

**SATISFACTION LEVEL OF COSTUMERS IN DINING ESTABLISHMENTS
OF TAGBILARAN CITY DURING NEW NORMAL**

**College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
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**Satisfaction Level of Customers in Dining Establishments of Tagbilaran City
during New Normal**

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Of the Requirements for the Degree in
Bachelor of Science in Hospitality Management**

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ABSTRACT

The study was conducted to determine the satisfaction level of customer in new normal. Specifically, it sought to find out the demographic profile of the respondents in terms of age, gender, civil status, nationality, income as well as the satisfaction level of customers in terms of food tastes, service quality, ambiance, price, safety protocol. The study was conducted at Prawn Farm, McDonalds and Greenwich at Tagbilaran City, Bohol, Philippines with 30 convenience selected respondents. Findings showed that majority of the respondents ages 19-50 years old, female, single and are Filipino with an income of 5,000 and below. For the level of preferences, it shows that in terms of Food taste majority of the respondents are "highly preferred", for the service quality "highly preferred", ambiance "highly preferred", price "highly preferred", and safety protocol "highly preferred". For the problems encountered, it shows that "Dirty utensils or table" got the highest mean score, which is interpreted that it is the top problem encountered by the customers during their dine in. It is found out that in terms of food taste, service quality, ambiance, price, and safety protocol, customers were "highly preferred". It is recommended that expand more comfortable and enjoyable dining environment to make it presentable and pleasing, spend more time to check the cleanliness of the utensils and tables to keep the customer from complaining. And lastly for the future researcher, to discover more knowledge and ideas, researcher more that could help increase the customer in a fast food establishment amidst new normal environment.

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Chapter 1

THE PROBLEM AND ITS SCOPE

Rationale

Satisfaction of customers is one of the most important factors that a business should focus. It is always been a part of business to provide what their customer's need and want, whatever situations the business is facing. Dining in establishment is very common people nowadays since their meals are prepared and served quickly their food taste is appealing to Filipinos sense of taste and smell while the price is reasonable and budget friendly. Moreover, fast food establishment also establish good accommodation to their customers. These are the reasons why many Filipinos love to dine in Fast Food Establishment as the always meet their customers' satisfaction in terms of food taste, service quality, ambiance, price, and safety protocol. Therefore, it is important to consider the various factors that promote satisfaction level of customers in dining.

Unfortunately, World Health Organization (WHO) initially reported that on December 31, 2019; Corona Virus disease 2019 (COVID-19) is defined as illness caused by a novel corona virus which is first identified amid an outbreak of respiratory illnesses cases in Wuhan, China. On January 30, 2020, the WHO declared the COVID-19 outbreak a global health emergency and March 11, 2020; it was declared that COVID-19 as a global pandemic. When the pandemic came everything was affected and has to adapt the situation to make a living. COVID-19 pandemic dramatically forced the whole world

to live in a new normal (Muray & Schaller, 2010). We predict that consumers who perceive the COVID-19 threat to be high will change the dining customer's. In this new normal, food service industry is one of the most affected businesses during this COVID-19 outbreak.

Thus, the researchers realized to conduct a study on the well-known fast food establishment in ICM, Tagbilaran City, Bohol, since these fast food establishment influenced Filipinos and affected by this pandemic. In addition to that, they also emphasize their desire for safety and so with how they can afford pleasure to their self while dining amidst pandemic.

The main purpose of the study is to increase the awareness of both customers and the fast food establishment who are highly conscious of their safety in facing this pandemic while making a living and affording pleasures. This study aids both the participants, who are diners, and the respondents, who are fast food establishment, in determining the satisfaction level of customers, and if they favor the food that is being served while dealing with the epidemic. In light of these situations, the goal of this research is to emphasize the necessity of evaluating the many aspects that may help customers reestablish their satisfaction level of customers. Additionally, knowing the satisfaction level of customers of their prospective customers when dining in a fast food establishment will result in knowing if they prefer the meal because some customers are not completely satisfied with the food.

Literature Background

The following related readings served as the legal bases of the study:

Section 39, known as the “Food Safety Act of 2013”, the Department of Agriculture (DA) and the Department of Health (DOH) hereby jointly adopt and promulgate the following Rules and Regulations: Article I Declaration of policy and objectives Section 1. Short Title.– This Act shall be known as the “Food Safety Act of 2013”.Rule 1.1 These Rules and Regulations shall be known as the Implementing Rules and Regulations (IRR) of Republic Act 10611, “An Act to Strengthen the Food Safety Regulatory System in the Country to Protect Consumer Health and Facilitate Market Access of Local Foods and Food Products, and for other Purposes” otherwise known as the “Food Safety Act of 2013”.1.2 These rules are promulgated to facilitate compliance with the provisions of the Food Safety Act of 2013.Rule 1.3 The Food Safety Act of 2013 shall be the framework for implementing the farm to fork food safety regulatory system.

The 1987 Philippine Constitution, Article II, declares that the State shall protect and promote the right to health of the people and instill health consciousness among them. Furthermore, Section 9, Article XVI provides that the State shall protect consumers from trade malpractices and from substandard or hazardous products. Toward these ends, the State shall maintain a farm to fork food safety regulatory system that ensures a high level of food safety promotes fair trade and advances the global competitiveness of Philippine foods and food products.

Section 6, Article IV General Principles Food Law Objectives - Food law shall aim for a high level of food safety, protection of human life and health in the production and consumption of food. It will also work to protect consumer interests through fair trade practices in the food industry. Rule 6.1 these fundamental principles shall serve as the basis for the establishment of food safety standards, rules and measures for accomplishing the objectives of the Act to ensure a high degree of food safety and fair practices in the food trade.

