



\*\*\*\*\*

## EFFICIENCY, SERVICE QUALITY, AND CUSTOMER PREFERENCE IN QUICK-SERVICE RESTAURANTS IN CALAMBA CITY: BASIS FOR ENHANCEMENT PROGRAM

**JHOANNA MARIE ALO  
STUDENT**

Laguna College of Business and Arts  
09204570510  
jhoannamarie.alo@gmail.com

### ABSTRACT

Every quick-service restaurant's primary concern was to improve the quality of its products and services, as well as its overall organizational efficiency, to achieve customer satisfaction especially if the restaurant wanted to introduce its products and services globally.

The purpose of the study was to determine if efficiency, service quality, and customer preference had a significant relationship to a quick-service restaurant's success and might achieve customer satisfaction. The researcher proposed an enhancement program that might help Jollibee Food Corporation to achieve customer satisfaction and dominance in the quick-service restaurant industry.

The descriptive correlational method of research was utilized in this study. The respondents of the study were 100 customers of Jollibee quick-service restaurant and fairly divided into 50 participants each from Jollibee Canlubang and Jollibee Calamba Crossing. A validated research-made survey instrument was used for gathering data. The result showed that the level of efficiency as assessed by the customers was highly efficient which implied that the customer had an easy time ordering their food. Moreover, the level of service quality and customer preference as assessed by the customers were very high which indicated that the restaurant had employees that provided prompt services and great food that led to customer satisfaction. As an output, an enhancement program was proposed for the restaurant to maintain high customer satisfaction and business growth.

**Keywords-** *efficiency, service quality, customer preference, quick-service restaurant*

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban  
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume IV, Issue I

August 2022

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*

## INTRODUCTION

Food service outlets are places where one can get quick meals and snacks. Food purchased away from home can be purchased primarily at commercial food service establishments. Catering, full-service restaurants, fast-food franchises, and some cafeterias are included in this category of food service establishments. Food service production differs from other types of product manufacturing in several ways. Decisions on product and service development and delivery are impacted by this divide. In the food industry, customer loyalty may be built by providing excellent customer service to your customers (USDA Economic Research Service, 2021).

One very well-known food service outlet is Jollibee. Jollibee is now known globally through its branches across the world and the number of its branches are kept on increasing as the years go by, it makes every Filipino proud, especially in the place where a lot of Filipinos are living. This can help them to still feel the presence of the Philippines and its culture. Being a global company is like introducing your product and services to other countries and their people so every company planning to enter globally must establish a quick-service restaurant that can meet their preferences in terms of food, service, and needs.

According to the Allied Market Research (2020), with a projected 6.9% CAGR from 2019 to 2026, the Philippines' quick-service restaurant market will be valued at \$7.9 billion by 2026, up from 2018's \$4.6 billion. Restaurants that specialize in fast food and do not provide much table service are known as quick-service restaurants (QSRs). As a result of the growing popularity of quick-service and fast-food restaurants in the Philippines, the market for these types of establishments has grown as well. There has been an explosion in the last decade in the number of food service establishments in the Philippines. Since 2012, the number of retail locations has grown from 76,000 to 93,000. This has resulted in a significant rise in the value sales of quick-service restaurants in the Philippines due to rising consumer demand for convenience foods.

People are increasingly opting to eat outside of the home rather than participate in the food preparation process because fast-food restaurants are preferred by many people, especially those who work, prefer to eat out for convenience and time-saving reasons, and several changes in consumer habits have helped the fast-food industry develop dramatically.

Being in the quick-service restaurant industry, every food business company must always be ahead of their competitor, especially if the company's goal is to be known globally. Jollibee

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban  
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume IV, Issue I

August 2022

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*  
being the no.1 quick-service restaurant in the Philippines has established its brand through its dominance in great tasting food, fast and excellent service, and a place where every family is comfortable and safe. Having said those qualities that make them successful, it is not enough that they should stop there as the world changes and improved. Jollibee keeps on improving and setting the highest standard of service through the help of their customers through feedback and what their customers preferred in choosing where they will spend their hard-earned money. This company is expected to observe efficiency and service quality to develop among its customers a sense of loyalty.

This study determined how consumer loyalty to quick-service restaurants builds relationships through efficiency, service quality, and customer preference. This study was conducted to serve as the foundation for a customer enhancement program. Increasing the competitiveness of fast-food restaurants requires achieving a high level of customer satisfaction with prospective customers.

As such, quick-service restaurants' primary concerns included the improvement of quality of work and services, as well as their overall organizational efficiency to achieve customer satisfaction. Customer loyalty played a crucial role in the success of this industry under this directive. The foregoing circumstances supported the aim of this scientific analysis which was to examine the specific expectations that buyers had for the fast service restaurant industry, as well as their perceptions of high quality based on prior experience. Additionally, this research sought to see if there was a significant relationship between the level of efficiency and level of service quality, and customer preference toward Jollibee quick-service restaurant.

