

## **LEVEL OF SATISFACTION OF MANG INASAL CUSTOMERS IN STO. TOMAS BATNGAS**

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### **ABSTRACT**

*The study aims to propose strategic options for Mang Inasal in Sto. Tomas, Batangas using SWOT Matrix based from the significant relationship between the demographic profile and the level of satisfaction of customers. Quantitative and qualitative methods were used to gather all the necessary information from 100 respondents. The main instrument used to gather necessary information were the survey questionnaires that were distributed to the customers of Mang Inasal as well as an interview with the management with regard to its standard operating procedures. Percentage, weighted mean, and correlation were computed. Based on the survey, the respondents were all satisfied and the only problem encountered with regard to customer satisfaction was their background music. From the result of the correlation, there was also a significant relationship between the employment status and food quality which comes up to the conclusion that the level of satisfaction depends on how much the restaurant focuses on food quality. These findings suggest that Mang Inasal must focus on improving their place such as providing good background music. Maintaining the cleanliness, providing better food quality for the customers, having fast service, and alertness of the staff were also factors in customer retention. This then concludes that the higher the satisfaction level, the higher is the sentimental attachment.*

**Keywords:** *Customer, Satisfaction, Strategic Options, SWOT, Significant Relationships*

## **INTRODUCTION**

Customers play a big role in every restaurant. Restaurants' major objective is to have and to keep customers because it is the customers who will determine the development and potentials of a restaurant. Their growth and progress depends on how the customers patronize the food and overall service. Having a good interaction between customers may add up to an excellent service a restaurant can offer. A customer is an organization's most valuable but cheapest kind of advertising tool. They do this by marketing through words of mouth (words of mouth advertising). This is possible if customers are all happy and satisfied with the service. Keeping customers happy should be the foremost principle of every restaurant.

According to Gadais (2005), every customer is the foundation of any business' success. The primary focus of every restaurant is its customer service by having good feedback and making customers' satisfied. Good service is vital for any restaurant and can be shown building a strong customer base. There are many ways a restaurant can offer good customer service to patrons. It does not matter how fabulous the restaurant decoration is or how delicious the food is, if the service does not meet or exceeds customers' expectations, then there is a chance that they will not come back anymore. Customer satisfaction covers different aspects of restaurants' day to day operations. By prioritizing the needs of the customers, there will be an increase of customers' retention. The whole staff should be involved in achieving a good customer satisfaction feedback such as clean restrooms, good food, and a friendly and inviting atmosphere.

Restaurants are essential to every Filipinos. Eating in a restaurant helps fulfill sociological needs. It is not just about the good taste and quality of food but also the social activities that take place inside the restaurant. Customers are also considering the cleanliness, ambiance and quality of service. As the primary goal

of every restaurant is to make customers satisfied, food establishments tend to follow standard operating procedures set by its management (Umali, 2006).

One of the Philippine restaurants is Mang Inasal which is the fastest growing barbeque fast food chain in the Philippines. Mang Inasal serves chicken and pork barbeque, as their main product, as well as other Filipino favorites. Being a famous restaurants, they must be competitive in order to attract and retain customers. Mang Inasal's advantage, as compared to other restaurants, is their unlimited rice promo which every person enjoys. Serving Filipino delicacies made them unique as well.

Mang Inasal in Sto. Tomas, Batangas started their operation on July 12, 2013. The franchise cost of Mang Inasal is six million pesos with its name alone. The branch manager is looking positively for a return of their investment in at least a year of their existence. They have 15 employees composed mostly of males because most of the works inside the restaurant are suited for males. Their target markets are travelers, but on ordinary days, their customers are composed mostly of students and employees. This study attempts to determine the factors in which Mang Inasal has low customer evaluations in order to identify the areas needed to be improved.