The following related literatures served as the background of the study:

In line with the said proclamation, Mirza Shoaib (2016) has investigated the consumer preferences for the fast food restaurants by using modified DINESERV. Consumer choice was employed as a dependent variable, whereas DINESERV (Tangible, Reliability, Responsiveness, Assurance, and Empathy) and Price were used as independent factors. Sample data were conveniently collected from different fast food restaurants. To achieve the goal, factor analysis and multiple regression techniques are applied. The most significant variables among all are the DINESERV subsets Tangible, Reliability, Responsiveness, and Price, according to the results.

Sawsan Haider khreis the influence of COVID-19 on dining activities varied from the complete shutdown of restaurants dining-in to only adopt strict new norms to re- open. Researchers around the globe afforded trials to explore customers post COVID-19 preferences. The theory of planned behavior (TPB) identified existing differences between people, provided a rationale for these differences, and emphasized the importance of nation-to-nation differentiation during pandemics and the massive increase in health risks.

This added importance to this research, as it investigated new geographical areas, and compared between two countries, i.e., Jordan and Egypt. These two countries were selected, as they were considered as examples for key tourism destinations in the Middle East, they host two of the Seven Wonders of the World, and there was no evidence that previous research tried to bridge this gap of knowledge in this geographical area. The research aimed to investigate the influences of geographical boundaries on customers dining preferences and its related health practices with an implication on Egypt and Jordan in the post COVID-19 world.

Reveal Preference Reversal in Consumer Preference for Sustainable Food Products. Consumer preference for sustainable food items is investigated in this study, which uncovers the typical phenomena of preference reversal. Its study whether people's rankings of a product are consistent with their willingness-to-pay by using contingent ranking and contingent valuation methodologies (WTP). The findings suggest that there is preference reversal when evaluating sustainable food products. Fresh produce grown locally has the highest preference, while organic products command the highest price premium. The occurrence of preference reversal is not evenly distributed among the various groups of respondents. Preference reversal is less common among respondents who are older and have a greater level of education. The findings suggest that preference reversal can occur not only for items with explicit hazards, such as the lottery, as previously suggested in the literature, but also for food products purchased on a regular basis in daily grocery shopping (XuqiChen, ZhifengGao, Brandon R. McFadden, 2020).

The Revealed Preference Theory of Changing Tastes in order to model decision-makers with "changing tastes," we examine preferences over finite decision problems. We define the Strotz model of consistent planning by imposing conditions on these choices. We show, using an example given by Peleg and Yaari (1973), that Strotz's representation of preferences may not be clearly characterized for problems with infinitely many alternatives. (Faruk Gul, Wolfgang Pesendorfer, 2005) In this scenario, it suggests a well-defined approximation that is experimentally indistinguishable from the approximated Strotz preference.

Prospect Theory & Customer Choice marketers have an innate curiosity about how and why people make decisions. Marketing would be a straightforward science if this were true uniformly across the population. The truth is that most decisions are not simple, but rather complex, and they are frequently made under conditions that are confused, indistinct, or even frightening. Our decision-making process does, however, have some structure, and the marketer's job is to figure out how and why we depart from logical decision models. Utility theory and prospect theory are two decision-making theories that have been proposed to try to anticipate how and why we make decisions (Bernstein, 1997). According to utility theory, decisions are based on the utility of the decision process's output, and the context of the decision process should have no influence on the outcome. Simply put, rational decision makers will give the same preference to two prospects with the same projected benefit (Cochran, 2001).

Theories

- Mirza Shoab (2016)
Determinants of Consumer Preferences in Fast Food Restaurants. An Application of the DINESERV Model.
- Sawsan Haider khreis, Abuelhanassan Elshazly Abuelhassan
Restaurant Health Measures and Customer's Dining Preferences during the COVID -19 Pandemic.
- Xuqi chen, Zhifeng Gao, Brandon R. McFadden (2020)
Revealed Preference Reversal in Consumer Preference for Sustainable Food Product.
- Faruk Gul, Wolfgang Presendofer (2005)
The Revealed Preferences Theory of Changing Tastes.
- Alex Cochran (2001)
Prospect Theory and Customer Choice.

Legal Bases

- Republic Act 10611 Food Safety Act of 2013
"An Act to Strengthen the Food Safety Regulatory System in the Country to Protect Consumer Health and Facilitate Market Access of local Food and Food Products, and for Other Purpose"
- Article II of the 1987 Philippine Constitution
"Constitution declares that the State shall protect and promote the right to health of the people and instill health consciousness among them.
- Section 6. Article IV General Principles
"Food law Objectives- Food law shall aim for a high level of food safety.



Figure 1 Theoretical and Conceptual Framework

Food Taste- In an emergency or after a disaster, food may be difficult to come by. Crops could be ruined in the fields, animals could drown, food supply lines could be disrupted, and people could be forced to flee to places with little food. Furthermore, the safety of whatever food is available may be compromised, posing a higher risk of food borne illness outbreaks food safety issues vary in type, severity, and scope, depending on the emergency or crisis situation. During floods and hurricanes, for example, food is scarce. Surface water that has been contaminated by sewage could contaminate it. As well as wastewaters large quantities of debris are frequently picked up by flood waters.

Service Quality- Describe assessments carried out in a range of industries, taking into account the viewpoints of management, employees, and external customers, and provide evidence of various service quality deficiencies. Customer expectations and the evaluation of service quality (R Kenneth Teas). The purpose of this research is to see if the customer expectations component of perceived service quality measurement frameworks (Parasuraman, Zeithaml, & Berry, 1988; Brown & Swartz, 1989; Carman, 1990) has discriminating validity when compared to other marketing expectations concepts. As a result, the "views-minus-expectations" service quality measurement methodology may be an incorrect predictor of consumer perceptions of service quality.