## METHODS

The researcher applied descriptive correlational design as the most suitable for her study. The present study would focus on the efficiency, service quality, and customer preference in Jollibee quick-service restaurant

Although the correlational approach attained a single meaning, authors described it in a variety of ways. Researchers could conduct descriptive-correlational studies in which both descriptive and correlational methods were employed. To test hypotheses or answer questions concerning the participants' current employment status, descriptive research was used, which

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban  
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume IV, Issue I

August 2022

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*  
stressed how things could be found out through descriptive inquiry. On the other hand, correlational research aimed to discover if and to what extent two or more quantitative variables were connected through the use of statistical analysis.

The entire group about whom a researcher wished to make conclusions was referred to as a population. Choosing a sample was the first step in determining the population from which the researcher collected data. The sample size was always smaller than the population's total size. There were many ways to conduct research, but sampling was perhaps the most commonly used method since it allowed us to make generalizations about the findings back to the population from which they came. G\*power 3.1.9 was used by the researcher to count the number of participants. The study had a sample size of 100 people and an effect size of .30, giving it a power of 95%. The population of the study was composed of 50 customers in Jollibee Canlubang and 50 customers in Jollibee Calamba Crossing. This study employed a survey questionnaire created by the researcher herself. Using a sequence of questions and other prompts, the researcher collected data from participants using a questionnaire. Jollibee's fast service restaurant's efficiency, quality of service, and client preferences were all assessed with the instrument. The questionnaire was presented to the experts and professors of LCBA who were not part of the study. Since revision was necessitated, the researcher applied modification the soonest as possible after the validator's final review. A pilot-study was conducted with 10 customers in another Jollibee branch that was not part of the chosen respondents. During the testing, the customer was given the same treatment just as like during the study. The reliability of the Laguna College of Business and Arts School of Graduate Studies instrument was determined using Cronbach's alpha to calculate the average inter-item correlation between the survey items. After the research proposal was approved by the dean of Graduate Studies of LCBA, the researcher wrote a letter to Jollibee Canlubang and Jollibee Calamba Crossing requesting to allow the researcher to survey efficiency, service quality, and customer preference in their branch quick-service restaurant. After the request was permitted, the researcher started the survey by handing out the questionnaire face to face to the respondents. After that, the researcher briefed the respondents about the study and informed them that the participation was voluntary. The respondents were given a choice if they wanted to be part of the study or not. The collected data were subjected to statistical treatments. The researcher asked for the help of the statistician in dealing with the statistical treatment or tools to be used. After that, the researcher analyzed and presented the data properly. The current study maintained some ethical issues. Participants were made fully aware of the study's objectives and assured that their answers would be kept strictly

\*\*\*\*\*

## Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

## Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban  
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*



\*\*\*\*\*  
confidential and utilized exclusively for academic and research purposes. Participants were not harmed physically or psychologically in any way during the research, except for what had been mentioned. In contrast, the researcher made an effort to create and maintain a pleasant working environment. The following are the statistical treatment that was applied in the study. To achieve the fundamental thrust of the study, the following statistical tools were utilized for quantitative data analysis. Mean and Four-point Likert scale was used to identify the efficiency, service quality, and customer preference in Jollibee quick-service restaurants. Pearson Product-Moment Correlation Coefficient was used to determine the significant relationship between the level of efficiency, level of service quality, and level of customer preference.

## RESULTS AND DISCUSSIONS

The following are the results and the analysis done from the data.

**Table 1**

*Level of Efficiency in Jollibee Quick-service Restaurant*

<b>Indicators in terms of Efficiency</b>	<b><math>\bar{X}</math></b>	<b>VI</b>
1. The restaurant menu is easy to read.	3.56	HE
2. The restaurant queuing time is fast.	3.40	HE
3. The restaurant food tastes fresh.	3.51	HE
4. The restaurant food is reasonably priced	3.45	HE
5. The restaurant has free available napkins and condiments	3.54	HE

\*\*\*\*\*

### **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban  
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume IV, Issue I

August 2022

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*

6. The restaurant has sufficient seating available.	3.32	HE
7. Restaurant employees provide service as promised	3.55	HE
8. Employees have a net & professional appearance	3.48	HE
9. The restaurant has visually appealing material associated with the service	3.55	HE
10. The restaurant is clean.	3.47	HE

---

**GENERAL ASSESSMENT**

---

**3.48 HE**

---

Legend: 3.25 – 4.00 Highly Efficient (HE) 1.75 – 2.49 Slightly Efficient (SE)  
2.50 – 3.24 Efficient (E) 1.00 – 1.74 Not Efficient (NE)

The general assessment was 3.48 which was verbally interpreted as Highly Efficient. All indicators were verbally interpreted as Highly Efficient. Furthermore, the indicator “The restaurant menu is easy to read” had the highest computed mean of 3.56 while the indicator “The restaurant has sufficient seating available” has the lowest computed mean of 3.32.

