CUSTOMERS' LEVEL OF SATISFACTION TOWARDS FOOD AND BEVERAGE SERVICES IN SELECTED FOOD ESTABLISHMENT OF UBAY, BOHOL DURING THE NEW NORMAL

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A Thesis Presented to the
Faculty of the Department of Hospitality Management
and Industrial Technology

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

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APPROVAL SHEET

This thesis entitled, **"CUSTOMERS' LEVEL OF SATISFACTION TOWARDS FOOD AND BEVERAGE SERVICES IN SELECTED FOOD ESTBLISHMENT OF UBAY, BOHOL DURING THE NEW NORMAL"**, prepared and submitted by Ibale, Sherwin , Estillore, Prince Japhet, and Quibol, Riza 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.
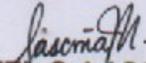
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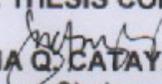
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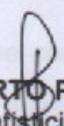
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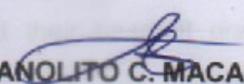
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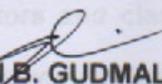
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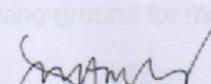
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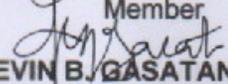
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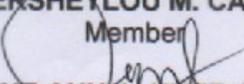
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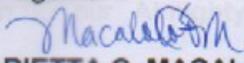
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ABSTRACT

This study aimed to determine the satisfaction level of the customers towards the food and beverage services of the restaurants amidst the pandemic. The study employed descriptive research method using adopted survey questionnaire and distributed to the 172 customer respondents using purposive sampling. Analysis of the data was done using Weighted Mean and Percentage. The study revealed that most of the participants belong to below 39 years old and 20-29 years old of them comprised a bigger portion of the group, majority are male and in college level. The researchers found out that customers are not highly satisfied of ambiance with 3.17 weighted mean score, staffs with 3.12 weighted mean score, price fairness with 3.08 weighted mean score, and food and beverage variety with 3.04 weighted mean score, respectively. Nevertheless, most of the participants are highly satisfied in food quality which have been considered as the highest level of satisfaction with a weighted mean score of 3.26. Furthermore, the level of satisfaction on food and beverage services in Ubay restaurants is satisfied with a weighted mean score of 3.13. The formulated conclusion of the study brought theresearchers to recommend theestablishment to must have a drop box for comments and suggestion to further have a basis on how to improve and offer a wider variety of food and beverage services. Moreover, the establishment must conduct further studies in a qualitative approach on what factor affects most on the customers' satisfaction in a restaurant.

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Chapter 1

THE PROBLEM AND ITS SCOPE

Rationale

Food and beverage services has played a significant and unique role, especially in the world of business. It has contributed enormous progress to the revenue in the Hospitality Industry. This industry operates multiple levels of atmospheric society and offers different types of services that most guests want. It provided businesses that deliver food and beverage to their valued customer at a particular location such as hotels, restaurants, or the customer's preferred premises. The food and beverage services include the preparation of food packs and dine-in services. The institution must fulfill these services to deliver the best and comfortable experience that the guest could ever experience while staying in accommodation or hotel.

Right now, food and beverage services are experiencing a very crucial issue due to the impact of the pandemic. However, they initiated different strategies in order to rise above the problem. Notably, food and beverage establishments in the Municipality of Ubay have reopened from closures. The establishments adapt to the so-called new normal in the operation of their establishment. Furthermore, these changes brought varied opinions of people from negative to positive. In this very competitive world, what pleases the customer must be considered. The research of Jooyeon Ha et al. utilized the

concept of herd behavior. It examined whether restaurant customers follow others' choices or opinions, especially when choosing a restaurant in an unfamiliar place. Thus, customer satisfaction is essential.

The new normal circumstances have led studies to predict customer satisfaction levels in terms of food and beverage variety, food quality, price fairness, ambiance, and staff during the pandemic. Hence, the researcher's ultimate goal in this study is to determine customers' satisfaction levels with selected food establishments' food and beverage services in the New Normal, and then formulate an action plan to determine which establishments can best serve as a model for future innovation.

Literature Background

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 Act aims to protect the "interest of the consumer, promote his general welfare and establishes standards of conduct for business and industry" by adopting the following measures: Protection against hazards to health and safety; Protection against deceptive, unfair, and unconscionable acts and practices; Provision of information and education to facilitate sound choice and the proper exercise of rights by the consumer; Provision of adequate rights and means of redress; and Involvement of consumer representatives in the formulation of social and economic policies.

Moreover, this study is also supported by the Republic Act No. 3720 under Section 2 that declared the policy of the State to ensure safe and good quality supply of food, drug and cosmetic, and and to regulate the production, sale and traffic of the same to protect the health of the people.

According to Philip Kotler (2013), satisfaction is described as a 'person's feeling of pleasure or disappointment. The customers are the ones who established satisfaction goals before they set out to purchase. The factors that matter as a ground for information on reviews, comparisons, and alternatives are the establishment's physical structure and people. Once the customer selects the product or service, they will evaluate the experience against the expected one.

Customers' satisfaction further helps formulate ideas in determining strategies for making the guest feel satisfied through experience.