## **Statement of the Problem**

In general, the purpose of this research was to present the level of customer satisfaction of Mang Inasal in Sto. Tomas, Batangas. Specifically, the research aimed to answer the following:

1. What is the demographic profile of the respondents according to:
  - a. Gender;
  - b. Age; and
  - c. Employment Status?
2. What is the level of satisfaction of Mang Inasal customers in Sto. Tomas, Batangas in terms of:
  - a. Food Quality;
  - b. Place;
  - c. Cleanliness;
  - d. Service; and
  - e. Staff?
3. Is there a significant relationship between the demographic profile and the level of satisfaction?
4. What are the proposed strategic options for Mang Inasal in Sto. Tomas, Batangas using SWOT Matrix?

## Research Framework

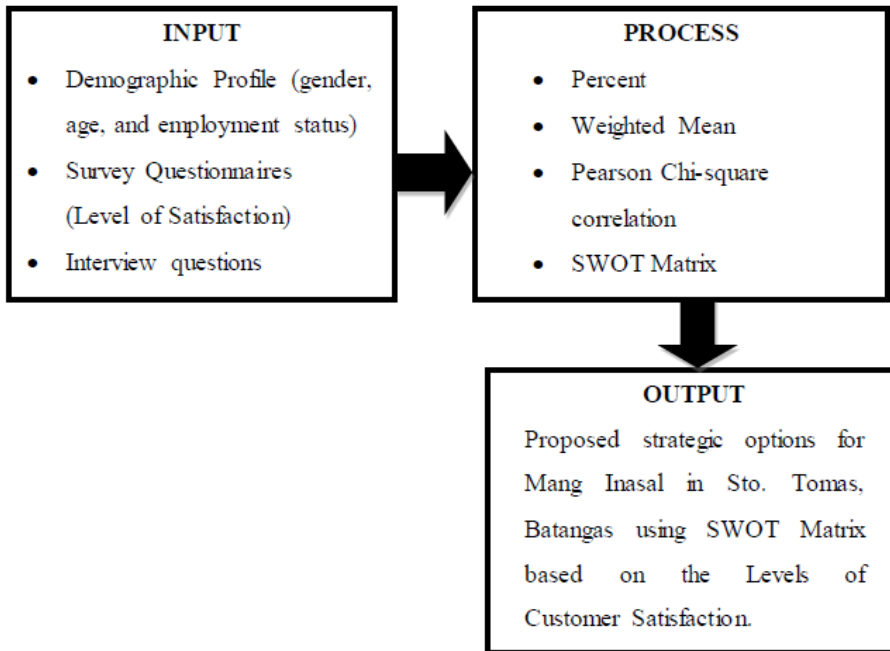


Figure 1. Conceptual framework of the study

Figure 1 shows the input by knowing the demographic profile of the respondents with the use of survey questionnaires which also aims to determine the levels of customer satisfaction. Pearson chi-square correlation, weighted mean, and SWOT Matrix were used in order to identify the levels of customer satisfaction so as to propose strategic options for Mang Inasal in Sto. Tomas, Batangas.

## **METHOD**

### **Research Design**

The researchers used the qualitative and quantitative type of research to gather all the necessary data for the study. The use of qualitative research aimed to gather information by interviewing the manager in which the researchers asked questions that customers cannot answer. On the other hand, the use of quantitative research aimed to determine in which factor the customers were not satisfied by the use of survey questionnaires.

Qualitative research is primarily an exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research. Qualitative research is also used to uncover trends in thought and opinions, and dive deeper into the problem. Qualitative data collection methods include focus groups (group discussions), individual interviews, and participation/observations (Wyse, 2011).

According to Burns N. Grove (2005), quantitative research is used to quantify the problem by way of generating numerical data or data that can be transformed into useable statistics. It is used to quantify attitudes, opinions, behaviors and other defined variables, and generalize results from a larger sample population. Quantitative data collection methods include various forms of surveys where measurable data will be formulated.

### **Participants of the Study/Sampling Design**

The respondents were composed of students, employed and unemployed persons. The respondents are those who have eaten already in Mang Inasal in Sto. Tomas, Batangas so that they will be capable of giving their best answers based on what they experienced.

