

**IMPACT OF FACILITY DESIGN AND LAYOUT TO CUSTOMER
SATISFACTION IN TREVS GRILL AND BAR**

An Undergraduate Thesis
Presented to the Faculty of the
College of Business and Entrepreneurial Technology
RIZAL TECHNOLOGICAL UNIVERSITY
Boni Avenue, Mandaluyong City

In Partial Fulfillment
Of the Requirement for the
Degree Bachelor of Science in Business
Administration Major in Operations Management

By:
Jamin B. Bernal
Mariel Lyne Desuyo
Johnpaul V. Gonzalez
Jose Mariano P. Marbella
Ian Dustin Tolentino
Florence T. Vargas

October, 2017

ABSTRACT

The researchers aimed to determine the impact of proper facility design and layout to customer satisfaction in Trev's Grill and bar in Mandaluyong City.

Specifically it attempted to answer the problems such as: 1) the demographic profile of the respondents in terms of age and gender; 2) the level of satisfaction of customers on the facility layout and design of Trev's Grill and Bar in terms of Space, Ambiance, Safety and General Comfort; 3) the significant relationship existing between facility layout and design to customer satisfaction; 4) the problems identified by the respondents on the facility design and layout and 5) the suggestions of the respondents to further improve the quality of facility.

The total number of respondents was 100 who came from the 5 days of surveying the researchers have conducted.

The main test used in gathering data was the questionnaire-checklist, a researcher-made instrument which was validated by the researchers' adviser. The survey questionnaire was used to realize the objective of the study. The four-point Likert type questionnaire was used where the respondents selected from options.

It also assessed if there was an existing significant relationship between proper facility design and customer satisfaction. The researchers concluded on the findings that there was an existing significant relationship between proper

	OPERATIONS MANAGEMENT	v
	<p>facility design and customer satisfaction that lead to the rejection of the null hypothesis that were presented by the researchers.</p> <p>The researchers recommend to add some features that can attract customers ages 18-30, boost the visibility of fire extinguishers, fire exits., add some security guards that is capable of handling guns to further raise the customer satisfaction, remove some inappropriate decorations and add some parking space, management should ask a feedback to the customers regarding with the facility of Trev’s resto bar so that they can maintain the good image of the facility and replication of this study must be done on a wider scope to elicit more reactions to have a better understanding of the research and to perfect its implementation.</p>	

CHAPTER I**THE PROBLEM AND ITS BACKGROUND****Introduction**

Facility design and layout is an important component of a business overall operations, both in terms of maximizing the effectiveness of the production process and meeting the needs of employees. The basic objective of layout is to ensure a smooth flow of work, material, and information through a system. The basic meaning of facility is the space in which a business's activities take place. The layout and design of that space impact greatly how the work is done including the flow of work, materials, and information through the system.

The key to good facility design and layout is the integration of the needs of people (personnel and customers), materials (raw, finishes, and in process), and machinery in such a way that they create a single, well-functioning system.

Facility layout must be considered very carefully because we do not want to constantly redesign the facility. Some of the goals in designing the facility are to ensure a minimum amount of materials handling, to avoid bottlenecks, to minimize machine interference, to ensure high employee morale and safety, and to ensure flexibility. Essentially, there are two distinct types of layout. Product layout is synonymous with assembly line and is oriented toward the products that are being made. Process layout is oriented around the processes that are used to make the products. Generally, product layout is applicable for high-volume repetitive operations, while process layout is applicable for low-volume custom-made goods.

In restaurant businesses, the main focus of the management is to attract people or customers to gain profit. One major factor is the design and theme of the restaurant. The façade of the restaurant should already tell people what you offer. Another key factor are the facilities which are reception areas waiting areas or

lounges and so on and so forth. These facilities will be their research and how it boosts the satisfaction rate of the customers.

Poor facility management will eventually lead to the downfall of your business. Problems must be dealt immediately to retain your customer satisfaction. Simple problems like insufficient parking space, unhygienic restrooms and overcrowded dining areas should be a top priority because in facilities, failure is not an option.