From Oliver (1980), it breaks down customer satisfaction in the context of mental processes vis-a-vis how customers think. The primary constructs of the expectation confirmation theory are the following: expectations, perceived performance, disconfirmation of beliefs, and satisfaction. It can measure the customer's satisfaction from the difference between customer's expectation and experience of perceived products or services. They perceived higher expectations from the products or service results in positive disconfirmation. Similarly, if the customer perceives the performance to be worse than expected, it results in negative disconfirmation. Positive disconfirmation results in customer satisfaction. Zero disconfirmation (when reality meets expectations) is likely to result in satisfaction. Negative disconfirmation leads to dissatisfied customers.

Negative disconfirmation will occur when the actual performance of a specific product or service cannot meet the customer's expectation and leads to customer dissatisfaction. Positive disconfirmation leads to the customer's satisfaction if the perceived performance of a specific product or service can exceed the customer's satisfaction. Finally, when there is not any difference between a customer's expectation and actual performance of a specific product or service, perceived performance equals expectation; thus, simple confirmation occurs.

From Locke, (1967), satisfaction is an emotional response that is triggered by a cognitive evaluative process in which the perceptions of an offer are compared to one's values, needs, wants or desires. This theory postulates satisfaction as the fulfilment of consumer desires,values, or wants, as opposed to their expectations.

Based on the study of Sabir et al. (2014), customer satisfaction has become the most significant aspect in the field of business, because satisfied customers have significant impact on the profits of business. Also, Rahman et al. (2012) demonstrated that customer satisfaction can be explained based on the feelings of happiness, acceptance, relief, delight, and pleasure. The authors added that customers" satisfaction is likely to be established after evaluating the products and services of a brand in meeting certain needs and wants.

On the other hand, Hui and Zheng (2010) described satisfaction as the overall evaluation or judgment of customers towards the quality of products or services offered by a service provider. Hansemark and Albinsson (2004) also defined customer satisfaction as a customer's overall evaluation of a brand's products or services, as well as their emotional reactions to that brand's capacity to meet certain of their requirements and desires.Similarly, Kotler (2000) defined satisfaction as "a person's sensation of joy or disappointment caused by comparing a product's perceived performance (or outcome) to his or her expectations."

According to Cousins and Weekes (2020), Food and Beverage Service covers the knowledge and skills necessary for those studying and working at various levels in food and beverage service. The demands for food and beverages away from the home increase. The food and restaurant styles continue to diversify to meet the demands of knowledgeable and value-conscious customers increasingly. The customer as central to the process and an active participant in the food and beverage services. The main objective of foodservice operations is to achieve customer satisfaction or to meet the customer's needs. This might be physiological, economic, social, psychological, and convenience. Customer's choice is a specific reason that will often determine their satisfaction (dissatisfaction) rather than the food and beverage by itself. As to the success in food and beverage service, today, more people than ever are eating outside the home and meeting this demand. There is increasing diversity in the nature and type of food and beverages on offer. The food and beverage service is the essential link between customers and the menu, beverages, and other services on offer in an establishment.

Moreover, Jaini et al. (2015) investigated the factors that affect the service quality of fast-food restaurants, studying the relationship between customer experience and total quality. They used service quality, food quality, and atmospheric quality as the main dimensions to measure the total quality of restaurants.

Abdul and Zainal (2016) found the relationship between quality and customer satisfaction using five independent variables: perceived value, emotional price, monetary price, behavioral price, and reputation. Pecotic et al. (2014) used numerous factors related to furniture, size, color, art, music, and layout to study the relationship between interior design and customer satisfaction.

According to Amelia and Garg (2016), the quality and correctness of the served food and the gentleness of the staff in service is one of the primary considerations of getting the first impression that matters most. Employees' behavior matters on customers' perceptions of service quality. The interaction between cafeteria staff and customers, such as friendly gestures, e.g., greetings and high levels of responsiveness, cleanliness, and quick service, is essential as it influences satisfaction with the service quality comfortable seating and dining area and restaurant ambiance had significantly affected the customers' intention to return to the restaurant. Sudariet al. (2019) says that product, promotion, place and price have positive effects on customer satisfaction of food and beverage products.

THEORIES	LEGAL BASES
• Theory of Customer Satisfaction (Kotler,2013) - Indicates customer satisfaction as a person's feeling of pleasure or disappointment. • Theory of Expectancy Disconformity (Oliver,1980) - It breaks down customer satisfaction in the context of mental processes how customers think. • The Value Percept Theory (Locke, 1967) - Postulates satisfaction as the fulfillment of consumer desires and values as opposed to their expectations.	• Republic Act No. 7394, also known Consumer Act of the Philippines of 1991 - The Act aims to protect the interest of the consumer and promote general welfare. • Republic Act No. 3720 under Section 2. - Ensure safe and good quality supply of food , drug and to regulate the production , sale, traffic of the same to protect the health of the people.

Customer's Level of Satisfaction on Food and Beverage Services in terms of:
- Food and beverage variety;
- Food quality;
- Price Fairness;
- Ambiance; and
- Staff

Action plan

Figure 1. Theoretical and Conceptual Framework

Based on the study of Namkung, Y. and Jang, S., (2007), the overall food quality significantly affects customer satisfaction and behavioral intentions and also revealed that the relationship between food quality and customer behavioral intentions is mediated by satisfaction. Food and beverage quality attributes such as taste, smell, freshness, appearance, size, shape, colorcolor, gloss, consistency, and texture play a higher role in accomplishing or surpassing customer satisfaction and expectation to return (Dollah, Mansor, & Mohamed, 2012). In addition, the study ofPedraja Iglesias et al.(2004) shows that perceived quality has a direct and positive impact on the level of customer satisfaction, while, contrary to what was expected, total perceived price does not influence that satisfaction.Food quality haswidely been considered as an essentialaspect inthe success of any restaurant (Liu &Jang, 2009). Furthermore, Gagićet al. (2013) found that food quality was a key contributor to customer satisfaction and behavioral intention.

