

CUSTOMER SATISFACTION OF FOOD BARN FOOD PARK: A FRAMEWORK ANALYSIS

¹Jeed D. Doce, ²Ryan Carl L. Labid, ³Erick Adrian T. Hernandez, ⁴Dr. Jimford Tabuyo

^{1,2,3,4} DE LA SALLE UNIVERSITY – DASMARINAS

College of Tourism and Hospitality Management Tourism Management Department

Abstract: The rapid trends and the persistent growth of Food Parks over the past generation is surprisingly unexpected as it gathered and attracted a lot of interests from millennials, Yet, only few of these researches had been conducted to examine on how the direct observation, may be associated with the satisfaction of the customers. The researchers gathered various feedbacks from the two social media platforms (Facebook and Google Reviews) and did an observation inside The Food Barn. The findings revealed Food Barn received an overall total of 105 (86.76%) positive feedbacks and 16 (13.19%) negative feedbacks. These findings suggest that the customers had a hard access to Food Barn's Parking Space which to engage the car owners to be parked outside the premises, the researchers recommended Food Barn to have its own nutritionist as some of the customers are not in favor of the Food, And as for the Facilities the customers and the researchers suggested Food Barn to refurbish its furnishings especially its water drainage as it houses by mosquitoes.

Keywords: Customer Satisfaction, Framework Analysis, Food Park.

1. INTRODUCTION

This is about the quickly developing pattern of the millennial-driven Food Park trends. Because of the unexpected increment of the interest on developing and building food parks and the similarity of the researchers to visit Food Park, the specialists thought of leading a study about food parks. They got inquisitive on what attributes of a food park fulfil the costumers of the food parks for there are numerous food parks being fabricated. The researchers likewise have their inclinations on picking the food parks they visited and enjoyed. Because of their interest and resemblance of visiting food parks, the researchers directed a study where it would result on distinguishing the dimension of fulfilment of customers. The study can help the country which is the Philippines to be known to numerous individuals' even to different nations for it has new attractions for traveller to visit the spot. It is an incredible idea and another pattern that can draw in many individuals to visit the country. Food parks are a major effect on the Food the travel industry of the country. This can enable food to stop proprietors to improve their organizations to an increasingly alluring one to more readily consider their objective market. Future business people who are anticipating building an efficient Food Park can utilize the examination to have this as reference in effectively setting up their own sustenance park even the HRM understudies who are anticipating having a profession in the said business.

Initial, "A Food Park is comparable in design to a school canteen or even a food court, honestly increasingly hip and cooler with various stores and slows down giving differing food decisions." According to Catama (2017), Food Park is an incredible idea for it is an appreciated expansion to the Filipino culture. Food Park is and will dependably stay in intense interest considering its kind and millennial has the enthusiasm to attempt new food. They think it is an "Instagrammable" place for them to post in social media accounts, so they attempt it, for them to be "in" with the pattern. Like each other country, the food park has prospered very well in the Philippines, so it is an extraordinary fascination for the Philippines which can pull in a great deal of traveller to visit the country. Filipinos love to eat and that is one of the numerous reasons why there is a ton of Food Park dissipated in the urban areas for everybody to take a stab at. The remain of the food stops in the sustenance business during the current year is incredible.

As per Talavera (2017) "Food parks are to grow in PH retail advertise this year, the interest for empty parts for sustenance parks expanded by in excess of multiple times in Metro Manila a year ago." This new drift in the Philippines is beginning to extend and be broadly known to numerous which is a major effect for the country particularly in extending its retail showcase. In Japan, Food amusement parks are generally situated in Japan where they are called by the English "locution." Japan has distinctive nourishment stops that are inventively themed and structured. In America, particularly in their most dynamic city which is Portland, these sort of food foundations are additionally prominent or well known. In any case, rather than food leaves, they are called food truck leaves. In one article it says that these food truck leaves remain to have a noteworthy effect in transit Americans eat. One will open not long from now in as Tulsa, well as in Plano, Texas and Asbury Park, New Jersey.

