

**The Level of Effectiveness of Mix & Match Restaurant and Customer Satisfaction Based on
Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue, Bulacan**

Justine An P. Arquinez^{1,2,3}, Maria Elizabeth David^{1,2,3}, Charizze Joy G. De Guzman^{1,2,3}, Raizza
Jane N. Dy^{1,2,3}, Patrick Allen A. Moral^{1,2,3}, John Robin K. Sumang^{1,2,3}, Jastine Kent Florungco,
MAEd, RND, LPT^{1,2,3,4}

Hospitality Management Department¹
College of Hospitality and Institutional Management²
Our Lady of Fatima University³

Research Adviser⁴

2024

Endorsement

This research entitled “The Level of Effectiveness of Mix & Match Restaurant and Customer Satisfaction Based on Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue, Bulacan” prepared and submitted by Justine An P. Arquinez, Maria Elizabeth S.D. David, Charizze Joy G. De Guzman, Raizza, Jane N. Dy, Patrick Allen A. Moral and John Robin K. Sumang of BSIHM REFCO 3-Y2-1 in partial fulfillment of the requirements for the degree of Bachelor of Science in International Hospitality Management Restaurant and Fast Food Chain Operations has been examined and is now recommended for oral examination.


Mr. Jastine Kent Florungco, MAEd, RND, LPT
Adviser

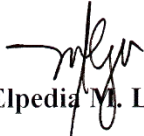
This is to certify that the research entitled “The Level of Effectiveness of Mix & Match Restaurant and Customer Satisfaction Based on Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue, Bulacan” prepared and submitted by Justine An P. Arquinez, Maria Elizabeth S.D. David, Charizze Joy G. De Guzman, Raizza, Jane N. Dy, Patrick Allen A. Moral and John Robin K. Sumang of BSIHM REFCO 3-Y2-1 has passed the Oral Examination.


Mr. Armando Enalan Jr., MBA
Chairman

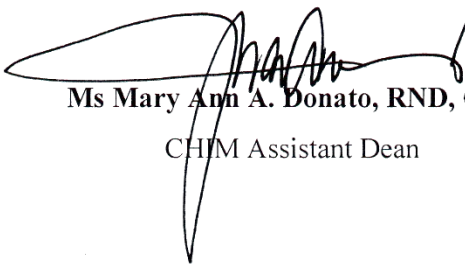

Ms. Jovelyn Ann U. Villamater, MBA
Panel Member


Mr. Leonardo P. Jimenez, MA
Panel Member

This is to certify that Justine An P. Arquinez, Maria Elizabeth S.D. David, Charizze Joy G. De Guzman, Raizza, Jane N. Dy, Patrick Allen A. Moral and John Robin K. Sumang of BSIHM REFCO 3-Y2-1, have submitted the final manuscript entitled “The Level of Effectiveness of Mix & Match Restaurant and Customer Satisfaction Based on Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue, Bulacan” together with other relevant documents in compliance to the requirements of the RDIC and their RESH311 course.



Dr. Elpedia M. Lago, DBA
Research Coordinator



Ms Mary Ann A. Donato, RND, CHE
CHM Assistant Dean

Certificate of Originality

We hereby declare that this is our own work and that, to the best of our knowledge and belief, it contains no material previously published or written by another person nor material to which is a substantial extent has been accepted for award of any other degree or diploma of a university or other institute of higher learning, except where due acknowledgement is made in the text.

We also declare that the intellectual content of this research is the product of our work, even though we may have received assistance from others on style, presentation, and language expression.

Justine An P. Arquinez
Principal Investigator

Members:

Maria Elizabeth S.D. David
Charizze Joy G. De Guzman
Raizza Jane N. Dy
Patrick Allen A. Moral
John Robin K. Sumang


Mr. Jastine Kent Florungco, MAEd, RND, LPT

Research Adviser

Table of Contents

| | |
|------------------------------------|-----------|
| Endorsement | i |
| Certificate of Originality | iii |
| Table of Contents | iv |
| List of Tables | vi |
| List of Figures | vii |
| List of Appendices | viii |
| Abstract | ix |
| 1.0 Introduction | 2 |
| 1.1 Scope & Limitations | 3 |
| 1.2 Significance of the study | 3 |
| 2.0 Background of the Study | 4 |
| 2.1 Theoretical Framework | 5 |
| 2.2 Literature Review | 7 |
| 2.3 Research Simulacrum | 16 |
| 2.4 Statement of the Problem | 17 |
| Hypothesis | 17 |
| 3.0 Research Method | 17 |
| 3.1 Research Design | 17 |
| 3.2 Research Locale | 18 |
| 3.3 Population and Sampling | 18 |
| 3.4 Research Ethics | 19 |
| 3.5 Instruments of the Study | 21 |
| 3.6 Data Collection | 23 |
| 3.7 Data Analysis | 24 |
| 3.7.1 Frequency and Percentage | 24 |
| 3.7.2 Weighted Mean | 25 |
| 3.7.3 ANOVA | 25 |

| | |
|---|-----|
| 4.0 Results | 26 |
| 4.1 Demographic profile of the respondents | 26 |
| 4.2 Level of Effectiveness of Mix&Match Restaurant | 28 |
| 4.2.1 Establishment Accessibility | 28 |
| 4.2.2 Product Availability | 30 |
| 4.2.3 Affordability | 32 |
| 4.2.4 Service Quality | 34 |
| 4.3 Level of Customer Satisfaction in Mix & Match Restaurant in terms of Customer Experience | 36 |
| 4.4 Test of Significant Difference on the Customer Satisfaction of the Mix&Match Restaurant When Grouped According to the Demographic Profile of the respondents | 40 |
| 4.4.1 Customer's Age | 40 |
| 4.4.2 Customer's Gender | 41 |
| 4.4.3 Customer's Occupation | 42 |
| 5.0 Discussions | 43 |
| 5.1 Summary of Findings | 43 |
| 5.1.1 Demographic Profile of the Respondents | 43 |
| 5.1.2 Level of Effectiveness of Mix&Match Restaurant | 43 |
| 5.1.3 Level of Customer Satisfaction in Mix&Match Restaurant | 45 |
| 5.1.4 Test of Significant Difference on the Customer Satisfaction of the Mix&Match Restaurant When Grouped According to the Demographic Profile of the respondents. | 46 |
| 5.2 Conclusions | 47 |
| 5.3 Recommendation | 51 |
| References | 55 |
| Appendices | 64 |
| Acknowledgement | 109 |

List of Tables

| | |
|--|----|
| Table 1: Effective Likert Scale | 21 |
| Table 2: Satisfied Likert Scale | 22 |
| Table 3: Cronbach Alpha Interpretation Table | 22 |
| Table 4: Research Instrument Cronbach's Alpha Result | 23 |
| Table 5: Percentage and Frequency Distribution of Respondents According to Age | 26 |
| Table 6: Percentage and Frequency Distribution of Respondents According to Gender | 27 |
| Table 7: Percentage and Frequency Distribution of Respondents According to Occupation | 28 |
| Table 8: Level of Effectiveness of Mix&Match Restaurant in terms of Establishment Accessibility | 28 |
| Table 9: Level of Effectiveness of Mix&Match Restaurant in terms of Product Availability | 30 |
| Table 10: Level of Effectiveness of Mix&Match Restaurant in terms of Affordability | 32 |
| Table 11: Level of Effectiveness of Mix&Match Restaurant in terms of Service Quality | 34 |
| Table 12: Level of Customer Satisfaction in Mix & Match Restaurant in terms of Customer Experience | 36 |
| Table 13: Test of Significant Difference on the Customer Satisfaction of the Mix&Match Restaurant When Grouped According to Customer's Age. | 40 |
| Table 14: Test of Significant Difference on the Customer Satisfaction of the Mix&Match Restaurant When Grouped According to Customer's Gender. | 41 |
| Table 15: Test of Significant Difference on the Customer Satisfaction of the Mix&Match Restaurant When Grouped According to Customer's Occupation. | 42 |

List of Figures

| | |
|--|----|
| Figure 1: Theoretical Framework: DINESERV Theory of Nazri et. al. (2022) | 6 |
| Figure 2: Research Simulacrum | 16 |

List of Appendices

| | |
|--|-----|
| Appendix A: Research Adviser Approval | 64 |
| Appendix B: Research Locale | 65 |
| Appendix C: Research Questionnaire | 67 |
| Appendix D: Letter of Actual Survey | 88 |
| Appendix E: Ethics Certificate | 92 |
| Appendix F: Similarity Test | 93 |
| Appendix G: Research Materials | 94 |
| Appendix H: Certificate of Statistical Treatment | 95 |
| Appendix I: Tally Sheets | 96 |
| Appendix J: Research Budget | 103 |
| Appendix K: Research Timeline | 104 |
| Appendix L: Certificate of English Grammarian | 105 |
| Appendix M: About the Researchers | 106 |

ABSTRACT

The multi-brand strategy was applied by Jollibee Food Corporation through the establishment of Mix & Match Restaurant, allowing four different brands to be in one restaurant, introducing a new concept to cater to the growing preferences of customers and provide a customized experience. Therefore, it has the ability to deliver new and unique features and services that could result in customer satisfaction. This research analyzed the level of effectiveness of Mix & Match Restaurant in Bocaue, Bulacan in terms of establishment accessibility, product availability, affordability, and service quality and Customer Satisfaction based on demographic profile. The study utilized quantitative-descriptive methodology to assess the variables of the study statistically and numerically. Data collection was conducted through a survey questionnaire focusing on the variables level of effectiveness and level of customer satisfaction. Non-probability sampling, specifically convenience sampling, was employed to select the participants. The researchers guarantee that ethical protocols were applied in this study, emphasizing data privacy, confidentiality, and the protection of participants. The research instruments were created, tested by sample participants and validated by professionals to ensure the credibility of the questionnaire. The researchers have been granted a formal request by the mall in Bocaue, Bulacan to carry out the survey. To analyze the data collected and know the possible result of the study, a four-point Likert scale, frequency and percentage distribution, weighted mean and ANOVA were used. The findings of this study showed that the Level of Mix & Match Restaurant Effectiveness is effective. Moreover, the study also found that there is a significant difference in customer satisfaction of the restaurant when grouped the respondent's age and gender, while there is no significant difference in customer satisfaction of the restaurant when grouped the respondent's occupation.

Keywords: Multi-brand, Mix & Match Restaurant, Level of Effectiveness, Customer Satisfaction, Establishment Accessibility, Product Availability, Affordability, Service Quality

**The Level of Effectiveness of Mix & Match Restaurant and Customer Satisfaction Based on
Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue, Bulacan**

Justine An P. Arquinez^{1,2,3}, Maria Elizabeth David^{1,2,3}, Charizze Joy G. De Guzman^{1,2,3}, Raizza
Jane N. Dy^{1,2,3}, Patrick Allen A. Moral^{1,2,3}, John Robin K. Sumang^{1,2,3}, Jastine Kent Florungco
MAEd, RND, LPT^{1,2,3,4}

Hospitality Management Department¹
College of Hospitality and Institutional Management²
Our Lady of Fatima University³

Research Adviser⁴

2024

1.0 Introduction

The rapid blooming of trends and continuous development of customer service attract restaurants to generate various strategies to keep pace with the shifting preferences of customers. Additionally, the inevitable expansion of people's expectations plays a significant role in reaching customer satisfaction. Customer satisfaction is described as the reflection of the business' performance in customer service; it scales the customer's expectations to the products, services and experience that the company offers (Franklin, 2023). In the context of restaurant operations, particularly in fast food chain restaurants, to achieve customer satisfaction, giving a customer a memorable dining experience is a huge factor in fostering a connection between the customer and the restaurant (Wilson, 2023).

Restaurant enterprises cater their menu to match the kind of food products they intend to produce and market, and establishments such as fast-food restaurants generate strategies to promote the brand and diversify their products. As the business grows, the business also expands and the brand is recognized.

The Mix & Match concept is one of the latest trends in today's timeline; it composes different restaurant brands, particularly Jollibee, Chowking, Mang Inasal, and Greenwich, that are owned by the same corporation known as Jollibee Food Corporation (JFC) and sell some of their products under one roof. This concept caught the attention of various people across the country, many customers became interested in this concept when the store's customer service provided them with the factors they wanted for their satisfaction. However, the number of established branches of multi-brand stores is limited, which influences customers who wish to dine in and cope with the trend.

According to some reviews from the customers, since the multi-brand store consists of different restaurants, specifically Jollibee, Chowking, Mang Inasal and Greenwich, their menu consists of a variety of food options from the aforementioned restaurants, which eventually led to the multi-brand store removing some of their menu and bundles, risking the variations that may disappoint the customers. Also, some may believe that the menu has become extensive, resulting in confusion and miscommunication to arise between the customer's decision making and preferences.

This research aimed to level the effectiveness of the mix and match concept of a multi-brand restaurant and customer satisfaction based on their demographic profile particularly in the area of Bocaue, Bulacan. The researchers studied the level of effectiveness in terms of establishment accessibility, product availability, affordability, and service quality. Overall, the

purpose of this study was to propose possible recommendations to enhance the effectivity of the restaurant and customer satisfaction based on the study findings.

1.1.1 Scope and Delimitation of Study

The study was focused on leveling the effectiveness of Mix & Match restaurant and level of customer satisfaction as well as the significant difference of customer satisfaction based on their demographic profile. The customers in the multi-brand store in Bocaue, Bulacan were the respective respondents of this study. The researchers employed a quantitative type of descriptive research design to determine how effectively the Mix & Match concept works to the customers' satisfaction in terms of the restaurant's establishment accessibility, product availability, affordability, and service quality.

The data was gathered through survey questionnaire administered among males and females who have experienced dining at the Mix & Match restaurant in Bocaue, Bulacan. In order to have a variety of viewpoints, the researchers aimed to involve a minimum of fifty (50) adults that are around 18-59 years of age.

1.1.2 Significance of the Study

The researchers conducted this study to determine the effectiveness of the Mix & Match concept in meeting the customers' satisfaction. The study will greatly benefit numerous companies in the hospitality industry, but it will be particularly beneficial to the following:

Customers, the research will hold significant value for the customers as it will allow them to fully understand the different factors that may impact their dining experience. Customers will learn more about where to dine and how it could lead to an enjoyable experience for them. This research will help them have a better understanding of the new concepts that the industry may introduce and how they will impact them as consumers.

Multi-Brand restaurant owners, this study will help multi-brand restaurant owners to obtain vital knowledge about their customer's behaviors, allowing them to better understand trends and how to adjust to their demands. By learning how to improve the customers' experiences, this study will enable them to boost the restaurant's profitability. This will provide them a better insight of what their customers want and how to satisfy those needs, allowing the business to tailor the best services to live up to their expectations. In the future, business owners might be motivated by this study to develop innovative concepts like the mix-and-match restaurant.

Hospitality Professionals, this research will benefit them to gain from the research by gathering data for industry development of curriculum, ongoing training plans, and upcoming projects. Through this study, they will be able to stay up to date on emerging trends in the sector and learn about the best practices that can be used to fulfill customers' experience and expectations. Professionals in the hospitality industry will be able to make stronger tactical decisions and obtain a competitive edge, which will enhance the dining experience and satisfy customers.

Future Researchers, the study will allow the future researchers to comprehend the elements that influence the customer's dining experiences and preferences in terms of the restaurant's concept. The researchers will benefit from knowing the potential implications and applicability of their findings to the company. The study will provide more data and information that may enable the researchers to further their comprehension of the topic. This study could additionally offer credible information to future researchers who are conducting research relevant to the study.

2.0 Background

The Filipinos have been hit by time scarcity with a stressful and demanding lifestyle. This has led to an increase in demand for food products, including readily available fast-food meals. In addition, due to growing demand for convenience food products, the Philippines now has an increasing number of quick-service restaurants and fast-food outlets (Priya & Deshmukh, 2020). However, with the increasing number of demands, food companies and corporations need to improve and innovate to be able to stand out among their competitors.

The chance of competing with other brands is high, especially when the business is successful and well-known. One way to overcome the threat of losing customers and sales is to apply the multi-brand strategy. A company that uses multi-branding may place multiple products on the same market. To appeal to various markets, avert internal rivalry, and maintain their reputation as a brand, each product is branded uniquely (Peck, 2022).

Jollibee Food Corporation was founded by Dr. Tony Tan Caktiong. With more than 6,800 locations in 33 countries, it is currently regarded as one of the biggest quick-service restaurant chains in Asia. Over time, JFC expanded its business and acquired additional fast food chain restaurant brands. Furthermore, it is one of the companies that applied a multi-brand strategy. The corporation currently has three branches of multi-brand stores located in Bulacan, Pampanga, and Cebu City. Through multi-branding, individuals, families, and friends can feast on a wide selection of menu items from the well-known fast food restaurants Jollibee, Mang Inasal, Chowking, and Greenwich.

Senior Marketing Manager Luis Berba of JFC claims that the corporation is always looking for ways to give customers better service. They understand that sometimes individuals want to eat all of their preferred meals at once, but they have to make a choice between them. Through the multi-brand concept, consumers can satisfy their cravings without having to select one brand over another.

The JFC innovates the concept of creating a multi-brand store that enables the customer to mix and match the products of four different brands under JFC, which are the Jollibee, Mang Inasal, Chowking, and Greenwich. This concept allows the customers to freely choose and combine the different menus of the brands. In addition, the restaurant enables each brand to embrace its uniqueness while expecting more collaboration and teamwork across them. Multi-branding demonstrates that while each brand can be more powerful when working together, it still has its own distinct qualities and advantages that it can provide to consumers. Given the fact that Mang Inasal has a unique service system among the 3 brands, the Mix & Match concept restaurant generally is self-service.

The multi-brand store as a Mix & Match concept restaurant becomes an advantage and an innovative opportunity to JFC. However, knowledge and studies about the effectiveness of the mix and match in terms of establishment accessibility, product availability, affordability, and service quality; and customer satisfaction are limited.

2.1 Theoretical Framework

To systematically evaluate the satisfaction of customers, the researchers utilized the DINESERV theoretical framework. The study of Nazri, Simpong, & Radzi (2022) validated this theory to evaluate the service quality composition by examining various factors beyond the traditional elements, such as the physical setting and the quality of service provided by employees. With the aim of gaining insight into the desires and preferences of customers during a dining experience, another study by Lupo and Bellomo (2019) shed light and emphasized that it has been confirmed to be applicable across a diverse range of restaurant categories, and its framework consistently predicts consumer attitude, satisfaction, intention to revisit, and tendency to share through word of mouth. This theory is surely beneficial to the study as it is related to the level of effectiveness of the multi-brand store and the customer satisfaction by having identical variables that are valuable to the study. Moreover, the researchers were able to scrutinize the variables of the previous research study, and the following are:

Food Quality - considered as the main reason why customers are loyal to a brand of a restaurant and fast-food chain, ensuring the consistency of unique flavors to an establishment is one of the most prioritized to sustain the expectation of the customer.

Physical Environment Quality - one of the aspects of a food and beverage establishment that is important since elements like cleanliness, well maintained and designed infrastructure, safe spaces, etc. bring comfort and facilitate social interaction.

Service quality - explains that positive experience leads to customer loyalty. Quality of service can elevate a meal making it more enjoyable and memorable to the customers.

Customer satisfaction - one of the most important aspects in having a business in a highly competitive market and blooming trends that has potential to have loyal customers and successful brand reputation.

This study aimed to identify the level of effectiveness of having a Mix & Match concept of multi-brand restaurants in relation to customer satisfaction and the researchers chose the DINESERV theory to pinpoint several variables that can affect the customer's satisfaction. With this knowledge, the researcher may find valuable data that can help better understand the positive and negative outcome of the latest trend in the food establishment in its effectiveness.

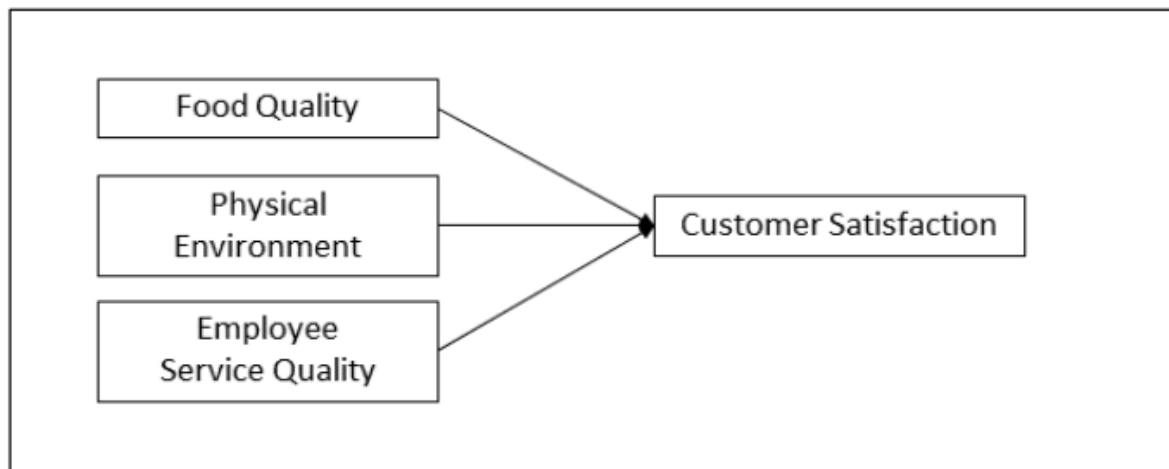


Figure 1. Theoretical Framework: DINESERV Theory of Nazri et. al. (2022)

This framework shows the three present variables on how it affects customer satisfaction which allows the researcher to identify its effectiveness on the multi-brand restaurant in Bocaue, Bulacan.

2.2 Literature Review

2.2.1 Mix & Match Restaurant

According to the study of Magboo, Añonuevo, Castillo, Gulfo, Lacay, Encio, & Refozar (2020) highlighting a food park business in Batangas, the food park as an innovative court and canteen with many different stalls inside or within the premises, giving diversity to the customers to choose their preferred menu from different stalls or brands under one place. In addition, the study also emphasized that customers always look for the brand of the product first and even if the brand is not that popular, they are still curious to try something that is new to their experience. Based on one of the evaluations of the study's survey, customers are satisfied with what they eat in the food park, the researchers of this study interpret this that the customers want the store inside the food park to satisfy them from the appearance, taste and service they expect. Recurrent purchases and client visits rely on the managers or brand who are able to provide unique value for their business and satisfaction to their customers.

2.2.2 Customer Satisfaction

Based on the study of Kabir (2023), restaurants constantly strive to attract more customers by offering innovative and high-quality food and services. Customer satisfaction plays a crucial role in their long-term success. They base their customer service on their customer's needs and level of satisfaction. Maintaining existing customer relationships is more cost-effective than acquiring new ones through promotions. The study states that the restaurant sector offers a diverse range of culinary products and services that satisfy many customers and fast-food restaurants have been popular among other restaurants. In addition, the profitability of a restaurant is largely determined by customer satisfaction and strategic management. The restaurant's success is driven by satisfied customers who value both the food and the priority given to them.

The study of Anu and Manorselvi (2021) aimed to find out the impact of service quality dimensions in restaurants on customer satisfaction. Also, the study stated that above all, menu diversity emerges as a critical factor significantly influencing customer satisfaction. A statistical analysis revealed a strong relationship between menu diversity and overall satisfaction. Additionally, the service provided by staff—encompassing attributes such as quality, efficiency, appearance, multilingual skills, responsiveness to customer requests, politeness, and helpfulness—positively influences satisfaction. This study found that improvement in the atmosphere is also needed to gain satisfaction and revisit the customers.

The results of the studies of Kanchanamala (2019) showed that the experience of customer reflects the overall attitude toward a service provider. It results from the gap between their expectations and the actual fulfillment of needs, goals, or desires. It encompasses the quality and service provided relative to the price paid. Therefore, to meet the satisfaction of the customer, their needs must be given.

In addition to this, according to the study of Juhana (2019), customer satisfaction drives increased customer loyalty. Unhappy customers tend to switch to more efficient companies that offer quality customer service, not just quality products. The study emphasized that it plays a pivotal role in driving increased customer loyalty. When customers are satisfied, they tend to remain loyal to a brand; conversely, unhappy customers are more likely to switch to competitors who offer not only quality products but also excellent customer service. Prioritizing customer satisfaction is essential for long-term success, as it directly impacts brand reputation, customer lifetime value, and overall business health.

As such, Khairawati (2019) stated in this study that customer satisfaction leads to increased loyalty, allowing companies to retain loyal customers and reap sales benefits. Additionally, it prompts companies to evaluate their business performance, as the quality of their product or service significantly influences customer behavior, whether they continue purchasing from the company or remain loyal. According to the result of the study's first hypothesis evaluation, the benefits, facilities and attractiveness that the Member card holder have directly affect the customer satisfaction.

According to the study of Ali (2021), businesses rely on customers as they contribute to the profitability of the company, thus treating them with utmost care is important and could result in satisfaction. Customer satisfaction has a positive effect on both the business and the product, as a satisfied consumer tends to purchase more products and generate more sales. The study showed that 99% of dissatisfied consumers will never purchase again from the business and having knowledge about customer satisfaction is a useful strategy for companies to lower the number of dissatisfied consumers. The study also stated that if a company does not care about customer satisfaction, the business cannot rely on its customers to take care of their product. Not having a proper service quality means that the trust, loyalty and satisfaction of customers is lessened.