In the final decade of the last millennium, the facility management industry emerged as one of the fastest growing sectors. Nowadays, the importance of FM is readily acknowledged in many companies which recognize the necessity of properly managing elaborate and expensive support facilities. The tasks are multi-disciplinary and cover a wide range of activities, responsibilities, and knowledge, because every aspect of an organization will come under the purview of facility management. Lepkova states that companies win or lose based on what percentage of their customers, which again depends on the customer satisfaction level. It would be a great help to be able to comprehensively measure the quality of products and services by relating the measures of quality to real customer behavior. Some companies get feedback about customer satisfaction through the percentage of complaints and some through non-systematic surveys, but some do not measure the CS at all, because “the system would not add anything useful and is very time-consuming”. Customer satisfaction measurement (CSM) has become one of the commonest prescriptions to managers in an organization and comes from a wide variety of sources. These prescriptions Centre on the notion that since customer satisfaction is a key issue in market performance then it follows that it should be measured and used by management in decision making. Besides, customer satisfaction measurements enable the establishment of the key factors that affect satisfaction or dissatisfaction with services. Once they are defined, one can make appropriate efforts to eliminate the negative factors. In other words, an

organization can then manage its resources more efficiently. It can be concluded that a facility management of an organization should be par with customer satisfaction.

Conceptual Framework

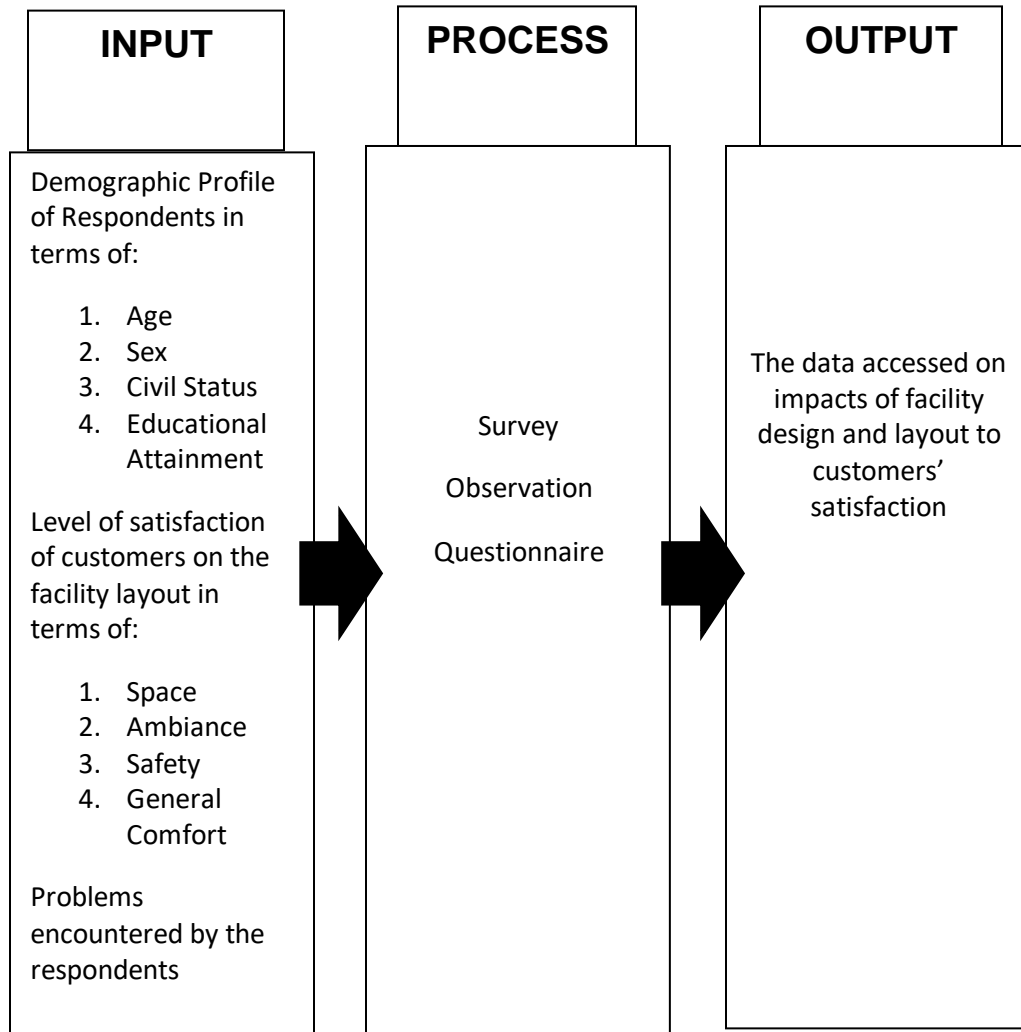


Figure I : Research Paradigm

This study utilized the systems approach model of Input-Process-Output concept which was popularized by Philip Coombs (1985). Figure I presents the