Similarly, the study of Namkung, Y.et al.,(2010) found that setting reasonable prices and providing efficient services in a timely manner were found to be the key to negate negative emotion. . Rothenberger (2015) also found that customers" perceptions of unfair prices lead to negative outcomes, such as: higher degree of dissatisfaction, lower levels of repurchase behaviour, negative word of mouth, and increased customers" complaints. Greater support was reported by certain scholars (Herrmann et al., 2007; Kaura, 2012) who found that price fairness had a significant positive effect on customer satisfaction.

Xiaetet al.(2004), definedconsumers' overall views of whether the provided price of a seller's goods or service is truly reasonable, may be accepted, or justified are referred to as price fairness perceptions. Particularly, customers arelikely to rely on variousreference sources to make better judgments such as cost of goods soldprevious prices, and rivals" prices when evaluating price fairness in order to formcomparisons(Boltonet al.,2003).

Furthermore, workplace eating is frequently associated with poor quality and wrong food choices, which have negative consequences. Tam et al. have stated various aspects for encouraging customers to eat healthily. Institutions are responsible for providing an environment that makes it easier for students to make healthier food easier. Previous research indicates that many institutions' food environments are filled with energy-dense, nutrient-poor food that may be heavily promoted. Moreover, it is the operators' role to provide various products in their menus that will give their customers more options to choose from. The menu is one of the critical indicators of restaurants' marketing plans.

Physical environment is another aspect in which a restaurant can build its competitive advantage. Physical environment consists of all the tangible and intangible elementsthat exist inside and outside a restaurant. To improve the physical environment, the restaurants"managers shouldinvest substantiallyon interior designs; decorations, floor cleanness, and other accessories, because such expenditures are the most important investmentsfor attracting customers (Azim et al.,2014).

Kotler has emphasized especially the 'atmosphere of the place' in some cases to be more influential than the product itself and popularly referred to as "Atmospherics."It is described as the space designed to create specific emotional effects in the customers' minds to increase their purchase probability. Spatial layout and design factors include how machinery, equipment, furniture, artifacts, and furnishings are arranged within a surrounding that explicitly or implicitly communicate about the place (Ryu et al., 2012).

Additionally, social factors consist of human elements such as employees' appearance and crowd type which typically affect customers' visual senses (Liu & Jang 2009). Unlike physical atmospheric variables, the 'Human elements' (such as employee professionalism, interaction, etc.) are not readily controllable (Liu & Jang 2009; Baker et al., 2002). As atmospherics effect could occur without a service encounter, three dimensions of dining atmospherics are identified that seemed relevant to study undivided interest to dining space: interior design and decor, spatial layout, and table setting.

THE PROBLEM

Statement of the Problem

The main thrust of the study was to determine the customer's level of satisfaction towards food and beverage services provided by the restaurants during the New Normal in the municipality of Ubay, Bohol.

Specifically, it sought to answer the following questions:

1. What is the demographic profile of the respondents in terms of:

   1.1 age;

   1.2 gender;

   1.3 civil status; and

   1.4 educational attainment?

2. What is the level of satisfaction of customers in terms of:

   2.1 food and beverage variety;

   2.2 food quality;

   2.3 price fairness;

   2.4 ambiance; and

   2.5 staff?

3. Based on the findings what action plan can be offered as an output of the study?

Significance of the Study

The results of the study would be beneficial to the following:

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

HM Students. This study would help them provide additional and useful input to develop their skills in giving satisfying services to their future guest.

Food and Beverage Owners/Operators. This would help the establishment focus on factors or services that will cater more customers back to their establishment.

Food and Beverage Staff. This would help them known of the qualities that the staff should possess so they can render a full-packaged services towards constant satisfaction of their customer.

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

Future Researchers. The study would enable aspiring researchers to get ideas and inputs on how to make their own research smoother.

RESEARCH METHODOLOGY

Design

The researchers used a descriptive survey method of research using adopted survey questionnaire to determine the satisfaction level of food and beverage services in selected establishments in Ubay, Bohol, during the New Normal.

Environment and Participants

The study was conducted in the municipality of Ubay, particularly in the establishment of Gavene's Restaurant, Kiddies restaurant, Dizu KTV &Restobar, and ArnsbacRestobar. Gaven's restaurant is a very quaint good restaurant located in Poblacion, Ubay, with a vast parking space. Kiddies restaurant offered more seafood specialties located in Col. Mariano Garces St, Ubay. Dizu KTV &restobar is an indoor and outdoor dining restaurant that has a good entertainment through their scheduled live bands in Purok 5, Bood, Ubay. ArnsbacRestobar is a restaurant offers food and drinks and entertainments through their scheduled live bands.

The purposive sampling method was employed in this study wherein regular customers and diners were considered the participants. There werebe 43 respondents per establishment in the study.Permission was asked from the

customers if they are willing to answer the survey questionnaire observing high ethical standards.

