

# Fast Food Chain in Batangas City

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## ABSTRACT

This study aimed to identify the level of satisfaction of the customers in the services offered by the fast food chain business and to know the problems encountered by the employee on management and customers. Lastly to propose course of action to minimize or eliminate the problems encountered. The researchers used descriptive research method with sixty respondents that include thirty customers, thirty from the management of six establishments. It was found out that the customers are very satisfied with the services offered by the employees. The employees rarely encounter problems with the management and customers. The researcher had devised an action plan that will address the problems of employees. The restaurant may maintain the ambience, quality of service and comfortable facilities to gain more sales. The management may conduct a teambuilding that may improve the social behavior of the staff. The management may give them chance to be a part in scheduling of duty. The management of restaurants may consider the action plan that was devised by the researchers.

## I. INTRODUCTION

Fast food outlets are different from one another in certain aspect. They have a number of characteristics which are common to all these types of operations. They offer a limited menu range; the operation tends to focus one product, namely burger, pizza or chicken. These operations cater mainly for the relatively lower average spends markets with lower prices being charged than those found in other food and beverage establishments. There is a low ratio of service staff to customers with many of these operations being a form of self-service; consumption of the food may be on or off premises; less rigid meal times are observed by these establishments, with some form of menu usually available throughout the day; and finally, all aspects of the operation are highly standardized, leading to a high volume through put with resulting economies in food and other operating costs. (Davisn, Lockwood, Pantalidis & Alcott, 2000).

Fast Food business is now one of the busiest businesses here in Batangas. The commercial development in the said city is becoming highly noticeable as businessmen continue to search for bigger and greater opportunities. They believe that the food business remains a good, if not the best investment. Aside from the catering businesses and restaurants around the city, fast food chain business also makes it big in the industry

with the reasonable prices being offered that comes with extra related service. (Aranez et. al, 2011). The researchers as a regular customer of fast food had a quite interest how fast food starts, and the problems they encounter during their everyday operation. As Hospitality Management students they want to know what the establishments do to uplift customer satisfaction for they can apply it on their chosen career.

This research incorporated details to help the store managers and supervisors of the fast food business who could use ideas on how their customers rated satisfaction and therefore would encourage improving services to maintain their competitiveness.

This study was intended to explore possibilities for improvement and upgrade of the services to ensure business profitability, which will subsequently contribute to the economic condition of Batangas City. This study aimed to shed light on business practices that are hoped to be of great importance to the future career of the researchers. The readers will have knowledge of the services and problems that are commonly encountered by the fast food establishments.

## II. OBJECTIVES OF THE STUDY

This study aimed to identify the level of satisfaction of the customers in the services offered by the fast food chain business. It also aimed to know the problems encountered by the employee on management and customers. Lastly to propose course of action to minimize or eliminate the problems encountered.

## III. MATERIALS AND METHOD

The study made use of descriptive method to present the services and problems of the food chain business in Batangas City, Thus, this will provide propose course of action to minimize or eliminate the problems encountered. The researchers of the study selected sixty respondents composed of service crews, managers and supervisors. The researchers chose 10 respondents for each fast food restaurant namely: Jollibee, McDonalds, Greenwich, Mang Inasal, Chowking and KFC. All of them were given ample time to answer then set of questions were given to them according to their will.

The main instrument used in the study was the checklist form of questionnaire where the respondents could answer questions with options. Part 1 is all about Services offered by the Food Chain Businesses and Part 2 contained the Problems Encountered by the Managers and Customers. The researchers went to the library exposing themselves to the different sets of questionnaires found in the appendices of unpublished thesis material. Interviews were conducted to add insight of information on conclusions. After construction, the questionnaire was presented to the professor for revisions, correction and approval.