It implies that the restaurant is efficient because customers experience an easy time ordering their food and that this will make the transaction of every customer fast and of course, that is what every customer wanted. This will also help the restaurant in terms of sales the more transaction count they gain the more sales come their way.

This can be aligned with the study of Janser (2019), increasing earnings, decreasing waste, enhancing reputation, and fostering customer loyalty are all possible outcomes of improving restaurant efficiency. As a result, it makes sense to implement changes that will increase your company's efficiency. Ensure that all employees, from the top chefs to the front-of-house crew, have clear instructions and training to ensure smooth operations across all teams.

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban  
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*



\*\*\*\*\*

According to Chow, Lau, Wing, Sha, and Yun Chow (2007), based on the study of Kanyan, Ngana, and Voon (2015), a restaurant's success was inextricably linked to the efficiency, value, and satisfaction of its customers. With this, customer service creates customized experiences for customers. Confusion and concerns arise as a result of poor customer service. Customers will most likely turn to competitors, resulting in a loss of revenue. Forming strong links with customers, which can lead to positive and long-term relationships, is an important part of providing good customer service. It is advantageous to both the consumer and the business. When a company provides a service that is suited to their needs, customers benefit.

**Table 2**

*Level of Service Quality in Jollibee Quick-service Restaurant*

<b>Indicators in terms of Service Quality</b>	<b><math>\bar{X}</math></b>	<b>VI</b>
1. Restaurant employees provide prompt services.	3.61	VH
2. Restaurant employees are dependable in handling customer's request	3.48	VH
3. Restaurant employees perform service right at the first time.	3.56	VH
4. Restaurant employees provide services at the promised time	3.44	VH
5. Restaurant employees are never too busy to respond to customers	3.39	VH
6. Restaurant employees are always willing to help customers	3.55	VH
7. Restaurant employees make customers feel safe in their transactions.	3.47	VH

\*\*\*\*\*

**Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

**Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*



\*\*\*\*\*

8. Restaurant employees deal with customers in caring fashion	3.44	VH
9. Restaurant employees give customers individual attention	3.50	VH
10. Restaurant employees have the customer's best interest at heart	3.48	VH
<b>GENERAL ASSESSMENT</b>		<b>3.49</b> VH

Legend: 3.25 – 4.00 Highly Efficient (HE) 1.75 – 2.49 Slightly Efficient (SE)  
2.50 – 3.24 Efficient (E) 1.00 – 1.74 Not Efficient (NE)

The general assessment was 3.49 which was verbally interpreted as Very High. All indicators were verbally interpreted as Very High. Furthermore, the indicator "Restaurant employees provide prompt services" attained the highest computed mean of 3.61, while the indicator "Restaurant employees are never too busy to respond to customers" had the lowest computed mean of 3.39.

It implies that customers of quick-service restaurants wanted a prompt service in terms of inquiry and serving. This is an important factor for the restaurant to claim that they have quality service. Evidently, service quality is a factor to distinguishing any restaurant from its competitors and make it its authentic style in serving and satisfying its customers.

As stressed by Mensah and Mensah (2018), the importance of the responsiveness and assurance dimensions in the determination of service quality. Customers want to know that their service providers are capable of giving outstanding service and that they can rely on them to make them feel safe and secure. Surprisingly, food did not seem to have much of an effect on how people rated the quality of the service. Probably since their menus were nearly identical. Service is what differentiates one restaurant from another, particularly in terms of responsiveness, assurance and empathy.

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban  
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*



\*\*\*\*\*  
According to Pham, Do, and Phung (2016), the guest feels that the restaurant has a good value for the money they spent, and he or she is more willing to return to the restaurant. The conclusion that perceived quality had no direct effect on revisit intention, on the other hand, was unexpected because clients who receive courteous service in restaurants are typically expected to return. Customers return to quick-service restaurants because of perceived value, and one of the most important components of perceived value is service quality.

**Table 3**

*Level of Customer Preference of Jollibee Quick-service Restaurant*

<b>Indicators in terms of Customer Preference</b>	<b><math>\bar{X}</math></b>	<b>VI</b>
1. The restaurant has consistently great food.	3.63	VH
2. The restaurant food is good value for the price	3.46	VH
3. The restaurant has efficient customer service.	3.44	VH
4. The restaurant has friendly, personalized service	3.49	VH
5. Restaurant employees are sympathetic and confident	3.41	VH
6. The restaurant has the right lighting and music enjoyable for their customers.	3.42	VH
7. The restaurant has a comfortable and clean dining area.	3.41	VH
8. The restaurant has a modern store design	3.38	VH
9. The facilities of the restaurant are visually appealing	3.48	VH

\*\*\*\*\*

**Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

**Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban  
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*



\*\*\*\*\*

10. The restaurant has hours convenient to all customers 3.48 VH

---

<b>GENERAL ASSESSMENT</b>	<b>3.46</b>	<b>VH</b>
---------------------------	-------------	-----------

---

Legend: 3.25 – 4.00 Highly Efficient (HE) 1.75 – 2.49 Slightly Efficient (SE)  
2.50 – 3.24 Efficient (E) 1.00 – 1.74 Not Efficient (NE)

The general assessment was 3.46 which was verbally interpreted as Very High. All indicators were verbally interpreted as Very High. Moreover, the indicator “The restaurant has consistently great food” obtained the highest computed mean of 3.63, while the indicator “The restaurant has modern store design” had the lowest computed mean of 3.38.