Ambiance- It is further developed by examining the relationship between some dependent and independent variables. A consumer's overall opinion of an organization's and services' relative inferiority/superiority, or a form of attitude reflecting a long-term overall appraisal, is referred to as service attitude. A restaurant with ambiance, on the other hand, immerses the diner in an experience. The purpose was to cast doubt on a number of commonly held assumptions in academic studies of consumer behavior,

particularly in regard to consumer loyalty. The findings reveal that the quality and range of interpretations is weak, implying that more research is required. In addition, the consumer's notion of the "masculine experience" as a broad abstraction is questioned.

Price- In the fast-food market, consumer-generated reviews, social media, and brand relationship outcomes are all important. Several studies have found that social media users are more likely to trust content published by other users than content created by marketing departments or advertising agencies. However, little is known about whether social media may genuinely improve brand trust and other essential brand relationship outcomes in the hospitality marketing literature. The impact of consumer-generated evaluations on social media on the four primary pillars of the relationship marketing paradigm, satisfaction, trust, commitment, and loyalty, is examined in this article.

Safety Protocol- Food safety in the fast food industry Given that a health department inspection of a fast food chain may not be adequate to ensure compliance with food safety rules, managers must be careful in ensuring that measures that protect public health are followed. This case study of one fast-food employee's experiences at three distinct fast-food chains reveals that staff training and supervision should place a greater emphasis on safety standards. Greater manager accountability for employee noncompliance, as well as a greater focus on staff education, could assist fast food restaurants reduced public health risks while also strengthening the industry.

THE PROBLEM

Statement of the Problem

This study aimed to assess the level of satisfaction of the customers in selected food establishment in City of Tagbilaran, Bohol. The findings of the study would have an end of action plan.

Specifically, this study sought to answer the following questions:

1. What is the profile of the respondents in terms of:
 - 1.1 age;
 - 1.2 gender;
 - 1.3 civil status;
 - 1.4 nationality; and
 - 1.5 income?
2. What is the respondent's level of satisfaction in dining establishments in terms of:
 - 2.1 food taste;
 - 2.2 service quality;
 - 2.3 ambience;
 - 2.4 price; and
 - 2.5 safety protocol?
3. What are the problems encountered by the customers in the fast-food establishments?
4. Based on the findings, what recommendation may be proposed?

Significance of the Study

This study would be beneficial to the following:

Dining Establishment Managers. This study would help increase the level of awareness and knowledge to continue the service.

Customers. The study would help the customer to express their opinions and their dining preferences.

Staff. The staff would be able to provide quality service with a broader view of the customer's perspective.

Future Researchers. This research study would serve as a helpful tool for the researchers to conduct similar study on preferences level of the customers.

RESEARCH METHODOLOGY

Design

This research employed the convenience sampling method with the aid of questionnaires as data gathering instrument that is to determine the level of preferences of customer in the new normal.

Environment and Respondents

The researchers conducted the study at Prawn Farm, McDonalds and Greenwich. These are located in Tagbilaran City, Bohol, Philippines. The emphasis in choosing the dining establishment is because of the availability and convenience of the researchers. The researchers used convenience sampling technique to choose their 30 participant who became customers also their respondents.

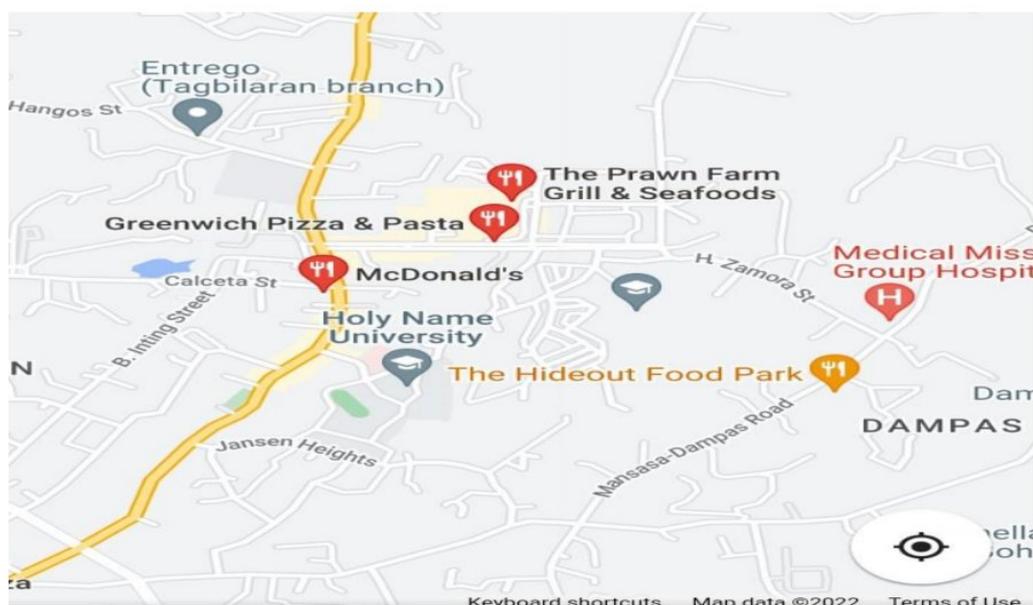


Figure 2 Map of Bohol

Instrument

The researchers developed a questionnaire which consists of three parts: Part 1 is the profile of the respondents as to age, gender, civil status, nationality and income. Part 2 is the level of satisfaction of the customers in terms of food taste, service quality, ambiance, price and safety protocol. Part 3 use the problem encountered by the customers during their dining experience. The level of the customer's satisfaction were answered based on the scaling of 4- "highly preferred", 3- "preferred", 2- "less preferred", and 1-"not preferred". The problems encountered by the customers during their dining experience can be answered based on the rating scale of, 4-"always", 3-"sometimes", 2-"rarely", and 1-"never".