The selected food park is Food Barn Food Park in Salitran IV Dasmariñas Cavite. This spacious food park assures level up the dining experience of Filipinos, tourist and promenades. The dining provides vast parking allocation to costumers that can accommodate 25-27 cars depending on the car type giving time to enjoy in safe and sound. This multi-purpose cuisine paradise has 27 food stalls, developed into exciting area were huge crowds can dine, wine, relax meet for business and leisure as well as forge deeper, new levels of bonding it can accommodate 500 to 1000 costumers. It is envisioned to be a cut above the rest because it offers highly saleable and appetizing food, products, skilled manpower as well as clean spacious stalls. A wide range of food products, year-round promos and themed festivals assure a steady growth of loyal diners (Food Barn, 2018).

Our fundamental objective is to determine thoroughly the level of satisfaction of customers of Food Barn in Salitran IV, Dasmariñas City, Cavite and on their attributes. This is likewise to help the Food Barn to improve their place. Food Parks like Food Barn have a major effect in the country itself as well as for its kin. For the decent variety of nourishments in the sustenance parks it demonstrates the sustenance the travel industry of the nation and the delightful dishes the Filipinos make for them to exhibit their ability. It likewise opens too many openings for work that can decrease the joblessness rate of the nation. It can likewise be an incredible shot for the individuals who are seeking their very own private venture where they can sell food and serve individuals, for it is a spending benevolent business. Yet, for this sort of business they experience a few issues like numerous vehicles left in the city because of the little space of the parking area of the food leaves. Some food parks are packed and less space for individuals to eat. In view of the fame of food stops more challenge ascended for them to deal with. This study can be valuable and learned to numerous individuals.

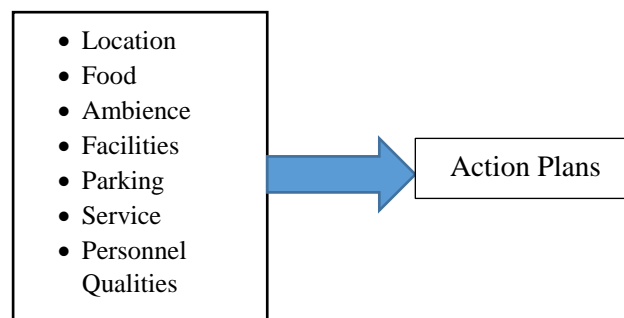


Figure 1: Research Paradigm of the study

This study aimed to determine the customer satisfaction on Food Barn Food Park. Specifically, the researchers will try to answer the following questions:

How do the customers assess the services of Food Barn Food Park?

How can the assessment of customer be categorized?

Based on the finding, what action plan can be proposed?

2. METHODOLOGY

The study "Customer Satisfaction of Food Barn Food Park: A Framework Analysis" used qualitative research design this research design is the most appropriate method to determine the level of satisfaction among customers. According to (Mihas, 2019), qualitative is the analysis of textual, visual, or audio data covers a spectrum from confirmation to exploration. Qualitative studies can be directed by a conceptual framework, suggesting, in part, a deductive thrust, or driven more by the data itself, suggesting an inductive process.

The researchers used 138 reviews and comments from Facebook and Google made by the customers of the Food Barn, Food Park.

In collecting the data, the researchers visited two social media platforms which is Facebook and Google we screen shot every review made by the customers of the Food Barn Food Park during our free time. Observation is applied the researchers used non-participant observation we conducted our observation during weekends afternoon until evening we observed each and every category that we had made for our study which is location, food, ambience, facilities, parking, service and personnel qualities if the reviews that we have read from the Facebook and Google made by the customers of the Food Barn Food Park reflected to our actual experience during our observation.

The study used framework analysis to analyze the textual/ reviews made by the customers of the Food Barn Food Park and frequency percentage is used for the data to be interpreted by the researchers.

