



ABSTRACT

Assessment of Customer Service of Shakey’s Pizza Parlor: A Basis for Proposed Enhanced Customer Service Guidelines

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Customer service is the process of ensuring customer satisfaction with a product or service and is the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met. It is one of the most important factor in the hotel and restaurant industry. Service is one of the major products sold by the industry to generate profit.

This study is focused on the Enhancement of the Customer Service of Shakey’s in Suncity Plaza, Imus, Cavite and examined the service provider’s attentiveness towards customer satisfaction. The researchers aimed to know the standard operating procedure of the establishment in terms of reception of guests, order-taking procedures, food accuracy, and handling customer complaints. They also aimed to identify the strengths and weaknesses of Shakey’s Imus in terms of their food and service. This study will contribute to the improvement of the establishment.



The researchers aimed to know the profile of respondents in terms of age, gender, educational attainment, salary, and occupation. And they conducted a survey using self-made questionnaires. They asked 300 respondents to evaluate Shakey's in terms of their service and standard operating procedure.

The result of the study indicated that (1) Majority of the customers who dine at Shakey's Imus are female. (2) Majority of the customers are 36-45 years old. (3) Majority of the customers in terms of educational attainment are college graduates. (4) Majority of the customers who dine at Shakey's have Php 20,001 to 30,000 salary. (5) Majority of the customers who dine at Shakey's are employed.