It implies that every customer-preferred great tasting food in every restaurant that they chose to dine at. Jollibee is one of the quick restaurants in the Philippines that is well-loved because of its tasty food especially on its bulk market which is kids.

As studied by Gupta, Mc Laughlin, and Gomez (2019), entrepreneurs have come to understand the importance of receiving positive feedback from customers to build a long-term viable business. Restaurant owners and managers that have a thorough understanding of the factors that contribute to customer satisfaction are more equipped to create and present appealing menu items to patrons. As a result, whether a company sells a service or a product, it is imperative that its customers are satisfied. If the company's customers are happy, it will grow and gain a larger portion of the market, which will lead to higher profits.

According to Chandrasekhar (2019), there is a strong correlation between good and negative consumer perceptions. In a world of severe competition, customer pleasure cannot be the primary priority. A better understanding of how service quality and perceived value affect customer happiness, corporate image, and behavioral intentions can be gained from this research.

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban  
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*



\*\*\*\*\*

**Table 4**

*Test of Significant Relationship Between the Level of Efficiency and Service Quality of Jollibee Quick-service Restaurant*

<b>Independent variable</b>	<b>Dependent Variable</b>	<b>r value</b>	<b>P value</b>	<b>Remarks</b>	<b>Decision</b>
Level of Efficiency	Service Quality	.690**	.000	Significant	Rejected H <sub>0</sub>

\*\*Correlational at the level 0.01

\*Correlational at the level 0.05(Two-tailed)

As shown in Table 4, the r values of all the variable were interpreted as with moderate correlation as to correlate level of efficiency and level of service quality, and the computed probability value was lesser than the level of significant ( $P < 0.05$ ); thus, the null hypothesis was rejected. The result shows that there was a significant relationship between the dependent and independent variables.

It can be concluded that the level of efficiency has a highly significant relationship with the level of service quality of Jollibee quick-service restaurants. The higher the efficiency of organizational culture, the higher the service quality and vice versa.

Accordingly, Gladson and Adiele (2018) emphasized that this service quality could be reached in the restaurant/food service industry when companies make purposeful efforts to promote client happiness and patronage based on good food and service quality. It was possible to increase eating satisfaction and impact future behavioral intentions if quick-service restaurants give amazing value-for-money food quality, good service quality, and an atmosphere that meets and preferably exceeds consumers' expectations.

\*\*\*\*\*

### **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*



\*\*\*\*\*  
As eloquently stated by Namin (2017), when a consumer was satisfied, he or she was more likely to return, give favorable comments, and promote positive word-of-mouth about the company. A better financial outcome is possible with the latter. Fast food restaurants needed to maintain customer satisfaction levels to increase behavioral intentions by retaining current customers and recruiting new consumers.

**Table 5**

*Test of Significant Relationship Between the Level of Efficiency and Level of Customer Preference in Jollibee Quick-service Restaurant*

<b>Independent variable</b>	<b>Dependent Variable</b>	<b>r value</b>	<b>P value</b>	<b>Remarks</b>	<b>Decision</b>
Level of Efficiency	Level of Customer Preference	.604**	.000	Significant	Rejected H <sub>o</sub>

\*\*Correlational at the level 0.01

\*Correlational at the level 0.05(Two-tailed)

As shown in Table 5, the r values of all the variables are interpreted as with a moderate correlation to correlate the level of efficiency and level of service quality, and the computed probability value was lesser than the level of significance ( $P < 0.05$ ); thus, the null hypothesis was rejected. The result shows that there was a significant relationship between the dependent and independent variables.

\*\*\*\*\*

### **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban  
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume IV, Issue I

August 2022

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*

It can be concluded that the level of efficiency has a high significant relationship with the level of customer preference of Jollibee quick-service restaurants. The higher the efficiency of organizational culture, the higher the level of customer preference and vice versa.

As indicated by Bapna (2015), it was evident that the location, helpfulness of the staff, cleanliness, and décor were all factors in determining WTP. – (Willingness to pay). Customers' dining experiences were improved because of these features, which included high levels of consistency in service and quality assurance. It would be interesting to see further studies on the relationship between customer satisfaction with food and service quality and brand image alignment as measured by customer loyalty in various restaurant categories. Depending on the sort of restaurant, patrons' preferences may change. This will help restaurant owners execute more effective strategies for retaining customers.

As confirmed by Kukanja and Planinc (2019), the theoretical assumptions that restaurant quality perceptions and operational efficiency may be linked, according to the findings of this study. The most efficient restaurants also provided higher-quality services to their clients. First, this study showed that high-quality service may be delivered by efficient (cost-effective) management of a restaurant's business operations, which supports CSE (Cost-effective Service Excellence) for the restaurant industry.

