

CUSTOMERS FEEDBACK TOWARDS FOOD AND BEVERAGE SERVICES OF THE DIFFERENT FOOD ESTABLISHMENTS IN BUENAVISTA: BASIS FOR EXTENSION SERVICES

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ABSTRACT Restaurants or food establishments services has been one of the most profitable business in the industry now a days since people wanted their lives to become more easier and faster when it comes to eating. The expectations of the customers are to get the best from the business organization. So, business organizations have to make the customers happy and treat them well equivalent to their paid amounts. Thus, the purpose of this study is to determine the feedbacks of the customers when it comes to the services offered by the food establishments in the municipality of Buenavista. This study will be beneficial to the food establishment owners, employees and most importantly the customers who will be consuming the food products offered by the food establishments. Results of the study reveals that in terms of the level of the Customers Feedback towards Food and Beverage Services of the Different Food Establishments in Buenavista, mean scores of each category such as reception, hygiene and sanitation, dining practices and food handling, and descriptive interpretations. Data reveals that the reception has the overall mean of 4.15 Very Satisfactory. Hygiene and Sanitation has an overall mean of 4.10 Very Satisfactory. For the dining practices the overall mean is 4.22 Very satisfactory. For Food handling the overall mean is 4.10 Very Satisfactory. There was no effect on the profile of the respondents when classified according to age, sex, civil status and economic status and there was no effect on the customers' feedback as to reception, hygiene and sanitation, dining practices and food handling because the different food establishments have reach the standards required by the authority and also by the customers.

Keywords: Customers; Feedback; Food Establishments; Food and Beverage; Services

INTRODUCTION

Background of the Study

Restaurants or food establishments services has been one of the most profitable business in the industry now a days since people wanted their lives to become more easier and faster when it comes to eating. Cooking at home has been minimal and eating out has been a habit of many people around. The rise of many food establishments was like mushrooms that paved its way wherever people come. International and local restaurant chains are satisfying the demand of customers in variety of range of products and services. For as long as people travel food is one of the basic necessities that need to be addressed by the locality. Basically this is the era of globalization and due to advancement of media world is shrinking in terms of culture and habits so the fashions as well as eating patterns are also being opted among all over the world and this the reason for such a huge spread of restaurant industry in the world. (Sabir, et.al, 2013). Customer satisfaction is very important for every organization; either they are service sector or the privet sector. Customers are the actual agents or stakeholders for determining or best judging the success of any product or service.

Both service quality and customer satisfaction are important from the point of view of marketing in terms of sellers and buyers. Similarly, sellers are known as the service giver and buyers are known as the service receivers, but both dealt with service. Givers always regard customers as the pillars of the business organization. So, they try to give quality service and the customers also want quality services offered by the restaurant or business organization. Thus, it is the responsibility of the organization to offer a good service and make the customer satisfied by providing their desires and wants. The expectations of the customers are to get the best from the business organization. So, business organizations have to make the customers happy and treat them well equivalent to their paid amounts. Business organizations and customers have a give and take relationship (Ghimire). Thus, the purpose of this study is to determine the feedbacks of the customers when it comes to the services offered by the food establishments in the municipality of Buenavista.

Statement of the Problem

This study was conducted to determine the customer's feedback towards food and beverage services of the different food establishments in the Municipality of Buenavista.

Specifically, this study aims to find answers to the following questions: (1) What is the profile of the respondents when classified according to age, sex, civil status, and economic status?; (2) What is the level of customer feedback when it comes to services offered by the Food and Beverage Establishments in the Municipality of Buenavista?, and (3) Is there a significant difference between the services offered by the Food establishments as perceived by their customers when categorized to age, sex, civil status and economic status?

