

GOOD MORNING!!!



SERVICE DELIVERY AND DRIVERS OF CUSTOMER SATISFACTION AS DETERMINANTS OF PUBLIC RELATIONS OF FOOD ESTABLISHMENTS IN REGION XI.

Presenter:

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RATIONALE:

People are hungry

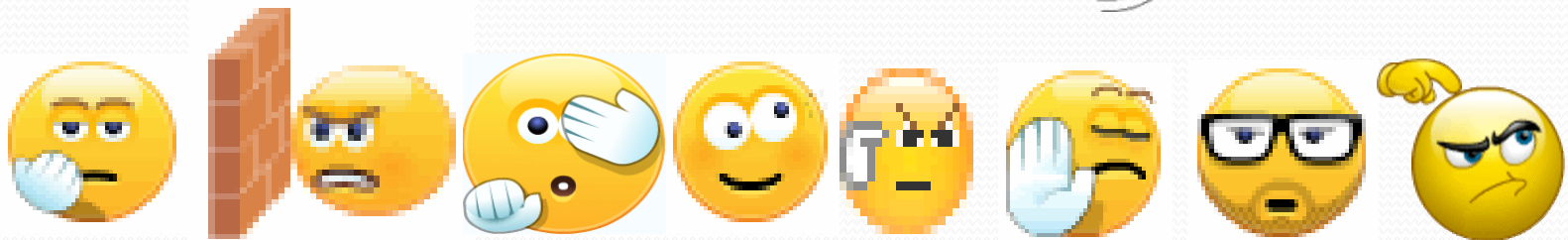
With no time to cook so they eat out

*The result ... **Booming Restaurant Industry***

Food Industry is confronted with Challenges:

- Maintaining Quality Service Delivery
- Ensuring Customer Satisfaction
- Good Public Relationship


Competitive Advantage





**Growing number of
studies/Significant amount of
research on**


- Service Quality
- Customer Satisfaction



Little attention has been paid to exploring the impact of **SERVICE QUALITY AND PERCEPTIONS ON SATISFACTION & INTENTION** towards **PUBLIC RELATIONS** in the **DINING SERVICE INDUSTRY.**

OBJECTIVES OF THE STUDY

- 1.) To describe the level of service delivery in the selected food establishments.
- 2.) To ascertain the level of customer satisfaction in selected food establishments.
- 3.) To assess the level of public relations in selected food establishments .
- 4.) To determine any significant relationship between the following:



4.1 level of service delivery and public relations of selected food establishments; and
4.2 level of customer satisfaction and public relations of selected food establishments?

5)To determine which domains in the service delivery and customer satisfaction that significantly predict relationship of public relations among customers in selected food establishments.



RESEARCH DESIGN

The researcher has chosen to use a **non-experimental quantitative research method.**



POPULATION AND SAMPLE

Quota sampling was used in targeting how many respondents will be employed.

- **50 restaurants** from the different parts of the region that equally represented each area of the region. (10 restaurants for each area)
- **500 questionnaires** were distributed equally across these restaurants (10 questionnaires for each restaurant).

RESEARCH INSTRUMENTS

- *The survey instruments were standardized questionnaires.*
- To determine the level of service delivery, this study used **SERVQUAL** by Parasuman et al.(1985)
- To determine the level of customer satisfaction, the questionnaires were adopted on the **Drivers of Satisfaction** developed and prepared by the Office of the King County Executive.

A five-point Likert scale was adopted in the study.

Range	Descriptive Equivalent	Interpretation
1	Strongly agree	This means that the level of service delivery is very high.
2	Slightly agree	This means that the level of service delivery is high.
3	No strong opinion	This means that the level of service delivery is moderate.
4	Slightly disagree	This means that the level of service delivery is low.
5	Strongly disagree	This means that the level of service delivery is very low.

STATISTICAL TOOLS

- **Statistical Package for the Social Science (SPSS).**
- **Mean.**
- **Preliminary univariate statistical analysis**
- **Pearson Product-Moment Correlation.**
- **Linear Regression.**

RESULT & CONCLUSION

1. Level of Service Delivery In Selected Food Establishments in Region XI

Tangible – 3.19

Customers are primarily visual in preference.

2. Level of Customers Satisfaction in Selected Food Establishments in Region XI

Value and Cost – 3.18

A reasonable price level is a pivotal factor influencing customer satisfaction.


3. Level of Public Relations in Selected Food Establishments in Region XI

Control Mutuality - 3.16

Customers perceived the management to agree on who has the rightful power to influence one another.

4. There is a significant relationship between service delivery and customers satisfaction and public relations in dining establishments of Region XI

- Service Quality can affect the Public Relations of selected food establishments in Region XI
- Customer Satisfaction were found to be significant predictors of Public Relations.
- Service Delivery and Customers Satisfaction were found to be significant predictor of Public Relations.



5. The domains tangibles, empathy and assurance of service delivery and the domains end result, timeliness, information, staff competence, staff attitude and look and feel of customers satisfaction all predict public relations in dining establishments in Region XI.

12. RECOMMENDATION

- **Based on the findings and conclusions of this study, maintaining good service delivery and achieving customer satisfaction is indeed a continuous process that lasts throughout the lifespan of the organization.**
- **It can be surmised that businesses must understand its customer's concerns and needs to improve customer satisfaction.**

- Finally, from a management perspective, it is vital to identify the **areas where greater efforts should be allocated.**
- Beyond the obvious approach, that **areas poorly rated by customers** should be carefully looked at,
- it is important to identify which factors more strongly affect customer's satisfaction.
- Managers should systematically examine current services from their customers' perspectives and redesign their service products and environment in which their services are delivered to their target customers.



**THANKS FOR LISTENING
GOD BLESS!!!**