\*\*\*\*\*

## Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

## Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban  
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*



**Table 6**

*The Proposed Enhancement Program*

KEY RESULT AREA	OBJECTIVES	STRATEGIES/ACTIVITIES	PERSON/S INVOLVED	SUCCESS INDICATORS
<b>Efficiency</b>	To provide operational efficiency to the customers of Jollibee quick-service restaurant	Floor Plan for easy circulation of restaurant employees and customers	Restaurant System	95%- reduce unnecessary/excessive movement of restaurant employees and customers inside the store.
		Sufficient seating capacity for customers	Management Team	95%- sufficient seating capacity will be achieved by maximizing the tables and chairs according to customers' needs.
<b>Service Quality</b>	To provide service quality to the customers of Jollibee quick-	Completeness of manpower pooling	Hiring Manager/3rd Party Agency	95%- customer's needs and requests will be promptly responded to

\*\*\*\*\*

**Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

**Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

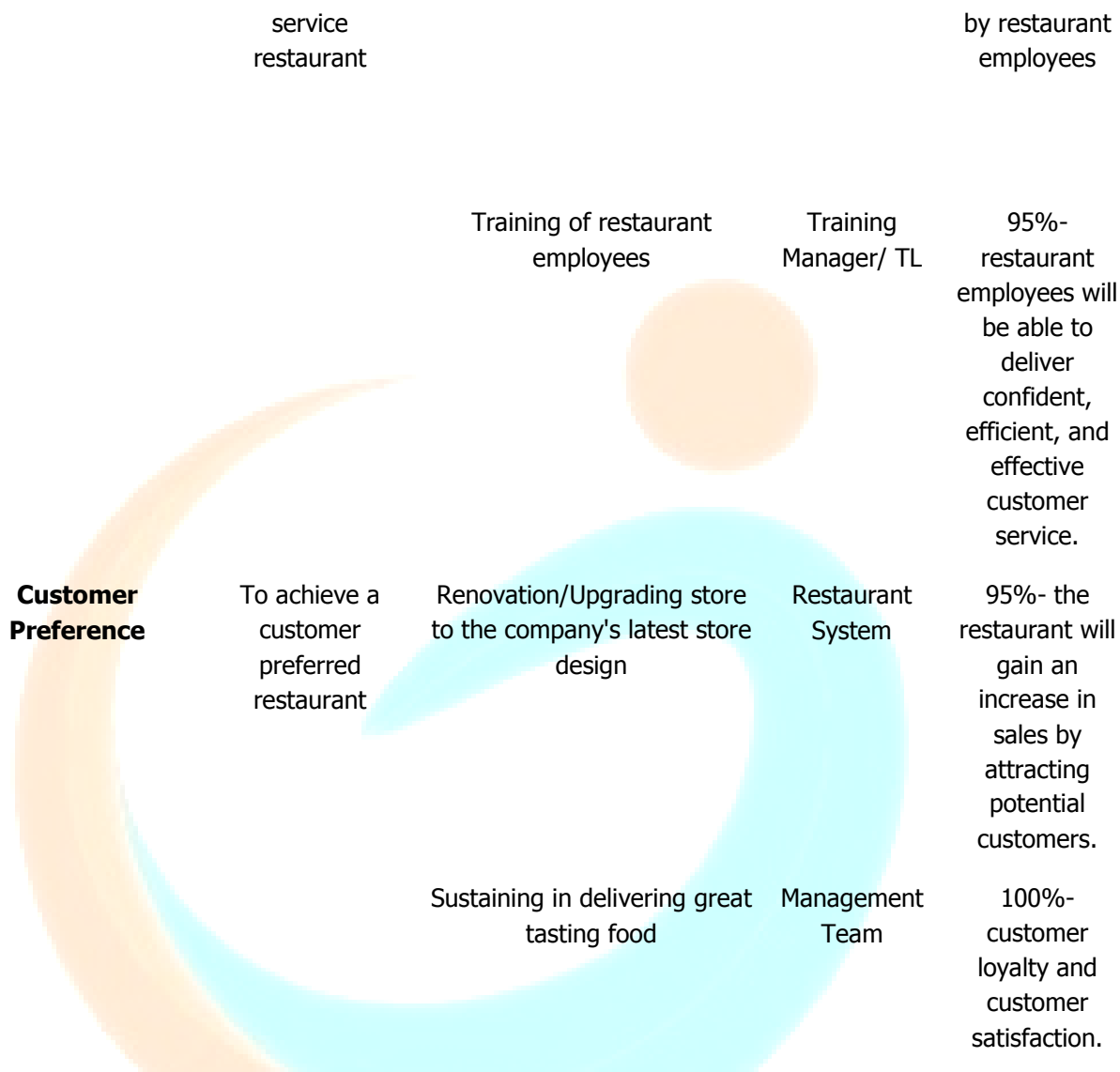
Volume IV, Issue I

August 2022

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*



After gathering all the data to answer the previous statement of the problems, the researcher discussed in this part how an action plan was derived from the findings of the study.