METHODOLOGY

This customer feedback study used the descriptive research design wherein according to Shuttleworth, it is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way. The respondents will be informed on the purpose of the study and will be invited to participate in the survey with the assurance that the data provided in the survey will be treated with utmost confidentiality and will solely be used for the purpose of this research. The researchers administered the questionnaires through personal survey. The target populations of the study are the selected customers of the different food establishments in the municipality of Buenavista. The respondents were classified according age, sex, civil status, educational attainment and economic status. The sample selection was based on a convenience sample of the guest presented at the foodservice establishments at the time the data was collected. To gather the needed data for the study, the researchers utilized a researcher made questionnaire. The instrument was composed of two (2) parts, part I is the profile of the respondents which are the customers of the Food establishments. The part II is designed to assess the services of the Food establishments as to their attributes, level of customers satisfaction, reception, employee hygiene and sanitation, dining practices and food handling. The questionnaire was validated by juries who are experts in their field of specialization. Each question were analyzed whether the item was appropriate, not appropriate or it needs revision. The suggestions and comments of the panel of experts are followed in the preparation of the final draft. After the questionnaire were validated, it was pre-tested to a sample of 30 individuals who possessed the same characteristics as the actual respondents of the study. The data collected were sorted, and tabulated based on the requirement of the study. The data gathered will be processed through Statistical Package for Social Science (SPSS Version 17) and analyzed by gathering the mean, percentage and frequency. For inferential statistics, Mann Whitney U was used to determine the difference between the two variables and Kruskal Wallis Test, for the difference of two or more variables, all were set at .05 level of significance for inferential statistics.

RESULTS AND DISCUSSION

Table 1 presents the general percentage profile of respondents in terms of age, sex, civil status and monthly family income. In terms of age, 18-30 years old has a largest percentage of respondents with 82%, followed by age of 31-43 years old with 18% that summed up 100%. In terms of sex, female respondents acquired 62% while male respondents have only 38% that summed up to 100%.

In terms of civil status, single respondents have 64% while married respondents have 36% that summed up 100%. In terms of monthly family income, people whose income range 10,001-20,000 have a largest respondents with 50%, followed with those income range to 5,000-10,000 with 32%, lastly by those income range above 20,000 with 9% that summed up to 100%. Likewise, respondents whose age is 18-30 years old, female, single and have a family income range to 10,001-20,000 obtain the highest percentage, in contrast respondents whose age is 31-40 years old, male, married and the income range above 20,000 have lowest percentage in general.

Table 1. Profile of the Respondents

Profile		Frequency	Percent
Age	18-30	41	82.0
	31-43	9	18.0
	Total	50	100.0
Sex	Male	19	38.0
	Female	31	62.0
	Total	50	100.0
Civil Status	Single	32	64.0
	Married	18	36.0
	Total	50	100.0
Monthly Family Income	5,000-10,000	16	32.0
	10,000-20,000	25	50.0
	above 20,000	9	18.0
	Total	50	100.0

Table 2 presents the Customers Feedback towards Food and Beverage Services of the Different Food Establishments in Buenavista, mean scores of each category such as reception, hygiene and sanitation, dining practices and food handling, and descriptive interpretations.

As reflected on the table, the data reveal that the reception in terms of the receptionist promptly attends to the customers inquiries (4.08), the receptionist leads the customers to the available table (4.02), the customer's requests, complaints and comments are handled with diplomacy to the level of guest's satisfaction. (4.12) having a mean of 4.15 which is "Very Satisfactory" and in terms of the guests/customers are greeted with a smile, direct eye contact, friendly tone, and wished him/her a pleasant day (4.30), and the receptionist expresses appreciation, gratitude to the customers for their patronage (4.24) is "Excellent".

For the hygiene and sanitation in terms of staffs/crews suffering from illness are restricted from handling of food (4.00), personnel eat food at designated dining area for personnel only (4.00) and facilities for hand washing are provided at a convenient location in the food establishment (4.12), dining staff are well groomed and wearing neat and clean uniform (4.12) having a mean of 4.10 which is "Very Satisfactory".