The town of Ubayis well known for its best ecotourism destinations. Visitors from other places often visit and experience exciting places such as Ubay Stock Farm, Capayas Dam, UbayAgri-Park, and impressive rolling mountains that make Ubay an exciting place for adventure.

Figure 2.Ubay,Bohol Map

Instrument

The researchers adopted a questionnaire from the study of sAbuRashedOsmana , TazkiaHossainb , James BakulSarkar, (2018) entitled "Investigating University Students' Satisfaction with On-Campus Cafeteria Food Services: An Empirical Study in Perspective of Private University" to the Asian Economic and Social Society (AESS) source.

The instrument is composed of 2 parts with 23 items; the first part is the respondents' profile while the second part is the customers' level of satisfaction. The level of satisfaction questionnaire can be answered based on the Likert-scale method. The choices were: Highly satisfied (HS), which manifest a high

level of demands and fulfillment that exceeds customer's expectations; Satisfied(S), which manifest a moderate level of demands and fulfillment; Less Satisfied(LS), which manifest a low level of demands and fulfillment; and Not Satisfied(NS) which manifest no demands and fulfillment.

Procedure

To achieve the study's objectives, the researchers asked an approval from the Campus Director and permission from the Dean of the College of Technology and Allied Sciences and noted by the Chairperson through a formal letter of permission. The letter aimed to introduce themselves to the participants and indicate the purpose of the study. Furthermore, the researchers also indicated that participation in this study is voluntary, and only these willing to participate in the study are allowed. However, due to the increasing number of Covid-19 cases in Bohol, face-to-face contact in conducting the study was prohibited, and any forms of media were used to gather the data.

The researchers undergone the following procedures:

1. The researchers adopted questionnaires composed of 23-item questions that covered the different categories of establishments' food and beverage services.

2. The questionnaire was made using Google Forms and distributed to 43 respondents in every establishmentthat totaled to 172 all in four establishments. It was distributedwithin one (1) week period using the

respondents' preferred platform for the convenience and safety of both the researchers and the respondents.

3. The distribution of questionnaire was done through online provided by the check-up test indicating that the participants are regular customers or diners of the particular establishment.

4. After the given period, the researchers collected the data survey from the Google Form and then tabulated. The data gathered were examined, analyzed, and interpreted.

Statistical Treatment

The researchers used the statistical tools in analyzing and interpreting the data. The treatment was the frequency count and per cent distribution.

Frequency and PerCent Formula:

$$P\textit{i}\frac{f}{n}\times100$$

where: %= percent
        f= frequency
        n= no. of respondents

Weighted Mean Formula:

$$WM=\frac{\Sigma\times}{n}$$

where WMS= weighted mean

      $\Sigma\times$= summation of frequency of scale value xLegend:

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

OPERATIONAL DEFINITION OF TERMS

The following terms were operationally defined according to their use in the study:

Ambiance/Atmospherics. It is a term used to describe the design of commercial spaces.

Customer Satisfaction. It is term used to indicate fulfillment that customers derive from exceeding expectations.

Food and Beverage Services. Broadly defined as the process of preparing, presenting and serving of food and beverages to the customers.

Hospitality. The friendly and generous reception and entertainment of guests, visitors, or strangers**.**

Participants. It refers to diners or customers who answered the questionnaire.

Strategic Service. It is an establishment's strategy that aims to satisfy customers or guests.

Chapter 2

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter deals with the presentation, analysis and interpretation of the gathered data on the customers' level of satisfaction survey in Ubay restaurants during the new normal.

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

Age. Majority of the respondents are in the range of 20-29 years old which comprises 62.2% of the total respondents, followed by, 20 and below years old, 30-39 years old, next was 40-49 years old and lastly, 50-59 years old. According to Food Surveys Research Group in United States, (2007-2008), young adults (20-29 years) consume approximately 40% of their total daily energy away from home.

Sex. Male respondents got the highest rank of 54.1% which is more than of female respondents with 45.9%. Based on the study of Driskell,Scales (2006) on "Differences Exist in the Eating Habits of University Men and Women at Fast-food Restaurants", a significantly higher percentage of men (84%) than women (58%) reported typically eating fast food restaurants for lunch at least once weekly and more men reported typically eating everything ordered at fast-food restaurants.

Civil Status. The highest number of respondent status is single and the lowest is divorce. The study of Valdez, C. et al.(2020) on Influence of Restaurant Attributes to Customers Dining Experience found out that out of 305 customers of registered casual dining restaurants in Batangas province, majority of the respondents are single.

Educational Attainment. The data presented that majority of the respondent is in the level of tertiary level in their educational attainment. According to Boston Metropolitan Area alone, there were over 250, 000 college students that within this populous group exists a unique individuals and mostly restaurants are more appealing and attractive to the nation's growing number of college students.

Table 1
Demographic Profile of the Participants
n=172

1.1 Age	Frequency (F)	Percentage (%)
20 and below	47	27.3
20-29	107	62.2
30-39	14	8.2
40-49	3	1.7
50-59	0	0
60-above	1	0.6
1.2 Sex		
Male	93	54.1
Female	79	45.9
1.3 Civil Status		
Single	169	98.3
Married	2	1.1
Divorce	1	0.6
Widow	0	0
1.4 Educational Attainment		
Primary	7	4.1
Secondary	34	19.8
Tertiary	131	76.1

Table 2.1 showed that the highest level of satisfaction based on the questions in the category level of satisfaction on food and beverage variety is item number 1 which is 'a sufficient number of food and drinks choices are available' with 3.15 weighted mean score. While the lowest level is item number 2 which is 'the choices of foods available allow me to meet dietary needs such as low fat and diabetes' with 2.96 weighted mean score. Moreover, the data shows that the respondents are satisfied in food and beverage variety.