The researchers conducted a pilot testing to secure the reliability and honest answers from the participants. After conducting, the data were gathered, and questions in terms of service quality, "the staff are friendly and helpful", were eliminated since it was too common among the participants.

Data Gathering Procedure

The researchers asked permission from the Campus Director and the Dean of the College to conduct a study on level of satisfaction of customers in Tagbilaran City, Bohol during the New Normal.

After the approval of the Campus Director, the researchers asked permission from the managers of the selected establishments. After being permitted, the researchers conducted their study, face to face to 30 participants. The researchers strictly observed

the health and safety protocols like wearing face mask and face shield and following the protocols.

After conducting, data were gathered and interpreted.

Statistical Treatment

The data from the questionnaires were retrieved, tallied, tabulated, analyzed, and interpreted. Simple percentage was used to determine the profile of the respondents and their level of preference in fast food chain.

$$P = \frac{f \times 100}{n}$$

Where:

P= Percent
f= Frequency
n= Number of respondents

Weighted mean and ranking was used to determine the respondent level of satisfaction in terms of food taste, service quality, ambiance, price, safety protocol and the problems encountered.

The formula is:

$$\text{Weighted Mean} = \frac{\sum wx}{\sum w}$$

$$\text{WMS} = \frac{\sum fx^1}{n}$$

OPERATIONAL DEFINITION OF TERMS

The study defined the following terms in order to have a common form of understanding, to avoid conflict of ideas and to clarify all matters being discussed.

Ambiance. A place with a great atmosphere for the customer to relax and have a good time.

Customer. A person or group of individuals that order or buy food from a restaurant that has to deal with.

Dining Preferences. It is the choice of the customer regarding the food taste, service quality, ambiance and price.

Fast food chain. A type of restaurant that offers quick service and serves fast food cuisine.

Orders. A type of command that every customer do to choose their food to eat and choose what they want to eat.

Service. A thing that a company can offer to make their customer happy and satisfied while dining in.

Chapter 2

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter deals with the presentation, analysis and interpretation of the gathered data on the questionnaire answered by the 30 customers of the dining establishments in Tagbilaran City. The tables presented illustrate the respondents' profile and their level of preferences in a fast food chain in terms of food taste, service quality, ambiance, price, and safety protocol during this new normal set up. Moreover, it also answers about problems encountered by customers when dining in fast food establishments during new normal.

Demographic Profile of the Respondents

Table 1 presents the demographic profile of the respondents in terms of age, gender, civil status, nationality and income

The result showed that majority of the respondents were in the age bracket of 19-50, with a percentage of 53% (16) of the population, while the age bracket of 12-below and 60 above got a percentage of 10% (3) which obtained the lowest percentage of the population. According to Beth Anderson et al. (1994) Fast food consumption and obesity among Michigan adults, adolescents and young adults are reported to be more engaged in fast food eating than other age groups. Fast food intake is common among persons in their teens and twenties, which are quick to make, convenient, and relatively inexpensive.

In terms of respondent's gender, the result displayed that the highest percentage of 63% was obtained by females and the remaining 37% were the male respondents.

According to media.grubhub.com (2014), men vs. women eating preferences, women spend three percent more on average, per order than men.

As to civil status, majority are single with 60% (18) of the population while the widower obtains the lowest percentage with 0%. According to Jayna M. Dave et al. (2009) Effective factors in marital satisfaction in perspective of women and men, the couple's marital status was discovered to be linked to the frequency in an independent way. Adults who were single had a higher rate of fast-food consumption.

As to the nationality 100% (30) of the respondents were Filipino citizen while the foreigner obtained the lowest percentage which is 0%. According Jeline Malasig (2018, July 18), 25 percent of Filipinos eat at fast food chains at least once a week. Prior to that, in 2013, only 14 percent ate at such establishment with additional research by Jasmine Salanga. This evident in a study released by Nielsen in 2014, where Filipinos were discovered to have increased their preference for eating at fast food chains. Since it is pandemic accepting of foreigners is restricted, almost every country in the globe has imposed some type of travel restriction as a result of the COVID-19 outbreak. The limitations are still in place, while some have been gradually loosened. It's still uncertain if the price of pandemic control was worth the unprecedented interruption to aviation travel.

As of respondents' income, majority of the respondents got an income of 5,000 and below with the highest percentage of 53% (16) while the lowest percentage of 3% (1) belongs to respondents with an income of 20,001-25,000. According to Meredith Melnick's (Nov. 07, 2011), Fast food's Biggest Customer: Not that poor, but the middle class, the average fast-food consumer, according to the data, is a lower-middle-income

head of household who is budget-conscious and rushed and prefers the convenience and low price of fast food over other places.

Table 1
Demographic Profile of the Respondents
n=30

	PARAMETERS	FREQUENCY (f)	PERCENTAGE(%)
AGE	12 and below (child)	3	10
	13 - 18 (teenager)	8	27
	19 - 50 (adult)	16	53
	60 and above	3	10
GENDER	Male	11	37
	Female	19	63
CIVIL STATUS	Single	18	60
	Married	11	37
	Widow	1	3
	Widower	10	0
NATIONALITY	Filipino	30	100
INCOME (MONTHLY)	5,000 and below	16	53
	5,001-10,000	7	23
	10,001-15,000	2	7
	15,001-20,000	2	7
	20,001-25,000	1	3
	25,000 and above	2	7

Satisfaction Level of Customers

Table 2 presents the customers' level of preference towards food taste, service quality, ambiance, price and safety protocol.