The researchers seek advice from the thesis adviser to ensure that the data gathered by the researchers is applicable to the study and interpreted well by the researchers.

3. RESULTS

The result and discussions focused on the objectives of the study was determined by the researchers through the assessment of the customers of the Food Barn Food Park. Based on their comments/reviews on Facebook and Google. Researchers finally checked if it is a positive comments or negative comments of the secondary data group by the different criteria that affects the satisfaction of the customers. The criteria observed were location, parking, facilities, and ambience, service and personnel qualities.

Table 1: Food Barn Comments/ Reviews (2018-2019)

Criteria	Positive		Negative	
	Frequency	Percentage	Frequency	Percentage
Location	46	36.50%	3	25%
Parking	0	0%	2	16.66%
Facilities	6	4.76%	4	33.33%
Ambience	16	12.69%	0	0%
Food	46	36.50%	3	25%
Service	11	8.73%	0	0%
Personnel Qualities	1	0.79%	0	0%
Total	126	100%	12	100%

In the criteria of the location it shows 36.50% of reviews and mostly stated the location of the Food Barn is accessible enough for the customers and often stated that its Good, Nice and Great, while one of the customers mentioned, *“spacious for family and u have lots of food to choose”* and the other one is *“Loved it, really love the place and location, well can't really add anything to that”* and 1.65% stated that it's not ideal enough and a customer even stated *“I guess I just do not like the fact that there's been stagnant water behind and beside your place. You took care of your piece of land and yet have forgotten that you caused for that water to breed mosquitoes and other inconveniences”*. And this proves that the allocation of Food Park can affect to its centerpiece of its operations and one study proves that the area of food establishments like Food Parks relies upon a complex set of variables including the advertising choices of large enterprises, the view of the market by small businesses, customer request and buying power, rivalry, local guidelines, and furthermore, local culture. (Moore and Roux 2016).

Majority of the customers commended Food Barn because “it has a lot of food options” while the other customers said that the products of Food Barn are *“Good”* and *“Great”*, some customer commented that Food Barn's Food are *“super affordable! Super sarap! sulit mag hantay dahil nakaka relax ang ambience tlga”* and *“Whacky's the best healthy food”*. There are two customers posted a bad comment saying, *“need more and better food stalls though”* and *“I mean, you sell food but sanitation wise, you could've fixed that issue first”*.

The customers posted different comments about the facilities of the Food Barn. A customer says, *“kids can play freely without you having to worry much because you can easily see them”* while the other customers says, *“Separated smoking area so non-smokers could still enjoy the place without being bothered by smokers”* and *“We luv dis place kc pde maglaro mga kiddos at maaliwalas dmi option sa foods ok din ung mga band entertainment nla”*. ooglefacilities of the food barn and it says that *“Ok na sana kaso nung nawalan ng kuryente wala man lang gen set or maayos na emergency lights”* and *“sana po dagdagan ang palaruan ng mga bata para mas lalong mag enjoy po sila”*. One of the causes behind the poor condition of the facilities depends on the fact that 80% of the assessed kitchens are managed by outer organizations, which often put resources into improving establishments because of the vulnerability factor regarding the agreements (Taylor 2018).

The customers of Food Barn posted different statements about the ambience of the Food Barn. 16% of positive customer reviews are mostly stated, *“Cozy atmosphere”, “Chill ambience”* and *“Romantic atmosphere”*. While other customers mentioned *“nice ambience”, “nakaka relax ang ambience tlga”* and *“great ambience”*. And with this huge percentage of positive feedback it can only prove that the ambience of Food Barn is satisfying for most of the customers, And with the usage of the enhancements of the open space of an establishment, all together with the style of food being served, gives the reasonable inclination to a "flat out Food Park experience", improving the guests' sentiment of realness, in spite of the way this may as often as possible be orchestrated.