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*



\*\*\*\*\*  
The restaurant should provide a clean and comfortable ambiance and restaurant employees who are not busy responding to customers' requests or needs to achieve a great customer experience. Great tasting food and service quality can be achieved thru well-trained employees.

## CONCLUSIONS

Based on the aforementioned findings of the study, the following conclusions were derived:

1. That according to the respondents, having sufficient seating capacity is what makes a restaurant efficient. Customers of quick-service restaurants are those who are in a hurry or a breacktime and needed a restaurant where they can order and dine but due to the current situation that the country is facing, limited seating capacity and customers allowed inside the restaurant are one of the challenges that the restaurant is facing in terms of efficiency and customer satisfaction.

2. That restaurant employees are too busy to respond to customers, as the pandemic is still in our country and restrictions are still implemented, hence, limited skeletal workforce and shortage of staff is the hindrance that the restaurant employees are facing to attend all the inquiries, request and other needs of customers at once.

3. That customers also prefer modern design and ambiance when it comes to choosing a particular restaurant. This will make their experience more memorable in the restaurant. In an era where people nowadays, desire go-to places with aesthetic design and Instagram able ambiance, every restaurant needs to comply and sync with these trends to achieve the customers' preferences.

4. That the level of efficiency, based on the result of the study, has a highly significant relationship with the level of service quality of Jollibee quick-service restaurant. The higher the efficiency of organizational culture, the higher the service quality and vice versa.

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban  
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*



\*\*\*\*\*

5. That the level of efficiency has a highly significant relationship with the level of customer preference of Jollibee quick-service restaurants. The higher the efficiency of organizational culture, the higher the level of customer preference and vice versa.

6. That efficiency, service quality, and customer preference, relying on the consistency of the results of the study, have an effect to achieve total customer satisfaction. Since the competition in the quick-service restaurant industry is on high an enhancement program identifying the lapses, the strengths, and opportunities of Jollibee quick-service restaurant is necessary for the company to continue implementing the efficiency of the operations, quality of service, and knowing what your customer preferred to maintain high customer satisfaction and business growth.

## RECOMMENDATIONS

1. They may provide a floor plan that allows for simple movement of staff and customers in which the different stations are positioned in a way that produces sense and reduces unnecessary back and forth. This may also help the restaurant to have sufficient seating capacity by mixing their tables and chairs of different sizes, this most likely will formulate an optimal table mix that allows different groups of customers to maximize the use of tables and chairs according to their size.

2. Completeness of manpower is one of the factors that restaurants may be prioritized to gain customer satisfaction through efficient and effective customer service. Continuous hiring of restaurant employees may be done. On-time training of all restaurant employees on the restaurant's standard operating procedures may help them be confident and reliable in their specific jobs or task. Well-trained employees may deliver efficient and effective service quality

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban  
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*



\*\*\*\*\*  
that leads to customer satisfaction. This may also reflect on the restaurant's brand image and reputation in the quick-service restaurant industry.

3. Renovation of the store to the latest design of the restaurant may help to attract potential customers to dine and avail of the services of the restaurant. Customers preferred a restaurant with great tasting food and quality service with a clean and comfortable ambiance, and this may be sustained or improved by the restaurant to gain customer satisfaction and sales for the business may help them grow the business by adding other branches and dominating the quicks service restaurant industry.

4. Jollibee quick-service restaurant may accomplish or have the ability to serve food fast and by giving quality of service by immediately assisting them on their requests and needs with a minimum expenditure of time and effort because it has a big impact on customer satisfaction which is the main reason why there is high competition in this industry.

5. Every customer of a quick-service restaurant prefers this kind of eating place because they are the ones who are always on the go and they needed their food to be served fast so having an efficient operation where everything is in order and fast may guarantee satisfaction to every customer.

6. Utilization of the proposed enhancement program may be recommended to mitigate the risk on each key result area that corresponds to the person/s involved in each strategical activity.

7. Future researchers may conduct a similar study by using other variables from the proposed recommendation plan that are also reflected in the study, such as customer satisfaction and employee job satisfaction level.

\*\*\*\*\*

### **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban  
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*



\*\*\*\*\*

## REFERENCES

Ajzen and Fishbein. (1992). Theory of Reasoned Action as Applied to Moral Behavior: A Confirmatory Analysis. *Article in Journal of Personality and Social Psychology*. Page 98-101 DOI: 10.1037/0022-3514.62.1.98

Aleem, A. A. (2019). Study on Consumer's Changing Consumption Habits, Preference & Satisfaction Towards Fast Food Centre's. *International Journal of Management, IT & Engineering*, Volume 7, Issue 5, Pages 88-89. [https://www.academia.edu/35916848/\\_A\\_Study\\_on\\_Consumers\\_Changing\\_Consumption\\_Habits\\_Preference\\_and\\_Satisfaction\\_towardS\\_fASt\\_food\\_Centres\\_](https://www.academia.edu/35916848/_A_Study_on_Consumers_Changing_Consumption_Habits_Preference_and_Satisfaction_towardS_fASt_food_Centres_)