Table 2.1

Level of Satisfaction on Food and Beverage Variety
n=172

Food and Beverage Variety		Weighted mean	Description
1	A sufficient number of food and drinks choices are available.	3.15	S
2	The choices of foods available allow me to meet dietary needs such as low fat and diabetes.	2.96	S
3	The choices of foods available allow me to meet my cultural and ethnic preferences.	3.03	S
4	Special meals and promotions are offered frequently.	3.03	S
Average		*3.04*	*S*

Legend:

Range	Scale	Interpretation
3.26-4.00	HS	Highly Satisfied
2.51-3.25	S	Satisfied
1.76-2.50	LS	Less Satisfied
1.00-1.75	NS	Not satisfied

As reflected in Table 2.2 on the level of satisfaction on food quality, the highest weighted mean score is item number 1, The quality of food is good. While the lowest score is item number 5, Foods are always the same quality. Additionally, the data shows that the respondents are highly satisfied on Food Quality with a total weighted mean score of 3.26.

Table 2.2

Level of Satisfaction on Food Quality

n=172

	Food Quality	Weighted mean	Description
1	The quality of food is good.	3.37	HS
2	The appearance of the food is good.	3.30	HS
3	The taste/flavor of the food is good.	3.28	HS
4	The quality of the ingredients used is good.	3.24	S
5	Foods are always the same quality	3.08	S
Average		*3.26*	*HS*

Table 2.3 showed that the highest level of satisfaction based on the questions in the category level of satisfaction on price fairness is item number 3, 'I am satisfied with what I get for what I give' with 3.16 weighted mean score. While the lowest term is number 2, I usually accept changes in prices with 3.00 weighted mean score. Moreover, the data shows that the respondents are satisfied in Price Fairness.

Table 2.3

Level of Satisfaction on Price Fairness
n=172

	Price Fairness	Weighted mean	Description
1	I consider the foods' prices as acceptable.	3.07	S
2	I usually accept changes in prices.	3.00	S
3	I am satisfied with what I get for what I give.	3.16	S
Average		*3.08*	*S*

Table 2.4 showed that the highest level of satisfaction based on the questions in the category level of satisfaction on ambiance is item number 3 which is 'Cleanliness is good' with 3.30 weighted mean score. While the lowest term is number 5 which is 'Noise is at minimal level' with 2.98 weighted mean score. Moreover, the data shows that the respondents are satisfied in Ambiance.

Table 2.4

Level of Satisfaction on Ambiance/Atmospherics
n=172

	Ambiance/Atmospherics	Weighted mean	Description
1	I always have a place to sit.	3.21	S
2	The seats are comfortable.	3.22	S
3	Cleanliness is good.	3.30	HS
4	I like the decorations of the restaurants.	3.17	S
5	Noise is at minimal level.	2.98	S
6	I am pleased with the opening hours.	3.13	S
Average		*3.17*	*S*

As reflected in Table 2.5 on the level of satisfaction on staff, the highest weighted mean score is item number 1The staffs are clean and neat. While the lowest score is item number 5, The serving line moves fast. Additionally, the data shows that the respondents are satisfied towards the Staffs with a total weighted mean score of 3.12.

Table 2.5

Level of Satisfaction towards the Staff
n=172

	Staff	Weighted mean	Description
1	The staff is clean and neat.	3.26	HS
2	The staff is friendly.	3.16	S
3	I feel easy to talk with staff when I am served.	3.09	S
4	The staff smiles and greet me when i am served.	3.09	S
5	The serving line moves fast.	3.02	S
Average		*3.12*	*S*

As shown in the Table 2.6, the overall data have shown that the customers are not highly satisfied of food and beverage variety, price fairness, ambiance and staffs. However, they are highly satisfied of their food quality.

Food and beverage variety received a weighted mean of 3.04, indicating Satisfied. The explanation for this could be reinforced by Cousins and Weekes' 2020 study, which found that the nature and types of food and beverages on offer are becoming more diverse. The food and beverage service is the vital link between clients and the establishment's menu, beverages, and other services.

It ranked satisfied with a weighted mean of 3.08 in the category of Price Fairness, which is fourth from the highest among the factors in the level of satisfaction. Namkung, Y.et al., concluded that setting affordable pricing and offering efficient services in a timely manner were the keys to avoiding unpleasant feeling in a study published in 2020.Another study supported the result above which was reported by certain scholars (Herrmann et al., 2007; Kaura, 2012) found that price fairness had a significant positive effect on customer satisfaction. This could be the reason why price fairness rank second lowest in the satisfaction level among the categories of which one of the questions customers answer the lowest in rank is that they usually accept changes in the prices.

Staff is ranked 3rd, with a weighted mean of 3.12, which indicates Satisfied. Human components such as employee look and crowd type are examples of social factors that influence customers' visual perception (Liu & Jang 2009). Human components (such as staff professionalism, interaction, and so on) are more difficult to manage than physical atmospheric variables.