In the criteria of Food inside Food Barn and all of the reviews gathered shows that 36 of them gave a positive feedback and 7 of the other reviews left gave a negative feedback about the Food of the Food Barn and it proves that the Food of Food Barn is Good because one of the customers gave a review *“Food Barn Sarap ditto ng mga food. Mura na Masarap pa. Saka dami pag pipilian na food. Completo na ditto may live band pa.”* and as for the negative feedback a customer even said that *“Okay naman yung place, kaso mejo konti ang mga food to think na Malaki yung place. Chaka mejo parang walang buhay yung place.”*

In the criteria of parking space of the Food Barn and all the reviews that the researchers gathered all 2 of the customers gave a negative feedback none of them is good. And one of the customer's reviews proves it that the Parking Space inside the Food Barn is bad and said that *“Food Barn is definitely big but they have small parking space (around 10 vehicles). You would need to park at the side of the road if you arrive during peak hours.”* And with this Parking Space of Food Barn majorly affects its functionalities because based on land and parking use guidelines have not kept up with development in demand because of the quick pace of progress in both freight demand and supply chain organization (Conway & Chen 2014).

In the criteria of facilities Food Barn and all of the reviews that the researchers gathered and collected for analyzation out of 8 Facilities related customer reviews all of them are saying that it's Nice and the best example of the nice review that the customers stated is *“Lots of variety of food to choose from. Kids and pet-friendly. Friendly Staff. Separated smoking area so non-smokers could still enjoy the place without being bothered by smokers. Very affordable food.”* And the other one said that *“Various Food Stalls. Affordable food choices. Has Live Band. Happy Place to bond with a date, family, barkada or friends.”* with this review the researcher guaranteed that the customers that dines in the Food Barn is very satisfied and pleased when it comes to the Food Barn's Facilities.

In the criteria of ambience inside the Food Barn and above all the reviews the researchers gathered 16 of the ambience related customer reviews and most of them commended “Good” and “Perfect” and one of the customers stated, *“Nice Ambience, Good Food, and Nice Place.”* And *“Good Food and Amazing Ambience”* and the researchers prove that the ambience plays a big role in attracting customers and also one of the best way to market it in public because of the factors of the decorations of the open space of the foundation, in order with the style of food served, gives the suitable feeling to an "absolute restaurant experience", improving the visitors' feeling of authenticity, despite the fact that this may frequently be arranged. (Cohen & Avieli 2014).

In the criteria of Services inside the Food Barn and above all of the reviews the researchers gathered and collected for thorough investigation and only 2 of the service related customer reviews out of 12 and shows the Service in Food Barn its “Great” and there is one particular customer that left reviewed in a disappointing and unsatisfied that the Food Barn in a negative way and said that *“They stop serving beers before 12am. So, if you arrive late maybe @11:30pm they won't give you beers anymore...Disappointing”* and a lot of researchers and various analysts contend that there is a sharp refinement between consumer satisfaction as identified with substantial items, and as related with service encounters. This is expected to the inherent elusiveness and perishability of services, just as the inability to isolate production and utilization.

In the criteria of Personnel Qualities the researchers only collected 1 posted review and it stated as a positive comment *“They have very friendly, accommodating and helpful Admin Staff to assist you in your event.”* with this customers’ review the researchers guaranteed that the qualities of the Food Barn management and its tenants shows a very pleasing characteristics to its customers and based on a research study Restaurants and Food service Establishments contributes a major job in comprehension and conveying potential dangers to its consumers. Likewise, they ought to know about how to quickly distinguish and react to serious anaphylactic responses because of accidental nourishment allergen exposures (Young and Thavalappil, 2018).