2.2.3 Establishment Accessibility

In a study conducted by Hardjomidjojo, Sunaryo, Prasetyo, & Nurdianchah (2019), Another factor that is often taken into account when assessing customer satisfaction is location.

They clarified that a satisfied consumer would have expected the restaurant to remain within a comfortable range. They added that one can determine a restaurant's competitiveness by looking at its location. Through consumer satisfaction, location has been shown to have a major impact on loyalty among customers. Numerous more investigations also corroborate this finding. These interesting findings may indicate that local fast-food consumers are likely to stick with a business if they discover high-quality products, even if the location is not particularly convenient. Local fast-food businesses have two ways to win over loyal consumers. The first is by directly gaining customer loyalty through food quality. This study demonstrates that consumers who enjoy a fast-food product will be loyal to it and actively look for it, regardless of location. However, a company can always try the second alternative with location if it is unable to manufacture better fast-food products with good quality. This approach is more challenging since it requires nurturing satisfaction with customers before it may eventually result in customer loyalty. Therefore, the company has the final say over customer loyalty.

The study of Seung-Wan (2021) identified the variations in how small company's location attributes affected customer satisfaction and tendency to buy again. It was discovered that the suitability, accessibility, and visibility of a location significantly improved customer satisfaction. Customer satisfaction had a strong positive effect on revisit intention as a result of hypothesis 3 being verified. The study's conclusions suggest that when opening or moving new stores, customers place a high value on location criteria such as visibility, accessibility, and compatibility. As a result, it is advised that when running small business stores or getting ready to open, the easy approach of just selling goods be avoided and that prior to opening, information on customer-oriented movement plans, product displays, and sales items should be obtained. Furthermore, it implies that in order to boost small business store sales, location-specific factors and customer satisfaction should be taken into consideration simultaneously.

Vogel and Wouters (2021) examined the critical role that food service satisfaction plays in Online Travel Reviews (OTR) for resort hotels, realizing that it can either draw in or turn away customers while also affecting their level of satisfaction with their stay as a whole. Evaluations of the physical features of the establishment, the quality of the food, the service, and the provider are the main categories used to assess customer satisfaction with breakfast, lunch, dinner, and bar services. Surprisingly, the research finds no discernible variations in how customers view resorts in Brazil and the Caribbean. The most memorable parts of OTRs are the bar, dinner, and lunch services, highlighting their crucial influence on overall satisfaction. The study suggests that resort managers give their bar services more focus, emphasizing the importance of quality in this area to

increase the possibility of favorable OTRs. These results provide resort establishments with insightful guidance towards strategic enhancements that can enhance customer satisfaction and generate positive online reviews.

The primary goal of Paniterce and Ylagan' (2022) in their study is to examine how satisfied and how the public feels about Camarines Sur's neighborhood coffee shops' accessibility, with a particular emphasis on demographic profiles as a significant factor. Moreover, the investigation delves into the noteworthy correlations among these variables, elucidating the intricate dynamics impacting customer satisfaction. The results show how satisfied Camarines Sur residents are generally with the accessibility of neighborhood coffee shops, which provides insightful information for the development of focused strategies to improve establishment accessibility and, as a result, improve the province's customer experience

2.2.4 Product Availability

In the research conducted by Gogoi (2020), it is stated that consumers have changing preferences in choosing a fast-food restaurant and consumers preferences are influenced by different factors. The study tested different factors to see its impact to consumer perception that could possibly influence the consumers purchasing decision. One of the factors tested was the variety of products. The study shows that changing consumer perceptions, in particular with regard to the quality and diversity of food, is helping to develop America's fast-food industry. The importance of food diversity is driven by increasing consumer demand for wholesomeness, satisfaction and the opportunity to choose from a broad range of products. Offering a large selection of food options makes it simpler for customers to locate products that suit their dietary requirements and tastes. This diversity is a sign that the company understands its customers' interests and is dedicated to satisfying a wide range of tastes, which improves the brand's reputation overall.

Study of Chua, Karim, Lee, & Han (2020) tested a variety of menu items as one of the key factors to know what the consumers consider in selecting the type of restaurant to dine in. According to this study, the notion that restaurant consumers seek different dining experiences is drawing attention to their tendency towards seeking diversity. The desire for diversity, which is then influenced by their choice of food in the future, has a bearing on their past dining experiences at different restaurants or types of cuisine. The study presented that offering a wide variety of menu items in the framework of restaurant consumption meets customers' desire for diversity and may encourage more consumption. In order to satisfy the customers, demand for a variety of dining experiences, customers are therefore more inclined to select restaurants that offer a large array of

menu alternatives.

The study of Sazdova, Janevski, & Conic (2022) emphasized that product availability is crucial in guaranteeing customer satisfaction when it comes to building positive relationships between service providers and customers. Companies must put strict quality control procedures in place to find and fix flaws because they understand how closely service quality, customer satisfaction, and loyalty are related. Quality improvement activities in the company are continuous and unbroken is crucial as reaching the target level of the quality of the product is a journey that requires constant innovation. The study stated that when it comes to restaurant services, where production and consumption happen all at once, the difficulty is in identifying mistakes before patrons notice them. Even though putting in place a quality system requires an initial financial outlay, it is a strategic investment in the company's future success, the study highlights how crucial it is to prioritize and uphold strict standards for product availability in order to improve overall customer satisfaction.

2.2.5 Affordability

Based on the study of Bernarto, Purwanto & Masman. (2022), companies can accomplish customer loyalty in a number of ways, such as by offering competitive pricing to customers and enhancing their brand identity. One of the marketing mix's most adaptable components, prices can be altered fast once specific goods and services' features are adjusted. It is recommended that the pricing match what the buyer is expecting. Customer satisfaction will result from affordable pricing. Service value is another way to measure the satisfaction of customers. A successful offer gives its intended consumers value and satisfaction. Marketing literature places a strong emphasis on price as a determinant of customer satisfaction because, in assessing the value of a product or service they have acquired, consumers typically consider price first. A product or service's perceived price fairness and customer satisfaction are correlated with each other. In service-based organizations, fair pricing has a strong connection with customer satisfaction and loyalty. When customers believe the cost is reasonable for the goods or services they receive, their satisfaction levels rise. For instance, reduced meal prices in Japanese restaurants link with increased customer fulfillment. The results of this study suggest that customer satisfaction is positively affected by perceived pricing fairness. According to Bernarto I. et al (2022) the food price is acceptable if the food price is in accordance to its quality and benefits. Affordability is the most important element and most influential factor when assessing customer satisfaction among branding and perceived risk.

Within Albari's (2019) research, Price, which is a measure of quality level appears equivalent when it is comparable to the quality that it comes with by. Accordingly, a few researchers link consumer loyalty and satisfaction to fair pricing as well as the quality of the products and services offered. Claimed that a product's pricing policy would have a good impact on customer satisfaction and that reasonable pricing had a positive effect on customer satisfaction. According to the study's findings, price received the highest rating since taste is worth the price. This indicates that respondents believe Bu Zuni's Fried Chicken's product cost is in line with its flavor. Among the other variables, inexpensive pricing is thought to do the least well in terms of price. For this reason, the restaurant should offer a range of menu items at various price points so that patrons can buy the selections they can afford without compromising the quality of the food and services. Price has also been shown in this study to be a significant and favorable factor in influencing customer satisfaction and loyalty to Bu Zuni's Fried Chicken. This indicates that the price is reasonable and justifiable given the quality and level of service, increasing consumer satisfaction and loyalty. If customers believe that the cost of the thing or service is fair, they are likely to promote it to others and make more purchases based on their satisfaction with the quality of the goods and services.

As stated in the study of Hutagaol and Erdiansyah (2019), one of the factors that might raise customer satisfaction is price. Customers will be happy if the price is reasonable; alternatively, if the price is high, customers won't be satisfied. Customer satisfaction can be positively impacted by reasonable prices and high-quality services. In comparison to service quality, the price variable has higher estimated values based on the findings of the hypothesis test. In this sense, the factor that has the biggest impact on customer satisfaction is pricing. This demonstrates that people are satisfied with AirAsia because it offers them reasonable costs. Customers who are satisfied with AirAsia's products tend to make repeat purchases, which fosters customer loyalty. In summary, it can be said that reasonable prices can increase consumer satisfaction and have an effect on returning customers. Additionally, customers will become dissatisfied and choose to utilize alternative products if the price is too high. If customer satisfaction is achieved, it may have an effect on customer loyalty and lead to product repurchases; if customer satisfaction is not achieved, the consumer may look for alternative products. This research suggests that businesses stick with their current pricing competitiveness strategy. The findings of the research indicate that price has the potential to influence both customer loyalty and customer satisfaction.

The study of Buaphiban, Ong, Prasetyo, Mariñas, Perez, Persada, Nadlifatin, & Chuenyindee (2022) explained the cost and quality of services that customers receive have a

significant impact on their perception of a brand and their level of trust in it. In addition to building trust, reasonable prices and high-quality services also boost customer satisfaction, which is essential for a company to survive in a cutthroat market. The study looks at elements that affect consumer satisfaction and are vital to a business's continued existence, such as pricing, product quality, and service quality. Jollibee's reputation and popularity emphasize the importance of aspects such food quality, affordability, and pricing. In addition to discounts and package deals, these factors also play a part in total satisfaction of customers. The pricing methods employed on menus are identified as significant factors that impact customer satisfaction. Jollibee's meal range is a major factor in the restaurant chain's enormous popularity among Filipinos. Overall, the study emphasizes how crucial affordability and excellent service are to determining consumer satisfaction and customer loyalty in the fast-food sector.

2.2.6 Service Quality

As such, the study of Duy (2021) emphasized that loyalty developed from the development of customer satisfaction and behavior. Rather than providing a one-size-fits-all solution, organizations must take into account variations in customer beliefs and cultural values when delivering their services, thus, customized services should be offered to cater to these differences. The study recommends that the restaurant should prioritize workload management over traditional scheduling to meet the demands of flexible and responsive staff.

In the findings of the study of Abdulla (2020), the restaurant's atmosphere has a positive effect on the service quality that they offer. Employees of the restaurant should always practice and be wary about the duality of the service that they provide to their customers. The overall ambiance and interior, such as dining spaces, smell, comfort, lighting and table orders should be of higher quality. The service quality and the atmosphere of the restaurants affect the satisfaction and loyalty of the customers. Also, according to the study, giving consideration to the current epidemic that emerged in China, the restaurant should re-organize a new way for the restaurant to move forward despite the uncertainties.

The study of Pan and Ha (2021) stated that the image of the restaurant and customer orientation have a significant effect on the restaurant satisfaction. Improving service quality can enhance the restaurant's image, with process service quality having a stronger impact on customer satisfaction than outcome service quality. In addition, improving the service quality will satisfy customer needs for control and fosters repeat customers.

2.2.7 Customer Experience

The study of Tolentino, Abo, Arellano, & Romero (2021) highlighted that the status of a restaurant and customer's satisfaction could contribute to the return of the customers. The ground of this study is the casual restaurants in Laguna, where the customer experience may be observed through the different attributes of the restaurant. The casual restaurants maintain their management set-up specifically the safety measures that ensure the safety of their customers, as well as the relationship between the employees and customers. The study also states that the customer experience can be improved by amending the standard of the restaurants to exceed the expectations of customers. When the customers trust the restaurant through the improvement of management, the customers will also have a positive experience and recommend the restaurant through word of mouth.

The findings of Fajardo and Benmakhlouf (2023) conveyed that the restaurant's branding plays a significant role in attracting customers and providing them a good experience. The study states that the customer experience enhances customer satisfaction and it is shaped by various factors including the restaurant's products, ambiance and interaction with customers. The product is about the quality of the ingredients used in producing food and beverage; interactions between skilled staff and customers creates a good atmosphere and understanding of cultural differences. In addition, the study also highlighted that skilled front-line staff with communication and interpersonal skills contributes to customer experience, creating a welcoming ambiance. In summary of this study's findings, the restaurant can gain the loyalty of the customer by prioritizing customer experience and improving the important factors of the restaurant.

In the findings of the study conducted by Yyorola (2019), the traditional concept of the restaurant experience is mostly oriented and argued in food supply, specifically in the quality of food that restaurants offer. And this conceptualization ignores the customers' needs and wants, a primary factor of customer satisfaction. This study advocates and broadens the customer value viewpoint as it contributes to restaurant experience. As a result, emphasis is given to both the question of whether value is perceived and the nature of that perception. New insights and opportunities for innovation will arise from modeling the dining experience in terms of the costs and advantages that customers perceive.

The result of the study by Manhas, Sharma, & Sarangal (2022) said that the service innovation practices have favorably influenced the customer's experience at quick service restaurants. As per this study, the consumer innovation experience across QSR brands is significantly predicted by intellectual property. Customers of QSR will have more memorable and

significant experiences as a result of IP's increasing relevance. Second, innovation has developed from a crucial choice to a necessary management activity for QSRs, and it is now a crucial activity and vital concern for success and development. The contemporary relevance of the relationship between innovation and consumer pleasure is noteworthy. The furniture in QSRs needs to be adjusted on a regular basis to meet consumer requests. To provide exceptional and innovative services that meet the needs of their clients, QSRs need to properly execute and meticulously organize their service innovation activities.

The findings of the studies in related literature covers customer satisfaction in terms of establishment accessibility, affordability, product availability and service quality. A study states that customers will always be curious to experience something that is new to them, they also want to satisfy their preferences such as food and establishment appearance, taste and service. Nurturing satisfaction is a key to gain customer loyalty; and to gain customer loyalty, their satisfaction should be met or exceeded. If not, the customers have a tendency to switch restaurants that could satisfy them more or never buy again. Improving service quality also plays a big role to the restaurant as it also improves their image and fosters returning customers. Therefore, to satisfy their customers in terms of their products, the diversity, availability, quality, variety and affordability of the food should be present. While in terms of accessibility, the location can determine their competitiveness among their competitors. One of the studies said that the customers place a high value on the restaurant location such as visibility, accessibility and compatibility. Also, if the customers are satisfied with the aspects of the restaurant regardless of its location, they will still actively look for it and dine again. However, the customers are not only looking for food and location but also for the aesthetics and ambiance of the restaurant.

The study findings also state that customers demand and seek different dining experiences as well as opportunity to choose from a diverse menu, which was influenced by their past experience and future preferences of food. The experience, amending to standards and service that the restaurant gives to their customers could contribute to their customer value and satisfaction. In order for the customers to fulfill their satisfaction, they intended to choose restaurants that could offer a large array of menu alternatives, promotions and product service price based on their preferences. Therefore, to satisfy customers, upholding a strict product availability and affordability is important. As large menu choices are important, the strategies to promote affordability such as package deals and discounts are also important as well. The gathered studies showed that there is already an existing study that supports that variable of this research study.

However, the information regarding the effectiveness and the level of customer satisfaction of the mix and match restaurant are limited. To fill the insufficient information from the gathered studies, this study will level the effectiveness of the mix & match restaurant in Bocaue, Bulacan in terms of establishment accessibility, product availability, affordability, and service quality as well as the level of customer satisfaction based on the customer's demographic profile.

2.3 Research Simulacrum

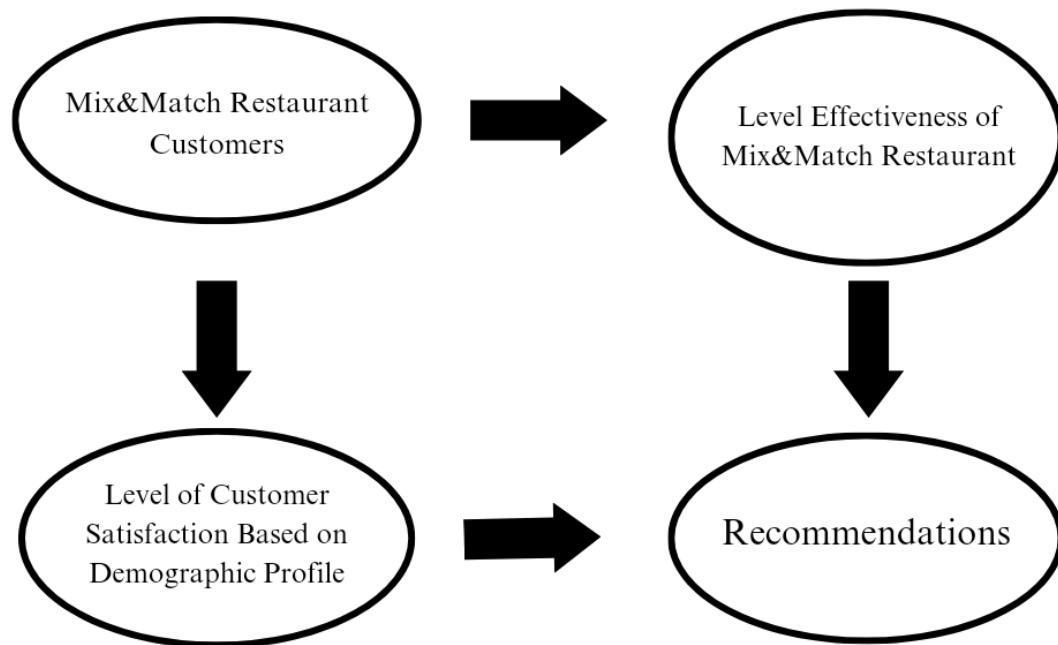


Figure 2: Conceptual Framework of the study

Figure 2 represents the visual presentation of Conceptual Framework of the study.

The figure above shows the Mix&Match customers' pointing to the two variable the "Level of Effectiveness of Mix&Match Restaurant" and "Level of Customer Satisfaction" while the respective variables are pointing to "recommendation". It implies that the study will end with proposing possible recommendations based on the study findings. A single headed arrow was utilized by the researchers to represent the connection and flow of the study.

2.4 *Statement of the Problem*

1. What are the demographic profile of the respondents of this research with respect to:
 - 1.1 Age
 - 1.2 Gender
 - 1.3 Occupation
2. What is the level of effectiveness of Mix & Match Restaurant in terms of:
 - 2.1 Establishment Accessibility
 - 2.2 Product Availability
 - 2.3 Affordability
 - 2.4 Service Quality
3. What is the level of customer satisfaction in Mix & Match Restaurant in terms of customer experience?
4. Is there any significant difference on the customer satisfaction of the Mix&Match restaurant when grouped according to demographic profile?

2.5 *Hypotheses of the Study*

The researchers hypothesize that:

There is no significant difference on the customer satisfaction of the Mix & Match restaurant when grouped according to demographic profile?

3.0 **Research Method**

A research methodology outlines the methods and strategies for finding and evaluating data related to the study. It's a method by which researchers plan how they will gather the data necessary for the study. It includes the respondents, instruments used to respondents, sampling technique and sources of data.

3.1 *Research Design*

The study utilized a descriptive research design to develop fully supported answers to the questions. According to Sirisilla (2023), descriptive research design is a tool used for gathering information on a specific group of people or phenomena. Moreover, the researchers used survey questionnaire as research instrument. It is made sure that data collected through descriptive type of research were not interfered with or manipulated by the researchers.

The researchers employed quantitative research method to study the relationship between the variables that measure the level of effectiveness and the level of customer satisfaction of Mix

& Match concept in Bocaue, Bulacan. The objective of quantitative research method is to test the relationship between the variables, collect data and analyze it numerically (Sirisilla, 2023).

Since the researchers used questionnaires as their research instrument, the study employed a non-experimental design of quantitative research. It aims to analyze the past events and re-examine them to become a new information of new conclusions without manipulating the variables involved.

3.2 Research Locale

The study was conducted in in Bocaue, Bulacan. The respondents were interviewed in the restaurant in a mall in Bocaue, Bulacan. The researchers selected this place because this place has a multi brand restaurant. Among the three branches of the Mix & Match restaurant, this location is commendable for providing the researchers with the necessary information they need for the study.

3.3 Population and Sampling

The researchers used non-probability sampling to choose and screen the participants necessary for this comprehensive research in order to determine which respondents are needed for the study to be effective. Non-probability sampling allows researchers to be versatile and creative because it can be applied in situations when the population is unknown or impossible to identify individually. The researchers utilized convenience sampling, which is a type of non-probability sampling, to quickly gather information from individuals who were easily accessible and willing to participate. As there is no age division, each individual who meets the criteria is immediately eligible to participate in the survey. The data gathering process within the premises will have time restrictions.

The researchers limited their participants to fifty (50) as the population in the restaurant cannot be determined during the actual days of survey. In addition, the research ethics stated that the participants should not be forced to participate. Therefore, only the participants who are willing and eligible in the criteria can be considered as respondents. The inclusion criteria are as follows:

1. Participants must be 18–59 years old.
2. Participants of any gender.
3. Participants must have dined at the restaurant
4. Participants must be willing to participate

However, if any of the following are mentioned below, they will be excluded from this study:

1. People who are present in the restaurant but are not customers.
2. Participants below 18 and above 59 of age.
3. Participants who haven't experienced eating in the Mix & Match restaurant.
4. Any staff members and employees from the mentioned establishment.
5. The researchers themselves.
6. Unwilling to Participate.

3.4 Research Ethics

The researchers uphold the principles of the research ethics. Thus, the following ethical guidelines are applied to ensure integrity, honesty and fairness throughout the study:

(1) Informed Consent: In the framework of research, obtaining informed consent is essential to maintain moral standards and treating participants with respect and dignity. As mandated by the law and fundamental ethical principles, it is imperative to preserve the study's validity and integrity. The researchers ensure that each participant receives a consent letter before issuing the survey questionnaire during the data collection process. Researchers are not permitted to distribute the survey in the absence of participant agreement. Participants are guaranteed to be aware of the purpose and scope of the study by virtue of their informed consent.

(2) Data Privacy and Confidentiality: The main responsibility of the researchers is to safeguard the anonymity and privacy of the participants. It is the duty of the researchers to ensure that the data and information participants provide are solely used for their studies. All data collected will be kept confidential and analyzed solely by the researchers and their advisor. For the participants' safety and privacy, neither their identity nor any of their data will be made public. Preserving the privacy and confidentiality of data is crucial to ensuring the study's integrity. Therefore, it is the researcher's duty and top priority to uphold the participants' rights.

(3) Voluntary Participation: An essential ethical precept in research is respecting participants' autonomy and right to voluntary involvement. Participant's autonomy is violated and the study's ethical integrity is compromised when participants are forced or under pressure to participate. Participants are allowed to decide for themselves whether or not they should be included in the study in accordance with their rights without any consequences. It is important that everyone involved in the data gathering process gives their consent voluntarily and is not coerced into taking part. Participation that is voluntary guarantees that participants are aware of the study's objectives prior to consenting to participate. This makes it possible for participants to understand and be conscious of their involvement.

(4) Benefits of participation: The researchers believe the participants will gain just as much as them and the fast-food businesses. Even though participants might not receive material goods in return for their participation in the data collection, participants will nevertheless acquire important insights and knowledge. Participants will gain a comprehensive understanding of the elements to be taken into account when dining at a fast-food restaurant, as well as how they may benefit from Jollibee Food Corporations' mix-and-match restaurant model. In addition, participants will be able to comprehend how the concept benefits them in terms of other advantageous aspects.

(5) Timeline of the Study and Participants Engagement: The study had a one-semester framework and was completed within a constrained time frame. The survey questionnaire was distributed to the selected participants during this time. The researchers respect the time the participants designate to engage in the data gathering since the participants' time was extremely limited due to their own agendas. To ensure that the participants are not inconvenienced by the researchers or the data collection, each participant may devote five to ten minutes to complete the survey. Respect for the participants' time and effort in responding to the survey goes hand in hand with the researchers' appreciation for the assistance they provided in the data collection process.

(6) Honesty and Transparency: It is the moral obligation of the researchers to accurately represent their study and its limitations, ensuring that all the data gathered is transparent and not fabricated. The researchers did not manipulate the information they gathered from the participants. The researchers and their adviser examined all of the data that the participants had provided. The final study outcome will be based on reliable findings and is not contrived to suit what the researchers want to achieve in their study.

(7) Intellectual Property: In accordance with the American Psychological Association (APA), the author and other references must be properly attributed and acknowledged. The researcher should not imitate or plagiarize any of the study's material. Any assertions, publications, and information that do not originate with the researchers are appropriately referenced to provide full credit and copyright to the author. Citing materials that the researchers do not own can lead to plagiarism, which is the unethical practice of appropriating another person's ideas or works without giving proper credit. Furthermore, citing sources demonstrates the accuracy and reliability of the data utilized and presented in the study.

(8) Data Management Plan: It is important to manage the data gathered securely as possible to protect the privacy of the respondents. The researchers will identify the respondents as R1, R2, R3 and so on, which represents "Respondent 1". The researchers will be sole responsible and the only one who can access all of the data stored both in on Pen and Paper, Google Drive and flash

drive. The data will be stored online and will be deleted right after the completion of the research. Moreover, all of the hard copies will be shredded and disposed properly.

3.5 Instruments of the Study

The researchers generated a survey questionnaire to determine the level of effectiveness and the level of customer satisfaction based on the demographic profile of the customers of Mix & Match restaurant in Bocaue, Bulacan. This can be determined by examining the level of effectiveness of Mix & Match restaurant in terms of accessibility, availability, affordability and service quality; and to determine the level of customer satisfaction in terms of customer experience.