According to the manager, in an interview dated August 14, 2014, there are approximately 250 customers who are eating in their restaurant per day. The

researchers used Yamane's formula in order to determine the number of customers needed to have good sample population. A total of 100 customers were selected using purposive sampling.

### **Statistical Treatment**

Yamane's formula was used by the researchers to determine easily the minimal sample size needed to investigate the given population size.

Weighted mean was used in the analysis of the average level of satisfaction in terms of food quality, place, cleanliness, service, and staff. This statistical tool was used to determine the rating based from the scale that was used. The weighted mean is the result of dividing the sum of the products of each observed value, the number of times it occurs, and other factors by the total number of observations.

In addition, to determine the significant relationship between the demographic profile and the level of satisfaction, the researchers used Pearson Chi-square correlation using Statistical Package for Social Sciences (SPSS). Pearson correlation was used to demonstrate whether two variables were correlated or related to each other. When using a Pearson's correlation coefficient the two variables in question must be continuous, not categorical.

## **RESULTS AND DISCUSSION**

Below are the results of the gathered data.

### *Demographic Profile of the Respondents*

**Table 1. Distribution of respondents by gender**

	<b>Frequency</b>	<b>Percent</b>
Male	57	57%
Female	43	43%
Total	100	100%

**Table 2. Distribution of respondents by employment status employment status**

	<b>Frequency</b>	<b>Percent</b>
Employed	40	40%
Student	39	39%
Unemployed	21	21%
Total	100	100%

Table 2 shows the percentage distribution according to their employment status. In this research, it shows that majority of their customers were employed with 40 percent. The least were 21 percent covering the unemployed persons.

**Table 3. Overall rating for customer satisfaction**

	<b>Average Weighted Mean</b>	<b>Interpretation</b>
Food Quality	3.11	Satisfied
Staff	3.00	Satisfied
Cleanliness	2.82	Satisfied
Service	2.80	Satisfied
Place	2.65	Satisfied
Mean	2.88	Satisfied

In the customer satisfaction survey presented in Table 3, the general rating is satisfied in all factors with the weighted mean of 2.88.



*Significant relationship between demographic profile and level of satisfaction*

**Table 4. Relationship between gender and level of satisfaction**

Variables	Pearson Chi-square	p-square	Decision
Gender – Place	2.065	0.559	Not significant
Gender – Service	1.381	0.501	Not significant
Gender – Food Quality	3.24	0.356	Not significant
Gender – Cleanliness	2.145	0.342	Not significant
Gender – Staff	4.857	0.183	Not significant

Table 4 shows all of the p-values are greater than 0.05 level of significance. This means that there are no significant relationship between the gender and level of satisfaction. Thus, the researchers failed to reject the null hypothesis.

**Table 5. Relationship between age and level of satisfaction**

Variables	Pearson Chi-square	p-value	Decision
Age – Cleanliness	2.263	0.972	Not significant
Age – Staff	6.721	0.876	Not significant
Age – Service	7.843	0.449	Not significant
Age – Food Quality	15.389	0.221	Not significant
Age – Place	19.607	0.075	Not significant

Table 5 shows that all computed p-values are greater than 0.05 level of significance, thus, the researchers failed to reject the null hypothesis. This means that there are no significant relationship between age and level of satisfaction.

**Table 6. Relationship between employment status and level of satisfaction**

Variables	Pearson Chi-square	p-value	Decision
Employment Status – Staff	5.756	0.451	Not significant
Employment Status – Place	6.318	0.389	Not significant
Employment Status – Service	5.757	0.218	Not significant
Employment Status – Cleanliness	6.396	0.171	Not significant
Employment Status – Food Quality	12.651	0.049	Significant

Results in Table 6 reveal that four of the p-values are greater than 0.05 level of significance. However, one has a significant relation with food quality, thus, the hypothesis of no significant relationship between the employment status and level of satisfaction is rejected. This means that there is a relationship that exists and implies that their assessments on satisfaction are affected.