Allied Market Research. (2020). Philippine Quick-service Restaurants Market by Food Type and Nature: Opportunity, Analysis and Industry Forecast, 2019-2026. *Food Services and Hospitality*, Page 96. <https://www.alliedmarketresearch.com/philippines-quick-service-restaurants-market-A06122>

Bapna, K. (2015). An Analytical Study on Customer Preference and Success Factor of Restaurants in South Mumba. *Pages 58-59* <https://eprints.manipal.edu/145418/1/AN%20ANALYTICAL%20STUDY%20ON%20CUSTOMER%20PREFERENCE%20AND%20SUCCESS%20FACTOR%20OF%20RESTAURANTS%20IN%20SOUTH%20MUMBAI.pdf>

Celentano, D. (2019). *Three Basic Casual Restaurant Formats*. <https://www.thebalancesmb.com/types-of-restaurant-formats-1326193>

Chandrasekhar, Gupta, & Nanda. (2019). Food Delivery Services And Customer Preference : A comparative Analysis. *Journal of Food service Business Research* , 22:4 pages 375-377 DOI:10.1080/15378020.2019.1626208

Gladson & Adiel (2018). *Predictory Effect of Food Quality on Patronage of QuickService Restaurants in Port-Harcourt, Nigeria*

Gupta, McLaughlin, & Gomez. (2019). Guest Satisfaction and Restaurant Performance. In *The Next Frontier of Restaurant Management: Harnessing Data to Improve Guest Service and Enhance the Employee Experience*. *Pages 19-54*

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume IV, Issue I

August 2022

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*

[https://books.google.com.ph/books?hl=tl&lr=&id=4vKPDwAAQBAJ&oi=fnd&pg=PR5&dq=Gupta,+McLaughlin,+%26+Gomez+\(2019\)+Guest+Satisfaction+and+Restaurant+Performance.+In+The+Next+Frontier+of+Restaurant+Management:+Harnessing+Data+to+Improve+Guest+Service+and+Enhance+the+Employee+Experience.&ots=TD55ngVwWI&sig=5ftmh](https://books.google.com.ph/books?hl=tl&lr=&id=4vKPDwAAQBAJ&oi=fnd&pg=PR5&dq=Gupta,+McLaughlin,+%26+Gomez+(2019)+Guest+Satisfaction+and+Restaurant+Performance.+In+The+Next+Frontier+of+Restaurant+Management:+Harnessing+Data+to+Improve+Guest+Service+and+Enhance+the+Employee+Experience.&ots=TD55ngVwWI&sig=5ftmh)

Janzer, A. (2019). Subscription marketing: Strategies for Nurturing Customers in a World of Churn (n.d.), *Third Edition*, *Pages 2-5*.  
[https://books.google.com.ph/books?hl=en&lr=&id=iAfMDwAAQBAJ&oi=fnd&pg=PT9&dq=Anne+Janzer+\(2019\)+Subscription+marketing:+Strategies+for+Nurturing+Customers+in+a+World+of+Churn+\(n.d.\)&ots=UWtPRd6bJE&sig=\\_Gv3qXAK9NBXPNCWKEpYQgUaCQQ&redir\\_esc=y#v=onepage&q&f=false](https://books.google.com.ph/books?hl=en&lr=&id=iAfMDwAAQBAJ&oi=fnd&pg=PT9&dq=Anne+Janzer+(2019)+Subscription+marketing:+Strategies+for+Nurturing+Customers+in+a+World+of+Churn+(n.d.)&ots=UWtPRd6bJE&sig=_Gv3qXAK9NBXPNCWKEpYQgUaCQQ&redir_esc=y#v=onepage&q&f=false)

Janzer, C. (2019). How to Improve Restaurant Efficiency.  
<https://www.lightspeedhq.com/blog/restaurant-efficiency/>

Jones, Mason & Walton. (2018). Quick-service Restaurant Consumer Behaviors: Moderating Effect of Gender. *Pages 176-183*.  
[https://www.researchgate.net/publication/327605407\\_Quick\\_Service\\_Restaurant\\_Consumer\\_Behaviors\\_Moderating\\_Effect\\_of\\_Gender](https://www.researchgate.net/publication/327605407_Quick_Service_Restaurant_Consumer_Behaviors_Moderating_Effect_of_Gender)

Kanyan, Ngana, & Voon (2015). Improving the Service Operations of Fast-food Restaurants *Procedia - Social and Behavioral Sciences Volume 224, 15 June 2016, Pages 190-198*  
<https://doi.org/10.1016/j.sbspro.2016.05.439>

Khan, Aabdean, Salman, Nadeem, & Rizwan. (2016). The Impact of Product and Service Quality on Brand Loyalty: Evidence from Quick-service Restaurants. *American Journal of Marketing Research, Vol.2, No.. Pages 84-94*.  
<http://www.aiscience.org/journal/paperInfo/ajmr?paperId=2746>