The survey questionnaire has three parts containing consent form on the first page. The first part covered the profile of the respondents such as the name which is optional, age, gender, occupation and if they experienced dining in to the restaurant. Second part covered “the level of effectiveness of mix & match restaurant in terms of establishment accessibility, affordability, product availability and service quality” respectively consist of 4 sections with 5 questions each. Lastly, the third part covered “the level of customer satisfaction in mix & match restaurant in Bocaue, Bulacan in terms of customer experience.” which comprised of 20 questions regarding the customer experience.

To determine the level of effectiveness of a mix-and-match restaurant in Bocaue, Bulacan. The researchers used Four Point Likert Scale that consists of the below points:

| Point | Scale | Verbal Interpretation |
|-------|-------------|-----------------------|
| 4 | 3.25 - 4.00 | Very Effective |
| 3 | 2.50 - 3.24 | Effective |
| 2 | 1.75 - 2.49 | Not Effective |
| 1 | 1.00 - 1.4 | Very Not Effective |

Table 1. Effective Likert Scale

To determine the level of customer satisfaction in terms of customer experience. The researchers used Four Point Likert Scale that consists of the below points:

| Point | Scale | Verbal Interpretation |
|-------|-------------|-----------------------|
| 4 | 3.25 - 4.00 | Very Satisfied |
| 3 | 2.50 - 3.24 | Satisfied |
| 2 | 1.75 - 2.49 | Unsatisfied |
| 1 | 1.00 - 1.4 | Very Unsatisfied |

Table 2. Satisfied Likert Scale

The research instrument undergone Cronbach's Alpha reliability testing to test the internal consistency and construction of the instrument. It indicates how closely related the items are as a group and measures its internal consistency, and the acceptable value for the items to be is (0.70) above, excellent (0.90) being the highest and if not, consistency would be questionable (0.69) unacceptable (below 0.50) being the lowest value.

$$\text{Formula: } \alpha = \frac{K}{K-1} \left[1 - \frac{\sum s^2 y}{s^2 x} \right]$$

Where:

K = number of test item

$\sum s^2 y$ = sum of the item variance

$s^2 x$ = is the variance of the total score

| INTERPRETATION | |
|--|----------------------|
| Interpreting ALPHA for Likert scale question | |
| CRONBACH'S α | INTERNAL CONSISTENCY |
| 0.90 and above | Excellent |
| 0.80 - 0.89 | Good |
| 0.70 - 0.79 | Acceptable |
| 0.60 - 0.69 | Questionable |
| 0.50 - 0.59 | Poor |
| Below 0.50 | Unacceptable |

Table 3. Cronbach Alpha Interpretation Table

The researchers tested and tallied the survey questionnaire of the 5 sample respondents who have dined in a Mix & Match store in Bocaue, Bulacan. The results of the reliability testing are stated below:

| VARIABLES | DESCRIPTION | VALUES | INTERNAL CONSISTENCY |
|--------------|--------------------------|--------|----------------------|
| K | # of items | 40 | EXCELLENT |
| $\sum s^2_y$ | sum of the item variance | 18.56 | |
| s^2_x | variance of total score | 149.6 | |
| α | Cronbach's alpha | 0.90 | |

Table 4. Research Instrument Cronbach's Alpha Result

Based on the result of reliability testing, the research instrument has a Cronbach Alpha value of 0.90. Therefore, the construction of the research instrument and its internal consistency is excellent.

The researchers sought advice and consultation with their adviser to identify the accuracy of the questions and to ensure the validity of the survey questionnaire. If the questionnaire is found to be vague or difficult to understand, the revised questionnaire will be pretested to other respondents that are not included in the prior survey.

3.6 Data Collection

The research process started by creating a survey questionnaire designed specifically for the topic being investigated and the type of survey questionnaire. The researchers used Four Point Likert scale to level the effectiveness of the Mix & Match restaurant (Very Effective to Not very effective) and another Four Point Likert scale to level the customer's satisfaction in terms of customer experience (Very satisfied to Very unsatisfied) as it aligns on the researcher's topic.

Before distributing it, the questionnaire undergone a critical validation process supervised by the multiple researcher's instructor and an adviser, who is an expert in the field. This validation ensured that the questionnaire is strong, relevant, and capable of gathering the necessary data to meet the research objectives. Any questions identified as lacking, or unclear during validation are revised and improved. In addition, the questionnaire undergone reliability testing using Cronbach Alpha to test its consistency and construction of the instrument. After the aforementioned process,

they were administered to the selected respondents. The responses collected were systematically gathered and organized. The researchers carefully evaluated and analyzed each response.

Throughout the research process, maintaining responsible data management and ensuring confidentiality were strictly emphasized. Careful data collecting measures were implemented to safeguard the privacy and confidentiality of all collected information and data. Transparency and knowledge sharing were important factors that the researcher should practice during the data collection. Upon securing permission, the research results were distributed giving permission to other researcher, research adviser, and other interested parties to gain value from the produced insights and knowledge.

The researchers were also inclined to do a face-to-face approach to collect data effectively since the researcher can gather respondents efficiently. The researchers sought the approval of the manager to conduct a survey to their customers. The structured questionnaire consists of standardized closed-ended questions, the questionnaire can possibly gather data efficiently providing valuable insights in the study. The researchers regarded it as true interaction in which the respondents can be guided and make clarifications. During the process of survey, the researchers were obligated to explain that all information given will be anonymous.

3.7 Data Analysis

The researchers used a statistical analysis through descriptive analysis to employ the gathered data of this study. The research instrument, questionnaire, used a four-point Likert Scale. The collected data was analyzed using ANOVA.

3.7.1 Frequency and Percentage Distribution

The study used frequency distribution to determine how many times the value of data occurs. The frequency distribution illustrated the frequency distributions through charts or tables. In this study, percentage distribution was used to calculate the demographic profile of the respondents in percentages. The researchers also utilized Microsoft Excel to compute the frequency and percentage distributions.

Formula: $\text{Percentage} = (F / N) \times 100\%$

Where:

% = Percentage

F = Frequency

N = Number of respondents

3.7.2 Weighted Mean

The weighted mean is a method used in statistics where it calculates the average by multiplying the weights with their respective mean and taking its sum. The study employed weighted mean to evaluate the weight of each response in the survey questionnaire, varying the degrees of effectiveness and satisfaction of the respondents.

Formula: Weighted Mean = $\Sigma wx / wx$

Where:

Σ = Summation

W = Weight

X = Value

3.7.3 Analysis of Variance (ANOVA)

The study utilized the Analysis of Variance (ANOVA) to compare the differences between the Level of Effectiveness and Level of Customer Satisfaction of the mix and match restaurant based on the demographic profile of their customers such as their age, gender, and occupation. This statistical method was used to determine if the two variables different from one another and to assess the impact of the factors.

4.0 Results

Chapter four is focused on the presentation, analysis and interpretation of data gathered. The objective of this research was to determine the level of effectiveness of Mix & Match restaurant in Bocaue, Bulacan and test if there was a significant difference on the level of the customer satisfaction in terms of customer experience when grouped based on the customer's demographic profile of mix and match restaurant. Particularly, the study utilized a quantitative research method. Furthermore, the researchers gathered their data through survey questionnaire and face to face interaction among the agreed respondents inside Mix & Match restaurant in Bocaue, Bulacan.

4.1 Demographic Profile of the respondents

4.1.1 Age

Table 5

Percentage and Frequency Distribution of Respondents According to Age

| Indicators | Frequency | Percentage | Rank |
|-----------------|-----------|-------------|------|
| 18-24 Years Old | 22 | 44% | 1 |
| 25-31 Years Old | 12 | 24% | 2 |
| 32-38 Years Old | 5 | 10% | 4 |
| 39-45 Years Old | 7 | 14% | 3 |
| 46-52 Years Old | 2 | 4% | 5 |
| 53-59 Years Old | 2 | 4% | 5 |
| TOTAL | 50 | 100% | |

Presented in Table 5 is the demographic profile of the respondents in terms of age. 44% or 22 of the respondents are under the age range of 18-24 years old. 24% or 12 of the respondents are within 25-31 years old, and 14% or 7 of the respondents are ages 39-45 years old. While 10% or 5 of the respondents are 32-38 years old, 4% or 2 of the respondents are under the age range of 46-52 years old, and 4% or 2 of the respondents are ages 53-59 years old.

Based on the data, the majority of Mix and Match Restaurant customers are between the ages 18 to 24. Fast food is categorized as being readily available, reasonably priced, tasty, and convenient. These additional elements have an impact on people's consumption of fast food and their way of life. In contrast to elderly and middle-aged individuals, young adults and adolescents have a higher ratio of fast-food consumption as a result of these kinds of lifestyle alterations. (Rajini, Kannan, & Selvi, 2021).

4.1.2 Gender

Table 6

Percentage and Frequency Distribution of Respondents According to Gender.

| Indicators | Frequency | Percentage | Rank |
|--------------|-----------|-------------|------|
| Male | 24 | 48% | 2 |
| Female | 26 | 52% | 1 |
| TOTAL | 50 | 100% | |

As shown in Table 6, the demographic profile of the respondents in terms of gender, 52% or 26 of the respondents are female. While 48% or 24 of the respondents are male.

The data implies that most of the respondents are female. According to Bondoc, Florendo, Taguiwalo and Eustaquio (2019) women have greater BMI than men, which correlates with higher fast-food consumption. This indicates that females consume more fast food than males. Additionally, females consume fast food because they prefer it over home-cooked meals.

According to the study of Hidayat and Setiono (2022), one important aspect of the company's service quality that exhibits empathy is smooth interaction, effective communication, and customer understanding. Businesses are required to know and understand their customers, to be aware of their particular needs and wants and to offer convenient service hours. The level of empathy exhibited by the company is connected to the attention they give to their customers and customer service it offers. In order to provide customers with individual care, companies must show empathy when catering their needs. The characteristics like being aware of the demands of the customers, providing excellent customer service, understanding the wants of the customers, and having comfortable dining hours. One factor in service quality that affects customer satisfaction is empathy. The result of the study's data reveals that respondents' average scores on the empathy variable tend to be high, which suggests that most customers think that the company has done a good job of building customer empathy. Showing empathy to customers includes catering to their needs, receiving service on time, and the attention that the employees give.

4.1.3 Occupation

Table 7

Percentage and Frequency Distribution of Respondents According to Occupation.

| Indicators | Frequency | Percentage | Rank |
|-------------------------|-----------|-------------|------|
| Student | 16 | 32% | 2 |
| Employed | 23 | 46% | 1 |
| Don't want to disclosed | 11 | 22% | 3 |
| TOTAL | 50 | 100% | |

Table 7 indicated the demographic profile of the respondents in terms of occupation. 46% or 23 of the respondents are employed. While 32% or 16 of the respondents are students. Lastly, 22% or 11 of the respondents preferred not to disclose their occupation.

The majority of the customers of Mix and Match Restaurant are employees or classified as employed. According to Zasimova (2022) consumption of fast food is positively correlated with employment. Considering working takes up time, variables like working a full-time job and working multiple jobs influence a worker's decision to consume fast food frequently.

4.2 Level of Effectiveness of Mix & Match Restaurant

4.2.1 Establishment Accessibility

Table 8

Level of Effectiveness of Mix&Match Restaurant in terms of Establishment Accessibility

| Indicators | WM | VI | R |
|---|-------------|-----------|------------|
| 1. The accessibility of Mix & Match restaurant location and travel time | 3.36 | VE | 4 |
| 2. The number of ordering counters. | 2.88 | E | 5 |
| 3. Restaurant caters services to PWD, senior citizen and pregnant women. | 3.42 | VE | 2.5 |
| 4. There are clear signs regarding the restaurant's premises and facilities | 3.42 | VE | 2.5 |
| 5. A numerous dining seat accommodates a large number of customers. | 3.52 | VE | 1 |
| Average Weighted Mean | 3.32 | VE | |

Legend: 1.00 – 1.74 – Very Not Effective (VNE); 1.74 – 2.49 – Not Effective (NE); 2.50 – 3.24 – Effective (E); 3.25 – 4.00 – Very Effective (VE); WM – Weighted Mean; VI – Verbal Interpretation; R – Rank

As presented in table 8, the level of effectiveness in terms of Establishment Accessibility in the Mix & Match restaurant, the results hereby convey: indicator number 5, “A numerous dining seat accommodates a large number of customers” got the highest mean score of 3.52 and ranked 1

in verbal interpretation of very satisfied. Indicator number 3 & 4 “caters PWD, senior and pregnant women” and “There are clear signs regarding the restaurant's premises and facilities” got the mean of 3.42 and both ranked 2.5 in verbal interpretation of Effective. Indicator number 1 “The accessibility of Mix & Match restaurant location and travel time” got the mean of 3.36 ranked 4 in verbal interpretation of Effective. However, for the indicator number 2 “The number of ordering counters” got the lowest score with a mean of 2.88 and ranked 5 in verbal interpretation of Effective.

According to the results of the data, Indicator number 5 got the highest mean score of 3.52 and ranked 1st among the 5 indicators. This shows that the customers of Mix & Match restaurant think that it is very effective on how the restaurant accommodates many customers. However, the indicator number 2 got the lowest mean score of 2.88 and ranked last place among all indicators. It shows that the customers think that the number of ordering counters in the restaurant are least effective. The average weighted mean score of establishment accessibility is 3.32 with verbal interpretation of very effective.

The results of the data indicate that in terms of the establishment accessibility, the numerous dining seats in the Mix & Match restaurant that can accommodate a large number of customers are the most effective. According to Chen, He and Paudel (2018), a restaurant has less incentive to offer high-quality goods or services if the demand is more than the restaurant's capacity. Restaurant capacity serves as the backbone of the dining experience, influencing everything from customer satisfaction to operational efficiency. A well-managed dining space ensures that customers can enjoy their meals in a comfortable environment without excessive wait times or overcrowding. This shows in their study suggesting that having enough seating capacity in a restaurant positively impacts the flow of customers, decreases wait times, and creates a more hospitable dining atmosphere.

However, the number of ordering counters in the Mix & Match restaurant is the least effective in terms of establishment accessibility. The foodservice industry embraces the current revolution, where food establishments offer a more digital way of ordering. Consumers may observe the drastic change from traditional ordering counters to a more digital and flexible self-ordering kiosks. Despite it being the least effective factor, restaurants could benefit from opportunities provided with increased choice-making capabilities offered by self-ordering kiosks (Ishak, Lah, Semengon, Mohamad, & Bakar, 2021). They concluded that insufficient amount of ordering counters can lead to drastic changes as per consumers observations. Having enough and more ordering counters could result in a lot of opportunities for the restaurant.

According to the study of Alwedyan, S. (2024) there are certain sub-criteria that according to experts are relevant in finding the most optimal location for a restaurant and base on the study finding, these criteria include proximity to shopping centers, vehicle traffic, unobstructed view, numbers of competitors, area development plan and investment cost. These sub-criteria were compared to different locations provided by the data of the study in which there are varying levels in each. By carefully considering all relevant factors can strategically position their establishment for success as well as it may affect the dining experience of customers based on how well established the restaurant is.

As to the study of Banate, Ramirez, Magdale, Tambal, Caones Bombita, and Balite (2024) visual elements including heightened color contrast, enlarged text, optimal lighting, audio assistance and tactile guide routes are effective measures that can cater visually impaired individuals as it will make more space and user-friendly for them. Another result stated in the study is that a company that recognizes diverse needs enables customers with cognitive disabilities to interact with menu options effectively and make well-informed decisions, with these initiatives aids customers and promotes independence and empowerment during their dining experience.

4.2.2 Product Availability

Table 9

Level of Effectiveness of Mix&Match Restaurant in terms of Product Availability

| Indicators | WM | VI | R |
|--|--------------|-----------|------------|
| 1. The combination of menu items from different brands. | 3.46 | VE | 1.5 |
| 2. The range of food variants with accordance to customer's preferences. | 3.24 | E | 4 |
| 3. The combined menu from different brands | 3.46 | VE | 1.5 |
| 4. The selected menu in customer's decision making | 3.24 | E | 4 |
| 5. The bundled menus are attractive. | 3.24 | E | 4 |
| Average Weighted Mean | 3.328 | E | |

Legend: 1.00 – 1.74 – Very Not Effective (VNE); 1.74 – 2.49 – Not Effective (NE); 2.50 – 3.24 – Effective (E); 3.25 – 4.00 – Very Effective (VE); WM – Weighted Mean; VI – Verbal Interpretation; R – Rank

Table 9 indicated the level of effectiveness in terms of Product Availability in the Mix & Match Restaurant with the following results: The indicator number 1, “The combination of menu items from different brands.” and indicator number 3, “The combined menu from different brands” got the highest mean score of 3.46 and both ranked 1.5 with a verbal interpretation of very effective. For indicator number 2, “The range of food variants with accordance to customer's preferences”,

indicator number 4, “The selected menu in customer’s decision making” and indicator number 5, “The bundled menus are attractive.” got the lowest mean score of 3.24 and tied in ranked 4 with verbal interpretation of effective.

The indicator number 1 and 3 got the highest mean score of 3.46 among the 5 indicators with verbal interpretation of very effective. Thus, the combination of food menu items and combination of menu from different brands is very effective. However, the indicator number 2, 4 and 5 are all tied with the lowest mean score of 3.24 with verbal interpretation of effective. Therefore, in the perspective of the customers, the range of food variants with accordance of their preferences, the selected menu in customer decision’s making and the bundled menu of the restaurant is effective. The average weighted mean score of product availability is 3.328 with verbal interpretation of effective.

The results of the data indicate that in terms of the restaurant's product availability, the combination of individual items and menus are most effective. Peters and Remaud (2020) found that "the combination of ingredients" is the most significant factor influencing customers' choice of menu items at both casual and fine-dining establishments. People who are passionate about food continue to be drawn to "the combination of items." When choosing a dish at a restaurant, both casual and fine dining clients may consider the arrangement of the ingredients and how well they work together to create a harmonious whole. Based from Quach, Thaichon, & Surachartkumtonkun (2019), as a means of interacting with its customers, several fast-food chains allow for menu individualization. This technique may provide customers with emotional value for their food by giving them the freedom to choose what combinations of food they prefer.

However, the restaurant's bundled menus and menu selection based on customer preferences, along with the variety of foods offered, are the least effective in terms of product availability. As stated by Peters, et al. (2020), they assessed in their study that food-service operators must comprehend the factors influencing consumer choice in order to increase sales and customer satisfaction. As such, restaurant customers' attribute-based preferences offer insight into the variables influencing menu item selection. (Basha, Gunday, & Kethan, 2023) The restaurant's menus are generating more academic inquiry because the variety of products is thought to be a crucial component of high-quality food. The first is the brand name and the variety of cuisine that the fast-food restaurant offers. It is evident that these are the main reasons why people eat there. In the study by Quach, et al. (2019), they found out that one of the main tactics used by fast food chains to generate hype and increase sales volume is providing a diversity of menu items. Several sectors have taken into consideration and implemented the bundling approach in an effort to

increase sales and draw in clients. By, for instance, pairing a newly released item with an already well-liked item in a meal, producers can present new combo meals to their customers, leading them to believe that they are the best value for their money.

4.2.3 Affordability

Table 10

Level of Effectiveness of Mix&Match Restaurant in terms of Affordability

| Indicators | WM | VI | R |
|--|--------------|----------|-----|
| 1. The restaurant pricing for its food selections. | 3.22 | E | 2 |
| 2. The value of the products considering the amount and quality of the food. | 3.16 | E | 4.5 |
| 3. The customized combo meals or pairings of food products from different brands | 3.26 | VE | 1 |
| 4. The value of the products considering the add ons and extras | 3.16 | E | 4.5 |
| 5. The price of the set menu. | 3.18 | E | 3 |
| Average Weighted Mean | 3.196 | E | |

Legend: 1.00 – 1.74 – Very Not Effective (VNE); 1.74 – 2.49 – Not Effective (NE); 2.50 – 3.24 – Effective (E); 3.25 – 4.00 – Very Effective (VE); WM – Weighted Mean; VI – Verbal Interpretation; R – Rank

As presented in the table 10, the results were as follows in the level of effectiveness in Mix & Match restaurant in terms of affordability: Indicator number 3, "The customized combo meals or pairings of food product from different brands" got the highest mean score of 3.26 and ranked 1 in verbal interpretation of very effective. For indicator number 1, "The restaurant pricing for its food selections" got the mean score of 3.22 and ranked 2 in verbal interpretation of effective. Indicator number 5, "The price of the set menu" got the mean of 3.18 and ranked 3 in verbal interpretation of effective. However, the Indicator number 2, "The value of the products considering the amount and quality of the food" and 4, "The value of the products considering the add ons and extras." got the lowest mean score of 3.16 and both ranked 4 in verbal interpretation of effective.

According to the results from the data, indicator 3 got the highest mean score of 3.26 among the 5 indicators. Which interprets that it is very effective to have customers customized combo meal or pairing of food products from different brands. However, the indicator number 2 and 4 got the lowest mean score of 3.16 which means that customers perceive the value of the product considering their amount, quality, add ons and extras as the least effective in terms of affordability. The average weighted mean score of Affordability is 3.196 with verbal interpretation of effective.

According to the study of Serhan and Serhan (2019) It was discovered that customers' standards for quality are influenced by the price they pay for a service; as the price rises, so do their expectations for quality. Similarly, the study highlighted that the cost of a meal holds equal significance alongside other factors affecting satisfaction.

In a study conducted by Zardi, Wardi, & Evanita (2019), if a product with benefits requires more than the product itself, it automatically results in a negative value, however based on the study findings, product quality is important factor that a restaurant should maintain as it is the driving value for customer satisfaction, in spite of that it also does not guarantee customer loyalty to the establishment. Product quality as well as its benefits should be considered in an acceptable value as it may give a competitive advantage to the market by allowing them to differentiate their offering from other competitors.

In addition to this, according to the study of Johansyah (2023), the price of the product has no direct influence on customer satisfaction as the customers perceive it as the establishment's service, and the value of goods are significant in terms of the price. However, the taste of the food has a positive influence regarding customer satisfaction even disregarding its appearance which implies that taste variation including its smell, texture and savor inspire customer satisfaction.

According to Aster, Castillo, Cheng, Trillana, Varlez, & Mercado (2023) that *sawsawan* plays a vital role in Filipino culinary heritage, serving as a native accompaniment to meals and holding deep cultural significance in terms of aesthetics, social interactions, and symbolic value; it's traditional to include condiments as part of table settings, promoting sharing among diners, enriching flavors and accentuating the original taste of dishes. The study also identified 3 themes that make *sawsawan* necessary to Filipino dining experience, first one is the aesthetic or the packaging appeal of the *sawsawan*, second is social relevance or how important the *sawsawan* to the community, lastly is the symbolic context to identify the culture or symbolic reference of the *sawsawan*.

4.2.4 Service Quality

Table 11

Level of Effectiveness of Mix&Match Restaurant in terms of Service Quality

| Indicators | WM | VI | R |
|--|--------------|----------|---|
| 1. Server's attentiveness throughout the dining experience. | 2.94 | E | 4 |
| 2. The fast pace service of staff in delivering the orders to the customers. | 2.88 | E | 5 |
| 3. The staff's knowledge of the extensive menu | 3.34 | VE | 1 |
| 4. Handling of customer's complaints or concerns | 3.12 | E | 3 |
| 5. The restaurant maintains cleanliness and hygiene standards. | 3.24 | E | 2 |
| Average Weighted Mean | 3.104 | E | |

Legend: 1.00 – 1.74 – Very Not Effective (VNE); 1.74 – 2.49 – Not Effective (NE); 2.50 – 3.24 – Effective (E); 3.25 – 4.00 – Very Effective (VE); WM – Weighted Mean; VI – Verbal Interpretation; R – Rank

As presented in the table 11, the results were as follows in the level of effectiveness in Mix & Match restaurant in terms of Service Quality: The indicator number 3, "The staff's knowledge of the extensive menu" got the highest mean score of 3.34 and ranked 1 with verbal interpretation of very effective. For indicator number 5, "The restaurant maintains cleanliness and hygiene standards" got the mean score of 3.24 and ranked 2 with verbal interpretation of effective. Indicator number 4, "Handling of customer's complaints or concerns" got the mean of 3.12 and ranked 3 in verbal interpretation of effective. The indicator number 1, "Server's attentiveness throughout the dining experience" got a mean score of 2.94 and ranked 4 with a verbal interpretation of effective. However, the indicator number 2, "The fast pace service of staff in delivering the orders to the customers." got the lowest mean score of 2.88 and ranked 5 with verbal interpretation of effective

The indicator number 3 got the highest mean score of 3.34 and ranked 1 among the 5 indicators, which is also the only indicator who receive a verbal interpretation of very effective. Which interprets that the customers notice that the staffs in the Mix & Match restaurant is well knowledgeable about their extensive menu and is very effective. However, the indicator number 2 got the lowest mean score of 2.88 and ranked 5 among the 5 indicators. Therefore, the customers evaluate the fast pace of the restaurant's service of delivering the orders as the least effective. The average weighted mean score of service quality is 3.104 with verbal interpretation of effective.

The data revealed that the staff's knowledge of the extensive menu significantly contributes to consumers based on cost-effectiveness. The staff's knowledge of the extensive menu can be influenced by several factors. Studies have shown that employees' awareness of allergens in the

food provided by catering services is often lacking, which could lead to allergic incidents (Holmes, 2019). Moreover, according to Bujaka and Riekstina-Dolge (2019), the implementation of comprehensive training programs, including reflective experiential training, can enhance staff empathy and knowledge in providing appropriate food choices. These aspects together play a role in enhancing employees' comprehension and knowledge of wide-ranging menus across different environments.