For the food taste showed that customers highly "food that is perfectly cooked" with the highest weighted mean of 3.8 describe as "highly preferred". While "the food that gives rise to appetite and is savory" got the lowest weighted mean of 3.655 interpreted

as “highly preferred”. According to James Peterson (2014), every food has its little tricks and, sometimes, subtle changes that act as clues for measuring doneness.

For the service quality showed that customers highly preferred are “the staffs are welcoming and respectful” with the highest weighted mean of 3.6875 describe as “highly preferred”. While “the employees speak clearly and politely” got the lowest weighted mean of 3.4667 interpreted as “preferred”. The quality of customer service received to be the one of the most memorable aspects, and it’s also hugely influential on the ambience within the restaurant. Customer service can make or break someone’s experience. Friendly staff full of personality with outstanding communication skills will go a long way in helping you to shape a fantastic experience and ambience that will give your customers something to rave about. According to Carolyn Costley et al. (2005), the impact of customer on service said that we explore what respect is, why it is important and what we need to do to build a new market place based on respect.

For the ambience showed that customer highly preferred were “comfortable and enjoyable dining environment” with the highest weighted mean of 3.766667 describe as “highly preferred”. While “the seating arrangement is comfortable and spacious” describe got the lowest weighted mean of 3.6 and interpreted as “highly preferred”. The ambience in a restaurant plays an undeniably significant role in shaping your customers’ overall dining experience. Ambience ties the cuisine, service and environment together to define your diners’ perception of your restaurant. According to Gourmets Guide A restaurant can do everything right, but if the service is not up to the mark, nobody will go there.

For the price showed that the customers highly preferred were “expensive but having a good quality of food” with the highest weighted mean of 3.633333 which describe

as “highly preferred”. While “the price that measures the respective categories of food” got the lowest weighted mean of 3.533333 and interpreted as “highly preferred”. According to David E. Bowen 1994 the empowerment of price service workers, choosing healthier foods over processed foods doesn't have to break the bank. Indeed, it's important to realize that junk food often costs considerably more than the sticker price. Making wise dietary choices, on the other hand, can help you save money while also protecting your health.

For the safety protocol showed that the customers highly preferred were “social distancing is observed inside the restaurant” with the highest weighted mean of 3.933333 describe as “highly preferred”. While the “contacting tracing information is implemented” got the lowest weighted mean of 3.633333 interpreted as “highly preferred”. Social distancing policies to ensure physical distance between people have become a crucial strategy in the battle against the spread of the corona virus. According to The New Normal by Wasserstorm, part of a new series of articles focused on restaurant recovery issues best practices, and process changes that will become part of everyday business going forward.

Table 2
Satisfaction Level of Customers
n=30

Food Taste Items	WM	DI	RANK
1. The food taste is delicious.	3.87	Highly Preferred	2.00
2. The food is perfectly cooked.	3.80	Highly Preferred	1.00
3. The food served at the right temperature.	3.73	Highly Preferred	3.50
4. The beautiful and attractive dessert serves.	3.73	Highly Preferred	3.50
5. The food gives rise to appetite and savory.	3.76	Highly Preferred	5.00
Average Weighted Mean	3.74	Highly Preferred	2.00
Service Quality Items	WM	DI	RANK
1. The employees speak clearly and politely.	3.57	Preferred	4.00
2. The staff has time management.	3.50	Highly Preferred	2.50
3. The staff understands the cravings of the customer.	3.50	Highly Preferred	2.50
4. The staff are welcoming and respectful.	3.79	Highly Preferred	1.00
Average Weighted Mean	3.54	Highly Preferred	5.00
Ambiance Items	WM	DI	RANK
1. The music and sound gives a pleasant and peaceful feeling.	3.79	Highly Preferred	4.00
2. The seating arrangement is comfortable and spacious.	3.60	Highly Preferred	5.00
3. The lighting, decoration and color of the fast food chain is presentable and pleasing.	3.70	Highly Preferred	2.50
4. The cleanliness is observed.	3.70	Highly Preferred	2.50
5. The comfortable and enjoyable dining environment.	3.87	Highly Preferred	1.00
Average Weighted Mean	3.79	Highly Preferred	3.00
Price Items	WM	DI	RANK
1. The price that measures the respective categories of food.	3.53	Highly Preferred	5.00
2. A good amount of food that you are likely to buy.	3.60	Highly Preferred	2.50
3. Expensive but having a good quality of food.	3.63	Highly Preferred	1.00
4. The price that everyone can afford and be satisfied.	3.60	Highly Preferred	2.50
5. The price of food is reasonable.	3.67	Highly Preferred	4.00
Average Weighted Mean	3.69	Highly Preferred	4.00
Safety Protocol Items	WM	DI	RANK
1. Proper wearing of face mask and face shield is implemented.	3.80	Highly Preferred	2.50
2. Sanitization of hands and temperature check before entering the restaurant.	3.80	Highly Preferred	2.50
3. Social Distancing is observed inside the restaurant.	3.93	Highly Preferred	1.00
4. Contacting tracing information is implemented.	3.63	Highly Preferred	5.00
5. Strictly following of rules and regulation of the establishment for the safety of everyone.	3.73	Highly Preferred	4.00
Average Weighted Mean	3.78	Highly Preferred	1.00
Overall Weighted Mean	3.77	Highly Preferred	