With the refinements done and approved by the research professor and as soon as permission was granted, the final copy of the special questionnaires were ready for distribution. This instrument was the main source of information to researchers in conducting the study. The questionnaire was finally prepared and produced according to the number of management trainees, manager, supervisor and customers

concerned about the research. It was reproduced during the free time of the respondents and some were within the working hour. No problem was encountered in the retrieval of the said questionnaires since it was prepared in a very simple manner.

After the collection of the questionnaire, the answers were tallied, tabulated and analyzed. After the answers to the survey question have been recorded different statistical treatment were used. To determine the level of satisfaction of the customers in the services offered by the fast food chain business and identify the problems encountered by the employee in terms of management customers, weighted mean and ranking was used.

## IV. RESULTS AND DISCUSSION

### Level of Satisfaction of the Customers in the Services Offered by the Fast Food Chain

The customers are satisfied with the services with a composite mean of 3.08. The customers are satisfied with all the services offered by the fast food enterprises. The customers are satisfied with the treatment of the crew, appearance of the staff and consistency of the service which are the same in rank and registered a weighted mean of 3.13. It implies that the employees of the six chosen establishments are following the standard procedure on how to treat the customers, the proper grooming and maintenance of services. Among the services offered by the fast food restaurants, the least are attentiveness of the server (3.03) and speed of service (3.00).

### Problems about Management and Customers

The employee rarely encounters problems with the management (1.68) and customers (1.86). In terms of the management problems, scheduling of duty is not fair (2.20) is the highest in rank. It is followed by having a manager that is too bossy (2.17) and having special treatment with some co-workers (1.83). These suggest that even the manager's performance can affect the service of employee. In here the insecurity may be formed, the staff may think that the duties and responsibilities are not properly distributed, and they will mind that there is a special treatment with their co-workers. The least three problems that rarely encountered by the employees are delay in paying salaries and overtime (1.33), the benefits like 13th month pay and holiday pay is not clearly stated (1.33) and the management does not cover health insurance (1.13) are never encountered by the employees. This implies that the fast food management of each establishment are following to the policies and regulations in paying the salaries of the staff, 13th month pay, and also the holiday pay.

In terms of customer-related problems, having customers that are too demanding (2.80) is the highest in rank and it is sometimes encountered by the employees. It is followed by customers always look at employees whether they are presentable or not (2.20) and having customers are too messy (2.17). This implies that customers are too demanding because they wanted to be pampered and delighted. They want to test if the establishment can able to manage the needs of the customer. And there are few of customers from middle who always think customers are always right.

It implies that customer is too aware on the proper grooming and hygiene of the employee. Employee is the frontier of the business. The first impression of the business is constructed on their characteristics, behavior and performance towards the needs of their customer. If the employee is not looking good, the customer feels that they are not reliable in handling safe preparation of food up to the distribution to the customers.

This suggests that customers today are too busy in doing their respective activities. They do not have enough time to prepare food for their children, for their family and even for themselves, so they go out to dine into a fast food chain. Due to hectic schedule and less given time to spend eating their meals, customers would be in rush. They become careless. While they are eating some piece of rice fell on the table. Other things why customers turn to be messy are because of the size of the dining area. Sometimes it does not accommodate the number of customers so the assigned table for each cover turned disorganized to cope the needs of the customers.

## V. CONCLUSION AND RECOMMENDATION

The customers are very satisfied with the services offered by the employees. The employees rarely encounter problems with the management and customers. The researchers had devised an action plan that will address the problems of employees.

The restaurant may maintain the ambience, quality of service and comfortable facilities to gain more sales. The management may conduct a teambuilding that will improve the social behavior of the staff. The management may give them chance to be a part in scheduling of duty. The management of restaurants may consider the action plan that was devised by the researchers. Future researchers may conduct similar study but of different settings.

## REFERENCES

- Aranez et al, (2011) "Franchising of Fast Food Chain in Selected Areas in Batangas"
- Davisn, B., Lockwood, A., Pantalidis, I., Alcott, P., (2000), Food and Beverage Management, Fourth Edition, p.61