting from a contrast between expectations and product/service performance either by distorting expectations so that they coincide with perceived product performance or by raising the level of satisfaction by minimizing the relative importance of the disconfirmation experienced.

As well as that, The Expectancy Disconfirmation Theory by Richard L. Oliver also associated with this research where the theory explains about customers' expectations from the products. The expectations can be about standard of quality compared with the performance of products or the real quality of products. Then consumers evaluate the products whether that makes customers feel satisfy or dissatisfy (Khatibi, A., et al. 2019).

With the propounded theory by Oliver, it also stated that if the perceived product or services matches with the expected, the result is satisfaction or If the expectation are more than the perceived product and service then there is negative disconfirmation. If the perceived product and services exceed the expectation, then there is positive disconfirmation (Aggarwal, et al., 2020).

By adopting the theory of Expectancy Disconfirmation in the form of customer satisfaction in service quality, As Aggarwal, et al. (2020) stated that people or the service provider need to be proper, knowledgeable enough in providing service quality. If it is not approaching or improper the customer may not exceed their expectations.

Undoubtedly, since covid-19 pandemic is on everyone's heart and minds. Food and services safety remain a substantial part of our daily life. The most important aspect in dining right now is health and safety. Today in new normal,

people practiced safety health protocols either in public areas and customers prefer to dine out on clean and sanitary premises for their safety needs. Safety needs are essential part in our daily life to prevent transmission of foodborne illness and viruses. Milk tea shops safety precautions and visibly adhering local, state and federal guidelines so guests can feel free to relax and enjoy their meal Chow, L.S. (2020).

Thus, the consumers' safety drives fulfillment of predictable safety needs that reflects the heritage Theory of Maslow's Hierarchy of Needs by Chow, L.S. (2020). In this theory, higher needs in the hierarchy begin to emerge when people feel they have sufficiently satisfied the previous need. Therefore, to pacify the consumers' surplus expectation on safety in food and services. Operators should need the extra initiative to manage the customers' expectations and foster continuity by reinforcing the heritage principal of security needs fulfillment.

With that, food is the most important in our daily life. It fulfills the necessary needs in our body to survive. Also attains the quality of food because the food is prepared using the quality ingredients and it commands a higher price.

Moreover, excellent service provided by the employees of the establishment particularly in milk tea shops and help to build customer's loyalty. it is the operators' role to provide various products in their menus that will give their customers more options to choose from. Ambience is also seen as the overall impression on establishments particularly on the environment, theme, which is seen by its decorations and also finds more attractive to customers by taking some photo shots or making videos.

Theory of Assimilation (Florin Isac & Sergiu Rusu, 2014) Presumes the consumers are motivated enough to their expectations with their product and services perceptions... Expectancy Disconfirmation Theory (Richard L. Oliver, 1980) Consumers evaluate the products whether that makes that makes the costumers feel satisfy or dissatisfy... Theory of Maslow's Hierarchy of Needs (Abraham Maslow, 1943) Manages the customers' expectations by reinforcing the heritage principal of security needs fulfillment.	Food Safety Act The state to protect and promote the right to health of the people and instill health consciousness among them and protect consumer from trade malpractice and from substandard or hazardous product. Code of Sanitation The food establishment should include sanitation requirements for food service structure and facilities. Consumer Act Embodies the state policy on the protection of consumers and establishes standards of conduct for business and industry.