In dining practices in terms of employees know the proper set-up of the table (3.96), tables, chairs and utensils are in good condition and well sanitized (4.14) is "Very Satisfactory" and in terms of the dining crew used tray when serving food and beverages (4.40), the dining crew knows the menu of the establishment (4.36) and the dining crew takes the order properly and repeat customers order according to establishments standard procedures (4.26) having a mean of 4.22 which is "Excellent".

Lastly, the food handling in terms of the foods are well plated (4.02), there are no foreign objects combined in the food served to the guests (4.06), the area is clean, well sanitized and free of flying insects and foul odors (4.02), the foods and beverage are served with proper temperature (4.20) having a mean a mean of 4.10 "Very Satisfactory" and in terms of the foods are properly cooked (4.22) is "Excellent".

Overall, the customers' feedback for reception, hygiene and sanitation, dining practices and food handling is "Very Satisfactory" this means that the different food establishments have reach the standards required by the accrediting bodies and by the customers.

Table 2. Customers Feedback towards Food and Beverage Services of the Different Food Establishments in Buenavista

Reception	Mean	Description
1.The guests/customers are greeted with a smile, direct eye contact, friendly tone, and wished him/her a pleasant day	4.30	Excellent
2.The receptionist promptly attends to the customers inquiries	4.08	Very Satisfactory
3.The receptionist leads the customers to the available table	4.02	Very Satisfactory
4.The customer's requests, complaints and comments are handled with diplomacy to the level of guests satisfaction.	4.12	Very Satisfactory
5.The receptionist expresses appreciation, gratitude to the customers for their patronage.	4.24	Excellent
Mean	4.15	Very Satisfactory
Hygiene and Sanitation		
1.Employees are aware of proper hygiene and sanitation	4.26	Excellent
2.Staffs/crews suffering from illness are restricted from handling of food.	4.00	Very Satisfactory
3.Personnel eat food at designated dining area for personnel only	4.00	Very Satisfactory
4.Facilities for hand washing are provided at a convenient location in the food establishment	4.12	Very Satisfactory
5.Dining staff are well groomed and wearing neat and clean uniform	4.12	Very Satisfactory
Mean	4.10	Very Satisfactory
Dining Practices		
1.The dining crew used tray when serving food and beverages	4.40	Excellent
2.Employees know the proper set-up of the table	3.96	Very Satisfactory
3.Tables, chairs and utensils are in good condition and well sanitized	4.14	Very Satisfactory
4.The dining crew knows the menu of the establishment	4.36	Excellent
5.The dining crew takes the order properly and repeat customers order according to establishments standard procedures.	4.26	Excellent
Mean	4.22	Excellent
Food Handling		
1.The foods are well plated	4.02	Very Satisfactory
2.There are no foreign objects combined in the food served to the guests	4.06	Very Satisfactory
3.The area is clean, well sanitized and free of flying insects and foul odors	4.02	Very Satisfactory
4.The foods are properly cooked	4.22	Excellent
5.The foods and beverage are served with proper temperature	4.20	Very Satisfactory
Mean	4.10	Very Satisfactory

Table 3 presents the Differences on Customers Feedback towards Food and Beverage Services in terms of Reception grouped according to profile.

First row, shows the difference of profile in terms of age with a U-value of 170.500 and p-value of .722 which shows no significant effect on reception according to profile.

Second row, shows the difference of profile in terms of sex with a U-value of 276.000 and p-value of .709 which also shows no significant effect on reception according to profile.

Third row, shows the difference of profile in terms of civil status with a U-value of 258.000 and p-value of .541 which shows no significant effect on reception according to profile.

Fourth row, shows the difference of profile in terms of monthly income with a H-value of 5.026 and p-value of .081 which shows no significant effect on reception according to profile.

Table 3. Differences on Customers Feedback towards Food and Beverage Services in terms of Reception grouped according to profile.