However, the factor contributing the least to the service quality aspect of the mix and match concept is the fast pace service of staff in delivering the orders to the customers, it is a critical aspect in various service industries. According to Kavuk, Misirli, Bozanta, Sonuc, Tuncu, Kosucu, & Basar (2021), Getir, a company in Turkey known for its rapid delivery services, employs advanced deep reinforcement learning algorithms to refine their order dispatch system. In the context of rush orders, a study emphasizes the intricate process required in prioritizing and completing these orders, suggesting a comprehensive systems strategy to manage such complexities. (Engelseth and White, 2020). These varied approaches highlight the importance of efficient order and delivery systems in fulfilling customer demands and achieving operational effectiveness.

According to the study of Kumar and Kaur (2020) The way employees respond holds a crucial role in forming a customer's perceptions of how well the establishment hands an establishment. When establishments understand better customer expectations, they can train their employees to handle dissatisfied customers effectively. Exceptional service including handling complaints fosters a more positive dining experience which is more likely for them to return to the establishment and recommend to others. Also, this not only benefits the customers but staff as well, having positive interactions by mitigating or preventing an issue can make employees feel valued by their work and this may further improve their services.

According to the study of Mendocilla and Miravitless (2021) quick service is a highly rated factor when dining in a restaurant with indicators including "proper service time and enough staff to customer" this explains that it gives a positive dining atmosphere that makes customers' time valued and needs are attended promptly. It implies that the restaurant has an effective workflow process in place and smoother operations, also it demonstrates the restaurants commitment and professionalism as the establishment is well managed and capable of handling hectic periods without excluding service standards.

4.3 Level of Customer Satisfaction in Mix & Match Restaurant

Table 12

Level of Customer Satisfaction in Mix & Match Restaurant in terms of Customer Experience.

| Indicators | WM | VI | R |
|---|--------------|----------|------|
| 1. The politeness and approachable attitude of staff. | 3.36 | VS | 6.5 |
| 2. Suggestive selling of the products. | 2.98 | S | 18 |
| 3. Packaging of take away orders. | 3.28 | VS | 10.5 |
| 4. The usage of eco-friendly materials | 3.2 | S | 15 |
| 5. Restaurant's consideration of allergens. | 3.08 | S | 17 |
| 6. The variety of menu options. | 3.3 | VS | 9 |
| 7. The waiting time to receive the ordered food. | 2.72 | S | 19 |
| 8. The presentation of the food. | 3.18 | S | 16 |
| 9. The hot temperature and freshness of the food. | 3.22 | S | 13.5 |
| 10. The interior facility of the restaurant. | 3.46 | VS | 2 |
| 11. The cleanliness of the restaurant. | 3.42 | VS | 4 |
| 12. The ambiance of the restaurant. | 3.4 | VS | 5 |
| 13. The number of dining seats | 3.58 | VS | 1 |
| 14. The cleanliness of the tables. | 3.36 | VS | 6.5 |
| 15. The restaurant's table turning rate. | 3.22 | S | 13.5 |
| 16. The restaurant's sanitation measures. | 3.32 | VS | 8 |
| 17. The music played inside the restaurant | 2.6 | S | 20 |
| 18. The Restaurant's payment options. | 3.28 | VS | 10.5 |
| 19. Priority lanes for PWDs, Senior Citizen and Pregnant women. | 3.44 | VS | 3 |
| 20. Employee's assistance in customer inquiries. | 3.24 | S | 12 |
| Average Weighted Mean | 3.232 | S | |

Legend: 1.00 – 1.74 – Very Unsatisfied (VUS); 1.74 – 2.49 – Unsatisfied (US); 2.50 – 3.24 – Satisfied (S); 3.25 – 4.00 – Very Satisfied (VS); WM – Weighted Mean; VI – Verbal Interpretation; R – Rank

As presented in the table 12, the results were as follows in the level of customer satisfaction in Mix & Match restaurant in terms of customer experience: Indicator number 13, "The number of dining seats" got the highest mean score of 3.58 and ranked 1 with verbal interpretation of very satisfied. Indicator number 10, "The interior facility of the restaurant" got a mean score of 3.46 and ranked 2 with verbal interpretation of very satisfied. The indicator number 19, "Priority lanes for PWDs, Senior Citizen and Pregnant women" got a mean score of 3.44 with and ranked 3 with

verbal interpretation of very satisfied. For indicator number 11, "The cleanliness of the restaurant" got a mean score of 3.42 and ranked 4 with verbal interpretation of very satisfied. The indicator number 12, "The ambiance of the restaurant" got a mean score of 3.40 and ranked 5 with verbal interpretation of very satisfied. For the indicators number 1, "The politeness of the staff" and number 14, "The cleanliness of the tables" got a mean score of 3.36 and both ranked 6.5 with verbal interpretation of very satisfied. The indicator number 16, "The restaurant's sanitation measures" got a mean score of 3.32 and ranked 8 with verbal interpretation of very satisfied. The indicator number 6, "The variety of menu option" got a mean score of 3.30 and ranked 9 with verbal interpretation of very satisfied. For indicator number 3, "Packaging of take away orders" and indicator number 18, "The restaurant's payment options" got a mean score of 3.28 and ranked 10.5 with a verbal interpretation of very satisfied. The indicator number 20, "Employee's assistance in customer inquiries" got a mean score of 3.24 and ranked 12 with a verbal interpretation of satisfied. The indicator number 9, "The hot temperature and freshness of the food" and indicator number 15, "The restaurant's table turning rate" got a mean score of 3.22 and ranked 13.5 with a verbal interpretation of satisfied. The indicator number 4, "The usage of eco-friendly materials" got a mean score of 3.20 and ranked 15 with a verbal interpretation of satisfied. For indicator number 8, "The presentation of the food" got a mean score of 3.18 and ranked 16 with a verbal interpretation of satisfied. The indicator number 5, "The restaurant's consideration of allergens" got a mean score of 3.08 and ranked 17 with a verbal interpretation of satisfied. The indicator number 2, "Suggestive selling of products" got a mean score of 2.98 and ranked 18 with a verbal interpretation of satisfied. The indicator number 7, "The waiting time to receive the ordered food" got a mean score of 2.72 and ranked 19 with verbal interpretation of satisfied. However, the indicator number 17, "The music played inside the restaurant" got the lowest mean score of 2.60 ranked 20 with verbal interpretation of satisfied.

According to the result of the data, indicator number 13 got the highest mean score of 3.58 and ranked 1 among the 20 indicators with verbal interpretation of very satisfied. It means that customers are highly satisfied with a large amount of dining space within the restaurant. However, indicator number 17 got the lowest mean score of 2.60 and ranked 20 among the 20 indicators with verbal interpretation of satisfied, which means that customers are least satisfied with the music inside the restaurant. The average weighted mean score of Customer Satisfaction is 3.232 with verbal interpretation of Satisfied.

According to the findings of Adriatico, Razalan, Pagbilao, & Afalla (2022), the physical design and appearance of the restaurant, price of the product and responsiveness of the staff are the

highly positive indicators to satisfy the customers. The more comfortable and many seats are available inside the restaurant, the more the customers are satisfied to dine in. The more the staff are responsive and provide attention to their customers, the more the customers are satisfied with the service. For the price, if the price of the product regardless of its high value makes customers satisfied if their expectation of higher quality is met.

In the study findings of Du (2020), the researcher concluded that customers will probably revisit the restaurant if they are satisfied. In addition, the researcher also said that music in the restaurant has a significant positive correlation with customer satisfaction. Thus, playing pleasant background music will give positive appeal to the customers, especially customers who are likely to listen to music while dining in.

According to the findings of Pai and Bhatt (2023), suggestive selling is considered as a promotional tool and its effective in increasing sales of the company. Also, suggestive selling can also increase the number of customers especially if there is currently a promotion happening in the store.

According to the study of Ibrahim, Hamam, Sadiku, Ndambuki, Kupolati, Jamiru, Eze and Synman (2022), packaging of an item plays a significant importance to protect the food or item that will be inserted as well as protecting it from various components. These are usually used for meat, poultry, seafood, food and beverages, pharmacies as well as cosmetics. The study of Ibrahim, et al. (2022) emphasizes the need for sustainable materials as the demand in considering environmental impact is increasing.

In the study of Paramo, et al. (2023), food allergy reaction was commonly occurring in restaurants because of miscommunication between the crew and customers as well as the customers not being honest about his or her allergens. Moreover, improper handling of food allergens and employees' lack of awareness also contribute to the occurrence of allergens. The variety of menu products is considered to be one of the main factors in determining what customers consider when choosing their preferred restaurant, according to the study Chua, et al. (2020). According to the study, customer preferences and past experience are influencing their desire for other dining experiences and diversity. In addition, restaurants offering a wide range of menu options are more desirable to customers.

The study of Caruelle, Olsen and Gustafsson (2023) stated that the shorter time spent by customers waiting free up some time, while the longer time that the customers spent waiting took up some time. Moreover, if the customers wait longer than their expected time, it decreases their satisfaction compared to waiting in shorter time. The study findings state that when the customers

spend less time waiting, they can enjoy their remaining time with other things, resulting to a managerial implication of adding more frontline employees to lessen the excessive waiting time of the customers and adding an advance technology, which is the automatic queue management system, where it will alert the staff if the time is about to exceed. Presentation and visualisation of the food have a significant impact in customer satisfaction according to Putra, Anantadaya and Nawangwulan (2020). In the study of Putra, et al. (2020), the visualisation of the foods as well as its quality adds value to the products.

In the study of Tastan and Solyu (2023), cleanliness is a crucial factor that a restaurant establishment has, as it is an instrument to customer satisfaction, revisit intention and complaining intention. It is also acknowledged that cleanliness is an appealing factor not only for the available customers but also for potential customers.

It was emphasized in the study of Abubakari, Mohammed & Iddrisu (2019) that the cleanliness of tables and chairs can greatly influence customers likelihood to return, which is food service managers should pay close attention to as the condition of tables and chairs can have a notable impact on enhancing customers' perception and retaining them.

In the study of Herniwanti and Jayanti (2020) there are several factors that include establishment sanitation measures which includes the location of the building, Equipment, food safety and employee handlers in which in several factors there are variables in each. and in each factor and variable there must be careful attention and practice for training the staff in the food service sector. All of these variables must be observed which includes the floor, trash cans in every room, availability of the sinks and personal hygiene of the staff.

According to Swiecka, Terenfenko and Paprontny (2021), one of the most important determinants for the customers' payment options is their financial knowledge. However, the customer's way of paying is constantly changing. That is why many innovations are created in order to improve the performance and make the transaction faster and more convenient. Nonetheless, even though technology increases the efficiency of payment options, the demand for actual cash is still in demand.

Chia-Hsin (2020) stated in their study that there is a need for the restaurant to provide a specialised environment where people with special needs especially the PWDs will be prioritised. Also, Chia-Hsin (2020) stated that the restaurant needs to train their staff to have more empathy and patience in order to communicate, serve and help customers with special needs

4.4 Test of Significant Difference on the Customer Satisfaction of the Mix&Match Restaurant When Grouped According to the Demographic Profile of the respondents.

4.4.1 Customer's Age

Table 13

Test of Significant Difference on the Customer Satisfaction of the Mix&Match Restaurant When Grouped According to Customer's Age.

| SUMMARY | | | | | | |
|---------------|--------------|------------|----------------|-----------------|--|--|
| <i>Groups</i> | <i>Count</i> | <i>Sum</i> | <i>Average</i> | <i>Variance</i> | | |
| 18-24 | 20 | 66.18 | 3.309 | 0.047052 | | |
| 25-31 | 20 | 62.49 | 3.1245 | 0.129363 | | |
| 32-38 | 20 | 71.2 | 3.56 | 0.040421 | | |
| 39-45 | 20 | 64.15 | 3.2075 | 0.134104 | | |
| 46-52 | 20 | 67 | 3.35 | 0.107895 | | |
| 53-59 | 20 | 56 | 2.8 | 0.089474 | | |

| ANOVA | | | | | | |
|----------------------------|-----------|-----------|-----------|----------------|----------------|----------------|
| <i>Source of Variation</i> | <i>SS</i> | <i>df</i> | <i>MS</i> | <i>F</i> | <i>P-value</i> | <i>F crit</i> |
| Between Groups | 6.518747 | 5 | 1.303749 | 14.2666 | 7.77E-11 | 2.29391 |
| Within Groups | 10.41785 | 114 | 0.091385 | | | |
| Total | 16.9366 | 119 | | | | |

Based on the inferential statistics using ANOVA, it revealed a f-value of 14.266 which exceeded the f-critical value of 2.293. Therefore, the decision on the Null Hypothesis is Rejected. It implied that there is a significant difference in the customer satisfaction of the Mix & Match restaurant when grouped according to the respondent's age. It means that the respondents coming from different brackets measure the factors significantly different from one another.

According to the study of Min, Nerizza, and Jamoralin (2023) there is a significant difference in customer satisfaction in service quality based on age as well as gender. Factors like tangibles that pertains to the menu attractiveness and assurance which pertains to the responsiveness of the staffs to customer's questions accurately are significant in the study's results on age. It implies that the menu and staff responsiveness have an effect to customer's satisfaction based on age.

4.4.2 Customer's Gender

Table 14

Test of Significant Difference on the Customer Satisfaction of the Mix&Match Restaurant When Grouped According to Customer's Gender.

| SUMMARY | | | | | |
|---------------|--------------|------------|----------------|-----------------|--|
| <i>Groups</i> | <i>Count</i> | <i>Sum</i> | <i>Average</i> | <i>Variance</i> | |
| MALE | 20 | 62.97 | 3.1485 | 0.076277 | |
| FEMALE | 20 | 66.48 | 3.324 | 0.054867 | |

| ANOVA | | | | | | |
|----------------------------|-----------|-----------|-----------|----------------|----------------|----------------|
| <i>Source of Variation</i> | <i>SS</i> | <i>df</i> | <i>MS</i> | <i>F</i> | <i>P-value</i> | <i>F crit</i> |
| Between Groups | 0.308003 | 1 | 0.308003 | 4.69717 | 0.036546 | 4.09817 |
| Within Groups | 2.491735 | 38 | 0.065572 | | | |
| Total | 2.799738 | 39 | | | | |

Based on the inferential statistics using ANOVA, it revealed an f-value of 4.697 which exceeded the f-critical value of 4.098. Therefore, the decision on the Null Hypothesis is Rejected. It implied that there is a significant difference in the customer satisfaction of the Mix & Match restaurant when grouped according to the respondent's gender. It means that the respondents coming from different gender measures the factors significantly different from one another.

The study of Azman and Majid (2023) stated that the factors like empathy and reliability have a significant difference when grouped in terms of gender. Additional study results revealed that with the influence of age it is statistically significant, having a moderate effect on customer satisfaction in terms of service, product, ambience, location, and social factors that leads to revisit intention. Gender has different moderating effects that influences perceived price, food quality, service quality, physical environment quality whereas it is shown in the findings of the study that males are more likely to be influenced by price when evaluating the quality of the food while for females, their satisfaction is influenced by food and physical environment quality (Zhong and Moon, 2020).

4.4.3 Customer's Occupation

Table 15

Test of Significant Difference on the Customer Satisfaction of the Mix&Match Restaurant When Grouped According to Customer's Occupation.

| SUMMARY | | | | | | |
|---------------|--------------|------------|----------------|-----------------|--|--|
| <i>Groups</i> | <i>Count</i> | <i>Sum</i> | <i>Average</i> | <i>Variance</i> | | |
| STUDENT | 20 | 67.02 | 3.351 | 0.057546 | | |
| EMPLOYED | 20 | 63.71 | 3.1855 | 0.045121 | | |
| NA | 20 | 66.14 | 3.307 | 0.082138 | | |

| ANOVA | | | | | | |
|----------------------------|-----------|-----------|-----------|----------------|----------------|----------------|
| <i>Source of Variation</i> | <i>SS</i> | <i>df</i> | <i>MS</i> | <i>F</i> | <i>P-value</i> | <i>F crit</i> |
| Between Groups | 0.293923 | 2 | 0.146962 | 2.38568 | 0.101158 | 3.15884 |
| Within Groups | 3.511295 | 57 | 0.061602 | | | |
| Total | 3.805218 | 59 | | | | |

Based on the inferential statistics using ANOVA, it revealed an f-value of 2.385 which does not exceed the f-critical value of 3.158. Therefore, the decision on the null hypothesis is accepted. It implied that there is no significant difference on the customer satisfaction of the Mix & Match restaurant when grouped according to the respondent's occupancy status. It means that the respondents coming from different occupancy status measures the factors in little variations only.

The analysis of the study is that occupations have no significant difference in customer satisfaction considering all of the factors. This is supported by the study of Azman and Majid (2023) as the study reveals that most frequent dining in a restaurant are people who are employed with respect to selecting a family restaurant as well as the main determinants of customer preference which is the ambience and food quality to the restaurant in Langkawi. Fast food consumption has a positive correlation with employment, as stated by Zasimova (2022). Given the time it takes to work, variables such as working a fulltime job and working multiple jobs influence the worker's decision to eat fast food more often.

5.0 Discussions

This chapter contains the summary, conclusions and recommendations of the research based on the result of the survey questionnaire answered by the participants.

5.1 Summary of Findings

5.1.1 Demographic Profile of the Respondents

1. The survey was conducted with fifty (50) willing individuals who were customers of the Mix & Restaurant, with an age range of 18 to 59 years old. Out of the fifty (50) respondents, there were twenty-two (22) respondents that range in 18 to 24 years old and are considered young adults, twelve (12) respondents that range in 25-31, five (5) that range in 32-38, seven (7) that range in 39-45, and two (2) that range between 46-52 and 53-59.
2. In terms of gender, the majority of respondents were twenty-six (26) females, followed by twenty-four (24) male respondents. The substantial number of female respondents indicated that the study had a greater participation rate among female customers.
3. In terms of the respondent's occupation, twenty-three (23) were employed, sixteen (16) were students, and eleven (11) did not disclose their occupation. The greater number of respondents who were employed indicates how highly engaged employees are at Mix & Match Restaurant compared to other occupations.

5.1.2 Level of Effectiveness of Mix&Match Restaurant

1. **Establishment Accessibility.** In terms of establishment accessibility, the most effective and ranked 1 among all indicators is the "A numerous dining seats accommodates a large number of customers", it implies that customers perceived the larger dining seats of the restaurant as the most effective. While the "Restaurant caters services to PWD, Senior Citizen and Pregnant Women" and "There are clear signs regarding the restaurant's premises and facilities" also perceived as very effective and both ranked 2, entailing that the restaurant facility has a clear signages that directs them on different stations or directions and their establishment services caters customers with special needs. The "The accessibility of Mix & Match restaurant location and travel time" also received a high effectiveness in terms of verbal interpretation, but ranked 4th numerically among 5 indicators. It means that the customers perceive the location and the time spent to reach the restaurant is very effective, however it is less effective than the other 3 indicators. Lastly, the "The number of ordering counters" is still as effective however it is the least among the

5 indicators, nevertheless the customers perceive the counter-service of the restaurant as effective.

2. **Product Availability.** Based on the study findings, both the “The combination of menu items from different brands” and “The combined menu from different brands” received a verbal interpretation of very effective, entailing that the customers perceive the combination and combined menus from different brands to be very effective. Moreover, the “The range of food variants with accordance to customer’s preferences”, “The selected menu in customer’s decision making” and “The bundled menus are attractive” are all tied with verbal interpretation of effective, it implies that the range of food variants according to their preferences, selected menu in customer’s decision making and the appeal of the bundled menus are effective.
3. **Affordability.** Among other indicators the “The customized combo meals or pairing of food products from different brands” perceived to be the most effective by the customers, it means that the customer’s food pairings from different products are highly effective. The “Restaurant pricing for its food selections” is somehow effective, it means that the food selections or variations in the restaurant have a reasonable price and are effective. Moreover, the “The Price of the set menu” is somehow effective, the set menu refers to the food sets that the restaurant have in their menu and it is considered as effective by the customers. The “The value of the products considering the amount and quality of the food” and “The value of the products considering the add ons and extras” are both effective, however they both tied as the lowest effective among the 5 indicators numerically, it means that in the perspective of the customers the value of the products when considering the amount, quality, add ons and extras are somehow effective.
4. **Service Quality.** The “The staff’s knowledge of the extensive menu” is the most effective indicator among the other indicators, it implies that the crews in the restaurant that serves the customers are well informed and well knowledgeable about the broad menu that the restaurant has. However, the customers perceived that “The restaurant maintains cleanliness and hygiene standards” is still effective but improvements can still be suggested. Moreover, the “Handling of customer’s complaints or concerns” is somehow effective, it means that the crews can handle customer complaints or concerns effectively. The “Server’s attentiveness throughout the dining experience” received a low result, however it is still considered effective by the customers. Lastly, the “The fast pace service

of staff in delivering the orders to the customers" received the lowest score among the indicators but still is effective.

5.1.3 Level of Customer Satisfaction in Mix & Match Restaurant

1. The level of customer satisfaction in terms of customer experience has 20 indicators, among them the "The number of dining seats" made the customers highly satisfied, it implies that the restaurant's enormous dining seats satisfy the customers. The customers are also very satisfied with the "The interior facility of the restaurant" where the facilities inside the restaurant met the expectations of the customers. While the "Priority lanes for PWDs, Senior Citizen and Pregnant Women" also received a high satisfaction, which means that the restaurant's priority lanes for people with special needs made the customers very satisfied. The cleanliness of the restaurant establishment, "The cleanliness of the restaurant", also made the customers highly satisfied. Moreover, both of the "The politeness and approachable attitude of the staff" and "The cleanliness of the tables" tied with verbal interpretation of very satisfied and followed by "The restaurant sanitation measures" implies that the attitude of the restaurant, the cleanliness of the tables and their sanitation measure contribute a lot to the satisfaction of the customers. The "Variety of food options" also received a verbal interpretation of very satisfied, which implies that the restaurant's menu variety makes the customers very satisfied. Moreover, both the "Packaging of take away orders" and "The restaurant's payment options" also received an interpretation of very satisfied, which means that the customers are very satisfied with the packaging of their food and with the payment options of the restaurant. On the other hand, the "Employee's assistance in customer inquiries", "The hot temperature and freshness of the food", "The restaurant's table turning rate", "The usage of eco-friendly materials", "The presentation of the food", "Restaurant's consideration of allergens" and "Suggestive selling of the products" all respectively received a verbal interpretation of satisfied, which implies that the customers are satisfied with the following indicators. The "The waiting time to receive the ordered food" and "The music played inside the restaurant" received a respective lowest mean score among all indicators, however still resulted with an interpretation of satisfaction.

5.1.4 Test of Significant Difference on the Customer Satisfaction of the Mix&Match Restaurant When Grouped According to the Demographic Profile of the Respondents.

1. Based on the inferential statistics using ANOVA, there is a significant difference in customer satisfaction when grouped according to respondent's age brackets and gender. While there is no significant difference in Customer Satisfaction when grouped according to respondent's occupation.

5.2 Conclusions

In the light of the findings of this study, the following were drawn:

1. Customers with different demographics have responded to the survey to give their perceived dining experience and satisfaction with the restaurant; this implies that the Mix & Match Restaurant has a diverse customer base. Among the age ranges, most of the customers were ages between 18 to 24 years old, indicating that this age bracket or the young adults are more engaged in dining in the restaurant. In terms of gender, twenty-six (26) of the respondents are female and twenty-four (24) are male, indicating that the majority of the customers are biologically female. In addition, among the respondents who are employed, students and those who do not want to disclose their occupation, the majority are employed, highlighting that the convenience and fast service of the restaurant cater those people who have jobs and have limited meal time. Furthermore, some of the customers are students which means that they also have limited time for their meals but also have limited budget.
2. It was discovered that the restaurant is highly effective especially in accommodating a large number of customers as the restaurant perceived to have an ample amount of dining seats available. Having a large number of dining seats allows the restaurant to maximize the number of customers that they could accommodate. Moreover, the restaurant is also highly effective in providing and catering assistance to PWD, Senior Citizen and Pregnant Women highlighting that the restaurant values inclusivity among the people who have special needs. The clear signages regarding the premises and facilities was perceived to be effective by the customers indicating that the establishment provided the necessary information about the directions and location of different stations. Furthermore, the current location and travel time to the establishment are very effective according to the customers, it means that the location of the establishment was convenient and accessible to many customers around the area. Moreover, the quantity of ordering counters is somehow effective, but more could be added to improve the restaurant's efficiency and effectiveness to customers.
3. It was concluded that the combination and combined menu products from 4 distinct brands are perceived to be very effective by the customers, having a wide range of food combinations allows the customers to be more engaged and interested. Moreover, the range of food variants according to the customer's preferences is still effective where their preferred food from different brands can already be ordered in one place, but it is

also important to consider having more food options such as options that could possibly help customers choose a menu according to their preferences. The selected menu items according to the customer's decision making is somehow effective according to the customers, however having a broad menu would also give the customers a hard time to decide. And lastly, the appeal of the bundled menu is effective based on the study findings, however it is not attractive enough for the customer to be fully attracted.

