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## DELIVERY SERVICES OF SELECTED SMALL FOOD BUSINESSES ON CUSTOMER SATISFACTION IN THE MUNICIPALITY OF LIAN BATANGAS

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### ABSTRACT

This study assessed the delivery services of selected small food businesses on customer satisfaction in the Municipality of Lian Batangas. It focuses on the customers' satisfaction in delivery services of two specific food businesses in Lian Batangas the Tapsarap and Mac Andrei's.

The respondents of the study were fifty-three (53) customers using Descriptive methods of computing the sample size. Purposive sampling was used the following criteria: (1) Must be a common customer of the select small businesses; (2) must be residing around the Poblacion 2 and 3 of Lian Batangas. The researcher conducted survey using Google Form to gather the important data regarding the respondents profile specifically the age and sex, the delivery services of small food businesses in terms of response time, accessibility, service charge and appreciation.

The study yielded the following finding: it shows that the most of the respondents are between the ages of 19 and above years old, the majority of them are female than male respondents. Among the four significance of delivery services, Accessibility had the greatest significance. Thus, with the Business Plan crafted can be applied to the small food businesses in Municipality in Lian Batangas to improve the specific needs and resources.

**Keywords:** *delivery services, response time, accessibility, service charge, appreciation, small food businesses*

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