The ambience or atmospherics ranked second in the categories with a weighted mean of 3.17 described as Satisfied. Interior design and decor, spatial arrangement, and table setup were recognized as three elements of dining atmospherics in the studyLui and Jang of 2009, which looked significant to studying undivided interest in dining space. Based on the responses received in

the study, this category is only satisfied, but it is ranked second, implying that it has a significant impact on the customer's level of satisfaction.

The Food Quality category of which solely got a highly satisfied level with a weighted mean of 3.26 is one of the factors in the study of Namkung, Y.,and Jang, S., in 2007, is that overall food quality strongly influences customer satisfaction and behavioral intentions, and that the relationship between food quality and consumer behavioral intentions is mediated by satisfaction. Furthermore, food and beverage quality attributes such as flavor, smell, freshness, appearance, size, shape, color, gloss, consistency, and texture have a greater influence in achieving or exceeding customer satisfaction and return expectations (Dollah, Mansor, & Mohamed, 2012). The study of Gagićet al. (2013) also found that food quality was a key contributor to customer satisfaction and behavioral intention.

Table 2.6

Level of Satisfaction on Food and Beverage Services

Category	Weighted Mean	Description	Rank
Food and beverage variety	3.04	S	5th
Food quality	3.26	HS	1st
Price fairness	3.08	S	4th
Ambiance/atmospherics	3.17	S	2nd
Staff	3.12	S	3rd
Overall Weighted Mean	***3.13***	***S***	

Chapter3

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' level of satisfaction towards the food and services of the restaurants in the town of Ubay. Based on results, analysis and interpretation of the gathered, the following were the findings: Firstly, since the greatest number of respondents were below 39 years of age and within the range, 20-29 years old comprises a bigger portion of this group. With a majority of male and college level. These were the people who have experienced dinning in 1 of the 4 restaurants in Ubay. This data is important in the study since the respondent's level of satisfaction primarily reflects on the profile of respondents. Thus, the responses depend only on the preference of the customers who answered the questionnaire and not on the entire dining customers across the ages and all year round since the study was conducted only in the last quarter of the year. The type of group greatly affects the main objective of the study since this is a descriptive survey study. Secondly, the overall level of Customers satisfaction is only Satisfied, which implies there is a big room for improvement. Note, that majority of the respondents were college level this would mean that they have understanding on the survey questions they have answered and this was anchored in the study of Yuksel, A and Yuksel in

2008 which states that the theory of the value percept meant that satisfaction is an emotional response that is triggered by a cognitive evaluative process in which the perceptions of an offer are compared to one's values, needs, wants or desires.

Conclusions

The level of satisfaction of customers in the food and beverage variety, price fairness, ambience and staff were satisfied while the level of satisfaction in terms of food quality is highly satisfied.

The study also found that customers are satisfied with the food and beverage services offered by restaurants during the New Normal in the municipality of Ubay, Bohol.

Furthermore, the study found that there is a need to increase various aspects of customer satisfaction in order to make customersreally satisfied. However, the study found that the restaurants in the town of Ubay are providing good food and beverage services to their consumers based on the tables shown in the previous chapter.

Recommendations

Based on the formulated conclusions on the study, the researchers recommend the following:

1. The restaurant owners must conduct evaluation in a form of survey checklist or must have a drop box for comments and suggestion to further have a basis on how to improve food and beverage services.

2. The establishment must offer a wider variety of food and beverage services since there are only a few numbers of restaurants in Ubay and dinning in one restaurant repeatedly would lead the costumers to find another set of menus.

3. Since price fairness is the second lowest rank in the category, restaurant owners must consider price range. An excellent example of this is to include on the menu or give alternative prices for the same menu based on serving sizes or portions, so that people in groups, duals, or solos can choose the serving size that is proportional to the price.

4. Conduct further studies in a qualitative approach on what factor affects most on the customers' satisfaction in a restaurant.

Proposed Action Plan

2022-2023 Calendar

Activity	Objective	Description	Resources Needed	Time Frame	Persons Involved	Budget
1.Meal Planning	To enhance variety of food and beverages.	The meal planning involves boosting healthy food choices. It is associated with food variety and diet quality.	Internet, BFAD, Community Data gathered from evaluation conducted by restaurants or the municipality if available.	All year round	Manager/ owner	Depending on the menu.
2.Pricing Strategy	To review prices depending on the menu served. To give promos or discounts to group of people.	This is a method to establish the best price of product or services	Market data on supply and demand, supplier with cheaper prices, item classification based on sales.	Quarterly	Manager/ owner, market analyst	2, 000.00
3. Re-orientation, Training and Seminars of Staffs	To revisit basic restaurant etiquette. To establish professionalism among staff.	Provide employees with an introduction and education in the organization. Create harmonious relationship, team building and rapport. Setting a high standard in dealing with customers.	Audio-visual presentation, notes, pens and other materials necessary for training.	2 days by batch to ensure there are still staff who will attend to the need of the customers.	Manager, speaker and staff	10, 000.00

| 4.Restaurant Restructuring | To attract more customers. | Setting a picture-perfect spot is one of the reasons to structure a restaurant especially in this time of online social media. The more people post something on the internet the more it invites costumers to dine due to good visual quality to flex online. | Furnitures, decorative materials, reusable textile, paints and other necessary materials depending on the theme. | Every quarter or every celebrations like, Christmas, new year, graduation, valentines, etc. | Manager/ owner, interior designer, staff for man power | 10, 000 – 20, 000 |

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Instrument

Questionnaire

CUSTOMERS' LEVEL OF SATISFACTION TOWARDS FOOD AND BEVERAGE SERVICES IN SELECTED FOOD ESTABLISHMENT OF UBAY, BOHOL DURING THE NEW NORMAL

DIRECTIONS:

1. This is a survey questionnaire intended for customers to assess their level of satisfaction. Kindly check (/) the space provided before the statement that corresponds to your answers.