4. It was found out that the ability for customers to personalize their meals from the four distinct brands is a very effective feature of the Mix & Match restaurant. Allowing customers to select menu pairings according to their preference and provide them the freedom to manage and make orders that fit their spending limits. Furthermore, despite having a wide range of food selections the pricing of the restaurant is perceived to be effective by the customers, indicating that the restaurant has reasonable prices in accordance to the quality of the food they serve but enhancing may be suggested. Additionally, the price of the set menu is fairly priced and is considered as already effective by the customers, however since there are also a number of students as their customers, it would be a great idea to add more sets for the students who have limited budget to buy. The value of products considering the amount and quality of food and the add-ons and extras is somehow effective to the customers, maintaining or enhancing the quality and amount of food, add-ons and extras can be considered to improve the perceived satisfaction of the customers.
5. It was determined that customers consider that the staff's understanding of the restaurant's extensive menu is the most effective. Since the restaurant consisted of menus from different brands, it is important for the staff to be well knowledgeable about their products. The cleanliness of the establishment is perceived to be effective from the customer's perspective, having a clean establishment gives the impression that the restaurant provides a comfortable and safe dining environment. Moreover, the staff's way of handling complaints and concerns is effective, thus needs to be sustained to be able to maintain the great customer service. However, empathy is also important for the staff in order to understand their customers and help resolving customers' complaints. The attentiveness of the servers throughout the customer's dining experience is somewhat effective; nevertheless, ensuring that the staff is fully aware of their surroundings and paying complete attention to the customers will ensure that the consumer receives full attention. Furthermore, the staff's pace in delivering customer

orders is effective, but may be improved so that customers may receive their orders more quickly.

6. It was statistically analyzed that customers were most satisfied with the number of dining seats and the restaurant's interior facility, indicating that they value the restaurant's interior and appreciate the large number of dining seats offered. The perceived satisfaction of the customers was high with the restaurant's priority lanes for individuals with disabilities, the elderly, and pregnant women, demonstrating that the restaurant gives importance to those with special needs. The cleanliness and ambiance of the restaurant received a high level of satisfaction emphasizing that the restaurant is a clean and well-maintained establishment. Furthermore, customers are perceived to be satisfied with the staff being polite and approachable, indicating that the restaurant staff has a positive attitude. The cleanliness of the table and the restaurant's sanitation measures add to the perceived satisfaction of the customers; having a clean establishment gives the impression that the restaurant is concerned about the customers' health and safety. Customers are highly satisfied with the restaurant as it offers a wide variety of menu options, allowing them to select products based on their interests. The packaging of take away orders and the payment option both receive a high satisfaction from customers, indicating the way the staff pack the orders and the availability of payment options are both efficient to the customers. Moreover, the way employees give assistance to the customers' concern, the temperature, freshness, and presentation of the food, the table turning rate, the usage of eco-friendly materials, considerations of allergens, and suggestive selling of product are all somehow effective to customers but could further improve. Additionally, both the waiting time to receive the ordered food and the music played inside the restaurant are effective but could be considered enhancing by the restaurant.
7. The findings revealed that the customers of Mix & Match Restaurant that are grouped based on age have a significant difference in their perceived satisfaction. The following result implied that the level of satisfaction of the customers of each age bracket are different from one another, indicating that the age bracket of 18-24 years old followed by 39-45 years old are most satisfied in the Mix & Match Restaurant. Moreover, there is a significant difference in customer satisfaction at the Mix & Match Restaurant when grouped according to gender. The finding indicated that the perceived satisfaction of female customers is different from male customers. Moreover, gender is one of the

factors that influences the perceived satisfaction of the Mix and Match Restaurant customers, enhancing inclusivity of the restaurant may open the door to other genders. Lastly, there is no significant difference in the customer satisfaction and customers grouped according to their occupation which are the employed, students and customers who don't want to disclose their occupation. Therefore, concluded that the customers grouped according to their occupation perceived their satisfaction slightly different but statistically do not have any difference with each other.

5.3 Recommendation

The following are the recommendation of the researchers based on the results and conclusion in conducting the study of The Level of Effectiveness of Mix&Match Restaurant and Customer Satisfaction Based on Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue Bulacan.

- 1 Based on the study findings, the majority of the customers range from 18-24 years old which is considered as young adults. However, there are still some customers who are 25-59 years old. Therefore, the researchers highly recommend the Mix & Match restaurant may sustain their reasonable price, convenience, and quick service for all ages especially those who are called young adults, as for the customers to continue to patronize the restaurant and have more returning customers. Moreover, the majority of the customers in the restaurant are biologically female and followed by male. The restaurant may maintain its welcoming and pleasant attitude as well as feel empathy while serving the customers to ensure that they can cater not only biological sex but also the other kinds of genders by making them feel comfortable inside the restaurant. Also, since the majority of the customers are employed, we recommend improving the fast service of the restaurant to help customers that have limited time for their meal, workers tend to look for a restaurant who has fast service and would be convenient for them. Moreover, the restaurant may maintain the reasonable pricing of the products to make it fit for the budget of the customers who are still students so that they could afford the price range of the products of Mix & Match restaurant.
- 2 It is strongly recommended to increase manual counter services as it can cater more customers especially to give importance to people with special needs; and based on the data results in demographic profile, majority of the customers were ages 18-24 years old, investing in kiosks machine would be very beneficial as young adults considered to be more engaged at technology today. Both may be efficient to lessen the ordering time of the customers, as well as catering both people with special needs and young adults. Moreover, based on the result, the customers considered the establishment's location and time travel were highly effective. Therefore, the researchers would like to suggest that the company may consider whether the location of the possible branch expansion will be accessible to a broader range of customers as well as the travel time of customers to reach the establishment. The researchers also suggest sustaining the restaurant's services for the PWDs, Senior Citizens and pregnant women. Consider having priority dining seats where

people with special needs together with their companions will have separate space for them to have a comfortable dining experience. Maintaining the effectiveness of the restaurant regarding signages, may proactive maintenance and periodically checking for possible damage or stains is recommended. Lastly, the dining seats may be maintained as it effectively caters a large number of customers, however If the establishment has the possibility to renovate their dining space, the researchers also recommend to re-arrange or adding more seats as it may provide more space for the customers.

- 3 Based on the findings in product availability, the customers perceived the range of food variants according to their preferences as effective and however having a wider range of variants may also help customers to engage more on choosing what they prefer. Therefore, the researchers highly recommend considering adding more food variants from the 4 different brands to add more options on their menu. Moreover, the restaurant employees may recommend some items from the menu to help the customers decide. To make the bundle menus more appealing, the restaurant may focus on conducting a survey about the preferences of the customers in order to create more bundled menus. Also, adding more to the bundled menu could help gather more customers, especially the people who are employed and students who are eating as a group, to engage more in the set menu that the restaurant offers.
- 4 Based on the findings of the study in affordability, the customers customization of products from the menu is very effective, therefore the restaurant may maintain the reasonable prices of their individual food selections so that customers can continuously customize their own desired combination of meals or items from various brands based on their budget. Moreover, the customers perceive the value of the food in accordance with its quality as effective, therefore possible enhancement of the food quality is suggested to increase the customer's perceived effectiveness of the food quality. Moreover, the restaurant may also consider adding student set menus wherein customers can enjoy a set of food that they can afford as well and in order to cater different age ranges especially the students, as based on our findings that majority of the customers are students ages between 18-24 years old. In addition, sustaining the affordable pricing of the products so that it could fit in the budget of the customers especially for students. The restaurant also may maintain the value of the products especially food that comes with extras and add ons as it is already perceived as effective by the customers. However, the researchers highly recommend that the restaurant may keep serving the customers the extras and add ons if the customers asked for it.

- 5 The staff's knowledge about their extensive menu is perceived to be very effective by the customers, maintaining the employee's wide understanding of the complexity of the menu may contribute to answer all customer's inquiries more effectively. The cleanliness of the restaurant is perceived to be effective, however the restaurant may enhance cleaning the facility more diligently in order to increase its effectiveness. The restaurant crew may consider enhancing their approachable attitude and empathy towards the customers in order to help them resolve their complaints or concerns. To ensure that the customers are given enough attention, as it is already perceived to be effective, the restaurant crew may still improve their attentiveness to their surroundings to ensure that they can give their full attention in serving and prevent ignoring customers' concerns. Lastly, the researchers highly recommend the restaurant to enhance the pace of the kitchen staff on preparing the orders in order for the customers to receive their food more quickly, as this is still considered as effective but received the lowest effectiveness among the other indicators.
- 6 Based on the result, the researchers would like to recommend to maintain the satisfactory level of the customer satisfaction through maintaining the cleanliness of the restaurant by regularly checking and cleaning the floor, tables, chairs and signage; maintaining the ambiance of the restaurant by focusing on their theme; maintaining the cleanliness of the table by clearing the items or dirt presented on the surface right after the customers are finally done and leave the table; and maintaining the inclusivity in providing assistance and special services to the customers who are senior citizens, PWD, and pregnant women. Moreover, the recommendations to sustain the satisfaction of the restaurant are sustaining the number of dining seats inside the restaurant in order to accommodate more customers; sustain the interior facility of the restaurant that gives a high satisfaction to the customers; and sustain the hygiene and sanitation measures of the restaurant by disinfecting the space and cleaning the place before and after operation time. However, to enhance the satisfaction of the customers the restaurant may consider the following recommendations which are enhancing the approachability aspect of the staff in order to effectively assist the customers, interact and engage with them with good communication skills; enhancement on the packaging for take away orders to be able to also prioritize and serve the customers who want their food for takeout; the restaurant may maintain their current materials that they use for take away orders, however, improving the usage of eco-friendly materials by patronizing other alternatives for the materials that could help in sustaining the environment is suggested; consider advertising more products by introducing the best

sellers of the restaurant so that the customers could possibly add more to their purchase as this will provide them with wider food option; the staff may improve their awareness on the possible allergens contained in the food to avoid incidents by providing better food choices and by informing customers on the allergens in the food; improve the preparation time of the food in order to lessen the waiting time of the customers to receive their meal; enhance the presentation or the aesthetic value of the food that is being served to the customers; the crews may improve the pace of preparing the delivering the orders of the customers in order to keep the food warm and fresh; and the staff may consider to improve the assistance given to the customers by acknowledging their concerns and come up with possible solutions for them. Lastly, the researcher would like to highly recommend to add more food selections from the different brands in order for the customers to have more choices; restaurant may add more payment options and equip background music to create a positive atmosphere inside the establishment.

- 7 The researchers recommend to enhance the attractiveness of the menu by adding more variants from 4 different brands through reconsidering customer's assessment from the different age bracket. The researchers recommend that the Mix&Match restaurant may enhance their inclusivity focusing on catering to customers with different genders by enhancing the positive and welcoming attitude of the staff crews towards their customers by being more empathetic and responsive towards their customers. Moreover, to possibly reconsider the feedbacks of their customers regarding the quality of the food according to the price they pay. Lastly, in terms of occupation, the researchers recommend to enhance the delivery time of the food to customers by improving preparation time of the staffs as employees and students tend to have limited time to dine.

References

- Abubakari, S., Mohammed, K., Iddrisu, I., (2019). Assessing the Impact of Sanitation on Customer Retention: A Survey of Restaurants In the Tamale Metropolis. <https://www.scirp.org/journal/paperinformation?paperid=97430>.
- Adriatico R.L. et al. (May, 2022). Service Quality and Customer Satisfaction in Dining Restaurants: Inputs for Tourism and Hospitality Curriculum Enhancement. https://www.researchgate.net/publication/360407744_Service_Quality_and_Customer_Satisfaction_in_Dining_Restaurants_Inputs_for_Tourism_and_Hospitality_Curriculum_Enhancement
- Albari, A. (2019, June). The Influence of Product Quality, Service Quality and Price on Customer Satisfaction and Loyalty. <https://perwiraindonesia.com/ajefb/index.php/jurnalAJEFB/article/view/36/16>
- Ali, B. J. (2021, May 3). Impact of Service Quality on the Customer Satisfaction: Case Study at Online Meeting Platforms. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3839031
- Alvarez, M. (2020, May 10). Marketing Strategies of Food Service Industry in the Province of Isabela, Philippines. https://www.academia.edu/45716705/Marketing_Strategies_of_Food_Service_Industry_in_the_Province_of_Isabela_Philippines
- Alwedyan, S. (2024). Optimal Location selection of a casual-dining restaurant using a multi-criteria decision making (MCDM) approach. https://www.researchgate.net/publication/377410732_Optimal_location_selection_of_a_casual-dining_restaurant_using_a_multi-criteria_decision-making_MCDM_approach.
- Amaba, J. et al (2020, March). The Bood Buying Habits of Grade 11 Students in St. Gregory College of Valenzuela. <https://shorturl.at/btIR1>
- Anu B & A. Manorselvi, Influence of Service Quality in Restaurant and its Impact on Customer Satisfaction, International Journal of Management (IJM), 12(3), 2021, pp. 1112-1117. [https://naac.spiher.ac.in/uploads/NAAC/DVV%20Clarifications/Criteria_3/3.4/3.4.6/3.4.6-2022\(Proof\)/58.manorselvi.pdf](https://naac.spiher.ac.in/uploads/NAAC/DVV%20Clarifications/Criteria_3/3.4/3.4.6/3.4.6-2022(Proof)/58.manorselvi.pdf)
- Aster, K.G., Castillo, J.R., Cheng, S.R., Trillana, J.P., Varlez, Y.M., & Mercado, J.M. (2023). Sawsawan: explicating the culinary heritage significance of Philippine condiments using bibliometrics (1972–2018). Journal of Ethnic Foods, 10, 1-

15. <https://journalofethnicfoods.biomedcentral.com/articles/10.1186/s42779-023-00186-3>
- Azman, A, and Majid, M. (2023). Factors Affecting Customer Preference in Selecting Family Restaurant in Langkawi. https://www.researchgate.net/publication/370566898_Factors_Affecting_Customer_Preference_in_Selecting_Family_Restaurant_in_Langkawi.
- Banate, R. et al, (2024). Customer with Disabilities Experiences on Accessibility of selected Stand-alone Fast-food Restaurants in Cavite: Basis for Service enhancement plan. https://ijrehc.com/uploads2024/ijrehc05_12.pdf.
- Basha S, M., et al. (2023, February 6). A STUDY ON CONSUMER PERCEPTION TOWARDS FAST FOOD RETAIL OUTLETS WITH REFERENCE TO BENGALURU KARNATAKA. Journal of Pharmaceutical Negative Results. <https://www.pnrjournal.com/index.php/home/article/view/7992>
- Bernarto, I. et al. (2022, February). The Effect of Perceived Risk, Brand Image and Perceived Price Fairness on Customer Satisfaction. SSRN. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4046393
- Biometrics & Biostatistics International Journal. (2017, May 4). Sampling and sampling methods. <https://medcraveonline.com/BBIJ/sampling-and-sampling-methods.html>
- Bondoc, A.F. et al. (2019). Life in the Fast Food Lane: Understanding the Factors Affecting Fast Food Consumption among Students in the Philippines. https://www.psai.ph/docs/publications/tps/tps_2019_68_1_5.pdf
- Buaphiban, T et al. (2022, November 21). Factors Affecting Customer Satisfaction in Fast Food Restaurant "Jollibee" during the COVID-19 Pandemic. <https://www.mdpi.com/2071-1050/14/22/15477#B19-sustainability-14-15477>
- Bujaka, J., & Riekstina-Dolge, R. (2019). Food allergy knowledge and practice of restaurant staff. https://ilufb.llu.lv/conference/foodbalt/2019/Bujaka_Riekstina_N065_FoodBalt2019.pdf
- Businesses in Batangas, Philippines <https://research.lpubatangas.edu.ph/wp-content/uploads/2020/06/APJARBA-2020-04.pdf>
- Chen, Y., He, Q., & Paudel, K. P. (2018). Quality competition and reputation of restaurants: the effects of capacity constraints. *Ekonomika Istraživanja*, 31(1), 102–118. <https://doi.org/10.1080/1331677x.2017.1421996>

- Chia-Hsin (2020) The Satisfaction Study of People with Disabilities Regarding the Restaurant with Barrier-Free Environment in Taiwan Tourism Area. https://www.researchgate.net/publication/339748908_The_Satisfaction_Study_of_People_with_Disabilities_Regarding_the_Restaurant_with_Barrier-Free_Environment_in_Taiwan_Tourism_Area
- Chua, B., Karim, S. A., Lee, S., & Han, H. (2020, August 28). Customer Restaurant Choice: An Empirical Analysis of Restaurant Types and Eating-Out Occasions. *International Journal of Environmental Research and Public Health*. <https://doi.org/10.3390/ijerph17176276>
- Cleave, P. (2023). Structured Or Semi-Structured Questionnaire?. <https://www.smartsurvey.co.uk/blog/structured-or-semi-structured-questionnaire#:~:text=What%20is%20a%20structured%20questionnaire,a%20set%20of%20predefined%20answers.>
- Costales, A., et al. (2022). Quantitative study on food aesthetics, marketing mix, and customers' satisfaction among restaurant establishments in Calamba City, Laguna, Philippines. *Tourism and Sustainable Development Review*, 3(2), 26–56. <https://tsdr.psdku.unpad.ac.id/index.php/journal/article/view/80>
- D. M., & Ylagan, A. (2022). Service quality and customer satisfaction of local coffee shops in Camarines Sur. *International Journal of Research Studies in Management*, 10(5). <https://consortiacademia.org/10-5861-ijrsm-2022-52/>
- Dias, S. (2023) Exploring the Alchemy of Taste: A Comprehensive Analysis of Food Pairing and Flavour Combinations. <https://ijarsct.co.in/Paper13737.pdf>.
- Du L. (May, 2020). The Effect of Background Music in Restaurants on Customer Satisfaction and Behavioural Intentions. https://www.researchgate.net/publication/360407744_Service_Quality_and_Customer_Satisfaction_in_Dining_Restaurants_Inputs_for_Tourism_and_Hospitality_Curriculum_Enhancement
- Engelseth, P., & White, B.E. (2020). The Networked Handling of Rush Orders in Customer Services. https://journal.oscm-forum.org/journal/journal/download/20200313025748_Paper_7_Vol._13_No._2,_2020_.pdf
- Fajardo R. & Benmakhlouf (2023). From Plate to Palate: Elevating Customer Experience Management and Satisfaction. Retrieved from <https://lnu.diva-portal.org/smash/record.jsf?pid=diva2%3A1786652>

- Franklin, A. (2023, November 14). What is customer satisfaction? Definition + importance. *Zendesk*. [https://www.zendesk.com/blog/3-steps-achieving-customer-satisfaction-loyalty/#:~:text=Customer%20satisfaction%20\(CSAT\)%20is%20a,or%20services%20resonate%20with%20buyers](https://www.zendesk.com/blog/3-steps-achieving-customer-satisfaction-loyalty/#:~:text=Customer%20satisfaction%20(CSAT)%20is%20a,or%20services%20resonate%20with%20buyers).
- Gogoi, B. J. (2020, January 24). Changing Consumer Preferences: Factors Influencing Choice of Fast Food Outlet. *Changing Consumer Preferences: Factors Influencing Choice of Fast Food Outlet*. <https://www.abacademies.org/articles/changing-consumer-preferences-factors-influencing-choice-of-fast-food-outlet-8907.html>
- Graphic, P. (2022, December 9). *Mix & Match your favorite meals from Jollibee, Mang Inasal, Chowking and Greenwich at the 3rd multi-brand store in City Mall Bacalso*. Philippines Graphic. <https://philippinesgraphic.com.ph/2022/12/09/mix-match-your-favorite-meals-from-jollibee-mang-inasal-chowking-and-greenwich-at-the-3rd-multi-brand-store-in-city-mall-bacalso>
- Hanifah, N. et al. (2019). Analysis of the influence of menu innovation on consumer satisfaction at McDonald's (Survey of consumers visiting McDonald's city of Bandung). *The Journal Gastronomy Tourism*, 6(2), 111–130. <https://doi.org/10.17509/gastur.v6i2.22797>
- Hardjomidjojo, P. et al. (2019, November 21). Effects Of Food Quality, Service Quality, Price, Environment, And Location Towards Customer Loyalty Of Indonesia's Local Fast Food Industry. <https://ejournal.undip.ac.id/index.php/jgti/article/view/26212/16565>
- Herniwanti, & Jayanti, D. (2020). Hygiene Sanitation and Food Safety in Employee Restaurant. https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKUwj_n5-KiIGGAxVtUWwGHVSoBJQQFnoECBsQAQ&url=https%3A%2F%2Fjournal.fkmumj.ac.id%2Findex.php%2Fmiphmp%2Farticle%2Fdownload%2F288%2F174%2F1043&usg=AOvVaw0KXD-qIX7gP4disnwc9fLB&opi=89978449.
- Hidayat, S. and Setiono, B. (2022). Influence of Service Quality with the Dimensions of Reliability, Responsiveness, Assurance, Empathy and Tangibles on Customer Satisfaction. *International Journal of Economics, Business and Management Research*. https://www.researchgate.net/profile/Sapit-Hidayat/publication/364492888_Influence_of_Service_Quality_with_the_Dimensions_of_Reliability_Responsiveness_Assurance_Empathy_and_Tangibles_on_Customer_Satisfaction/links/64d3654dc80b930269f9c023/Influence-of-Service-Quality-with-the-Dimensions-of-Reliability-Responsiveness-Assurance-Empathy-and-Tangibles-on-Customer-Satisfaction.pdf

- Holmes, J. (2019). An exploration of the factors that affect the extensive meal experience for the older person living in residential care. [https://eprints.bournemouth.ac.uk/32707/1/HOLMES,%20Joanne Ph.D. 2018.pdf](https://eprints.bournemouth.ac.uk/32707/1/HOLMES,%20Joanne%20Ph.D.%202018.pdf)
- Hutagaol, D. and Erdiansyah, R. (2019). The Effect of Service Quality, Price, Customer Satisfaction on Customer Loyalty of AirAsia Customers. Atlantis Press. <https://www.atlantispress.com/proceedings/ticash-19/125940621>
- Ibrahim, et al. (2022) Need for Sustainable Packaging: An Overview <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9609329/>
- Ishak, F. a. C., Lah, N. a. C., Samengon, H., Mohamad, S. F., & Bakar, A. Z. A. (2021). The Implementation of Self-Ordering Kiosks (SOKs): Investigating the challenges in fast food restaurants. International Journal of Academic Research in Business & Social Sciences, 11(10). <https://doi.org/10.6007/ijarbss/v11-i10/11491>
- Jollibee Foods Corp. (n.d.). Nikkei Asia. <https://asia.nikkei.com/Companies/Jollibee-Foods-Corp>
- Jollibee. (2024, January 31). *JFC History and Milestones | Jollibee Foods Corp | Jollibee Group*. JFC I Jollibee Foods Corporation I Jollibee Group. <https://jollibee-group.com/history-milestones/>
- Juhana, D. 2019. Effect of Service Quality on Customer Trust and Its Implications on Customer Satisfaction. Kontigensi: Jurnal Ilmiah Manajemen, 7(1), pp.27–32. doi:10.56457/jimk.v7i1.62.
- Kanchanamala T. 2019. Customers Satisfaction Towards Restaurant Services in Erode City. Department of Business Administration with CA, Vellalar College for Women. <https://ijrar.org/papers/IJRAR1ASP014.pdf>
- Kavuk, E.M., Misirli, A.T., Cevik, M., Bozanta, A., Sonuc, S.B., Tutuncu, M., Kosucu, B., & Basar, A. (2021). Order dispatching for an ultra-fast delivery service via deep reinforcement learning. Applied Intelligence, 52, 4274 - 4299. <https://link.springer.com/article/10.1007/s10489-021-02610-0>
- Khairawati, S. 2019. Effect of customer loyalty program on customer satisfaction and its impact on customer loyalty. International Journal of Research in Business and Social Science (2147-4478), [online] 9(1), pp.15–23. doi:10.20525/ijrbs.v9i1.603.
- Kumar, A. and Kaur, A. (2020). Complaint management - Review and additional insights. <https://www.ijstr.org/final-print/feb2020/Complaint-Management-Review-And-Additional-Insights.pdf>.