Customer

Customer Satisfaction on Milktea ni Langga, Go Tea House, Teaser and Aiz Tea shops.
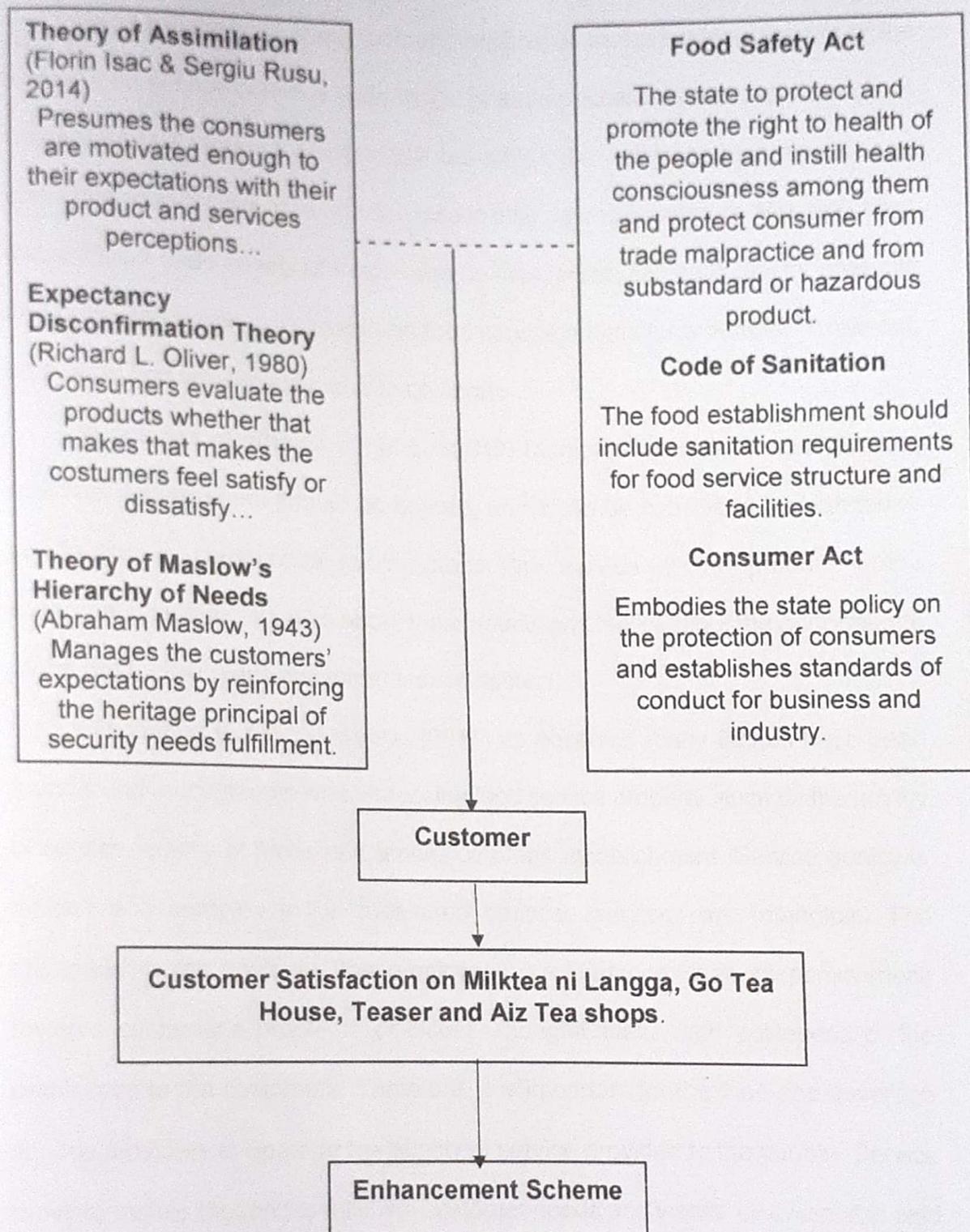
Enhancement Scheme

Figure 1 .1 Theoretical & Conceptual Framework

Food service is all about food and beverages that are consumed out of the home. Food service covers a wide range of eating occasions and outlets such as snack houses or snack bars like milk tea shops that operates multiple levels of atmospheric and offers food and services to their valued customers. Milk tea shops also covers a wide variety of foods such as fries, pizza, fish balls, pastry products and more. Moreover, customers visit food service outlets for a number of reasons such as to find convenience and to celebrate.

A concept of, Khatibi, A., et al. (2019) In improving customer satisfaction, customer expectations should be noticed, and it can be concluded that customer satisfaction is consumer's feeling about the service of the product where consumers have expectation about the products and feel satisfy if the performance of the product exceeds consumer's expectations.

According to Garg & Kumar (2017) as observed many factors have been found to influence people when choosing food service property, such as the quality of service, quality of foods and ambience of the establishment. Service quality is difficult and complex to be measured because services are intangible. The intangible facets could be the employees' performance, their responsiveness towards customer's problems or issues, thoughtfulness, and politeness of the employees to the customers. Therefore, it is important for the food and beverage service providers to upgrade the quality of service provided to the people. Service provider makes the food to fulfill the customer needs and wants. Likewise, it is said again in the literature that the food is the most important reason that people dine-out. Furthermore, the quality attributes of food and beverage such as taste, smell,

freshness, size, shape, color, gloss, consistency and texture play a higher role in accomplishing customer satisfaction. The atmospherics is an intangible component made up of everything related to the brand that will yield an impression towards specific location. The design of the dining setting, stylistic layout, interior design and color scheme, textures, and the food produce atmosphere. The appropriate atmosphere can make the food, service quality and entire dining experience appear to be better (Garg & Kumar (2017). In addition, Studies shown that cleanliness, dining room environment, comfort level and capacity had significant effect on satisfactions and revisit intentions Serhan & Serhan (2019).