4. CONCLUSION AND RECOMMENDATION

The research study was to identify the assessments of the customers that dine in the Food Barn by leaving a criticism or a review of their dining experience in the selected social media sites like Google and Facebook. In terms of Food, the researchers observed through the reviews that there are some mixed opinions about the Food that the Food Barn serves and the customers gave a mixed review about their satisfactory, that others tell that they are pleased and contented from the food that they’ve ordered and consumed that they are willing to come back another day in Food Barn and some of them are not satisfied or contented due to its distasteful appearance and lacking of nutritional facts that others tell that it’s not healthy enough in their eyes. In terms of the Parking Space, majority of the customers’ collected reviews and tells that they are not satisfied from the Parking Space of the Food Barn and they even implied the Parking Space of the Food Barn is so small that it can only accommodate up to 10 cars and also, they are forced to park their vehicles on the roadside of the Food Barn. In terms of Ambience, the researchers observed and were even pleased to see that the customers of the Food Barn that majority of them are very pleased and satisfied by the ambience of the Food Barn and mostly commends that it relaxes them while dining and bonding with their families and friend. In terms of the Services, the researchers observed the staff of the Food Barn are very prompt in delivering their food to the customers and preparing them very thoroughly, In the terms of their Facilities the researchers observed that it functions very well and doesn’t experienced any interruptions like their water supplies, light and sounds and any other more. We were even pleased that they have reserved some backup generators for the lights and sound in case of power interruptions and have a giant water tank behind the premises of the Food Barn in case of water interruptions.

The results of the gathered customers’ reviews from the selected social media sites shows that a large portion of them said that they most preferably like and satisfied from the food that the Food Barn majorly serves and the other portion showcases that they do not like the food because of some instances that it’s not appealing and healthy enough in their eyes for them to be satisfied enough from them consumed. The majority of the customers that dines in the Food Barn are usually Millennials who like to hangout and drink for fun and families that usually brings them together with their children. And the whole arrangement of the Food Barn is moderately expensive yet can be affordable to others. However, Millennials and various families with a stable savings and higher salaries usually prefer and likes to dine in a more relaxing and pleasing ambience like a typical Food Park would offer to the wide market like the Food Barn offers.

This gathered various data can be advantageous and utilized by the researchers in order to strategize and construct efficient plans to help improve on these categories. The researchers suggested and recommended that the Food Barn should take into deep exhaustive thought through the discoveries of the researchers. Moreover, the researchers also suggested that the Food Park management should conduct a thorough meeting once in a week between the owners, various chiefs that represents the other department and the other lower employees like the tenants as a disposition check and to also gather feedback regarding the current issues within inside the Food Barn. This would be very valuable and helpful making Food Barn to a better than the present appearance in reinforcing and giving solution to their weakness and frail focuses.

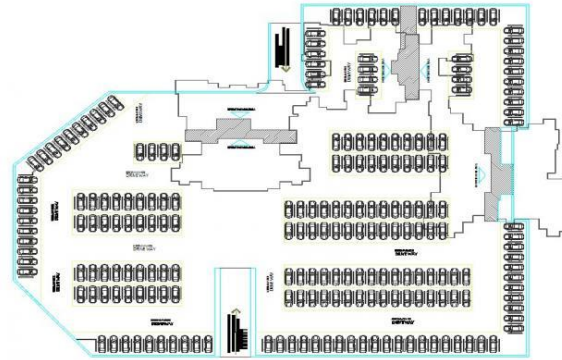
5. OUTPUT

Based from the results and discussion, the researchers discovered various issues that needed to be addressed. The main objective of the researchers is to provide prosperity and abundance of customers of Food Barn. The researchers found that Food Barn are majorly lacking on Parking Space in the aspect of customers’ convenience. This hinders the Food Barn to gather more customers and to furthermore provide such convenience to their personal belongings, with this hindrance, The Food Barn will be having difficulties in providing convenience to their patrons in the future if this issue will not be resolve.

The researchers developed a suggested plan for the Food Barn to furthermore expand the parking space of the Food Park in order to increase its capacity to hold various cars of the customers by the means of occupying the surrounding vacant lots of the Food Barn and make it into a wider parking space

In addition, there will be a renovation to be conducted and will happen in the Parking Lot of The Food Barn to execute the suggested planned parking space. With this proposed plan, The Food Barn will be able to give more wide and expanded space for the cars to be parked that can provide up to 25-50 cars.

