



LEVEL OF STAFF ATTENTIVENESS AND CUSTOMER SATISFACTION IN SELECTED RESTAURANTS: A SERVICE GUIDELINES

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ABSTRACT

This study aimed to examine the influence of staff attentiveness on customer satisfaction within local restaurants. Specifically, it assessed the level of staff attentiveness in terms of responsiveness, availability, and professionalism, as well as the level of customer satisfaction in terms of service quality, service efficiency, and overall experience. Utilizing a quantitative research design, data were gathered from 41 restaurant staff members and 91 customers through survey questionnaires. Statistical treatments such as the mean and standard deviation were employed for analysis.

Results revealed that staff attentiveness was rated Very Attentive across all dimensions, with professionalism obtaining the highest overall mean, followed by availability and responsiveness. Customers likewise rated their experiences as Very Satisfied, particularly in their overall dining experience, indicating that attentive and professional staff interactions greatly contribute to customer satisfaction. These findings show strong alignment between staff behavior and customer perceptions, emphasizing the importance of consistent, courteous, and efficient service in shaping overall guest experience.

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The study concludes that staff attentiveness plays a crucial role in shaping customer satisfaction and loyalty. It recommends continuous training, feedback systems, and service monitoring to strengthen responsiveness, availability, and professionalism. The proposed service guidelines aim to enhance service quality and maintain competitiveness in the restaurant industry of Nasugbu, Batangas.

Keywords: *Staff Attentiveness, Customer Satisfaction, Responsiveness, Professionalism, Service Quality, Hospitality Management*

OUTPUT

Service Guidelines: Staff Attentiveness and Customer Satisfaction

The output of the study is the formulation of service guidelines designed to enhance staff attentiveness and improve customer satisfaction. These guidelines will serve as a basis for training programs, performance monitoring, and customer service policies aimed at strengthening responsiveness, availability, and professionalism among restaurant staff. The study's output will benefit customers, employees, and business owners by promoting service excellence and increasing competitiveness within the local hospitality sector.

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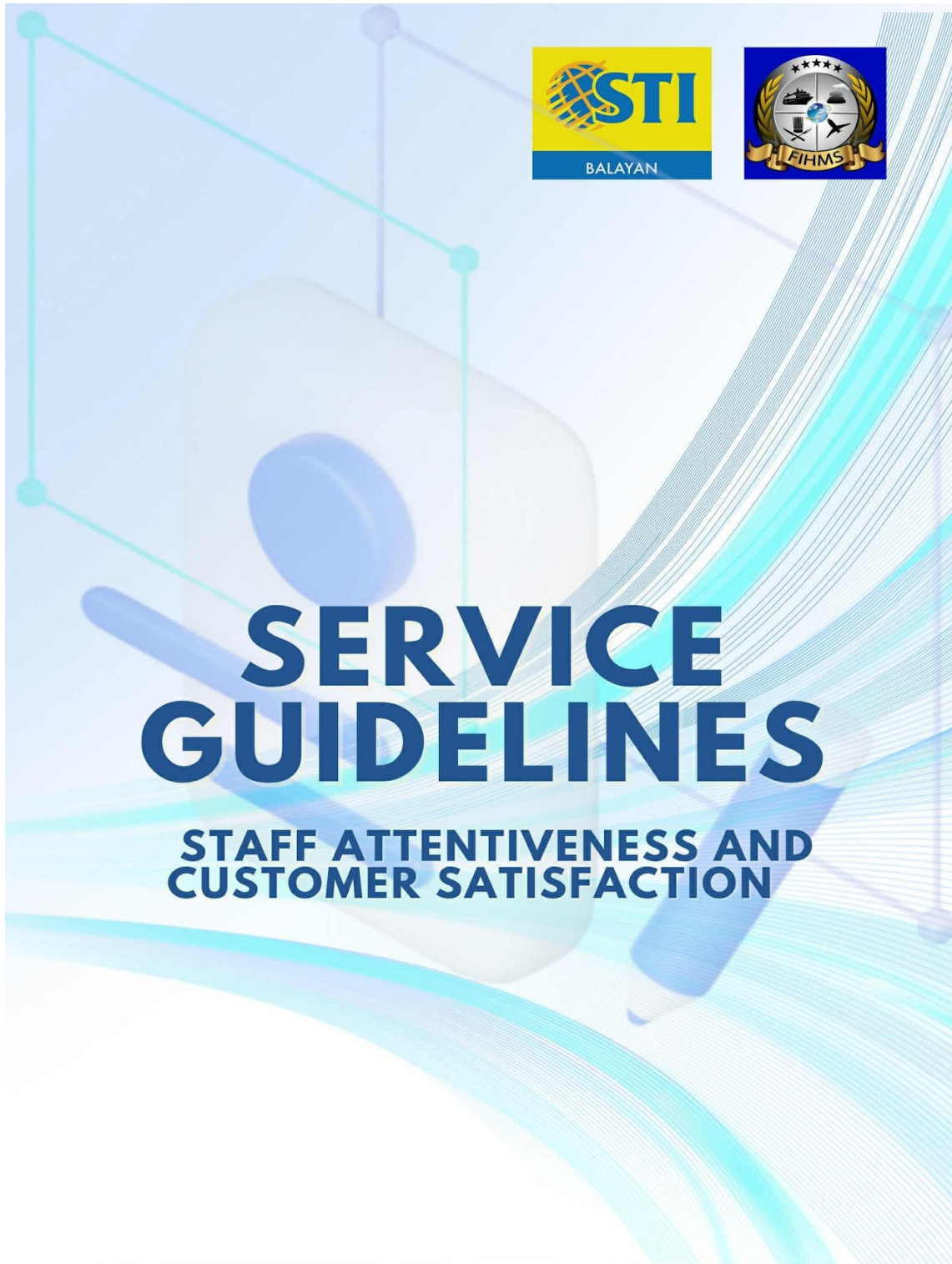
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SERVICE GUIDELINES