- Lupo, T., & Bellomo, E. (2019) DINESERV along with fuzzy hierarchical TOPSIS to support the best practices observation and service quality improvement in the restaurant context. <https://www.sciencedirect.com/science/article/abs/pii/S0360835219305054>
- Magboo J. H. et al (2020) Creative Marketing Strategies of Food Park <https://research.lpubatangas.edu.ph/wp-content/uploads/2020/06/APJARBA-2020-04.pdf>
- Manhas, P. S. et al., (2022). Assessing The Impact of Innovative Practices On Customer Experience Satisfaction and Loyalty: A Study on Quick-Service Restaurants in North India. Retrieved from https://www.researchgate.net/publication/363629660_Assessing_The_Impact_of_Innovative_Practices_on_Customer_Experience_Satisfaction_and_Loyalty_A_Study_on_Quick-Service_Restaurants_in_North_India
- Mcleod, S. (2023). Likert Scale Questionnaire: Example and Analysis. <https://www.simplypsychology.org/likert-scale.html>
- Mendocilla, M. and Miravittles, P. (2021). QUICKSERV: A Service Quality Assessment Tool for the Quick-Service Restaurant Industry. <https://www.emerald.com/insight/content/doi/10.1108/BFJ-12-2020-1108/full/pdf?title=quickserv-a-service-quality-assessment-tool-for-the-quick-service-restaurant-industry>.
- Nazri, F., Simpong, D., Radzi, N. (2022). The Effect of Restaurant Service Quality on Customer Satisfaction: A Conceptual Paper. <https://ir.uitm.edu.my/id/eprint/68148/1/68148.pdf>.
- Niamul K. 2023. Customer Satisfaction in Restaurant Service. Centria University of Applied Sciences. https://www.theseus.fi/bitstream/handle/10024/789380/Kabir_%20MdNiamul.pdf?sequence=2&isAllowed=y
- Pai D. R. and Bhatt, S. (2023) Is Suggestive Selling Effective in Increasing Sales? Investing its Role in Store Promotion Strategy Using Retail Chain Data From U.S. https://ideas.repec.org/a/pal/jmarka/v11y2023i1d10.1057_s41270-021-00152-5.html#:~:text=We%20find%20that%20suggestive%20selling,positive%20impact%20of%20suggestive%20selling.
- Paramo, S. et al. (2023) Awareness of Food Allergies and Allergens on the Menus of Restaurants and Cafes among Saudi Female University Students https://www.researchgate.net/publication/370363813_Awareness_of_Food_Allergies_a

[nd Allergens on the Menus of Restaurants and Cafes among Saudi Female University Students](#)

- Paramo, S. et al. (2023) Awareness of Food Allergies and Allergens on the Menus of Restaurants and Cafes among Saudi Female University Students
https://www.researchgate.net/publication/370363813_Awareness_of_Food_Allergies_and_Allergens_on_the_Menus_of_Restaurants_and_Cafes_among_Saudi_Female_University_Students
- Peck, A. (2022, August 16). What is Multi-Branding?. Visual Objects.
<https://visualobjects.com/branding/blog/multi-branding>
- Peters, K. and Remaud P.R., (2020, June). Factors influencing consumer menu-item selection in a restaurant context. Food Quality and Preference.
<https://www.sciencedirect.com/science/article/abs/pii/S0950329319303726>
- Priya & Deshmukh, R. (2020). Philippines Quick Service Restaurants Market Size, Share, Competitive Landscape and Trend Analysis Report by Food Type (Burger/Sandwich, Pizza/Pasta, Chicken, Seafood, and Others) and Nature (Independent and Franchised): Opportunity Analysis and Industry Forecast, 2019-2026. <https://www.alliedmarketresearch.com/philippines-quick-service-restaurants-market>
- Putra, et al. (2020) Customer Satisfaction as a Result of Combination of Food Display & Quality
https://www.researchgate.net/publication/346739644_Customer_Satisfaction_as_A_Result_of_Combination_of_Food_Display_Quality
- Quach, S., et al. (2019, April 18). Intention to Purchase at a Fast Food Store. MAG Scholar.
<https://magscholar.com/ajbr/ajbrv9n1/ajbr190057.pdf>
- Rahman, M.A., Kalam, A., Rahman, M.M., & Abdullah, M. (2012). The Influence of Service Quality and Price on Customer Satisfaction: An Empirical Study on Restaurant Services in Khulna Division. *Research Journal of Finance and Accounting*, 3, 25-33.
<https://core.ac.uk/download/pdf/234629279.pdf>
- Rajini, S. N. S., Kannan, K., & Selvi, T. (2021). Factors Influencing the Consumption of Fast Food among Young Adults. *Journal of Pharmaceutical Research International*, 430–440.
<https://doi.org/10.9734/jpri/2021/v33i44a32635>
- Sazdova, J., et al. (2022) Quality of services and guests satisfaction in the restaurant. *Horizonti. Serija a. Opštestveni I Humanistički Nauki*, 31.
<https://doi.org/10.20544/horizons.a.31.2.22.p24>

- Serhan, M. & Serhan, C. (2019). The Impact of Food Service Attributes on Customer Satisfaction in a Rural University Campus Environment. <https://www.hindawi.com/journals/ijfs/2019/2154548/>.
- Seung-Wan, J. (2021, June 15). A Study on the Relationship among Location Characteristics, Customer Satisfaction, and Revisit Intention of Small Business Stores. https://web.archive.org/web/20210807024353id_/https://gvpress.com/journals/JARR/vol1_no3/1.pdf
- Sirisilla, S., & Sirisilla, S. (2023, February 20). Bridging the Gap: Overcome these 7 flaws in descriptive research design. *Enago Academy*. https://www.enago.com/academy/descriptive-researchdesign/#What_Is_Descriptive_Research_Design
- Statistics Canada. (2021, September 2). 3.2 Sampling 3.2.3 Non-probability sampling. <https://www150.statcan.gc.ca/n1/edu/power-pouvoir/ch13/nonprob/5214898-eng.htm>
- Świecka, B. et al, (2021) Transaction factors' influence on the choice of payment by Polish Consumers <https://www.sciencedirect.com/science/article/pii/S0969698920312728>
- Tastan, H. and Solyu, A. (2023). The Impact of Perceived Cleanliness on Customer Satisfaction, revisiting intention and Complaining behaviour: The Case of Restaurant by S-O-R Model. https://www.researchgate.net/publication/372778042_The_impact_of_perceived_cleanliness_on_customer_satisfaction_revisiting_intention_and_complaining_behaviors_The_case_of_restaurants_by_S-O-R_Model.
- Tolentino K. et. al., (2021). Customer Experience on Quality Services of Selected Casual Dining Restaurants in Laguna. Retrieved from <https://research.lpubatangas.edu.ph/wp-content/uploads/2022/02/08-APJMSD-2021-5-1.pdf>
- Vogel, D. et al (2021). Guest satisfaction in relation to food services at resorts in the Caribbean and Brazil. *Turismo*, 23(1), 67–85. <https://www.scielo.br/j/tva/a/fYT9W66GdGZYMdnfQyDw9nc/?lang=en>
- Vu, Travis (2021). Dissertation - Travis Vu Nguyen Khanh Duy.pdf. figshare. Thesis. <https://doi.org/10.6084/m9.figshare.17089454.v2>
- Wilson, T. (2023, October 31). Creating a memorable dining experience for customers. *Medium*. https://medium.com/@taylor.wilson_31237/creating-a-memorable-dining-experience-for-customers-8dca3d1d1db4

- Yrjola M. (2019). A Customer Value Perspective to Service Experience in Restaurants. Retrieved from
https://trepo.tuni.fi/bitstream/handle/10024/115771/a_customer_value_perspective_2019.pdf?sequence=2
- Yu Travis (2021). Service quality and its impact on customer satisfaction. ResearchGate.
<https://doi.org/10.6084/m9.figshare.17089454>
- Zasimova, L. (2022). The association between fast-food consumption and job-related factors among Russian adults. *Economics and Human Biology*, 46, 101147.
<https://doi.org/10.1016/j.ehb.2022.101147>
- Zhong, Y., and Moon, H. (2020). What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender.
<https://www.mdpi.com/2304-8158/9/4/460>.
- Zuratulraha, J., Ibrahim, H., Massyittah, O., Neowcharurn, D., and Fadillah, S. (2020). The Effect of Age and Gender as Moderator Towards Relationship Between Customer Satisfaction and Revisit Intention: A Study on Tea House Setting. <http://www.sci-int.com/pdf/637245471024789785.edited.pdf>.



Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City



APPENDIX A
Research Adviser Approval

February 06, 2024

MR. JASTINE KENT FLORUNGCO, MAEd, RND, LPT
College of Hospitality and Institutional Management
Our Lady of Fatima University
Valenzuela City

Dear Prof. Florungco:

Greetings!

We, the BSIHM (REFCO) 3-YB-1 students (Group 2) of Our Lady of Fatima University Valenzuela – Campus pursuing a degree in Bachelor of Science in International Hospitality Management, are currently enrolled in Research in Hospitality (RESH311). Our Research Title **“The Level of Effectiveness of Mix & Match Restaurant and Customer Satisfaction Based on Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue, Bulacan”**. We are writing to humbly request your service and expertise to serve as an adviser for our research. We believe that your knowledge and insights will be valuable and will greatly enrich our work.

Thank you for your consideration and we hope you will be able to fulfill our request.

Respectfully yours,

Arquinez, Justine An
De Guzman, Charizze Joy
Dy, Raizza Jane
David, Maria Elizabeth
Moral, Patrick Allen
Sumang, John Robin

Accepted by:

A handwritten signature in black ink, likely belonging to Prof. Jastine Kent Florungco.

PROF. JASTINE KENT FLORUNGCO, MAEd, RND, LPT
HMD, Faculty Member



Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City



APPENDIX B

Research Locale



Mix & Match Restaurant

The Mix & Match Restaurant is exclusively located inside the food court of the City Mall in Bocaue, Bulacan. It is known as the first ever multi-brand store in the Philippines, with the JFC's popular restaurant brands Jollibee, Chowking, Mang Inasal, and Greenwich.



Conducting of Survey

Here is the group while conducting the survey as well as experienced what the Mix&Match restaurant offers to their customers. While conducting the survey, we also observed the surroundings and the service of the staff to know more about the restaurant.





Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City



APPENDIX C

Translated Survey Questionnaire

PART 1 – PROFILE NG MGA RESPONDENTE

(PART 1 – PROFILE OF THE RESPONDENTS)

Instructions. Please put (✓) on the corresponding box to provide your answer for each category.
(Panuto. Mangyaring lagyan ng (✓) ang kaukulang kahon upang maibigay ang inyong antas ng epektibo ng bawat pahayag.)

Pangalan (Opsyunal) : _____

Have you dined in a Mix & Match restaurant?

(Kumain ka na ba sa isang Mix&Match na restawran?) ☐ **Oo** ☐ **Hindi**

Edad:

☐ 18-24 na edad

☐ 25-31 na edad

☐ 32-38 na edad

☐ 39-45 na edad

☐ 46-52 na edad

☐ 53-59 na edad

Kasarian ☐ Lalaki

☐ Babae

Trabaho:

☐ Estudyante

☐ May trabaho

☐ Ayaw ko ibunyag

PART 2 – THE LEVEL OF EFFECTIVENESS OF MIX & MATCH RESTAURANT TOWARDS GUEST SATISFACTION IN TERMS OF ESTABLISHMENT ACCESSIBILITY, AFFORDABILITY, PRODUCT AVAILABILITY AND SERVICE QUALITY. (PART 2 – ANG ANTAS NG EPEKTIBO NG MIX&MATCH RESTAWRAN TUNGO SA KASIYAHAN NG MGA PANAUHIN SA MGA TERMINONG MADALING PUNTAHAN , PAGKAKAROON NG PRODUKTO, ABOT_KAYANG PRODUKTO AT SERBISYONG DE-KALIDAD.)

Instructions. Please put (√) on the corresponding box to provide your answer for each category. (Panuto. Mangyaring lagyan ng (√) ang kaukulang kahon upang maibigay ang inyong antas ng epektibo ng bawat pahayag.)

4 – Very Effective (Lubhang Epektibo) (VE)

3 – Effective (Epektibo) (E)

2 – Not Effective (Hindi Epektibo) (NE)

1 – Very Not Effective (Lubhang Hindi Epektibo) (VNE)

| ESTABLISHMENT ACCESSIBILITY (Madaling Puntahan) | 4 (VE) | 3 (E) | 2 (NE) | 1 (VNE) |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. The accessibility of Mix & Match restaurant location and travel time. (Nahahanap ang lokasyon at oras ng paglalakbay ng Mix at Match na restawran) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. The number of ordering counters. (Bilang ng counter ng kahera sa pag-order.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Restaurant caters services to PWD, senior citizen and pregnant women (Restawran na nagbibigay serbisyo para sa PWD, Mga matatanda at mga buntis na kababaihan) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. There are clear signs regarding the restaurant's premises and facilities (May karatula para sa bawat lugar at pasilidad ng restawran) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. A numerous dining seat accommodates a large number of customers. (Maraming upuan para sa pagtanggap ng malaking bilang ng customer) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| PRODUCT AVAILABILITY <i>(Pagkamaroon ng Produkto)</i> | 4 (VE) | 3 (E) | 2 (NE) | 1 (VNE) |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. The combination of menu items from different brands. <i>(Pagkakaroon ng pagpipilian mula sa iba't-ibang produkto.)</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. The range of food variants with accordance to customer's preferences. <i>(Ang lawak ng dami ng iba't-ibang pagkain ay naayon sa kagustuhan ng mga kustomer.)</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. The combined menu from different brands. <i>(Pinagsasamang menu mula sa iba't-ibang tatak.)</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. The selected menu in customer's decision making <i>(Ang mga napiling menu ay mula sa kagustuhan ng mga customer.)</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. The bundled menus are attractive. <i>(Kaakit-akit ang mga nakabundle na Menu.)</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| AFFORDABILITY <i>(Abot-Kayang Halaga)</i> | 4 (VE) | 3 (E) | 2 (NE) | 1 (VNE) |
| 1. The restaurant pricing for its food selections. <i>(Pagpepresyo ng restawran para sa mga seleksyon ng pagkain.)</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. The value of the products considering the amount and quality of the food. <i>(Isinaalang-alang ang dami at kalidad ng pagkain sa halaga ng produkto)</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. The customized combo meals or pairings of food products from different brands. <i>(Ang pasadyang combo meals o pagpapares ng mga produktong pagkain mula sa iba't-ibang tatak.)</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. The value of the products considering the add ons and extras. <i>(Ang halaga ng mga produkto na isinaalang-alang ang mga add-on at extra)</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. The price of the set menu. <i>(Presyo ng tinakdang menu.)</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| SERVICE QUALITY (<i>Kalidad ng Serbisyo</i>) | 4 (VE) | 3 (E) | 2 (NE) | 1 (VNE) |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Server's attentiveness throughout the dining experience. (<i>Pag-aasikaso ng mga server hanggang matapos ang kainan</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. The fast pace service of staff in delivering the orders to the customers. (<i>Ang mabilis na serbisyo ng mga tauhan sa paghahatid ng mga order sa mga customer</i>). | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. The staff's knowledge of the extensive menu. (<i>Malawak na kaalaman ng tauhan sa menu.</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Handling of customer's complaints or concerns (<i>Paghawak ng mga reklamo o alalahanin ng mga customer</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. The restaurant maintains cleanliness and hygiene standards. (<i>Ang restawran ay nagpapanatili ng kalinisan at pamantayan ng kalinisan</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

PART 3 – THE LEVEL OF GUEST SATISFACTION IN MIX & MATCH RESTAURANT IN BOCAUE, BULACAN TERMS OF CUSTOMER EXPERIENCE. (PART -3 ANG ANTAS NG KASIYAHAN NG PANAUHIN SA MIX&MATCH RESTAWRAN SA BOCAUE BULACAN SA TERMINO NG KARANASAN NG KUSTOMER.)

Instructions. Please put (✓) on the corresponding box to provide your answer for each category.
(**Panuto.** Mangyaring lagyan ng (✓) ang kaukulang kahon upang maibigay ang inyong antas ng kasiyahan para sa bawat pahayag.)

4 – Very Satisfied (*Lubhang Kasiya-siya*) (VS)

3 – Satisfied (*Kasiya-siya*) (S)

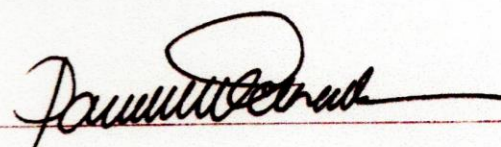
2 – Un Satisfied (*Hindi Kasiya-iya*) (US)

1 – Very Un Satisfied (*Lubhang Hindi nasisiyahan*) (VUS)

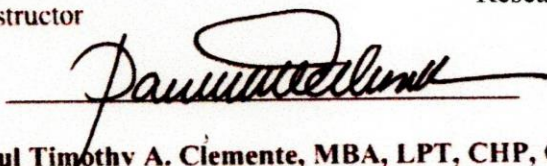
| CUSTOMER SATISFACTION | 4 (VS) | 3 (S) | 2 (US) | 1 (VUS) |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. The politeness and approachable attitude of staff. (<i>Ang pagiging magalang at madaling lapitan ng mga tauhan</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Suggestive selling of the products. (<i>Pagmumungkahi ng pagbebenta ng mga produkto</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Packaging of take away orders. (<i>Mga pangbalot sa mga kukuning orders</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. The usage of eco-friendly materials (<i>Ang paggamit ng mga eco-friendly na materyales</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Restaurant's consideration of allergens. (<i>Pagsasaalang-alang ng restawran sa may mga alerhiya</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. The variety of menu options. (<i>May iba't-ibang mga pagpipilian sa menu</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. The waiting time to receive the ordered food. (<i>Ang oras na paghihintay upang matanggap ang inorder</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. The presentation of the food. (<i>Ang presentasyon ng pagkain</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. The hot temperature and freshness of the food. (<i>Ang mainit na temperature at pagiging bago ng pagkain</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. The interior facility of the restaurant. (<i>Ang panloob na pasilidad ng restawran</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. The cleanliness of the restaurant. (<i>Ang kalinisan ng restawran</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. The ambiance of the restaurant. (<i>Ang kaligiran ng restawran</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. The number of dining seats. (<i>Bilang ng mga upuan sa kainan</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| | | | | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. The cleanliness of the tables. (<i>Ang kalinisan ng mga lamesa</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. The restaurant's table turning rate. (<i>Ang bilis ng pagpalit ng mga tao sa mesa ng restawran</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. The restaurant's sanitation measures. (<i>Ang mga hakbang ng kalinisan ng mga restawran</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. The music played inside the restaurant. (<i>Ttumulog ang musika sa loob ng restawran</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. The Restaurant's payment options. (<i>Mga opsyon sa pagbabayad sa mga restawran</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19. Priority lanes for PWDs, Senior Citizen and Pregnant women. (<i>Prayoridad na daanan para sa PWD, mga matatanda at buntis na kababaihan</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20. Employee's assistance in customer inquiries. (<i>Tulong ng mga empleyado sa mga katanungan ng customer</i>) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |


Approved by:



Mr. Paul Timothy A. Clemente, MBA, LPT, CHP, CSPE
Research Instructor

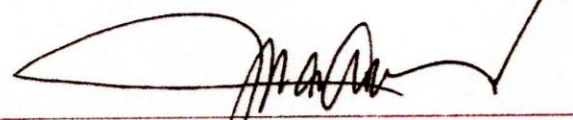

Mr. Jastine Kent Florungco
Research Adviser

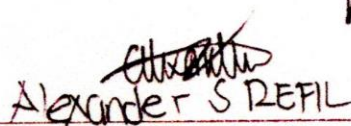

Mr. Paul Timothy A. Clemente, MBA, LPT, CHP, CSPE
Statistician


Validated by:


Dr. Elpedia M. Lago, DBA
CHIM Research Coordinator


Ms. Gemeli M. Cabatic,
Head, Hospitality Management Department


Ms. Mary Ann Donato, RND, CHE, CHP, MAED
CHIM Assistant Dean


Mr. Alexander S. Refil
Manager of Mabini Caloocan Jollibee branch


Mr. Archie P. Roxas
Manager of Malabon Jollibee branch



Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City



APPENDIX C

Certification of Research Translation

CERTIFICATION

This is to certify that the undersigned have translated and reviewed the survey questionnaire of the thesis entitled **"The Level of Effectiveness of Mix & Match Restaurant and Customer Satisfaction Based on Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue, Bulacan "** in accordance with the set of structural rules that govern the composition of sentences, phrases, and words in *Binagong Gabay sa Ortograpiya ng Wikang Filipino* at Pagsasaling Wika sa Filipino.

A handwritten signature in black ink, appearing to read 'Lorna M. Balane'.

Ms. Lorna M. Balane

Grammarian/ Translator

Academic Qualification/s : Licensed Professional Teacher
(PRC ID: 1980622)

Master of Arts in Education major in Filipino
(Complete Academic Requirements)

Date signed : March 13, 2024



Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City



APPENDIX C

Informed Consent Form

This informed consent form is for Hospitality students in Our Lady of Fatima University-Valenzuela Campus and who we are inviting to participate in research entitled "The Level of Effectiveness of Mix & Match Restaurant and Customer Satisfaction Based on Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue, Bulacan". You may provide the following information either as a running paragraph or under headings as shown below.

Name of Principal Investigator: Justine An P. Arquinez

Name of College: College of Hospitality and Institutional Management

Name of Department: International Hospitality Management Department

This Informed Consent Form has two parts:

- Information Sheet (to share information about the study with you)
- Certificate of Consent (for signatures if you choose to participate)

This Informed Consent Form has two parts:

- Information Sheet (to share information about the research with you)
- Certificate of Consent (for signatures if you agree to take part)

You will be given a copy of the full Informed Consent Form

PART I: INFORMATION SHEET

Introduction

We are Justine An P. Arquinez, Maria Elizabeth S.D. David, Charizze Joy G. De Guzman, Raizza Jane N. Dy, Patrick Allen A. Moral, John Robin K. Sumang studying in Our Lady of Fatima University. We are conducting doing research on The Level of Effectiveness of Mix & Match

Restaurant and Customer Satisfaction Based on Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue, Bulacan. We are going to give you information and invite you to be part of this research. You do not have to decide today whether you will participate in the research. Before you decide, you can talk to anyone you feel comfortable with about the research. This consent form may contain words that you do not understand. Please ask me to stop as we go through the information, and I will take time to explain. If you have questions later, you can ask them of me or of another researcher.

Purpose of the research

We want to level the effectiveness of Mix&Match restaurant and customer satisfaction based on demographic profile in Multi-Brand restaurant in Bocaue, Bulacan. We believe that you can help us by telling us about your perceptions in the effectiveness of Mix&Match restaurant.

Type of Nature of Participation

This research will involve your participation in a questionnaire that will take about 10-15 minutes.

Participant selection

You are being invited to take part in this research because we feel that as a hospitality student the insights and feedback you will give play a big part in this study.

The subjects who meet the study's eligibility requirements.

1. Participants must be 18–59 years old.
2. Participants of any gender.
3. Participants must have dined at the restaurant
4. Participants must be willing to participate

However, if any of the following are mentioned below, they will be excluded from this study:

1. People who are present in the restaurant but are not customers.
2. Participants below 18 and above 59 of age.
3. Participants who haven't experienced eating in the Mix & Match restaurant.
4. Any staff members and employees from the mentioned establishment.
5. The researchers themselves.
6. Unwilling to Participate.

Example of question to elucidate understanding: Do you know why we are asking you to take part in this study? Do you know what the study is about?

Voluntary Participation

Your participation in this study is entirely voluntary. You may refuse to answer any question and you may withdraw your participation in this study if you choose. Not choosing to be part of this study will involve no penalty and any legal responsibilities. After you decide that you no longer wish to participate, the researchers will not use any of the data collected and will be deleted permanently.

Examples of question to elucidate understanding: If you decide not to take part in this research study, do you know what your options are? Do you know that you do not have to take part in this research study, if you do not wish to? Do you have any questions?

Procedures and Protocol

Fill out a survey which will be provided by Justine An P. Arquinez, Maria Elizabeth S.D. David, Charizze Joy G. De Guzman, Raizza Jane N. Dy, Patrick Allen A. Moral, John Robin K. Sumang. We are asking you to help us learn more about the The Level of Effectiveness of Mix & Match Restaurant and Customer Satisfaction Based on Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue, Bulacan. We are inviting you to take part in this research project. If you accept, you will be asked to answer a questionnaire. If you do not wish to answer any of the questions included in the survey, you may skip them and move on to the next question. The survey will be distributed and collected through paper survey. The information recorded is confidential, your name is not being included on the forms, only a number will identify you, and no one else except the researchers will have access to your survey.

Duration

The research takes place over one (1) semester in total. The survey questionnaire will be distributed, and during that time, it will be necessary for you to answer the paper questionnaire for 10-15 minutes. There will be follow-up, if relevant.

Risks

By partaking in this research activity, you are not subjected to any risk.

Reimbursements

You will not be given any other money or gifts to take part in this research.

Can you tell me if you have understood correctly that there will be no direct benefits that you will have and any other gifts or money will be given to you if you take part in the study? Do you have any other questions?

Benefits

You will not receive direct benefits in participating in this study. However, taking part in this study may help the researchers to level the effectiveness of Mix&Match Restaurant in Bocaue Bulacan.

Confidentiality

The information gathered in this paper survey will only be used for confidentiality as only the researchers will access the data. Your accomplished form will be kept in a secure place and will be deleted within a reasonable time frame. It is all in accordance with the provision of the Data Privacy Act of 2012. Your responses in this study will be anonymous. Any information that will be collected will not be released to anyone outside the study, the researchers will be the only one who will have access to your information. Data from this study may be shared with other researchers, but it will never contain any information that might be used to identify you. Information will be gathered using Paper Survey, and all data will be kept secure using privacy procedures.

Sharing the Results

Any information gathered in connection with this study that may be linked to you will be kept strictly confidential and will only be released with your approval or as obliged by law. Your name and any other things that will identify you will be encrypted and secure. When the study is finished, all your responses will then be properly disposed permanently by the researchers in the paper survey. All the information that the researchers gathered will be saved for future research studies. The participants have a right to know the results of the study if he or she wants to.

Right to Refuse or Withdraw

You have the right to refuse partaking in this activity, it is your choice to decide whether you like it or not. You do not have to take part in this research if you do not wish to do so. If you feel uncomfortable participating, you may refuse or withdraw from participating in the questionnaire at any time.