On the other hand, customers tend out to be the less satisfied about food quality with the price paid, with the reference to the quality of food served. However, some factors considered to achieve high satisfactory level of the customers, reasonable pricing, good quality of food and pleasing personality of the staff which may also prevent customers from switching to other food service establishments. Also, may result in less sales and lower revenue in the long term. Higher customer satisfaction should increase revisit/return intention and become the word-of-mouth endorsement of the food service facility (Serhan & Serhan 2019).According to Amelia and Garg (2016), the first impression is the one of the main considerations along with the quality and correctness of the served food and the gentleness of the staff in service.

There is study that, Serhan and Serhan (2019), cafeteria customer' overall satisfaction with on-campus food and service attributes showed the quality of service was the strongest predictor of customer satisfaction. Maintaining the

quality of their services ensures that they continue to exceed customer expectations. The main objective of the study was to determine the customers overall satisfaction on food and services. Food and Beverage turned out to be second element. Food and services operators should pay more attention to quality of setting for interior and exterior designs to be relaxed and comfortable atmosphere to attract new customers and retain current ones. Food and service operators should continue to train the employees to be polite, attentive, friendly, and increase their knowledge about the products. Moreover, food establishment are responsible for providing an environment that makes it easier for their customer to make healthier food easier.

Not only but also, Menes, C. et al (2015) conducted a study on customer satisfaction on products and services dining restaurants where its main objective is to attain the customers' overall level of satisfaction in the aspect of quality food and beverage, the behavior of food and beverage server, environment and ambiance and efficiency of service. As to the success of food and service operations, it is found that customers had exceed their expectations and may intention to revisit and repurchase. Among the four aspect an attractive environment is a proof of the commitment of the restaurants to provide the best for their customers. Attention may be given by the restaurant to raise the progress of their employees' efficiency to be equal with their behavior and the quality of food and beverage that their establishment offer.

The Problem

Statement of the Problem

The study aims to determine the level of customer satisfaction on food and services of Milk tea Shops in Carmen in the new normal.
This study will further seek to answer the following questions:

1. What is the profile of the participants in terms of;

    1.1 age;

    1.2 gender;

    1.3 civil status; and

    1.4 educational attainment?

2. What is the level of customer's satisfaction on food and services in terms of:

    2.1 food; and

    2.2 services?

3. What enhancement scheme can be drawn based on the result?

Significance of the Study

The outcome of this study is beneficial to the following:

Faculty. This study will help them provide a baseline data to improve program for advancements on specializing food and services to their students.

Milk Tea Shops. This study will serve as guidelines for making new strategies and innovations that would help them to attract more customer. Hence increase customers to further increase revenue.

Owner/Manager. This study will help to the management focus on food and services that will cater more customers back to their establishment.

Milk Tea Shops Staff. This will help them known of the qualities that the staff should possess so they can render a full-packaged services constant satisfaction on their customer.

Academe. This study will provide information and insights on providing learning satisfaction to their students through giving satisfying services.

Future Researchers. This study may be used as reference data in conducting new research for aspiring researchers to get ideas and inputs in making their own research smoother.

RESEARCH METHODOLOGY

Design

The researchers used descriptive survey method of research using checklist survey questionnaire to determine the level of customer satisfaction on the food and services offered by milk tea shops in the municipality of Carmen.

Environment

The study was conducted at the municipality of Carmen, Bohol. The town of Carmen is the most known and well visited town of province because of its world-famous Chocolate Hills included in the 7 wonders of nature and other newly discovered tourist destinations such as Carmen Ridge Camp and Taytay Hills Overlooking View that make Carmen more interesting to the people who want to revisit.

Source: Google Map Philippines

Figure 2 Carmen Public Market Map

On the other hand, only four milk tea shops in the town of Carmen captures the interest of the researchers due to its popularity of milk tea and become a word of the mouth among youngsters and its fast-booming market. The study was

conducted particularly in the establishment of Milk Tea ni Langga, Go Tea House, Aiz Tea and Teaser. Milk Tea ni Langga is the first milk tea shop in Carmen located in Carmen Public Market. Go Tea House offers wide variety of food & desserts aside from milk tea delights and located in Poblacion near Wheeltek Carmen Branch. Aiz Tea offers the best foods partnered perfectly with their heavenly taste milk tea located in Carmen Public Market in front of Ceres Drop off center. Teaser is also offering various food and beverages aside from milk tea and located in Mercado, Carmen in line with Embaya Commercial Building.