STAFF ATTENTIVENESS AND CUSTOMER SATISFACTION

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INTRODUCTION



These Service Guidelines are designed to serve as a comprehensive guide for restaurant owners, managers, and employees in enhancing the overall quality of customer service in restaurants within Nasugbu, Batangas. Based on the findings of the study "Staff Attentiveness on Customer Satisfaction in the Restaurants in Nasugbu, Batangas", the guidelines aim to strengthen the essential aspects of staff attentiveness, responsiveness, availability, and professionalism which were found to have a significant impact on customer satisfaction.

The purpose of these guidelines is to provide practical strategies that can help restaurants maintain high standards of service efficiency, consistency, and customer engagement. By following these recommendations, establishments can bridge the gap between staff performance and customer expectations, resulting in a more satisfying dining experience and a stronger competitive advantage in the local hospitality industry.

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RESPONSIVENESS

"BE QUICK, BE ATTENTIVE, BE PROACTIVE."



RESPOND TO CUSTOMER NEEDS PROMPTLY AND POLITELY.



ANTICIPATE GUEST CONCERNS BEFORE THEY ARISE.



CONDUCT CUSTOMER CARE TRAINING FOCUSED ON PROACTIVE SERVICE.



USE REAL-TIME FEEDBACK FORMS TO IDENTIFY DELAYS OR SERVICE GAPS.

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AVAILABILITY

“BE VISIBLE, BE READY, BE PRESENT.”



STAY APPROACHABLE AND VISIBLE IN THE DINING AREA.



ASSIGN FLOATING STAFF FOR IMMEDIATE ASSISTANCE.



ADJUST STAFF SCHEDULES TO ENSURE ENOUGH PERSONNEL DURING PEAK HOURS.



USE REAL TIME FEED BACK TO IDENTIFY DELAYS OR SERVICE GAPS

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PROFFESIONALISM

“RESPECT BUILDS LOYALTY.”



MAINTAIN A CLEAN AND PROFESSIONAL APPEARANCE.



COMMUNICATE WITH COURTESY AND CONFIDENCE.



FOLLOW RESTAURANT RULES, POLICIES, AND SERVICE STANDARDS.



PROVIDE REFRESHER SEMINARS ON ETIQUETTE AND CONFLICT HANDLING.

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SERVICE EFFICIENCY

“SMOOTH SERVICE EQUALS SATISFIED CUSTOMERS.”



STANDARDIZE ORDER-TAKING, SERVING, AND BILLING PROCEDURES.



USE POS SYSTEMS OR ORDER-TRACKING TOOLS TO SPEED UP SERVICE.



EVALUATE SERVICE FLOW MONTHLY TO IDENTIFY AREAS FOR IMPROVEMENT.



MOTIVATED EMPLOYEES WHO DELIVER QUALITY SERVICE WITH PRIDE

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CUSTOMER ENGAGEMENT

“LISTEN, LEARN, AND IMPROVE.”



SET UP QR-BASED OR COMMENT CARD FEEDBACK SYSTEMS.



ADDRESS COMPLAINTS QUICKLY AND PROFESSIONALLY.



REWARD STAFF WHO RECEIVE POSITIVE CUSTOMER FEEDBACK.



TEAM BUILDING ACTIVITIES

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STAFF DEVELOPMENT

“EMPOWERED STAFF CREATE EXCEPTIONAL SERVICE.”



CONDUCT REGULAR TRAINING WORKSHOPS ON HOSPITALITY AND COMMUNICATION.



OFFER INCENTIVES AND RECOGNITION PROGRAMS FOR TOP PERFORMERS.



IMPROVED CUSTOMER SATISFACTION AND LOYALTY



MORE ATTENTIVE AND PROFESSIONAL STAFF

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