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**CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY IN
TAALEÑA RESTAURANT, TAGAYTAY CITY: A PROPOSED SERVICE
GUIDE**

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ABSTRACT

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Customer satisfaction is very significant in every business. It is the measurement of satisfaction when the guests avail the product or service given by the company. Through this, many establishments have retained their loyal guests and even gained new customers.

This study aimed to evaluate Taaleña Restaurant in Tagaytay to enhance their service quality to exceed their level of customer satisfaction. The results of this research indicated that majority of the respondents were all satisfied with the service quality of the servers in Taaleña. But, still the researchers endorsed to implement the proposed service guide that was prepared to elevate the level of customer satisfaction of Taaleña Restaurant. With this, it can attract more number of local and foreign tourists in Tagaytay.



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