Participants

The study employed convenience sampling wherein the actual customers were chosen randomly to answer the given survey questionnaire. Sixty survey questionnaires were distributed to the different milk tea shops as mentioned above. Hence, a total of 15 participants per establishment was selected. The participant was given freedom to respond and only those who were willing to participate were taken a count into. Moreover, ethical standards were strictly practiced in the data gathering.

Instrument

The study utilized a researcher-made questionnaire which was constructed by modifying a standardized survey questionnaire which is based on the restaurant survey questionnaire and have it assessed by the research adviser and expert prior to the data gathering. There are two parts of the survey questionnaire. The first part of the questionnaire is the respondents' profile which include the age,

gender, civil status and educational attainment then the second part is the level of satisfaction of the customer towards food and services of the milk tea shops in Carmen, Bohol. The level of customer satisfaction was assessed based on the rating scale of 1- Not Satisfied, 2- Less Satisfied, 3- Satisfied, 4- Highly Satisfied.

Procedure

The researchers wrote a letter request addressing to the owners of the milk tea shops in Carmen noted by research adviser, recommended by the dean of CTAS and approved by the campus director. After the approval of letter, the survey questionnaires were distributed to the participants within one (1) week period. Furthermore, the researchers randomly asked the customers' permission to participate in the survey and answer the given instrument. Each respondent was given ample time to answer the questions honestly according to their desired level of satisfaction. The accomplished questionnaires would have to collect on the given span of time the researchers conduct the survey.

Statistical Treatment

Frequency and percentage are used to analyze the profile of the participants. The percentage was computed using the following expression.

$$P = f / n \times 100$$

P = percentage   f = frequency

100 = constant multiplier or total percentage   n = no. of respondents

Weighted Mean Score was used to determine the satisfaction level of customers on food and services of milk tea shops using the formula:

$$WMS = \frac{4(f_4) + 3(f_3) + 2(f_2) + 1(f_1)}{n}$$

Where: WMS = weighted mean score f_n = summation of frequency of scale valuex

Weight	Range	Interpretation
1	3.26-4.00	Not Satisfied
2	2.51-3.25	Less Satisfied
3	1.76-2.50	Satisfied
4	1.00-1.75	Highly satisfied

OPERATIONAL DEFINITION OF TERMS

The following terminologies mentioned were further defined operationally in this study for definition.

Customer- It refers to the people who will dine-in either on the four milk tea shops and one who give impression in the establishment.

Customer Satisfaction on food and services. A term used to measure how products and services perceived by customers to meet their expectations. The food served in the certain milk tea shop like milk tea and other pastry products. Services are given by the staff to serve their customer either positive or negative way and promptness of the order.

Milk tea Shops of Carmen Bohol. It refers to the four milk tea shops in Carmen Bohol namely, Milk tea ni Langga, Aiz Tea, Go Tea House, and Teaser. These Milk tea shops offer wide variety of food and desserts aside from milk tea delights.

Chapter 2
PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter deals with the presentation, analysis and interpretation of the collected through questionnaires answered by the customers of Milk tea shops in Carmen. The study was conducted in the last week of November 2021.

Demographic Profile

Table 1 showed the data of the frequencies and percentage distribution on the demographic profile of the participants in terms of age, gender, civil status, and educational attainment.

The data revealed that majority (63.3%) of the respondents are in the age range of 15-25 years old, followed by the age range of 25-35 years old (26.7%) while the age range of 35 above comprised the lowest fraction of the respondent groups (10%). This implies that younger generation consumers are fond of eating and lounging in food establishments particularly, milk tea shops. This coincides with the findings of Garg and Kumar (2017) which also pointed that young adults comprise the largest number of diners as shown in their survey.

In terms of gender, female got the highest range of (66.7%) outnumbered the male respondents (33.3%). This result also supports the previous result of the study of Garg and Kumar that in terms of gender, female consumers are more fond of dining in a cafeteria as compared to males.

For the Civil status of the participants, the highest number of respondent status is single (83.3%) followed by married (16.7%). Similarly, the study of Valdez,

et.al (2020) on Influence of Restaurant Attributes to Customer's Dining Experience indicates that of all the 305 participants registered casual dining restaurant in Batangas, Province, majority of the respondents were single.

As to the educational attainment, majority of the respondents were either at a college level, post graduate or have undergone tech voc courses 56.7%. The study of Bridges, et. al (2018) which associated fast food consumption and higher education among older adults also revealed that college level consumers comprised the largest fraction of the population and typically dined in fast-food establishments at least once in a week.