2. Please accomplish this questionnaire very carefully and honestly. Rest assured that any information that you supply will be treated with the greatest confidentiality and anonymity.

I.   Demographic profile

I.1 **Age:**

      ___20 years old and below   ___20-29 years old

      ___30-39 years old   ___40-49 years old

      ___50-59 years old   ___60 years old and above

1.2 **Gender:**

      ___Male   ___Female

1.3 **Civil Status:**

      ____Single   ___Married

      ___Divorce   ___Widow

1.4 **Educational Attainment:**

Primary:_____

Secondary:_____

Tertiary:_____

II. **Level of Customer Satisfaction in terms of food and beverage services provided by the food and beverage establishments**

HS- Highly Satisfied (manifest high level of demands and fulfilment which exceeds customer's expectations)

S- Satisfied (manifest moderate level of demands and fulfilment)

LS- Less Satisfied (manifest low level of demands and fulfilment)

NS- Not Satisfied (manifest no demands and fulfilment).

Statement/Description	HS	S	LS	NS
Food and Beverage Variety				
1. A sufficient number of food and drinks choices are available.				
2. The choices of foods available allow me to meet dietary needs such as low fat and diabetes.				
3. The choices of foods available allow me to meet my cultural and ethnic preferences.				
4. Special meals and promotions are offered frequently.				
Food Quality				
5. The quality of food is good.				
6. The appearance of the food is good.				
7. The taste/flavor of the food is good.				
8. The quality of the ingredients used is good.				
9. Foods are always the same quality				
Price Fairness				
10. I consider the foods' prices as acceptable.				
11. I usually accept changes in prices.				
12. I am satisfied with what I get for what I give.				

Ambiance/Atmospherics				
13. I always have a place to sit.				
14. The seats are comfortable.				
15. Cleanliness is good.				
16. I like the decorations of the restaurants.				
17. Noise is at minimal level.				
18. I am pleased with the opening hours.				
Staff				
19. The staff is clean and neat.				
20. The staff is friendly.				
21. I feel easy to talk with staff when I am served.				
22. The staff smile and greet me when i am served.				
23. The serving line moves fast.				

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

PERKIN PETTER ONG
Manager/Owner
Kiddies Restaurant
Poblacion,Ubay, Bohol

Sir:
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, "CUSTOMERS' LEVEL OF SATISFACTION TOWARDS FOOD AND BEVERAGE SERVICES OF UBAY RESTAURANTS IN THE NEW NORMAL".

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,

SHERWIN G. IBALE   PRINCE JAPHET O. ESTILLORE   RIZA T.QUIBOL
                    The Researchers

Noted By:
(Sgd.) HERSHEYLOU M. CABIG
Adviser
Recommending Approval:
(Sgd.) NELIA Q. CATAYAS, Ph. D.
Chairperson DHMIT
(Sgd.) ARLEN B. GUDMALIN, Ph. D.
Dean, CTAS

October 13,2021

MARIETTA C. MACALOLOT,Ph.D
Campus Director
BISU -Bilar Campus

Greetings!

We, the undersigned 3rd 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**"CUSTOMERS' LEVEL OF SATISFACTION TOWARDS FOOD AND BEVERAGE SERVICES IN SELECTED FOOD ESTABLISHMENT OF UBAY, BOHOL DURING THE NEW NORMAL".**

In line with this, the researcher would like to ask permissions through the Dean of College of Technology and Allied Sciences as well as the Campus Director to conduct a study in Carmen, Bohol wherein this examines the customers perception of restaurant.

We are looking forward to your positive response on this matter. Thank you very much and God bless!

Respectfully yours,

SHERWIN G. IBALE   **RIZA QUIBOL**   **PRINCE JAPHET ESTILLORE**
  Researcher   Researcher Researcher

Noted: Recommending Approval:

HERSYLOU M. CABIG   ARLEN B. GUDMALIN,PhD.HERBERT PIOLLO
  Thesis Adviser Dean, CTAS Chairperson

Approved:

MARIETTA C. MACALOLOT,PH.D
Campus Director

APPENDIX D

Photo Documentation

Meeting with the Managers of the Establishment for a Permission to Conduct

Gathering of Data

Questionnaire

ESTABLISHMENT
42 responses

- GAVENES RESTAURANT
- ARNSBAC RESTOBAR
- DIZU KTV & RESOBAR
- KIDDIES RESTAURANT

57.1% / 14.3% / 21.4%

Questions   Responses 42   Settings

Civil Status
42 responses

- Single
- Married
- Divorce
- Widow

100%

Highest Educational Attainment
42 responses

- Primary
- Secondary
- Tertiary

78.6% / 19%

I. Demographic Profile

Age
42 responses

- 20 years old and below
- 20-29 years old
- 30-39 years old
- 40-49 years old
- 50-59 years old
- 60 years old and above