INDICATORS: Range

3.26 - 4.00

2.51 – 3.25

1.76 - 2.50

1.00 - 1.75

Description

Highly Preferred

Preferred

Less Preferred

Not Preferred

Table 3 presents the problems encountered by the customers who dined in the selected establishments in Tagbilaran City, Bohol during the New Normal. Based on the result, it showed that “dirty utensils or table” was rank 1st which is the most problem that encountered by the customer with 2.133333 weighted mean. Followed by “high cost offerings of product” with the weighted mean of 2 and rank as 2nd problem that is encountered by customers. “

Table 3
Status of the
Problems Encountered by the Customers
n=30

Problems Encountered	Weighted Mean	Description	Rank
1. Dirty utensils or table.	2.13	Rarely	1
2. Table is not ready more than 15 minutes past reservation.	1.96	Rarely	3
3. Impolite or condescending servers.	1.90	Never	5
4. Serves with a sloppy appearance or poor hygiene.	1.90	Never	5
5. The server shows displeasure when asked.	1.63	Never	8
6. Wrong offerings of product.	1.90	Never	5
7. High-cost offerings of product.	2.00	Rarely	2
8. Meals or beverages served at incorrect temperature.	1.97	Rarely	7
Overall Weighted Mean	1.91	Rarely	

INDICATORS: Range

Description

1.00 – 1.75

Never

1.76 – 2.50

Rarely

2.51 - 3.25

Sometimes

3.26 - 4.00

Always

The servers show displeasure when asked” got the lowest rank with a weighted mean of 1.633. According to ssmanualsmadeeasy.com (2017), Common restaurant complaints and solutions, dirt equates to poor hygiene and that doesn’t match well with a food business. No matter how sumptuous the meal is, if it is served in an unclean environment, or if it was prepared using unclean tools and utensils, by staff who look untidy and unhygienic, then any customer will lose his or her appetite.

Chapter 3

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter deals with the summary of the study, discussion of the findings, and conclusions drawn and recommendations made as an outgrowth of this study based on the gathered data, which were analyzed and interpreted in the preceding chapter.

Summary of Findings

The study was conducted in Tagbilaran City, Bohol where the establishments are located. The main purpose of the study was to determine the satisfaction level of customers during New Normal. Specifically, it sought to find out the profile of the respondents in terms of age, gender, civil status, nationality, and income; customers' level preferences in terms of food taste, service quality, ambiance, price and safety protocol in relation to customer's; and the problems encountered during this New Normal set up.

The subjects of the study were composed of 30 respondents who are the customers in fast food from the fast food establishments of Prawn Farm, Greenwich, and McDonald in Tagbilaran City, Bohol.

After the data were analyzed and interpreted, the researchers came up with the following findings;

1. This study revealed that the 30 respondents. are mostly customers of the fast food establishment in the Tagbilaran City, Bohol, majority of the respondents age are 19-50, the adult, female and single which specifically are Filipinos. Moreover, mostly of their incomes are in the range of 5000 and below with half of the respondents' number.

2. The following were the findings on the satisfaction level of customers. As for the food taste, the overall weighted mean is 3.73767 describe as "food is perfectly cooked" and describe as "highly preferred". In terms of service quality, the overall mean is 3.53854 describe as "the staff are welcoming and respectful" described as highly preferred. Then the ambiance according to the respondents, majority of the customers love to a "comfortable and enjoyable dining environment" which describe as "highly preferred" overall weighted mean is 3.690067. For the price, the overall weighted mean is 3.58667 "expensive but having a good quality of food" and describe as highly preferred. For the safety protocol, majority is "social distancing is observed inside the restaurant" and describe as "highly preferred" overall weighted mean is 3.78.

3. The following were the findings on the problems encountered by customers. It revealed that during the new normal, the overall weighted mean is 1.9125 of the problems encountered by the customers is "dirty utensils or table" and described as sometimes.

Conclusions

The researchers reach the following conclusions based on the study's findings:

The majority of the respondents were between the ages of 19 and 50, which is considered mature. There were 30 respondents, 19 women and 11 men. McDonald's food taste, which has an overall weighted mean of 3.73767 and is described as "highly preferred," service quality, which has an overall weighted mean of 3.53854, and ambiance, which has an overall weighted mean of 3.690067 and is described as "highly preferred" by the restaurant's customers during the new normal. The overall weighted

mean for price is 3.58667, which indicates "highly preferred," while the overall weighted mean for safety protocol is 3.78, which indicates "highly preferred." It demonstrates that the overall weighted mean of the customers' problems encountered during the new normal was 1.9125, which is classified as "rarely."

Recommendations

Based on the data analysis and findings, the researchers arrived with the following recommendations.

1. For the Fast Food Establishment: Cook the food properly to help prevent from harmful bacteria and food poisoning. Expand more comfortable and enjoyable dining environment to make it presentable and pleasing,
2. Develop additional sanitization and strictly follow the social distancing to maintain the safety of the customer in order to observe the standard protocol of the establishment,
3. Implement policy in accepting customers' feedback, deal with the concerns or complaints'.
4. Spend more time to check the cleanliness of the utensils and tables to keep the customer from complaining.
5. Target more millennial and adult dines because they are more inclined to consume fast food,
6. And lastly for the future researcher, to discover more knowledge and ideas, researcher more that could help increase the customer in a fast food establishment amidst new normal environment.

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APPENDIX A



QUESTIONNAIRE

Satisfaction Level of Customers in Selected Dining Establishments during New Normal

Part 1: Participant's Profile

INSTRUCTION: Kindly check (/) the following information in the space provided below which corresponds to your description.