Table 1
Profile of the Participants
n=60

Profiles	Frequency (f)	Percentage (%)
Age		
15-25	38	63.3
26-35	16	26.7
36 above	6	10
Total	60	100
Sex		
Male	20	33.3
Female	40	66.7
Total	60	100
Civil Status		
Single	50	83.3
Married	10	16.7
Widowed	0	0
Total	60	100
Educational Attainment		
No formal Schooling	0	0
No formal Schooling but able to read and write	0	0
Elementary Level	0	0
Elementary Graduate	0	0
High School Level	15	25
High School Graduate	11	18.3
College/post graduate/technical vocational	34	56.7
Total	60	100

Table 2.1 showed that the level of customer's satisfaction on food of milk tea shops in Carmen, Bohol. Both 'the taste and palatability of the foods' and 'the freshness of the food' got the highest weighted mean of 3.68% While the lowest level is item number 5 which is 'the food price is affordable and right'. Moreover, the data shows that the participants are highly satisfied in food.

Table 2.1
The level of Customer's Satisfaction on Food
n=60

Items	Weighted Mean	Descriptive Interpretation	Rank
1.The taste and palatability of the foods.	3.68	Highly Satisfied	1.5
2.The aroma and smell of the foods.	3.63	Highly Satisfied	4
3.The freshness of the foods.	3.68	Highly Satisfied	1.5
4.The visual appearance of the foods.	3.60	Highly Satisfied	5
5.Varied of food choices.	3.56	Highly Satisfied	6
6.The food price is affordable and right.	3.46	Highly Satisfied	7
Category Weighted Mean	**3.60**	Highly Satisfied	

Indicators:

Range	Descriptive Interpretation
3.26-4.00 -	Not Satisfied
2.51-3.25 -	Less Satisfied
1.76-2.50 -	Satisfied
1.00-1.75 -	Highly Satisfied

Table 2.2 showed the customers' level of satisfaction based on the Milk tea Shop's Services, the highest weighted mean score is item number 6, which is cleanliness and orderliness is observed. While the lowest score is both item

number 3 and 5 which is displays proper food handling or serving and displays pleasing personality and neatness. Additionally, the data shows that the participants are highly satisfied towards the services with a total weighted mean score of 3.61%.

Table 2.2
The Level of Customers' Satisfaction on Services
n=60

Items	Weighted Mean	Descriptive Interpretation	Rank
1. The staff are knowledgeable on the matters pertaining to the food and services of the milk tea shop.	3.58	Highly Satisfied	7.5
2. The staff displays positive and pleasant attitude.	3.60	Highly Satisfied	5.5
3. The staff displays proper food handling or serving.	3.56	Highly Satisfied	9.5
4. The staff responds to order and customer's concern promptly.	3.61	Highly Satisfied	4
5. The staff displays pleasing personality and neatness.	3.56	Highly Satisfied	9.5
6. Cleanliness and Orderliness is observed in the milk tea shop.	3.71	Highly Satisfied	1
7. There is provision of safety health protocols in the milk tea shop.	3.68	Highly Satisfied	2.5
8. The milk tea shop is well ventilated.	3.60	Highly Satisfied	5.5
9. The milk tea shop is cozy.	3.58	Highly Satisfied	7.5
10. The milk tea shop's interior design is pleasing.	3.68	Highly Satisfied	2.5
Category Weighted Mean	**3.61**	Highly Satisfied	

Indicators:

Range	Descriptive Interpretation
3.26-4.00 -	Not Satisfied
2.51-3.25 -	Less Satisfied
1.76-2.50 -	Satisfied
1.00-1.75 -	Highly Satisfied

Customer's Satisfaction on Food and Services Summary

As shown in the table 2.1, the overall data have shown that the customers are Highly Satisfied on Food and Services. The Food category got 3.60 weighted mean which is described as Highly Satisfied. The reason why the customer got highly satisfied could be supported in the study of Serhan and Serhan (2019) which showed that customers tend out to be satisfied about food with the reasonable pricing and the quality of food on offer. Higher customer satisfaction increases revisit/return intention and become the word-of-mouth endorsement of the food service facility.

Of the two categories, Services ranked first with a weighted mean on 3.61 which is also described as Highly Satisfied. The reason why customers got highly satisfied on services that leads to first rank of all the categories could be supported by the study of Serhan and Serhan (2019) that ambiance also seen as a key factor that has an impact on customers' insights. It shows that cheerful decorations, cleanliness of the dining room environment, comfort level and capacity need significant effect on satisfaction

Secondly, the overall result of Customer Satisfaction on food and services is Highly Satisfied. However, the result did not reach the perfect percentage level of satisfaction which also implies that there is still need for an improvement.