59.5% / 9.5% / 31%

8. The quality of the ingredients used is good.
42 responses

0 (0%) | 3 (7.1%) | 22 (52.4%) | 17 (40.5%)

Sex
42 responses

- Male
- Female

50% / 50%

9. Foods are always the same quality
42 responses

1 (2.4%) | 6 (14.3%) | 23 (54.8%) | 12 (28.6%)

FOOD QUALITY

5. The quality of food is good.
42 responses

1 (2.4%) | 1 (2.4%) | 18 (42.9%) | 22 (52.4%)

APPENDIX E

Overall Raw Data

I.   Personal Profile of the Participants

2	Age		
	20 and below	yrs. Old	47
	20-29	yrs. Old	107
	30-39	yrs. Old	14
	40-49	yrs. Old	3
	50-59	yrs. Old	0
	60-above	yrs. Old	1
3	Sex		
	Male		93
	Female		79
4	Civil Status		
	Single		169
	Married		2
	Divorce		1
	Widow		
5	Educational Attainment		
	Primary		7
	Secondary		34
	Tertiary		131

II.   Customers' Level of satisfaction

HS-Highly satisfied; S- Satisfied; LS- Less satisfied; NS- Not satisfied

	Food and Beverage Variety	**HS**	**S**	**LS**	**NS**
		4	**3**	**2**	**1**
1	A sufficient number of food and drinks choices are available.	50	101	17	4
2	The choices of foods available allow	41	89	36	6

	me to meet dietary needs such as low fat and diabetes.				
3	The choices of foods available allow me to meet my cultural and ethnic preferences.	41	99	28	4
4	Special meals and promotions are offered frequently.	43	98	25	6
Food Quality					
5	The quality of food is good.	72	84	12	4
6	The appearance of the food is good.	68	84	15	5
7	The taste/flavor of the food is good.	68	87	13	4
8	The quality of the ingredients used is good.	54	97	16	5
9	Foods are always the same quality	46	99	22	5
Price Fairness					
10	I consider the foods' prices as acceptable.	42	106	18	6
11	I usually accept changes in prices.	39	97	33	3
12	I am satisfied with what i get for what i give.	56	90	23	3
Ambiance					
13	I always have a place to sit.	58	94	18	2
14	The seats are comfortable.	65	83	20	4
15	Cleanliness is good.	73	78	16	5
16	I like the decorations of the restaurants.	61	84	23	4
17	Noise is at minimal level.	46	84	35	7
18	I am pleased with the opening hours.	47	102	21	2

Staff					
19	The staff is clean and neat.	67	83	16	6
20	The staff is friendly.	57	89	23	3
21	I feel easy to talk with staff when I am served.	53	87	26	6
22	The staff smile and greet me when i am served.	52	88	27	5
23	The serving line moves fast.	41	98	29	4

RESEARCHER'S BIODATA

PERSONAL BACKGROUND

Name   : Sherwin G. Ibale

Residence   :Tapal, Ubay, Bohol

Gender   : Male

Civil Status   : Single

Place of Birth   : Purok 6, Tapal, Ubay, Bohol

Citizenship   : Filipino

Age   : 23

Date of Birth   : October 08,1998

Parent   : Mrs.Toribia Ibale

Email address   : sherwinibale3@gmail.com

EDUCATIONAL BACKGROUND

Elementary Level   : Tapal Elementary School

                                                         Tapal, Ubay, Bohol

Secondary Level   : Tapal Integrated School

                                                         Tapal, Ubay,Bohol

Tertiary Level   : Bohol Island State University

                                                          Zamora,Bilar,Bohol
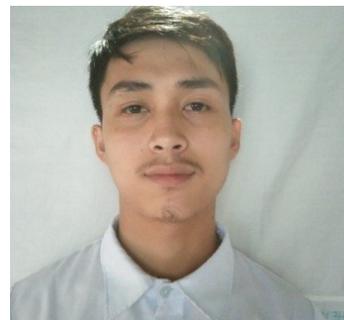
PERSONAL BACKGROUND

Name	: Prince Japhet O. Estillore
Residence	: Pob. Norte, Carmen, Bohol
Gender	: Male
Civil Status	: Single
Age	: 21
Date of Birth	: April 20, 2000
Place of Birth	: Carmen, Bohol
Citizenship	: Filipino
Parents	: Mrs. Rosie Estillore
Email address	: estilloreprince123@gmail.com

EDUCATIONAL BACKGROUND

Elementary Level	: Carmen West Elementary School
	Pob. Norte, Carmen, Bohol
Secondary Level	: Saint Anthony's Academy
	Pob. Norte, Carmen, Bohol
Tertiary Level	: Bohol Island State University
	Zamora,Bilar,Bohol

PERSONAL BACKGROUND

Name   : Riza T. Quibol

Residence   : Cadap-agan, Dimiao, Bohol

Gender   : Female

Civil Status   : Single

Age   : 21

Date of Birth   : February 08, 2000

Place of Birth   : Tagbilaran City

Citizenship   : Filipino

Parents   : FelimonQuibol

                                          Elvira Quibol

Email address   : rizaquibol08@gmail.com

EDUCATIONAL BACKGROUND

Elementary Level   : Oac Elementary School

                                           Oac, Dimiao, Bohol

Secondary Level   : Canhayupon National High School

                                          CanhayuponDimiao Bohol

Tertiary Level   : Bohol Island State University

                                          Zamora,Bilar,Bohol