- | | | |
|-----------------|---------------------------------|-----|
| 1. Age | 12 - and Below (Child) | () |
| | 13 - 18 (Teenager/ Adolescence) | () |
| | 19 – 50 (Adult) | () |
| | 60 and above Senior Adult | () |
| 2. Gender | Male | () |
| | Female | () |
| 3. Civil Status | Single | () |
| | Married | () |
| | Widow | () |
| | Widower | () |
| 4. Nationality | Filipino | () |
| | Foreigner | () |
| | If foreigner, please Specify: | |
| Income | 5,000 and Below | () |
| | 5,001 – 10,000 | () |
| | 10,001 – 15,000 | () |
| | 15,001 – 20,000 | () |
| | 20,001 – 25,000 | () |
| | 25,000 and Above | () |

Part 2: Satisfaction Level of Customers

INSTRUCTION: Kindly rate the following indicator in the level of preference by putting check (/) mark in the box as indicated below according to the rating scale and categorical responses provided.

Legend:

Rating Scale	Description
4- Highly Preferred (HP)	- Manifest high level of demands and fulfillment which exceeds customers' expectations
3- Preferred (P)	- Manifest moderate level of demands and fulfillment
2- Less Preferred (LP)	- Manifest low level of demands and fulfillment
1-Not Preferred (NP)	- Manifest no demands and fulfillment

A. FOOD TASTE

INDICATOR	Satisfaction Level of Customers			
	4 (HP)	3 (P)	2 (LP)	1 (NP)
A.1 The food tastes is delicious.				
A.2 The food is perfectly cooked.				
A.3 The food served at the right temperature.				
A.4 The beautiful and attractive dessert served.				
A.5 The food gives rise to appetite and savoury.				

B. SERVICE QUALITY

INDICATOR	Satisfaction Level of Customers			
	4 (HP)	3 (P)	2 (LP)	1 (NP)
B.1 The employees speak clearly and politely.				
B.2 The staff have time management.				
B.3 The staff understand the cravings of the customers and serve on time.				
B.4 The staff are welcoming and respectful.				

C. AMBIANCE

INDICATOR	Satisfaction Level of Customers			
	4 (HP)	3 (P)	2 (LP)	1 (NP)
C.1 The music and sound gives a pleasant and peaceful feeling.				
C.2 The seating arrangement is comfortable and spacious.				
C.3 The lighting, decoration and colour of the fast food chain is presentable and pleasing.				
C.4 The cleanliness is observed.				
C.5 Comfortable and enjoyable dining environment.				

D. PRICE

INDICATOR	Satisfaction Level of Customers			
	4 (HP)	3 (P)	2 (LP)	1 (NP)
D.1 The price that measures the respective categories of food.				
D.2 A good amount of food that you are likely to buy.				
D.3 Expensive but having a good quality of food.				
D.4 The price that everyone can afford and be satisfied.				
D.5 The price of food is reasonable.				

E. SAFETY PROTOCOL

INDICATOR	Satisfaction Level of Customers			
	4 (HP)	3 (P)	2 (LP)	1 (NP)
E.1 Proper wearing of face mask and face shield is implemented.				
E.2 Sanitization of hands and temperature check before entering the restaurant.				
E.3 Social Distancing is observed inside the restaurant.				
E.4 Contact tracing information is implemented.				
E.5 Strictly following of rules and regulation of the establishment for the safety of everyone.				

Part 3: Problems Encountered by the Customers during their Dining Experience

INSTRUCTION: Kindly put check (/) mark in the box according to the rating scale and categorical responses provided.

PARAMETERS	ALWAYS (4)	SOMETIMES (3)	RARELY (2)	NEVER (1)
1. Dirty utensils or table.				
2. Table is not ready more than 15 minutes past reservation.				
3. Impolite or condescending servers.				
4. Servers with a sloppy appearance or poor hygiene.				
5. The server shows displeasure when asked.				
6. Wrong offerings of product.				
7. High cost with low quality food.				
8. Meals or beverages served at incorrect temperature.				



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 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.

MARIETA C. MACALOT, Ph.D.

Campus Director

BISU-Bilar Campus

Good day!

We, the fourth-year student taking up Bachelor of Science in Hospitality Management at Bohol Island State University, Bilar Campus, Zamora, Bilar Bohol presently conducting the thesis entitled, “**Satisfaction Level of Customers in Dining Establishments of Tagbilaran City during New Normal**” as requirement for the degree.

In this connection, we would like to ask permission from your office to conduct this study.

Respectfully yours,
MARYGINE E. APA. AP
JONAMAE H. CORPORAL
ROSEMARIE R. LACASA
 Researchers

Noted by:

(Sgd) HERSHEYLOU M. CABIG
 Thesis Adviser

Recommending Approval:

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

Approved by:

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



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



OCTOBER 13, 2021

Date

Thesis Committee Member

Madam/Sir:

The undersigned has the honor to request your approval as member of the committee for the thesis of the undergraduate students as their requirements of the degree BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT.

TITLE

“Satisfaction Level of Customers in Selected Dining Establishments during New Normal”

The candidate has been instructed to have consultation with you about the above title. Kindly make the necessary recommendations to have a successful research output.

Thank you for your assistance on this matter.

Very truly yours,

NELIA Q. CATAYAS, Ph.D.

Chairperson, DHMIT

CONFORM:

	Name of Faculty	Committee	Signature
1.	HersheyLou M. Cabig	Adviser	_____
2.	Kevin B. Gasatan	Statistician	_____
3.	Marifel G. Lascona	Internal Expert	_____
4.	Manolito C. Macalolot	Editor	_____

Satisfaction Level of Customers in Selected Dining Establishments

during New Normal

Dear Respondents:

Greetings!