Chapter 3

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the summary of findings, conclusions, and recommendations drawn from the findings.

Summary of Findings

The goal of the study was to determine the customers' satisfaction on food and services of milk tea shops in Carmen, Bohol. Based on results, analysis and interpretation of data gathered, the followings were the findings: Firstly, since the greatest respondent profile indicates that most of the customers of the milk tea shops in Carmen, Bohol are young adults ranging from 15-25 years old.

They were mostly females and have been to college, post graduate studies or tech-voc. schools. Assessment on the satisfaction level of customers revealed that customers were highly satisfied on both the services provided and food offered in the milk tea shops in Carmen, Bohol. Data indicates that customers were highly satisfied on all given statements pertaining to food and services of the surveyed food establishment.

Conclusions

Based on the results, the researcher concluded that the milk tea shops in Carmen are giving good impression to its customers in all aspects in terms of food and services. The study concluded that there are still need for more improvements

in food and services since the overall result is highly satisfied. Therefore, enhancement scheme was utilized in the study.

Recommendations

Based on the findings and conclusions, the researchers address the following recommendations:

1. The management may lower food prices depending on their target market, especially young people as their most valuable customers. The manager should consider this because mostly of their customers were students, and they prefer to choose an affordable and right price, the easier to persuade and win the customers, and with their satisfactory.

2. The management may implement to their staffs a standard way of handling and serving the food to customers or by giving the customers a complimentary food to avoid boredom while making their food. The manager must also consider this to be aware and to meet their customers expectation.

3. The management may implement of a proper grooming to the staffs and delightful way of entertaining the customers especially in understanding the customers' needs. The manager should consider this because it helps to gain customer loyalty in the establishment.

4. The management must consider the factors with the lowest weighted mean to increase the satisfaction level of the customers.

5. The management may add more food menus to give more option to the customers. More food to offer can attract more customers, thus, customers will become loyal customers that they have a lot of food to try too. To give more food options to the customers.

6. The management should enhance the staff's knowledge pertaining on the food and milk tea delights on offer in the milk tea shops. The manager must also implement this to their staffs to respond promptly in every customer query.

7. The management may enhance their ambiance or atmospherics, something more friendly, attractive, comfortable to see and stay and a feeling of belongingness of the customers. The first thing that can caught one's attention is the ambiance or design of the shop; therefore, it should be presentable, and should be on trend or fits on the target markets desire. The manager should also consider this to increase revisit/return intention of their valued customers.

8. Future researchers may utilize the findings of the study and check the enhancement scheme that researchers propose to identify whether the scheme is implemented, so that whatever result may occur shall be subjected to future researchers.

BOHOL ISLAND STATE UNIVERSITY

College of Technology and Allied Science

Zamora, Bilar, Bohol

PROPOSED ENHANCEMENT SCHEME

Areas of Concern	Objectives	Solution/Recommendation	Persons Involved
Food Prices	To fully satisfy the customers particularly on food prices.	The management may lower the food prices especially young people as their most valuable customers.	Manager
Proper food handling or serving	To be aware and meet their customers' expectations.	The management may implement to their staffs a standard way of handling and serving to the customers or by giving some complimentary food to avoid boredom while making their food.	Manager
Pleasing personality and neatness of the staffs	To gain customers loyalty.	The management may implement of a proper grooming to the staffs and delightful way of entertaining the customers especially in	Manager

		understanding customers' needs.	
Varied of food choices	To give more food options to the customers.	Add food choices to the menus like set meals, unlimited during weekends and more add-on flavor to their milk teas.	Manager
Staffs knowledge pertaining on the food on offer in the milk tea shops	To respond promptly in every customer query.	The management should enhance the staff's knowledge pertaining to the food and milk tea delights on offer in milk tea shops.	Manager
Ambiance or Atmospherics	To increase revisit/return intention of their valued customers.	The management may enhance their ambiance or atmospherics, something more friendly, attractive, comfortable to see and stay and feeling of belongingness of the customers.	Manager

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APPENDIX A

Questionnaire

Republic of the Philippines

BOHOL ISLAND STATE UNIVERSITY

College of Technology and Allied Sciences

Zamora, Bilar, Bohol

CUSTOMER SATISFACTION ON FOOD AND SERVICES OF MILK TEA SHOPS IN CARMEN, BOHOL

Dear Participants,

We would like to invite you to take a few minutes to answer some questions. The researchers are grateful for consenting us to conduct a survey. This questionnaire is administered to find out your satisfaction level in availing the milk tea shops in terms of offered food and service. Rest assured that all information you will send us will be treated as confidential.