Profile	U-value	p-value	Interpretation
Age	170.500	.722	Not significant
Sex	276.000	.709	Not significant
Civil status	258.000	.541	Not significant
Monthly income	H-value 5.026	p-value .081	Interpretation Not significant

p<0.05 level of significance

Table 4 presents the Differences on Customers Feedback towards Food and Beverage Services in terms of Hygiene and Sanitation grouped according to profile.

First row, shows the difference of profile in terms of age with a U-value of 181.000 and p-value of .929 which shows no significant effect on hygiene and sanitation according to profile. Second row, shows the difference of profile in terms of sex with a U-value of 269.000 and p-value of .608 which also shows no significant effect on hygiene and sanitation according to profile. Third row, shows the difference of profile in terms of civil status with a U-value of 249.500 and p-value of .433 which shows no significant effect on hygiene and sanitation according to profile. Fourth row, shows the difference of profile in terms of monthly income with a H-value of 3.000 and p-value of .223 which shows no significant effect on hygiene and sanitation according to profile.

Table 4. Differences on Customers Feedback towards Food and Beverage Services in terms of Hygiene and Sanitation grouped according to profile.

Profile	U-value	p-value	Interpretation
Age	181.000	.929	Not significant
Sex	269.000	.608	Not significant
Civil status	249.500	.433	Not significant
Monthly income	H-value 3.000	p-value .223	interpretation Not significant

p<0.05 level of significance

Table 5 presents the Differences on Customers Feedback towards Food and Beverage Services in terms of Dining practices grouped according to profile.

First row, shows the difference of profile in terms of age with a U-value of 158.000 and p-value of .499 which shows no significant effect on dining practices according to profile. Second row, shows the difference of profile in terms of sex with a U-value of 282.500 and p-value of .808 which also shows no significant effect on dining practices according to profile. Third row, shows the difference of profile in terms of civil status with a U-value of 238.500 and p-value of .312 which shows no significant effect on dining practices according to profile. Fourth row, shows the difference of profile in terms of monthly income with a H-value of 5.280 and p-value of .071 which shows no significant effect on dining practices according to profile.

Table 5. Differences on Customers Feedback towards Food and Beverage Services in terms of Dining practices grouped according to profile.

Profile	U-value	p-value	Interpretation
Age	158.000	.499	Not significant
Sex	282.500	.808	Not significant
Civil status	238.500	.312	Not significant
Monthly income	H-value 5.280	p-value .071	Interpretation Not significant

p<0.05 level of significance

Table 6 presents the Differences on Customers Feedback towards Food and Beverage Services in terms of Food handling grouped according to profile.

First row, shows the difference of profile in terms of age with a U-value of 151.000 and p-value of .394 which shows no significant effect on food handling according to profile. Second row, shows the difference of profile in terms of sex with a U-value of 290.000 and p-value of .928 which also shows no significant effect on food handling according to profile. Third row, shows the difference of profile in terms of civil status with a U-value of 236.500 and p-value of .294 which shows no significant effect on food handling according to profile. Fourth row, shows the difference of profile in terms of monthly income with a H-value of 1.391 and p-value of .499 which shows no significant effect on food handling according to profile.

Table 6. Differences on Customers Feedback towards Food and Beverage Services in terms of Food handling grouped according to profile

Profile	U-value	p-value	Interpretation
Age	151.000	.394	Not significant
Sex	290.000	.928	Not significant
Civil status	236.500	.294	Not significant
Monthly income	H-value 1.391	p-value .499	interpretation Not significant

CONCLUSIONS

The profile of the respondents has no effect on the customers feedback on the Food and Beverage Services of the Food Establishments in the Municipality of Buenavista. The customers feedback on the different areas such as, Reception, Hygiene and Sanitation, Dining Practices and Food handling of the Food Establishments in Buenavista is Very Satisfactory. The food service establishment should continually improve their food and beverages services especially on hygiene and sanitation and food handling, even though it was perceived by the customers as very satisfactory.

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