Who to Contact

If you have any questions, you can ask them now or later. If you wish to ask questions later, you may contact any of the following:

Justine An P. Arquinez jparquinez2949val@student.fatima.edu.ph

Jenica Ana A. Rivero, Chair, Institutional Ethics Review Committee

Contact Number: 281-7664 (Local 1204)

Email Address: ierc@fatima.edu.ph

PART II: CERTIFICATE OF CONSENT

I have been invited to participate in research about The Level of Effectiveness of Mix & Match Restaurant and Customer Satisfaction Based on Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue, Bulacan. I have read the foregoing information, or it has been read to me. I have had the opportunity to ask questions about it and any questions I have been asked to have been answered to my satisfaction. I consent voluntarily to be a participant in this study.

I have read the foregoing information, or it has been read to me. I have had the opportunity to ask questions about it and any questions that I have asked to have been answered to my satisfaction. I consent voluntarily to participate as a participant in this research.

Print Name of Participant _____

Signature of Participant _____

Date _____

Day/month/year

If illiterate

A literate witness must sign (if possible, this person should be selected by the participant and should have no connection to the research team). Participants who are illiterate should include their thumbprint as well.

I have witnessed the accurate reading of the consent form to the potential participant, and the individual has had the opportunity to ask questions. I confirm that the individual has given consent freely.

Print name of witness _____

Thumb print of participant

Signature of witness _____

Date _____

Day/month/year

**Statement by the researcher/person taking consent**

I have accurately read out the information sheet to the potential participant, and to the best of my ability made sure that the participant understands that the following will be done

I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily.

A copy of this ICF has been provided to the participant.

Print Name of Researcher/person taking the consent: Justine An P Arquinez(Principal Investigator)

Signature of Researcher /person taking the consent:

Date:

12/03/24

Day/month/year

Noted by:

MR. JASTINE KENT FLORUNGCO, MAEd, RND, LPT
Research Adviser



Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City



APPENDIX C

Translated Informed Consent Form

INFORMED CONSENT FORM

Itong form ng pahintulot na may kabatiran ay para sa mga hospitality student ng Our Lady of Fatima University -Valenzuela campus at nag-aanyaya na lumahok sa pananaliksik na pinamagatang “The Level of Effectiveness of Mix & Match Restaurant and Customer Satisfaction Based on Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue, Bulacan”. Maari mong ibigay ang sumusunod na mga impormasyon bilang isang tumatakbong talata o sa ilalim ng mga pamagat tulad ng ipinakikita sa ibaba.

Pangalan ng Punong Imbestigador: Justine An P. Arquinez

Pangalan ng Kolehiyo: College of Hospitality and Institutional Management

Pangalan ng Departamento: International Hospitality Management Department

Itong form ng may kaalamang pahintulot ay may dalawang bahagi:

- Sheet ng Impormasyon (Para magbahagi ng impormasyon tungkol sa pananaliksik sa iyo)
- Sertipiko ng pahintulot (Para sa mga lagda kung pinili mong lumahok)

Itong form ng may kaalamang pahintulot ay may dalawang bahagi:

- Sheet ng Impormasyon (Para magbahagi ng impormasyon tungkol sa pananaliksik sa iyo)
- Sertipiko ng pahintulot (Para sa mga lagda kung sumasang-ayon kang lumahok)

Bibigyan ka ng kopya ng buong kaalamang pahintulot

UNANG BAHAGI: SHEET NG IMPORMASYON

Pagpapakilala

Ako si Justine an P. Arquinez, Maria Elizabeth S.D. David, Charizze Joy G. De Guzman, Raizza Jane N. Dy, Patrick Allen A. Moral, John Robin K. Sumang mag-aaral ng Our Lady of Fatima University. Kami ay nagsasagawa ng pagsasaliksik tungkol sa “The Level of Effectiveness of Mix & Match Restaurant and Customer Satisfaction Based on Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue, Bulacan” Kami ay nagbibigay ng kabatiran at inaanyayahan ka na maging bahagi ng pananaliksik na ito. Hindi mo kailangan magdesisyon ngayon kung ikaw makikilahok sa pananaliksik. Bago ka magpasya, maari kang makipag-usap sa sinumang sa tingin mo ay komportable ka tungkol sa pananaliksik. Ang form ng pahintulot na ito ay maaring naglalaman ng mga salita na hindi mo naiintindihan. Mangyaring hilingin sa akin na huminto habang dinadaan natin ang impormasyon at maglalaan ako ng oras para magpaliwanag. Kung mayroon kang katanungan sa ibang pagkakataon, maari mong tanungin ang mga ito sa akin o sa ibang mananaliksik.

Layunin ng Pananaliksik

Gusto naming i-level ang effectiveness ng Mix&Match restaurant and customer satisfaction based on demographic profile sa multi-brand restaurant in Bocaue, Bulacan. Naniniwala kami na matutulungan mo kami sa pamamagitan ng pagsasabi sa amin tungkol sa iyong mga pananaw sa pagiging epektibo ng Mix & Match restaurant.

Uri ng Kalikasan ng Pakikilahok

Ang pananaliksik na ito ay kasama sa iyong pakikilahok sa isang talatanungan na aabot ng humigit-kumulang 10-15 na minuto.

Pagpili ng kalahok

Ikaw ay iniimbitahan na makilahok sa pananaliksik na ito dahil sa palagay namin bilang isang hospitality student ang mga pananaw at sariling katugunan na iyong ibibigay ay may malaking bahagi sa pag-aaral na ito.

Ang mga paksang nakamit ang mga kinakailangan sa pagiging karapat-dapat ng pag-aaral

1. Ang saklaw ng edad para sa kalahok ay dapat na 18–59.
2. Ang pag-aaral na ito ay bukas sa mga kalahok ng anumang kasarian.
3. Kailangang nakakain na ang kalahok sa restaurant.

4. Ang kalahok ay dapat pumapayag na lumahok.

Gayunpaman, kung alinman sa mga sumusunod ang binanggit sa ibaba, hindi sila isasama sa pag-aaral na ito:

1. Mga taong naroroon sa restaurant ngunit hindi mga customer.
2. Mga kalahok na kabilang sa labas ng edad na 18–59.
3. Mga kalahok na hindi pa nakaranas kumain sa mix and match restaurant.
4. Sinumang kawani at empleyado mula sa nabanggit na establisyimento.
5. Ang mga mananaliksik na nagsasagawa ng pag-aaral.
6. Ayaw Makilahok.

Halimbawa ng tanong upang linawin ang pag-unawa: Alam mo ba kung bakit hinihiling namin sa iyo na makilahok sa pag-aaral na ito? Alam mo ba kung tungkol saan ang pag-aaral?

Kusang-loob na Paglahok

Ang iyong pakikilahok sa pag-aaral na ito ay ganap na boluntaryo. Maaari kang tumanggi na sagutin ang anumang tanong at maaari mong bawiin ang iyong pakikilahok sa pag-aaral na ito kung gugustuhin mo. Ang hindi pagpili na maging bahagi ng pag-aaral na ito ay walang kasamang parusa at anumang legal na responsibilidad. Pagkatapos mong magpasya na hindi mo na gustong lumahok, hindi na gagamitin ng mga mananaliksik ang alinman sa mga nakolektang data at permanenteng buburahin.

Mga halimbawa ng tanong upang linawin ang pag-unawa: Kung magpasya kang hindi makilahok sa pananaliksik na pag-aaral na ito, alam mo ba kung ano ang iyong mga pagpipilian? Alam mo ba na hindi mo kailangang makilahok sa pananaliksik na pag-aaral na ito, kung ayaw mo? May tanong ka ba?

Mga Pamamaraan at Protokol

Punan ang isang survey na ibibigay ni Justine An P. Arquinez, Maria Elizabeth S.D. David, Charizze Joy G. De Guzman, Raizza Jane N. Dy, Patrick Allen A. Moral, John Robin K. Sumang. Hinihiling namin sa iyo na tulungan kaming matuto nang higit pa tungkol sa The Level of Effectiveness of Mix & Match Restaurant and Customer Satisfaction Based on Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue, Bulacan. Inaanyayahan ka naming makilahok sa proyektong pananaliksik na ito. Kung tatanggapin mo, hihilingin sa iyo na sagutin ang isang palatanungan. Kung ayaw mong sagutin ang alinman sa mga tanong na kasama sa sarbey,

maaari mong laktawan ang mga ito at magpatuloy sa susunod na tanong. Ipapamahagi at kokolektahin ang sarbey sa pamamagitan ng papel ng sarbey. Ang impormasyong naitala ay kumpidensyal, ang iyong pangalan ay hindi kasama sa mga form, isang numero lamang ang makakakilala sa iyo, at walang iba maliban sa mga mananaliksik ang magkakaroon ng access sa iyong sarbey.

Tagal

Ang pananaliksik ay nagaganap sa loob ng isang (1) semestre sa kabuuan. Ipapamahagi ang talatanungan sarbey, at sa panahong iyon, kakailanganin mong sagutin ang papel na talatanungan sa loob ng 10-15 minuto. Magkakaroon ng follow-up, kung may kaugnayan.

Mga Panganib

Sa pamamagitan ng pakikibahagi sa aktibidad ng pananaliksik na ito, hindi ka napapailalim sa anumang panganib.

Mga Reimbursement

Hindi ka mabibigyan ng ibang pera o regalo para makilahok sa pananaliksik na ito.

Maaari mo bang sabihin sa akin kung naunawaan mo nang tama na walang direktang mga benepisyong makukuha mo at anumang iba pang regalo o pera ang ibibigay sa iyo kung makikibahagi ka sa pag-aaral? Mayroon ka bang iba pang mga katanungan?

Benepisyo

Hindi ka makakatanggap ng mga direktang benepisyo sa paglahok sa pag-aaral na ito. Gayunpaman, ang pakikilahok sa pag-aaral na ito ay maaaring makatulong sa mga mananaliksik na mai-level ang effectiveness of Mix&Match Restaurant sa Bocaue Bulacan.

Pagiging kompidensyal

Ang impormasyong nakalap sa sarbey ng papel na ito ay gagamitin lamang para sa pagiging kumpidensyal dahil ang mga mananaliksik lamang ang makaka-access ng mga datos. Ang iyong natapos na form ay itatago sa isang ligtas na lugar at tatanggalin sa loob ng makatwirang takdang panahon. Ang lahat ng ito ay alinsunod sa probisyon ng Data Privacy Act of 2012. Ang iyong mga tugon sa pag-aaral na ito ay maging walang pagkakakilanlan. Ang anumang impormasyon na kokolektahin ay hindi ipapalabas sa sinuman sa labas ng pag-aaral, ang mga mananaliksik lamang

ang magkakaroon ng access sa iyong impormasyon. Ang datos mula sa pag-aaral na ito ay maaaring ibahagi sa iba pang mga mananaliksik, ngunit hindi ito maglalaman ng anumang impormasyon na maaaring gamitin upang makilala ka. Ang impormasyon ay makakalap gamit ang sarvey na papel, at lahat ng datos ay pananatiling ligtas gamit ang mga pamamaraang pribado.

Pagbabahagi ng mga Resulta

Anumang impormasyong nakalap kaugnay ng pag-aaral na ito na maaaring maiugnay sa iyo ay pananatiling mahigpit na kumpidensyal at ilalabas lamang sa iyong pag-apruba o bilang obligado ng batas at ligtas at ie-enkripsiyon ang iyong pangalan at anumang iba pang bagay na makikilala sa iyo. Kapag natapos na ang pag-aaral, lahat ng iyong mga tugon ay itatapon nang maayos permanente ng mga mananaliksik sa sarbey ng papel. Ang lahat ng impormasyong nakalap ng mga mananaliksik ay ise-save para sa mga susunod na pag-aaral sa pananaliksik. Ang mga kalahok ay may karapatang malaman ang mga resulta ng pag-aaral kung gusto niya.

Karapatan na Tumanggi o Umalis

May karapatan kang tumanggi na makibahagi sa aktibidad na ito, ikaw ang pumili kung gusto mo ito o hindi. Hindi mo kailangang makilahok sa pananaliksik na ito kung hindi mo nais na gawin ito. Kung hindi ka komportable sa pakikilahok, maaari kang tumanggi o mag-withdraw sa paglahok sa talatanungan anumang oras.

Kanino Makikipag-ugnayan

Kung mayroon kang anumang mga katanungan, maaari mong tanungin sila ngayon o mamaya. Kung gusto mong magtanong mamaya, maaari kang makipag-ugnayan sa alinman sa mga sumusunod:

Justine An P. Arquinez jparquinez2949val@student.fatima.edu.ph

Jenica Ana A. Rivero, Chair, Institutional Ethics Review Committee

Contact Number: 281-7664 (Local 1204)

Email Address: ierc@fatima.edu.ph

BAHAGI II: Sertipiko ng Pahintulot

Ako ay naimbitahan na lumahok sa pananaliksik tungkol sa The Level of Effectiveness of Mix & Match Restaurant and Customer Satisfaction Based on Demographic Profile: A Study of Multi-

Brand Restaurant in Bocaue, Bulacan. Nabasa ko ang naunang impormasyon, o ito ay binasa sa akin. Nagkaroon ako ng pagkakataong magtanong tungkol dito at ang anumang mga tanong na tinanong sa akin ay nasagot sa aking kasiyahan. Ako ay kusang pumapayag na maging kalahok sa pag-aaral na ito.

Nabasa ko na ang naunang impormasyon, o nabasa na ito sa akin. Nagkaroon ako ng pagkakataon na magtanong tungkol dito at anumang mga katanungan na itinanong ko ay nasagot sa aking kasiyahan. Kusang pumapayag akong lumahok bilang kalahok sa pananaliksik na ito.

Print ng pangalan ng lumahok _____

Pirma ng lumahok _____

Petsa _____

Araw/buwan /taon

Kung hindi marunong bumasa at sumulat

Dapat pumirma ang isang saksi na marunong magbasa (kung maaari, ang taong ito ay dapat piliin ng kalahok at dapat walang koneksyon sa pangkat ng pananaliksik). Ang mga kalahok na hindi marunong bumasa at sumulat ay dapat ding isama ang kanilang thumbprint.

Nasaksihan ko ang tumpak na pagbabasa ng form ng pahintulot sa potensyal na kalahok, at nagkaroon ng pagkakataon ang indibidwal na magtanong. Kinukumpirma ko na ang indibidwal ay malayang nagbigay ng pahintulot.

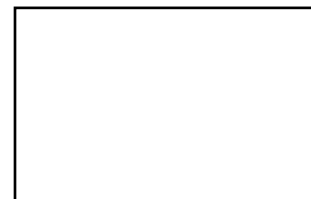
Print ng pangalan ng saksi _____

Thumb print ng kalahok

Pirma ng Saksi _____

Petsa _____

Araw/buwan /taon



Pahayag ng mananaliksik/taong kumukuha ng pahintulot

Nabasa ko nang maayos ang sheet ng impormasyon sa potensyal na kalahok, at sa abot ng aking makakaya ay tiniyak na nauunawaan ng kalahok na ang mga sumusunod ay gagawin.

Kinukumpirma ko na ang kalahok ay nabigyan ng pagkakataong magtanong tungkol sa pag-aaral, at lahat ng mga tanong na itinanong ng kalahok ay nasagot nang tama at sa abot ng aking makakaya. Kinukumpirma ko na ang indibidwal ay hindi pinilit na magbigay ng pahintulot, at ang pahintulot ay ibinigay nang malaya at kusang-loob.

Ang isang kopya ng ICF na ito ay ibinigay sa kalahok.

Print Pangalan ng Mananaliksik/taong kumukuha ng pahintulot: Justine An P Arquinez (Principal Investigator)


Lagda ng Mananaliksik/taong kumukuha ng pahintulot:

Petsa:

12/03/24

Araw/Buwan/Taon

Noted by:


MR. JUSTINE KENT FLORUNGCO, MAEd, RND, LPT
Research Adviser



Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City



APPENDIX D
Letter of Actual Survey

March 21, 2024

MS. GEMILI M. CABATIC, MBA, CHP, CSPE

Program Head, BSIHM

Dear Ma'am Cabatic:

Greetings!

We, the third-year students from Our Lady of Fatima University - Valenzuela Campus taking up Bachelor of Science in International Hospitality Management Students with a specialization in Restaurant and Fast-Food Chain Operation (REFCO) are currently enrolled in our Research in Hospitality (RESH 311). We humbly ask permission to allow us to conduct a survey for our research entitled: **THE LEVEL OF EFFECTIVENESS OF MIX & MATCH RESTAURANT AND CUSTOMER SATISFACTION BASED ON DEMOGRAPHIC PROFILE: A STUDY OF MULTI-BRAND RESTAURANT IN BOCAUE, BULACAN.**

Rest assured that whatever will be the result from the data gathered is strictly confidential with utmost care and will be used for research purposes only.

Thank you for your kindness and consideration.

Respectfully yours,

Arquinez, Justine An P.

David, Maria Elizabeth S.D.


De Guzman, Charizze Joy G.

Dy, Raizza Jane N.

Moral, Patrick Allen A.

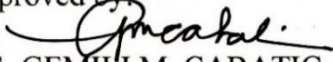
Sumang, John Robin K.

Noted by:



Mr. Paul Timothy A. Clemente, MBA, LPT, CHP, CSPE
Research Professor

Approved by:



MS. GEMILI M. CABATIC, MBA, CHP, CSPE
Program Head, BSIHM



Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City



APPENDIX E

Letter of Actual Survey

March 21, 2024

Manager of Mix&Match Restaurant

Manager, Mix&Match Restaurant in Bocaue, Bulacan

Thru: Mix&Match Restaurant in Bocaue, Bulacan

Re: Request to Conduct Research Study

Dear Manager of Mix&Match Restaurant:

Warmest Greetings!

We are a third-year student from Our Lady of Fatima University- Valenzuela Campus taking up Bachelor of Science in International Hospitality Management with a specialization of Restaurant and Fast-Food Chain Operations (REFCO). As part of our academic requirements and partial fulfilment of our program, we would like to ask permission to allow us to conduct a survey among the customers inside the premises of Mix&Match Restaurant.

This is in view of our research, entitled, "**THE LEVEL OF EFFECTIVENESS OF MIX & MATCH RESTAURANT AND CUSTOMER SATISFACTION BASED ON DEMOGRAPHIC PROFILE: A STUDY OF MULTI-BRAND RESTAURANT IN BOCAUE, BULACAN**". We are conducting the survey among the customers inside the premises of Mix&Match Restaurant. Attached here with is the survey questionnaire for this study. We would like also to ask any assistance from your restaurant branch to gather data and information that will be both beneficial for us researchers and to your restaurant.

The survey would last only about 10-15 minutes and would be arranged at a time convenient to the customer's schedule. Participation in the survey is entirely voluntary and there are no known or anticipated risks to participation in this study, all information provided will be kept in utmost confidentiality and would be used only for academic purposes. The names of the respondents and your name will not appear in any thesis or publications resulting from this study unless agreed to.

After the data have been analyzed, you will receive a copy of the executive summary. If you would be interested in greater detail, a copy of the entire research (thesis) can be made available to you.

We are looking for a positive response from your good restaurant. Your approval to conduct this study will be greatly appreciated. Thank you in advance for your interest and assistance with this research.

Thank you for your kindness and consideration.


Respectfully yours,

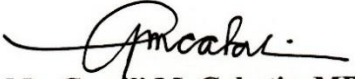
Arquinez, Justine An P.
David, Maria Elizabeth S.D.
De Guzman, Charizze Joy G.
Dy, Raizza Jane N.
Moral, Patrick Allen A.
Sumang, John Robin K.

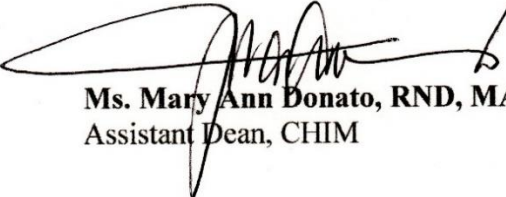
Noted By:


Mr. Paul Timothy A. Clemente, MBA, LPT, CHP, CSPE
Research Professor


Mr. Justine Kent Florungco
Research Adviser


Dr. Elpidia M. Lago
Research Coordinator, CHIM


Ms. Gemili M. Cabatic, MBA, CHP, CSPE
Program Head, BSIHM


Ms. Mary Ann Donato, RND, MAED, CHE
Assistant Dean, CHIM


Meirard A. Javier - RM
Mix&Match Restaurant Manager

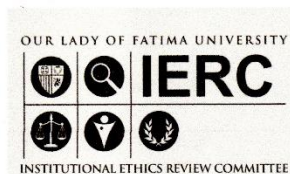


Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City



APPENDIX E

Ethics Certificate



R.I.S.E. Tower, Fatima Avenue
 Marulas, Valenzuela City
 283-9754 loc 1204
olfu.ierc@gmail.com

June 28, 2024

ARQUINEZ, JUSTINE AN

College of Hospitality and Institutional Management
 Our Lady of Fatima University
 Reference Number: 2024-IERC1-20445-01


Dear Ms. Arquinez:

I am pleased to inform you that the proposed amendment/s in your research entitled **THE LEVEL OF EFFECTIVENESS OF MIX & MATCH RESTAURANT AND CUSTOMER SATISFACTION BASED ON DEMOGRAPHIC PROFILE: A STUDY OF MULTI-BRAND RESTAURANT IN BOCAUE, BULACAN** has been **APPROVED** by the Institutional Ethics Review Committee of the Our Lady of Fatima University. Upon review of OLFU IERC Protocol Amendment Form (4.1): Study Protocol Amendment Submission Form and revised data gathering procedures, the following documents have been approved for use:

1. 2024-IERC1-20445-01/June 27, 2024

I, together with the ethics committee, am very much excited for the completion of your investigation.

Sincerely,


 Jenica Ana R. Rivero, MAN, RN, PGDipHS
 Chair, Institutional Ethics Review Committee
 Our Lady of Fatima University, Valenzuela City



Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City



APPENDIX F

Similarity Test



R.I.S.E. Tower, Fatima Avenue
 Marulas, Valenzuela City
 283-9754 loc 1204
askrdic@fatima.edu.ph

July 12, 2024

ARQUINEZ, JUSTINE AN PERCE

College of Hospitality and Institutional Management
 Our Lady of Fatima University
 Reference Number: 2024-RDIC1-30288

Dear Ms. Arquinez:

The research paper entitled **“THE LEVEL OF EFFECTIVENESS OF MIX & MATCH RESTAURANT AND CUSTOMER SATISFACTION BASED ON DEMOGRAPHIC PROFILE: A STUDY OF MULTI-BRAND RESTAURANT IN BOCAUE, BULACAN”** has undergone similarity testing using the Turnitin software and yielded an acceptable index of **3%**

Sincerely,

Rommel P. Hernandez, RN
 Research Specialist, Research Development and Innovation Center
 Our Lady of Fatima University, Valenzuela City

Noted by:

Michael Joseph S. Diño, PhD
 Director, Research Development and Innovation Center
 Our Lady of Fatima University, Valenzuela City



Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City



APPENDIX G

Research Material



CALLING FOR VOLUNTARY RESPONDENTS!

For our **RESEARCH SURVEY** about the Level of Effectiveness of
Mix&Match Restaurant and Customer Satisfaction in Bocaue, Bulacan

QUALIFICATIONS:

IF YOU ARE:

☒

AGES 18-59 YEARS OLD

☒

EXPERIENCED DINING IN AT MIX&MATCH
RESTAURANT IN CITY MALL BOCAUE, BULACAN

☒

MALE OR FEMALE

THEN YOU ARE QUALIFIED TO PARTICIPATE!

IMPORTANT REMINDER:

The survey is voluntary the respondents have a free will to withdraw or decline the request. Any information gathered will solely be used for research purposes and handled with strict confidentiality as follows to the Data Privacy Act of 2012.

**FOR MORE INFORMATION
CONTACT US AT:**



JUSTINEANARQUINEZ0208@GMAIL.COM
RAIZZADY@GMAIL.COM





Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City



APPENDIX H
Certificate of Statistical Treatment

CERTIFICATE OF STATISTICAL TREATMENT

This is to certify that the data in the research entitled **“The Level Of Effectiveness of Mix & Match Restaurant and Customer Satisfaction Based on Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue, Bulacan”** submitted and presented by the researchers; Justine An P. Arquinez, Maria Elizabeth S.D. David, Charizze Joy G. De Guzman, Raizza Jane N. Dy, Patrick Allen A. Moral and John Robin K. Sumang, were computed and analyzed statistically and scientifically using appropriate statistical tools and method.