Kukanja, P. (2019). Cost- Effective Service Excellence: Exploring the Relationships Among Restaurant's Operational Efficiency, Size and Service Quality. *The South East European Journal of Economics and Business, 14(2), Pages 67-81*.  
<http://journal.efsa.unsa.ba/index.php/see/article/view/1088>

\*\*\*\*\*

## Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

## Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*



\*\*\*\*\*

Kukanja, P. (2020). Toward cost-effective service excellence: Exploring the relationship between managers' perceptions of quality and the operational efficiency and profitability of restaurants. *Quality Management Journal Volume 27, Issue 2 Pages 95-105*  
<https://www.tandfonline.com/doi/abs/10.1080/10686967.2020.1722046><https://www.researchgate.net/deref/https%3A%2F%2Fwww.tandfonline.com%2Faction%2FjournalInformation%3FjournalCode%3Dwfb20>

Manson, Jones, Benefield & Walton. (2016). Building Consumer Relationships in the Quick-service Restaurant Industry. *Journal of Foodservice Business Research Volume 19 issue 4. Pages 368-381.*  
<https://www.tandfonline.com/doi/figure/10.1080/15378020.2016.1181508?scroll=top&needAccess=true>

Mensah, M. (2018). Effects of Service Quality and Customer Satisfaction on Repurchase Intention in Restaurants on University of Cape Coast Campus. *Pages 27-36.*  
<https://www.ssoar.info/ssoar/handle/document/66467>

Mi, Chang, Lin, and Chang (2018). The Theory of Reasoned Action to CSR Behavioral Intentions: The Role of CSR Expected Benefit, CSR Expected Effort and Stakeholders. *Pages 4-6.* <https://doi.org/10.3390/su10124462>

Namin, A. (2017). Revisiting customers' perception of service quality in fast food restaurants. *Journal of Retailing and Consumer Services, Volume 34, Pages 70-81.*  
<https://www.sciencedirect.com/science/article/abs/pii/S0969698916302430#!>

Omar, M., Ariffin, H., & Ahmad, R. (2015). The Relationship between Restaurant Ambience and Customers' Satisfaction in Shah Alam Arabic Restaurants, Selangor. *International Journal of Administration and Governance, 1(4) Special 2015, Pages: 1-8*  
[https://www.researchgate.net/publication/288579626\\_The\\_Relationship\\_between\\_Restaurant\\_Ambience\\_and\\_Customers'\\_Satisfaction\\_in\\_Shah\\_Alam\\_Arabic\\_Restaurants\\_Selangor](https://www.researchgate.net/publication/288579626_The_Relationship_between_Restaurant_Ambience_and_Customers'_Satisfaction_in_Shah_Alam_Arabic_Restaurants_Selangor)

Pakurar, M., Haddad, H., Nagy, J., Popp, J., and Olah, J. (2019). The Service Quality Dimensions that Affect Customer Satisfaction in the Jordanian Banking Sector. *Pages 1-6*  
<https://doi.org/10.3390/su11041113>

\*\*\*\*\*

## Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

## Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban  
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume IV, Issue I

August 2022

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*

Parasuraman, Zeithaml, & Berry (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Volume: 49 issue: 4, page(s): 41-50*  
<https://doi.org/10.1177/002224298504900403>

Pham, Do, & Tuan. (2016). The Effect of Brand Equity and Perceived Value on Customer Revisit Intention: A Study in Quick-Service Restaurants in Vietnam. *Acta Oeconomica Pragensia 2016(5) Pages 14-30* DOI:10.18267/j.aop.555

Richardson, S., Lefrid, M., Jahani, S., Munyon, M. & Rasoolimanesh, S. (2019). Effect of dining experience on future intention in quick-service restaurants. *British Food Journal, Vol. 121 No. 11, pp. 2620-2636.* <https://www.emerald.com/insight/content/doi/10.1108/BFJ-09-2018-0617/full/html>

Rotar & Kozar. (2017). The Use of the Kano Model to Enhance Customer Satisfaction. *Pages 343-348.* DOI: 10.1515/orga-2017-0025

Sauerwein, Bailom, Matzler & Hinterhuber (1996). The Kano Model: How to Delight Your Customers. *Journal of Product & Brand Management, Vol. 5 No. 2. Pages 313 -327*  
<https://doi.org/10.1108/10610429610119469>

Shende, Rasal, & Thorat. (2019.) Cost-effective Service Excellence: Exploring the relationships among restaurants' operational efficiency, size and service quality. *The south East European Journal of Economics and Business.*

USDA Economic Research Service. (2021). *Food Markets Prices- Market Segments*  
<https://www.ers.usda.gov/topics/food-markets-prices/food-service-industry/market-segments/>

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan  
**Managing Editor:** Raymart O. Basco

**Associate Editor:** Andro M. Bautista  
**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban  
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

\*\*\*\*\*