	<p><b><u>STRENGTHS</u></b></p> <ol style="list-style-type: none"> <li>1. Located near industrial parks and along the highway.</li> <li>2. Attractive food presentation.</li> <li>3. Locally adopted food menus, especially grilled chicken.</li> </ol>	<p><b><u>WEAKNESSES</u></b></p> <ol style="list-style-type: none"> <li>1. Price is not that affordable.</li> <li>2. Long service time.</li> <li>3. Lack of service orientedness.</li> </ol>
<p><b><u>OPPORTUNITIES</u></b></p> <ol style="list-style-type: none"> <li>1. Developing location, such as number of nearby industries.</li> <li>2. Subsidiary of Jollibee Food Corporation.</li> <li>3. Community extension or corporate social responsibility.</li> </ol>	<p><b><u>SO</u></b></p> <p><math>S^1O^1</math> – Apply as a concessionaire inside the canteen of those companies located inside industrial parks.</p> <p><math>S^2O^2</math> – Highlights attractive food presentation with the help of Jollibee Food Corporation.</p> <p><math>S^3O^3</math> – Adopt one barangay in order to promote Mang Inasal to other people.</p>	<p><b><u>WO</u></b></p> <p><math>W^1O^3</math> – Make people aware of the card (<i>Happy Plus</i>) and that points are given every time they dine in.</p> <p><math>W^2O^1</math> – Practice fast service by training.</p> <p><math>W^3O^2</math> – Should seek assistance from corporate head office in ways of managing stations.</p>

<b><u>THREATS</u></b>	<b>ST</b>	<b>WT</b>
1. Many competitors—direct and indirect competitors.	$S^1T^2$ – Offer low price meals and give discounts or promos such as bucket meals.	$W^1T^2$ – Make the foods worth to pay by offering good food quality and service.
2. Low priced competitors.	$S^2T^3$ – Create unique presentation that other competitors do not have (e.g, banana, atchara).	$W^2T^1$ – Make the food ready especially grilled chicken on a specific time (peak hours). Their estimated number of chicken must be greater than the number of expected customers.
3. Similar concept and service offers that make people confused.	$S^3T^1$ – Maintain the food quality in adherence to the franchising system.	$W^3T^3$ – Conduct team building, trainings, seminars, and other activities regularly that will make staff motivated.

### **CONCLUSION**

The respondents were customers who have eaten in Mang Inasal in Sto. Tomas, Batangas. The researchers surveyed 100 customers. In the survey questionnaire, the researchers included the demographic profile to determine the relation to the level of satisfaction based from the survey.

1. The age of most customers range from 18 to 25 years old which are male and employed.
2. Most of Mang Inasal's customers are usually employed persons because they will be able to satisfy their needs.
3. Almost all of the customers are satisfied with the service but there are some points that need to be improved like their background music, ventilation and restrooms.
4. Cleanliness, attitude of the crew, and fast service attract customers to go back again in a certain restaurant which are the critical success factor of every restaurant which Mang Inasal should focus on.

5. Based from the Chi-square Pearson correlation, food quality must be considered because it affects the levels of satisfaction of customers. Food quality is the greatest factor a customer is seeking for in a restaurant.

### **RECOMMENDATION**

Based from a careful review of the findings and analysis of data, the researcher come out with the following recommendations that could serve as guidelines for the level of satisfaction of customers of Mang Inasal in Sto. Tomas, Batangas.

1. For the management, compared with other industries or competitors, Mang Inasal should use the critical success factors in order to know their competitive edge to others. They may also continue their existing SOP if they believe that it is still applicable and effective, but if not, adopt or create new one to avoid problems in the future.
2. For future researchers, include other variables like financial ratios as dependent variable and may also add expectations of customers prior to actual rating by following the service quality model (SERVQUAL) which compares the expectations of the customers with the actual ratings, in order for the management to determine which are the critical aspects to quality. They may also use the areas of Balance Scorecard for better control and prepare strategic plan based on strategic options. This study may serve as foundation to have further knowledge and may conduct similar studies using other variables not mentioned in this paper.

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