Thesis Abstract

Title: “A Proposed Customer Satisfaction Program for selected restaurants in Tagaytay City, Cavite”

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Purpose of the Study

The study is aimed at assessing customer satisfaction regarding accredited restaurants of the Department of Tourism in Tagaytay City, Cavite. Researchers also proposed a customer satisfaction program for the selected restaurants.

Methodology
The study entitled “A Proposed Customer Satisfaction Program for selected restaurants in Tagaytay City” is a quantitative research that seeks to gather information and data regarding satisfaction experienced by customers through services rendered by selected restaurants in Tagaytay. This study assessed customer satisfaction by using dimensions of SERVQUAL which are reliability, assurance, tangible, empathy and responsiveness. The researchers opted for quantitative approach to assess customer satisfaction.

The researchers used the survey method through questionnaire forms. This methodology assessed customer satisfaction on Department of Tourism accredited restaurants in Tagaytay City. Questionnaire forms given to customers helped researchers verify satisfaction of customers in these restaurants. Outcomes of this survey can help the restaurants improve and maximize the quality of service it renders to e customers and formulate future policies.

Customers of Department of Tourism accredited restaurants in Tagaytay City were used as respondents in this study. The researchers used stratified random sampling and Slovin’s formula for the sample size.
Summary of Findings

The study answered the following research questions:

1. What is the profile of the respondents in terms of:
   
   1.1 Age

   1.2 Educational Attainment

   1.3 Monthly Income

   1.4 Place of Origin

   1.5 Products Ordered

2. How do the respondents rate customer satisfaction of accredited restaurants of Department of Tourism in terms of:

   2.1 Reliability

   2.2 Assurance

   2.3 Tangible

   2.4 Empathy

   2.5 Responsiveness
3. Is there a significant relationship between the profile of the respondents and the ratings of the respondents on the customer satisfaction on the restaurants in Tagaytay City?

4. What customer satisfaction program can be proposed?

There were a total of two hundred eighty seven (287) respondents. The breakdown is as follows: Bali Seafood Paluto (71); Josephine’s Restaurant (71); D’ Banquet Bakeshop and Restaurant (67); and, RSM Lutong Bahay (78). Majority of the respondents were college graduates from 18-30 years old. 22 percent of the respondents have a monthly income of Php 10,000 to Php 19,999. 59 percent of the respondents came from Cavite, 34 percent lived outside Cavite, and 7 percent were foreigners. Most of the respondents ordered complete meals; appetizer, main course, dessert, and beverages.

Reliability

Bali Seafood got an overall mean of 4.45, D’ Banquet Bakeshop and Restaurant had 4.29, Josephine’s Restaurant got 4.13, and RSM Lutong Bahay obtained a mean of 4.12. Overall mean for the criteria of Reliability was 4.24.