Planned Parking Space



(Photo adapted from google.com)

The Food Barn management should put more attention to their parking space to avoid their guests' parking their cars near roadside to avoid such any deadly accidents to the other motorist that passes by The Food Barn.

To ensure and guaranteed the proposed plan's succession, Food Barn need to invest and contribute huge amount of time and financial capabilities, hence this will be easy for them to achieve the researchers' proposed action plan. And It will be up to the Food Barn Management's decision if they will embrace the researchers' proposed action plan or not.

The researchers come up and built up another proposed arrangement for the Food Barn to furthermore refurbish and improve the functionalities of their Facilities and also to serve better to the customers not just offers satisfaction in the Future but to avoid any substances or any distasteful appearances that leads to deterioration of the Food Barn. The Food Barn needs to start enhancing the capabilities of their Tables and Chairs that it should be varnished and more durable to handle heavy weights of their customers and to sustain the changing weathers.



Sample of the Tables and Benches in Food Barn

(Photo Taken by the Researchers)

The researchers also developed and suggested another plan for the Food Barn to furthermore improve their Food that they serve in order for the customers to be satisfied and fulfilled from the Food they've ordered, The Food Barn needs to hire or seek help for an Analyst or Nutritionist in order for the Food Barn Management to get ideas for better pricing in their menus and better preparation of the Food they sell to the customers to make it more appealing and nutritious.



Sample of Food in Food Barn

(Photo Adapted from Food Barn Google Review)

With the basis of the gathered results from their customers' various reviews, the action plan can be their necessity for enhancing the satisfaction of their customers regarding with the requested widened parking space, requested for healthier and cheaper food and better and much more functioning facilities inside the Food Barn. And the overall Time table that is needed for the completion of the proposed action plan will be around 5- 10 months after encountering the problems that are needing to be solved as soon as possible.

The proposed arrangements of the plans made by the researchers is feasible on the grounds that it doesn't require much financial matters and the potential returns are very advantageous and very high. In the event that the suggested plan succeeds, Food Barns' notoriety will increment significantly, implying that deals would go up higher. This would then enable Food Barn to further thrive to its succession. This is additionally the result that we anticipate.

REFERENCES

- [1] Catama, J & Carlos, J.P (2017) Food Park-The Newest Trend. Retrieved from: eaglenews.ph/food-park-the-newest-food-trend/
- [2] Chen, Q. & Conway, A. (2017) Parking for Residential Delivery in New York City: Regulations and Behavior. Retrieved from: sciencedirect.com/science/article/pii/S0967070X16302414
- [3] Cohen, E. & Nir, A. (2014) Food in Tourism: Attraction and Impediment. Retrieved from: researchgate.net/publication/223321944_Food_in_Tourism_Attraction_and_Impediment
- [4] Mihas, P. (2019). Qualitative Data Analysis. Retrieved from: oxfordre.com/education/view/10.1093/acrefore/9780190264093.001.0001/acrefore-9780190264093-e-1195
- [5] Moore, L. & Diez Roux, A. (2019). Association of Neighborhood Characteristics with the Location and Type of Food Stores. Retrieved from: ajph.aphapublications.org/doi/pdfplus/10.2105/AJPH.2004.058040
- [6] Talavera, C. (2017) Food to expand in PH retail market this year. The Manila Times. Retrieved from: <https://www.jll.com.ph/en/newsroom/foodparks-to-expand-in-ph-retail-market-this-year>
- [7] Taylor, J. Z. (2018). HACCP for the hospitality industry: a psychological model for success. *International Journal of Contemporary Hospitality Management*, 20(5), 508- 523.
- [8] Young, I. & Thaivalappil, A. (2018) A Systematic review and meta-regression of the knowledge, practices, and training of restaurant and food service personnel toward food allergies and Celiac Disease. Retrieved from: journals.plos.org/plosone/article?id=10.1371/journal.pone.0203496