

**AN ANALYSIS OF IMPACT OF SERVICE QUALITY TO THE
CUSTOMER OF SELECTED FAST FOOD CHAIN IN
CITY OF SAN JOSE DEL MONTE BULACAN**

**A Thesis Presented to the Faculty of
Bachelor of Science in Business Administration
Bulacan State University - Sarmiento Campus**

**In Partial Fulfillment of the Requirements for the Degree
Bachelor of Science in Business Administration
Major in Financial Management**

**By:
Bodino, John Carlo Y.
De Guzman, Kelly Marie F.
Tolentino, Liezel Anne G.**

May, 2017

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ABSTRACT

The rising numbers of fast food chains nowadays are the result of the increasing demand for relatively inexpensive and ready-to-eat food. The condition makes the competition among fast food chain is getting bigger to deal with the high competition in fast food market. The fast food chain in Starmall should provide the best service to make the customers satisfied and delighted. By measuring the service quality, fast food will be able to know whether the service that has been provided satisfies the customers or not. The purpose of this research is to measure the service quality of the fast food chain in Starmall San Jose Del Monte by using the SERVQUAL Model.

Because the services are the economic activities characterized by intangibility, heterogeneity and difficult to evaluate these features have not acted as a barrier in enlarging the scope of services which is very wide and profound in the fast food market. Services have become an essential part of our lives especially the services offered by fast food industry. The quality of the services provided to the customers thus becomes a matter of study. The impact of services offered by those fast food chains should be exorbitant enabling the customers to feel delighted.

The Chapter 1 of the research is all about the introduction of identifying service quality, the five dimensions of identifying service quality by using SERVQUAL model. The difference between customer expectations and customer perception to the services provided. Identifying the objectives of the study and identifying the problem of this study.

Chapter 2 is all about the gathering data about service quality from Foreign to Local Literature. How service quality is a great impact to the customers. Also gathering information through books, journals, reports, articles and unpublished thesis relating to the study that will help be a to complete this study.

Chapter 3 is concerned about the research methodology use to solve the main problem of the research. The data collection in this research will be from primary data which is the questionnaire that will be spread to 100 respondents of the customers of fast food chain in Starmall San Jose.

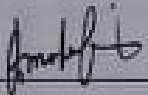
Chapter 4 is all about the presentation, analyzation and interpretation of data. On this chapter indicates the total computation of the gathered questionnaire answered by the respondents, the table showed how many customers are satisfied and observed the services of fast food chain they received.


Chapter 5 is about the summary of findings, conclusions and recommendations. This chapters seeks to analyze the significance of service quality of fast food chain to the

customers. It contains recommendations that will help the fast food chain improved and maintain their good quality service to the customers that will result to customers satisfaction, customers retention and customers loyalty.

APPROVAL SHEET

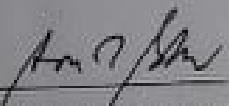
In partial fulfilment of the requirements for the degree of Bachelor of Science in Business Administration Major in Financial Management, this thesis entitled "AN ANALYSIS OF IMPACT OF SERVICE QUALITY TO THE CUSTOMER OF SELECTED FAST FOOD CHAIN IN CITY OF SAN JOSE DEL MONTE BULACAN" has been prepared and submitted by John Carlo Y. Bodino, Kelly Marie F. De Guzman, Liezel Anne G. Tolentino.


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