



ABSTRACT

This research is a comparative study on the customers' satisfaction of J. Co Donuts The District and Krispy Kreme SM Dasmariñas. The result of this study could help the entrepreneurs of the said establishment to further improve their standards specifically in terms of food quality, service rendered and facilities cleanliness.

This study aims to determine: 1.) the demographic profile of the customers in terms of age, gender, place of residence, and monthly income; 2.) the level of customer satisfaction in J. Co Donuts The District and Krispy Kreme SM Dasmariñas in terms of food quality, service rendered and facilities cleanliness; 3.) the significant difference on the level of customer satisfaction between J. Co Donuts the District and Krispy Kreme SM Dasmariñas; 4.) a proposed guideline to J, Co Donuts The District and Krispy Kreme SM Dasmariñas.

Moreover, the researchers use a survey questionnaire to gather data. The result shows that most of the respondents in J. Co Donuts are 20years old below while most of the respondents in Krispy Kreme are 20-29years old with. It also shows that there are more female respondents in J. Co Donuts while the there are more male respondents in Krispy Kreme. The majority of the respondents from both establishments came from Cavite; The result also shows that the respondents from both establishments had a range of monthly income Php10, 000 to Php15, 000; In terms of food quality, the level of customer of customer satisfaction of both establishments is extremely satisfied; In service rendered, the level of customer satisfaction of both establishments is extremely satisfied; In cleanliness of the establishment, the level of



customer satisfaction of both establishments is extremely satisfied; The results in significant two-tailed shows that there is no significant difference between the food quality and service rendered by both establishments while there is significant difference between the cleanliness of both establishments. The results also show that the given hypothesis by the researchers is null.