Name (optional): _____ Age: _____ Gender: _____	
Civil Status: _____ Educational Attainment: _____	

Direction: Using the 4-level scale shown below. Rate the following questions by placing a check in the box. Please answer the question honestly. Do not leave each item unanswered.

Scale:

1-Not Satisfied

2-Less Satisfied

3-Satisfied

4-Highly Satisfied

Food	1 (NS)	2 (LS)	3 (S)	4 (HS)
1. The taste and palatability of the foods.				
2. The aroma and smell of the foods.				
3. The freshness of the food.				
4. The visual appearance of the foods.				
5. Varied of food choices				
6. The food price is affordable.				
Services				
1. The staffs are knowledgeable on the matters pertaining to the food and services of the milk tea shop.				
2. The staff displays positive and pleasant attitude.				
3. The staff displays proper food handling or serving.				
4. The staff responds to order and customer's concern promptly.				
5. The staff displays pleasing personality and neatness.				
6. The Cleanliness and orderliness of the milk tea shop is observed.				
7. There is a provision of safety health protocols in the milk tea shop.				
8. The milk tea shop is well ventilated.				
9. The milk tea shop is cozy.				
10. The milk tea shop's interior design is pleasing.				

APPENDIX B

Letter of Intent

Republic of the Philippines

BOHOL ISLAND STATE UNIVERSITY

College of Technology and Allied Sciences

Zamora, Bilar, Bohol

Julie Ann Fe Dag Um
The Manager/Owner
Milktea Ni Langga
Mercado, Poblacion Sur, Carmen, Bohol

Madam:

Greetings!

We, the undersigned third-year students taking up the degree of Bachelor of Science in Hospitality Management of Bohol Island State University- Bilar Campus, Zamora, Bilar, Bohol are currently conducting a research study entitled "CUSTOMER SATISFACTION ON FOOD AND SERVICES OF MILK TEA SHOPS IN CARMEN, BOHOL".

In view of this, the researchers would like to seek permission from your good office to allow us to conduct a study in your respective establishment where food and beverage services and guest satisfaction are located. With your approval, the results of the study could provide insights as to the strategic services provided by food and beverage establishments that manifest level of satisfaction of the potential customers.

You may be assured that the identities of the customers will be kept fully confidential. Hoping for your kind approval and consideration. I am looking forward to your positive response on this matter. Thank you very much and God Bless!

Very truly yours

SHELLA MAE G. CURAN, MARY GRACE MINA, GLENN B. QUILICOT
The Researchers

Noted By:
(Sgd.) VAL VINCENT M. LOSARIA
Adviser
(Sgd.) NELIA Q. CATAYAS, Ph. D.
Chairman DHMIT
(Sgd.) ARLEN B. GUDMALIN, Ph. D.
Dean CTAS

APPENDIX B

Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol

Vision: A premier S & T university for the formation of a world – class and virtuous human resource for the sustainable development in Bohol and the country.

Mission: BISU is a committed to provide quality higher education in the arts and sciences, as well as in the professional and technological fields; undertake research and development of Bohol and the country.

COLLEGE OF ALLIED AND SCIENCES (CTAS)

November 3, 2021

MARIETTA C. MACALOLOT, Ph. D.
Campus Director

Madam:

Good day!

The undersigned are fourth year college student taking up Bachelor of Science in Hospitality Management at Bohol Island State University, Bilar Campus, Zamora, Bilar, Bohol presently conducting the thesis entitled, "**CUSTOMER SATISFACTION ON FOOD AND SERVICES OF MILK TEA SHOPS IN CARMEN IN THE NEW NORMAL**" as a requirement for graduation.

In this connection, we would like to request permit from your office to conduct this study.

Thank you and more power.

Respectfully yours,

Shella Mae G. Curan
Mary Grace J. Mina
Glenn B. Quilicot

Noted By:

(Sgd.) VAL VINCENT M. LOSARIA
Adviser

(Sgd.) ARLEN B. GUDMALIN, Ph. D.
Dean CTAS

(Sgd.) MARIETTA C. MACALOLOT, Ph. D.
Campus Director

APPENDIX C

Raw Data

Customer Satisfaction on food and services of Milk tea shops in Carmen, Bohol	4	3	2	1
	Frequency			
Food				
The taste and palatability of foods	41	19	0	0
The aroma and smell of the foods	38	22	0	0
The freshness of the food	41	19	0	0
The visual appearance of the foods	37	22	1	0
Varied of food choices	34	26	0	0
The food price is affordable and right	28	32	0	0
Services				
The staffs are knowledgeable on matters pertaining to the food and services of the milk tea shop.	36	23	1	0
The staff displays positive and pleasant attitude	38	20	2	0
The staff displays proper food handling or serving	36	22	2	0
The staff responds to order and customers' concern promptly	40	17	3	0
The staff displays pleasing personality and neatness	36	22	2	0
Cleanliness and orderliness are observed in the milk tea shop	43	17	0	0
There is a provision of safety health protocols in the milk tea shop	41	19	0	0
The milk tea shop is well ventilated	40	17	2	1
The milk tea shop is cozy	37	21	2	0
The milk tea shop's interior design is pleasing	42	17	1	0