This survey questionnaire is composed of three (3) parts. The first part is the profile of the respondents as to age, gender, nationality and income. The second part is about the level of preference of the customer. The third part is the problem encountered by the customers during their dining experience.

The main purpose of the study is to determine the satisfaction level of the customers during new normal. In this connection, the researcher is asking your sincere and honest response to each of the items in the questionnaire.

Your valuable support and cooperation would be a great help in the realization of my research study. Rest assured that your answer will be used for research purpose only and will be treated with outmost confidentiality.

Thank you and God bless!

Researchers:

MARYGINE E. APA.AP
JONAMAE H. CORPORAL
ROSEMARIE LACASA

Noted by:

Recommending Approval:

(Sgd) HERSHEYLOU M. CABIG
Thesis Adviser

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

Approved:

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

APPENDIX C

RAW DATA

Pilot Testing

Food Taste

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.879	.880	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	14.3000	2.853	.666	.671	.863
VAR00002	14.3500	2.661	.762	.748	.841
VAR00003	14.5000	2.579	.738	.618	.846
VAR00004	14.5000	2.579	.738	.744	.846
VAR00005	14.5500	2.682	.658	.731	.866

Service Quality

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.645	.649	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	13.2000	1.537	.394	.356	.598
VAR00002	13.1000	1.674	.137	.136	.709
VAR00003	13.1500	1.292	.609	.515	.494
VAR00004	13.0500	1.418	.348	.396	.618
VAR00005	12.9000	1.147	.568	.515	.495

Service Quality**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.645	.649	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	13.2000	1.537	.394	.356	.598
VAR00002	13.1000	1.674	.137	.136	.709
VAR00003	13.1500	1.292	.609	.515	.494
VAR00004	13.0500	1.418	.348	.396	.618
VAR00005	12.9000	1.147	.568	.515	.495

Ambiance**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.859	.862	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	13.7500	2.829	.789	.698	.799
VAR00002	13.8000	3.326	.666	.858	.833
VAR00003	13.8000	3.326	.666	.669	.833
VAR00004	13.7500	3.145	.601	.754	.852
VAR00005	13.7000	3.274	.680	.794	.830

Price**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.809	.812	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	12.9000	3.358	.472	.582	.813
VAR00002	13.0500	3.208	.686	.659	.746
VAR00003	13.0000	3.053	.718	.643	.733
VAR00004	12.7500	3.250	.586	.457	.775
VAR00005	12.9000	3.463	.540	.538	.788

Safety protocol**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.908	.910	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00007	15.0500	2.366	.678	.527	.908
VAR00008	15.1500	2.134	.667	.554	.908
VAR00009	15.1500	1.924	.888	.813	.861
VAR00010	15.2500	1.882	.775	.779	.888
VAR00011	15.2000	1.853	.870	.867	.864

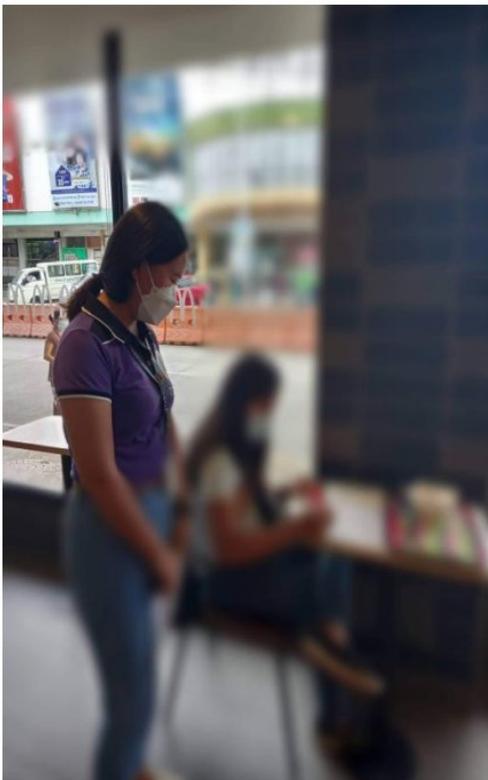
Problems Encountered**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.913	.916	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00007	14.4500	16.997	.704	.928	.903
VAR00008	14.1500	17.713	.763	.805	.899
VAR00009	14.4000	17.621	.640	.716	.908
VAR00010	14.3500	16.871	.825	.877	.892
VAR00011	14.3500	17.082	.891	.937	.889
VAR00012	14.8500	18.029	.548	.657	.917
VAR00013	14.5000	18.158	.613	.895	.910
VAR00014	14.4500	16.892	.802	.840	.894

APPENDIX D DOCUMENTATION



RESEARCHER'S PROFILE

PERSONAL BACKGROUND

Name : Rosemarie Lacasa
 Citizenship : Filipino
 Civil Status : Single
 Age : 22
 Address : Hanopol Weste, Balilihan, Bohol
 Date of Birth : October 25, 1999
 Father's Name : Bernardo M. Requillo
 Mother's Name : Lidy L. Requillo



EDUCATIONAL ATTAINMENT

Elementary : Hanopol Elementary School
 Hanopol Este, Balilihan, Bohol
 S.Y. 2011-2012
 Secondary Junior : Hanopol National High School
 Hanopol Este, Balilihan, Bohol
 S.Y. 2015-2016
 Secondary Senior : Hanopol National High School
 Hanopol Este, Balilihan, Bohol
 S.Y. 2017-2018
 College : Bohol Island State University
 Zamora, Bilar, Bohol
 Achievement : NCII COOKERY
 NCII HOUSEKEEPING