Issued this **May 04, 2024** at **Our Lady of Fatima University – Valenzuela**


PROF. PAUL TIMOTHY A. CLEMENTE, MBA, LPT, CHP, CSPE

Statistician, PRC Liscence: 216 9053

Our Lady of Fatima University
Data Analytics in Hospitality Industry Instructor



Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City



APPENDIX I

Tally Sheets

| RESPONDENTS | AGE | SEX | OCCUPANCY |
|-------------|-----|-----|-----------|
| R1 | 3 | 2 | 3 |
| R2 | 1 | 1 | 1 |
| R3 | 1 | 2 | 2 |
| R4 | 2 | 1 | 2 |
| R5 | 1 | 2 | 2 |
| R6 | 2 | 1 | 3 |
| R7 | 2 | 2 | 2 |
| R8 | 1 | 2 | 2 |
| R9 | 1 | 2 | 2 |
| R10 | 3 | 1 | 3 |
| R11 | 1 | 2 | 1 |
| R12 | 1 | 2 | 3 |
| R13 | 2 | 1 | 2 |
| R14 | 2 | 1 | 2 |
| R15 | 6 | 2 | 3 |
| R16 | 6 | 1 | 2 |
| R17 | 3 | 2 | 2 |
| R18 | 4 | 2 | 3 |
| R19 | 1 | 2 | 1 |
| R20 | 1 | 2 | 1 |
| R21 | 2 | 1 | 2 |
| R22 | 1 | 1 | 1 |
| R23 | 4 | 1 | 3 |
| R24 | 2 | 1 | 3 |
| R25 | 4 | 1 | 2 |
| R26 | 2 | 1 | 1 |
| R27 | 2 | 2 | 2 |
| R28 | 1 | 2 | 1 |
| R29 | 1 | 2 | 1 |
| R30 | 1 | 1 | 1 |
| R31 | 1 | 2 | 1 |
| R32 | 1 | 2 | 1 |
| R33 | 2 | 2 | 2 |
| R34 | 2 | 1 | 2 |
| R35 | 4 | 1 | 2 |
| R36 | 1 | 1 | 1 |
| R37 | 1 | 2 | 1 |
| R38 | 1 | 1 | 1 |
| R39 | 1 | 1 | 1 |
| R40 | 1 | 1 | 1 |
| R41 | 5 | 2 | 2 |
| R42 | 3 | 1 | 2 |
| R43 | 2 | 2 | 3 |
| R44 | 3 | 2 | 2 |
| R45 | 1 | 2 | 2 |
| R46 | 5 | 2 | 3 |
| R47 | 2 | 1 | 2 |
| R48 | 4 | 1 | 3 |
| R49 | 4 | 1 | 2 |
| R50 | 4 | 2 | 2 |

| AGE | F | P (%) |
|--------------|-----------|-------------|
| 18-24 | 22 | 44% |
| 25-31 | 12 | 24% |
| 32-38 | 5 | 10% |
| 39-45 | 7 | 14% |
| 46-52 | 2 | 4% |
| 53-60 | 2 | 4% |
| TOTAL | 50 | 100% |

| GENDER | F | P (%) |
|--------------|-----------|-------------|
| Male | 24 | 48% |
| Female | 26 | 52% |
| TOTAL | 50 | 100% |

| OCCUPANCY | F | P (%) |
|------------------------|-----------|-------------|
| Student | 16 | 32% |
| Employed | 23 | 46% |
| Don't want to disclose | 11 | 22% |
| TOTAL | 50 | 100% |

| INDICATORS | 4 | 3 | 2 | 1 | TOTAL |
|----------------------|----|----|----|---|-------|
| Q1 | 20 | 28 | 2 | 0 | 50 |
| Q2 | 7 | 31 | 11 | 1 | 50 |
| Q3 | 23 | 25 | 2 | 0 | 50 |
| Q4 | 25 | 21 | 4 | 0 | 50 |
| Q5 | 29 | 18 | 3 | 0 | 50 |
| ACCESSIBILITY | | | | | |

| INDICATORS | WEIGHTED MEAN | VERBAL INTERPRETATION | RANK |
|-----------------------|---------------|-----------------------|------|
| Q1 | 3.36 | VERY EFFECTIVE | 4 |
| Q2 | 2.88 | EFFECTIVE | 5 |
| Q3 | 3.42 | VERY EFFECTIVE | 2.5 |
| Q4 | 3.42 | VERY EFFECTIVE | 2.5 |
| Q5 | 3.52 | VERY EFFECTIVE | 1 |
| AVERAGE WEIGHTED MEAN | 3.32 | | |

| INDICATORS | 4 | 3 | 2 | 1 | TOTAL |
|---------------------|----|----|---|---|-------|
| Q1 | 27 | 19 | 4 | 0 | 50 |
| Q2 | 19 | 25 | 5 | 1 | 50 |
| Q3 | 25 | 23 | 2 | 0 | 50 |
| Q4 | 19 | 26 | 3 | 2 | 50 |
| Q5 | 20 | 24 | 4 | 2 | 50 |
| AVAILABILITY | | | | | |

| INDICATORS | WEIGHTED MEAN | VERBAL INTERPRETATION | RANK |
|-----------------------|---------------|-----------------------|------|
| Q1 | 3.46 | VERY EFFECTIVE | 1.5 |
| Q2 | 3.24 | EFFECTIVE | 4 |
| Q3 | 3.46 | VERY EFFECTIVE | 1.5 |
| Q4 | 3.24 | EFFECTIVE | 4 |
| Q5 | 3.24 | EFFECTIVE | 4 |
| AVERAGE WEIGHTED MEAN | 3.328 | | |

| INDICATORS | 4 | 3 | 2 | 1 | TOTAL |
|----------------------|----|----|---|---|-------|
| Q1 | 12 | 37 | 1 | 0 | 50 |
| Q2 | 8 | 42 | 0 | 0 | 50 |
| Q3 | 17 | 29 | 4 | 0 | 50 |
| Q4 | 13 | 32 | 5 | 0 | 50 |
| Q5 | 12 | 35 | 3 | 0 | 50 |
| AFFORDABILITY | | | | | |

| INDICATORS | WEIGHTED MEAN | VERBAL INTERPRETATION | RANK |
|-----------------------|---------------|-----------------------|------|
| Q1 | 3.22 | EFFECTIVE | 2 |
| Q2 | 3.16 | EFFECTIVE | 4.5 |
| Q3 | 3.26 | VERY EFFECTIVE | 1 |
| Q4 | 3.16 | EFFECTIVE | 4.5 |
| Q5 | 3.18 | EFFECTIVE | 3 |
| AVERAGE WEIGHTED MEAN | 3.196 | | |

| INDICATORS | 4 | 3 | 2 | 1 | TOTAL |
|------------------------|----|----|----|---|-------|
| Q1 | 11 | 28 | 8 | 3 | 50 |
| Q2 | 9 | 28 | 11 | 2 | 50 |
| Q3 | 22 | 24 | 3 | 1 | 50 |
| Q4 | 15 | 27 | 7 | 1 | 50 |
| Q5 | 18 | 27 | 4 | 1 | 50 |
| SERVICE QUALITY | | | | | |

| INDICATORS | WEIGHTED MEAN | VERBAL INTERPRETATION | RANK |
|-----------------------|---------------|-----------------------|------|
| Q1 | 2.94 | EFFECTIVE | 4 |
| Q2 | 2.88 | EFFECTIVE | 5 |
| Q3 | 3.34 | VERY EFFECTIVE | 1 |
| Q4 | 3.12 | EFFECTIVE | 3 |
| Q5 | 3.24 | EFFECTIVE | 2 |
| AVERAGE WEIGHTED MEAN | 3.104 | | |

| INDICATORS | 4 | 3 | 2 | 1 | TOTAL |
|------------------------------|----|----|----|---|-------|
| Q1 | 19 | 30 | 1 | 0 | 50 |
| Q2 | 7 | 36 | 6 | 1 | 50 |
| Q3 | 18 | 28 | 4 | 0 | 50 |
| Q4 | 18 | 24 | 8 | 0 | 50 |
| Q5 | 11 | 34 | 3 | 2 | 50 |
| Q6 | 19 | 27 | 4 | 0 | 50 |
| Q7 | 7 | 27 | 11 | 5 | 50 |
| Q8 | 15 | 31 | 2 | 2 | 50 |
| Q9 | 16 | 30 | 3 | 1 | 50 |
| Q10 | 25 | 23 | 2 | 0 | 50 |
| Q11 | 25 | 22 | 2 | 1 | 50 |
| Q12 | 23 | 24 | 3 | 0 | 50 |
| Q13 | 30 | 19 | 1 | 0 | 50 |
| Q14 | 22 | 24 | 4 | 0 | 50 |
| Q15 | 18 | 27 | 3 | 2 | 50 |
| Q16 | 20 | 26 | 4 | 0 | 50 |
| Q17 | 4 | 29 | 10 | 7 | 50 |
| Q18 | 18 | 29 | 2 | 1 | 50 |
| Q19 | 26 | 20 | 4 | 0 | 50 |
| Q20 | 17 | 28 | 5 | 0 | 50 |
| CUSTOMER SATISFACTION | | | | | |

| INDICATORS | WEIGHTED MEAN | VERBAL INTERPRETATION | RANK |
|------------------------------|---------------|-----------------------|------|
| Q1 | 3.36 | VERY SATISFIED | 6.5 |
| Q2 | 2.98 | SATISFIED | 18 |
| Q3 | 3.28 | VERY SATISFIED | 10.5 |
| Q4 | 3.2 | SATISFIED | 15 |
| Q5 | 3.08 | SATISFIED | 17 |
| Q6 | 3.3 | VERY SATISFIED | 9 |
| Q7 | 2.72 | SATISFIED | 19 |
| Q8 | 3.18 | SATISFIED | 16 |
| Q9 | 3.22 | SATISFIED | 13.5 |
| Q10 | 3.46 | VERY SATISFIED | 2 |
| Q11 | 3.42 | VERY SATISFIED | 4 |
| Q12 | 3.4 | VERY SATISFIED | 5 |
| Q13 | 3.58 | VERY SATISFIED | 1 |
| Q14 | 3.36 | VERY SATISFIED | 6.5 |
| Q15 | 3.22 | SATISFIED | 13.5 |
| Q16 | 3.32 | VERY SATISFIED | 8 |
| Q17 | 2.6 | SATISFIED | 20 |
| Q18 | 3.28 | VERY SATISFIED | 10.5 |
| Q19 | 3.44 | VERY SATISFIED | 3 |
| Q20 | 3.24 | SATISFIED | 12 |
| AVERAGE WEIGHTED MEAN | 3.232 | SATISFIED | |

Test of Significant Difference

| CUSTOMER SATISFACTION | 18-24 | 25-31 | 32-38 | 39-45 | 46-52 | 53-59 |
|------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Q1 | 3.41 | 3.25 | 3.4 | 3.43 | 3.5 | 3 |
| Q2 | 3.05 | 3.92 | 3.2 | 2.86 | 3 | 2.5 |
| Q3 | 3.27 | 3.17 | 3.6 | 3.29 | 3.5 | 3 |
| Q4 | 3.36 | 3 | 3.4 | 2.86 | 3.5 | 3 |
| Q5 | 3.18 | 2.83 | 3.6 | 2.71 | 3 | 2.5 |
| Q6 | 3.31 | 3.33 | 3.6 | 2.86 | 3.5 | 3.5 |
| Q7 | 2.9 | 2.5 | 3.8 | 2.43 | 3 | 2.5 |
| Q8 | 3.41 | 2.75 | 3.4 | 3.14 | 3.5 | 2.5 |
| Q9 | 3.27 | 3.08 | 3.4 | 3.43 | 3.5 | 2.5 |
| Q10 | 3.59 | 3.08 | 3.6 | 3.57 | 3.5 | 3 |
| Q11 | 3.59 | 3.25 | 3.6 | 3.57 | 3.5 | 3 |
| Q12 | 3.45 | 3.33 | 3.4 | 3.57 | 4 | 2.5 |
| Q13 | 3.68 | 3.42 | 3.8 | 3.57 | 3.5 | 3 |
| Q14 | 3.36 | 3.33 | 3.4 | 3.57 | 3 | 3 |
| Q15 | 3.27 | 3 | 3.6 | 3.43 | 3 | 3 |
| Q16 | 3.27 | 3.25 | 3.8 | 3.43 | 3.5 | 2.5 |
| Q17 | 2.77 | 2.25 | 4 | 2.57 | 2.5 | 2.5 |
| Q18 | 3.36 | 3.08 | 3.4 | 3.29 | 3.5 | 3 |
| Q19 | 3.36 | 3.5 | 3.8 | 3.43 | 3.5 | 3 |
| Q20 | 3.32 | 3.17 | 3.4 | 3.14 | 3.5 | 2.5 |

| CUSTOMER SATISFACTION | MALE | FEMALE |
|------------------------------|-------------|---------------|
| Q1 | 3.38 | 3.35 |
| Q2 | 2.96 | 3 |
| Q3 | 3.21 | 3.45 |
| Q4 | 3.08 | 3.27 |
| Q5 | 3 | 3.15 |
| Q6 | 3.13 | 3.5 |
| Q7 | 2.46 | 2.96 |
| Q8 | 3 | 3.35 |
| Q9 | 3.17 | 3.27 |
| Q10 | 3.38 | 3.62 |
| Q11 | 3.25 | 3.65 |
| Q12 | 3.33 | 3.46 |
| Q13 | 3.46 | 3.69 |
| Q14 | 3.33 | 3.38 |
| Q15 | 3.13 | 3.31 |
| Q16 | 3.25 | 3.38 |
| Q17 | 2.46 | 2.73 |
| Q18 | 3.29 | 3.27 |
| Q19 | 3.45 | 3.42 |
| Q20 | 3.25 | 3.27 |

| CUSTOMER SATISFACTION | STUDENT | EMPLOYED | NA |
|-----------------------|---------|----------|------|
| Q1 | 3.56 | 3.09 | 3.37 |
| Q2 | 3.13 | 2.87 | 3 |
| Q3 | 3.31 | 3.22 | 3.36 |
| Q4 | 3.5 | 3.09 | 3 |
| Q5 | 3.25 | 2.96 | 3.09 |
| Q6 | 3.38 | 3.13 | 3.55 |
| Q7 | 2.88 | 2.74 | 2.45 |
| Q8 | 3.5 | 3 | 3.09 |
| Q9 | 3.31 | 3.04 | 3.45 |
| Q10 | 3.69 | 3.26 | 3.73 |
| Q11 | 3.63 | 3.26 | 3.63 |
| Q12 | 3.56 | 3.22 | 3.45 |
| Q13 | 3.63 | 3.52 | 3.63 |
| Q14 | 3.31 | 3.43 | 3.27 |
| Q15 | 3.06 | 3.3 | 3.27 |
| Q16 | 3.25 | 3.3 | 3.45 |
| Q17 | 2.81 | 3.5 | 3.45 |
| Q18 | 3.38 | 3.17 | 3.36 |
| Q19 | 3.44 | 3.52 | 3.27 |
| Q20 | 3.44 | 3.09 | 3.27 |

Anova: Single Factor

SUMMARY

| <i>Groups</i> | <i>Count</i> | <i>Sum</i> | <i>Average</i> | <i>Variance</i> |
|---------------|--------------|------------|----------------|-----------------|
| 18-24 | 20 | 66.18 | 3.309 | 0.047052 |
| 25-31 | 20 | 62.49 | 3.1245 | 0.129363 |
| 32-38 | 20 | 71.2 | 3.56 | 0.040421 |
| 39-45 | 20 | 64.15 | 3.2075 | 0.134104 |
| 46-52 | 20 | 67 | 3.35 | 0.107895 |
| 53-59 | 20 | 56 | 2.8 | 0.089474 |

ANOVA

| <i>Source of Variation</i> | <i>SS</i> | <i>df</i> | <i>MS</i> | <i>F</i> | <i>P-value</i> | <i>F crit</i> |
|----------------------------|-----------|-----------|-----------|----------------|----------------|----------------|
| Between Groups | 6.518747 | 5 | 1.303749 | 14.2666 | 7.77E-11 | 2.29391 |
| Within Groups | 10.41785 | 114 | 0.091385 | | | |
| Total | 16.9366 | 119 | | | | |

Anova: Single Factor

SUMMARY

| <i>Groups</i> | <i>Count</i> | <i>Sum</i> | <i>Average</i> | <i>Variance</i> |
|---------------|--------------|------------|----------------|-----------------|
| MALE | 20 | 62.97 | 3.1485 | 0.076277 |
| FEMALE | 20 | 66.48 | 3.324 | 0.054867 |

ANOVA

| <i>Source of Variation</i> | <i>SS</i> | <i>df</i> | <i>MS</i> | <i>F</i> | <i>P-value</i> | <i>F crit</i> |
|----------------------------|-----------|-----------|-----------|----------------|----------------|----------------|
| Between Groups | 0.308003 | 1 | 0.308003 | 4.69717 | 0.036546 | 4.09817 |
| Within Groups | 2.491735 | 38 | 0.065572 | | | |
| Total | 2.799738 | 39 | | | | |

Anova: Single Factor

SUMMARY

| <i>Groups</i> | <i>Count</i> | <i>Sum</i> | <i>Average</i> | <i>Variance</i> |
|---------------|--------------|------------|----------------|-----------------|
| STUDENT | 20 | 67.02 | 3.351 | 0.057546 |
| EMPLOYED | 20 | 63.71 | 3.1855 | 0.045121 |
| NA | 20 | 66.14 | 3.307 | 0.082138 |

ANOVA

| <i>Source of Variation</i> | <i>SS</i> | <i>df</i> | <i>MS</i> | <i>F</i> | <i>P-value</i> | <i>F crit</i> |
|----------------------------|-----------|-----------|-----------|----------------|----------------|----------------|
| Between Groups | 0.293923 | 2 | 0.146962 | 2.38568 | 0.101158 | 3.15884 |
| Within Groups | 3.511295 | 57 | 0.061602 | | | |
| Total | 3.805218 | 59 | | | | |



Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City



APPENDIX J

Research Budget

| Description | Amount |
|---|---------------|
| Print | 1,000 |
| Transportation | 500 |
| Proposal Fee | 1,500 |
| Defense Fee | 2,400 |
| Other Research Expense (Envelope, Folder) | 50 |
| Filipino Grammarian | 2,000 |
| English Grammarian | 1,500 |
| TOTAL EXPENSES | P8,950 |

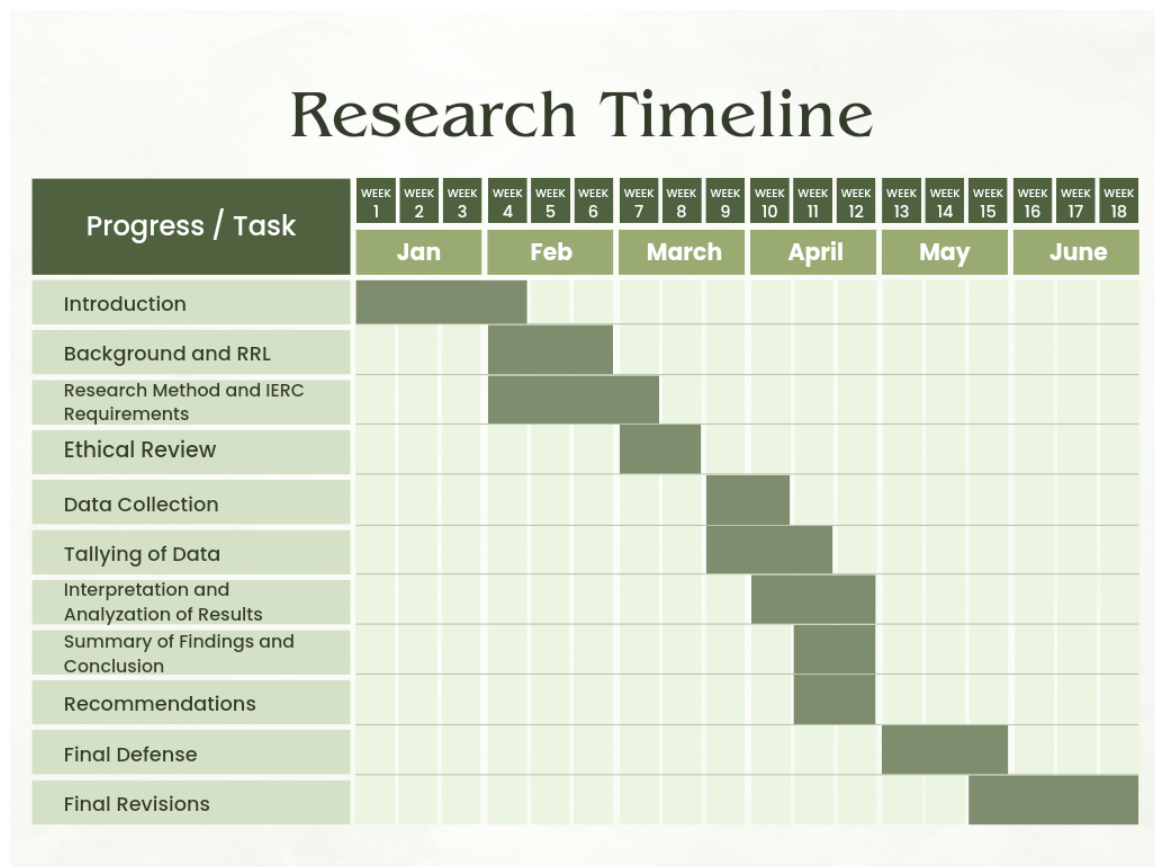


Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City



APPENDIX K

Research Timeline





Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City

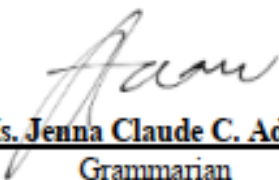


APPENDIX L

Certificate of English Grammarian

This is to certify that the undersigned researchers: Justine An P. Arquinez, Maria Elizabeth S.D. David, Charizze Joy G. De Guzman, Raizza Jane N. Dy, Patrick Allen A. Moral and John Robin K. Sumang with their research entitled **"The Level of Effectiveness of Mix & Match Restaurant and Customer Satisfaction Based on Demographic Profile: A Study of Multi-Brand Restaurant in Bocaue, Bulacan"** has been thoroughly reviewed and aligned with the set of structural rules that govern the composition of sentences, phrases, and words in English language.

Signed this 25th day of May in the year of our Lord, 2024 at Our Lady of Fatima University, Valenzuela Campus


Ms. Jenna Claude C. Adonis
Grammarian

Academic Qualification/s : Licensed Professional Teacher
(PRC ID: 1748488)

Master of Arts in Teaching Major in English

Date signed : May 25, 2024



Our Lady of Fatima University
College of Hospitality Institutional Management
Hospitality Management Department
Valenzuela City



APPENDIX M

About the Researchers



Justine An P. Arquinez was finished her Senior High School at Seed Academy Foundation Inc. She is currently studying at Our Lady of Fatima University taking the course of Bachelor of Science in Hospitality and Institutional Management majoring Restaurant and Fast-Food Chain Operations. Her motto is “Everything starts from initiation” and she aspire to be a future coffee shop business owner and work in hotel industry.



Maria Elizabeth S.D. David was finished her Senior High School at Emmaus Christian School. She is currently taking the course of Bachelor of Science in Hospitality and Institutional Management majoring Restaurant and Fast-Food Chain Operations. Her motto is “Trust the timing of your life” and she aspire to be a future business owner or manager.



Charizze Joy G. De Guzman was finished her Senior High School at Our Lady of Fatima University. She is currently studying at Our Lady of Fatima University taking the course of Bachelor of Science in Hospitality and Institutional Management majoring Restaurant and Fast-Food Chain Operations. Her motto is “Live in your own timeline” and she aspire to be a future coffee shop business owner and work in hotel industry.



Raizza Jane N. Dy was finished her Senior High School at Our Lady of Fatima University. She is currently studying at Our Lady of Fatima University taking the course of Bachelor of Science in Hospitality and Institutional Management majoring Restaurant and Fast-Food Chain Operations. Her motto is “Everything happens for a reason” and she aspire to be a future business owner and work in hotel industry.



John Robin K. Sumang was finished his Senior High School at Our Lady of Fatima University. He is currently studying at Our Lady of Fatima University taking the course of Bachelor of Science in Hospitality and Institutional Management majoring Restaurant and Fast-Food Chain Operations. He aspires to be a future coffee shop business owner.



Patrick Allen A. Moral was finished his Senior High School at Our Lady of Fatima University. He is currently studying at Our Lady of Fatima University taking the course of Bachelor of Science in Hospitality and Institutional Management majoring Restaurant and Fast-Food Chain Operations. His motto is “It is never too late to be what you might” and he aspire to be a business owner.

Acknowledgement

It's not easy to write this research paper, as our group has had many difficulties, but it was an extraordinary experience that we can keep in our hearts and memories for ever. Without the guidance and participation of a large number of people, such research will not be possible. First and foremost, we want to give our gratitude and praise to our Almighty God for hope, protection, inspiration and guidance on every step and decisions we make.

Second, our team would like to thank our research advisor, Mr. Jastine Kent Florungco, for his guidance, encouragement, advice, honest feedback, and efforts to supervise our researchers in the success of this study. Moreover, we would also like to thank Ms. Mary Anne Gatbonton for her guidance, efforts, support and detailed feedback to our team. Also, we want to sincerely give our gratitude to our research professor, Mr. Paul Timothy Celemente, for his patience, expertise, guidance and kind heart, as well as to the research committees who guide us and shared their expertise for this research will not be successful as it is. In addition, we would like to thank our parents for their unconditional support in helping us cover expenses, finances and connections even if they have priorities and busy schedules because this research is going to be so hard without the means to meet our needs and requirements.

This research will be impossible without the participations of our participants, thank you for your cooperation and understanding. Lastly, we would like to thank our selves for enduring the pressure and exerting an effort to compose this study, all of the sacrifices and misunderstandings contribute to our better mindset and harmony throughout the study. We want to thank each one of us for being cooperative, competitive and understanding, this memories, achievement and experience will always be in our hearts.