APPENDIX D

Photo Documentation

Go Tea House   Milk Tea ni Langga

Teaser   Aiz Tea

APPENDIX E

Researcher's Biodata

NAME	: Shella Mae G. Curan
NICK NAME	: "Shellay"
DATE OF BIRTH	: September 17, 1999
PLACE OF BIRTH	: San Isidro,Pilar,Bohol
AGE	: 22
HOME ADDRESS	: San Isidro,Pilar,Bohol
E-MAIL ADDRESS	: shellamaecuran20@gmail.com
RELIGION	: Roman Catholic
CITIZENSHIP	: Filipino
FATHER'S NAME	: Joseph A. Curan
MOTHER'S NAME	: Rufa G. Curan

EDUCATIONAL BACKGROUND

ELEMENTARY	: Buenavista Elementary School
	Buenavista, Ubay, Bohol
	2011-2012
SECONDARY	: San Isidro Technical Vocational High School
	San Isidro, Pilar, Bohol
	2017-2018
TERTIARY	: Bohol Island State University
	Zamora, Bilar, Bohol
DEGREE EARNED	: Bachelor of Science in Hospitality Management
WORKING EXPERIENCE	: Working Immersion: Municipality of Pilar

Researcher's Biodata

NAME	: Mary Grace J. Mina
NICK NAME	: 'Grace"
DATE OF BIRTH	: October 13, 1999
PLACE OF BIRTH	: Poblacion Sur, Carmen, Bohol
AGE	: 22
HOME ADDRESS	: Sitio Villa Ambrosia Poblacion Sur, Carmen Bohol
E-MAIL ADDRESS	: minamarygrace85@gmail.com
RELIGION	: Roman Catholic
CITIZENSHIP	: Filipino
FATHER'S NAME	: Ramil B. Mina
MOTHER'S NAME	: Elizabeth J. Mina

EDUCATIONAL BACKGROUND

|	
ELEMENTARY	: Carmen East Central Elementary School
	Poblacion Sur, Carmen Bohol
	2011-2012
SECONDARY	: Katipunan National High School
	Dat-an, Katipunan Carmen Bohol
	2017-2018
TERTIARY	: Bohol Island State University
	Zamora, Bilar, Bohol
DEGREE EARNED	: Bachelor of Science in Hospitality Management
WORKING EXPERIENCE	: Working Immersion: Chocolate Hills Complex

Researcher's Biodata

NAME	: Glenn B. Quilicot
NICK NAME	: "Glenn"
DATE OF BIRTH	: October, 31, 1999
PLACE OF BIRTH	: Pamacsalan,Pilar,Bohol
AGE	: 22
HOME ADDRESS	: Pamacsalan,Pilar,Bohol
E-MAIL ADDRESS	: glennb.quilicot@gmail.com
RELIGION	: Roman Catholic
CITIZENSHIP	: Filipino
FATHER'S NAME	: Narciso P. Quilicot
MOTHER'S NAME	: Perla B. Quilicot
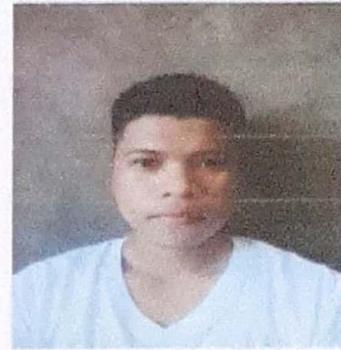
EDUCATIONAL BACKGROUND

ELEMENTARY	: Pamacsalan, Elementary, School
	Pamacsalan, Pilar, Bohol
	2011-2012
SECONDARY	: Virgen Del Pilar Academy
	Poblacion, Pilar, Bohol
	2017-2018
TERTIARY	: Bohol Island State University
	Zamora, Bilar, Bohol

DEGREE EARNED	: Bachelor of Science in Hospitality Management
WORKING EXPERIENCE	: Working Immersion: Municipality of Pilar