

The Level of Satisfaction of Customers on the Selected Food Parks in the City of Imus, Cavite

Kenneth Charls G. Ramirez¹, John Cole Mahinay², Jan Martin Mañalac³,
Dr. Jimford Tabuyo⁴

^{1,2,3} Bachelor of Science in Hotel and Restaurant Management

⁴ Adviser:

DE LA SALLE UNIVERSITY – DASMARINAS

College of Tourism and Hospitality Management

Hotel & Restaurant Management Department

Author email: kennethmiomx@gmail.com, Johnmahinay36@yahoo.com, zxc.032297jayem@gmail.com

Abstract: The goal is to use a self-administered questionnaire to determine customer satisfaction with the chosen Food Park. There was some A total of 200 people were asked to take part in the study. Food parks are redefining what it means to "eat out." The incredibly rapid growth in popularity of food parks, as well as the transformation of this section of the market in comparison to traditional methods of selling food on the street, demonstrates a process of innovation in the way food is produced and consumed. The originality of our study lies in the understanding of eating out street food as a social innovation, as well as the articulation between food studies and satisfaction of customers on food parks.

Keywords: Food parks, selling food on the street, satisfaction, customers.

1. INTRODUCTION

The revolution of the food industry is unstoppable and the people around it actively engage in various creative practices to achieve the goal of ideal customer experience, enjoyment, and demand. Considering that other sectors prefer to improve their creativity to address the changing demand prospects, it should be coped with by the food industry. One of the great concepts is Food Parks. Food parks, particularly for millennials, are fast becoming common today. In the first place, A food park, admittedly hipper and cooler, is similar in nature to a traditional school canteen or even a food court with numerous shops and stalls selling varying choices of produce.

They said "Food park is a great concept for it is a welcome addition to the Filipino culture. Food Park is and will always remain in high demand because of its genre and millennials have eager to try new food. (Job Catama, 2017), They think it is an "Instagram worthy place for them to post on social media accounts so they try it, in order for them to be "in" with the trend. Like every other country, the food park has flourished very well in the Philippines so it is a great attraction for the Philippines which can attract a lot of tourists to visit the country. Filipinos love to eat, which is one of the many reasons why there are so many Food Parks anywhere across cities for all to enjoy."

Jet Yu (2017) stated "The demand for land to develop food parks has increased significantly in the region, include anything to the millennial market. If the industry's success increases, more vacant lots are bought or reserved for food park purposes. This trend may be compared to the trend in food markets such as Mercato, which saw a surge in new food markets created and formed in 2011".

Based on Talavera "Last year, the demand for vacant food park lots in Metro Manila grew more than tenfold, suggesting that food parks will continue to grow in the PH retail sector this year". Talavera (2017), This new trend in the Philippines is starting to expand and be widely known to many which is a big impact on the country especially in expanding its retail market.

Food theme parks in Japan are based primarily in Japan, where they are referred to as the English "locution" Japan has a variety of food parks that are creatively designed and planned. These kinds of food establishments are also popular or famous in America, especially in their most progressive region, which is Portland. They are, though, labeled food truck parks instead of food parks. In one article it says that these food truck parks stand to make a major impact on the way Americans eat. One will open later this year in Tulsa, well as in Plano, Texas, and Asbury Park, New Jersey.

The fast-growing trend of millennial-driven food parks is the focus of this research. Because of the unexpected increase in demand for the creation and construction of food parks, as well as the researchers' fondness for visiting them, the researchers came up with the idea of writing a report on them. They were worried about what aspects of a food park would satisfy the park's tourists since a lot of food parks are being developed. The researchers often like to pick the food parks that they have visited and enjoyed. Due to their fascination and image of visiting food parks, the researchers conducted a study to ascertain the level of customer satisfaction at the chosen food parks in the City of Imus, Cavite. Food Hub and Eat Street Food Park are the preferred food parks.

The target ages that the researchers thought that will have a big part of the respondent ranges from 18 to 30. The subjects of the study are the selected customers of the Food Parks in the City of Imus, Cavite Getting through with the study the researchers thought and came up with some of the characteristics that the customers consider and are part of a Food Park in which they are to identify their level of satisfaction, these are the location, menu, ambiance, facilities, price, cleanliness and many more that the researchers are to discover, which are the ones they are not satisfied/very satisfied. Their main goal is to know the level of satisfaction of customers on the food parks in The City of Imus, Cavite and on their characteristics. This is also to help the Food Parks in The City of Imus, Cavite to improve their place.

Food parks have a big impact not only on the country itself but on its people. The diversity of foods in the food parks shows the food tour of the country and the delicious dishes the Filipinos create for them to showcase their talent. It also opens too many job opportunities that can lessen the unemployment rate of the country. It can also be a great chance for those who are aspiring to have their own small business where they can sell food and serve people, for it is a budget-friendly business. But, for this kind of business, they encounter some problems like many cars parked on the streets due to the small space of the parking lot of the food parks. Some food parks are crowded and less space for people to eat. Owing to the success of food parks, there has been more competition for them. This study can be useful and knowledgeable to many people. The study can help the country which is the Philippines to be known to many people even to other countries for it has new attractions for tourists to visit the place. It is a great concept and a new trend that can attract a lot of people to visit the country. Food parks are a big impact on the food tour of the country. This can help food park owners to improve their businesses to a more attractive one in order to better cater to their target market. Future entrepreneurs looking to develop a business similar to a food park, as well as HRM students interested in pursuing a career in the industry, can use the study as a guide in successfully creating their own food park. "The food -park concept solves the biggest problems such as having bad locations, lack of parking space, poor curation, limited facilities for micro and small business owners in food and beverage".

Background of the study

Food is a basic requirement. The majority of people on this planet enjoy eating and trying new recipes in order to explore and experience new flavors. The best way to relax and have fun is to enjoy various types of food in one location with a great Instagram able location. Many people play with different ideas and put their own spin on the restaurants or food establishments they construct in order to become one of the country's most popular food markets.

Food parks are one of the proposals that have been suggested as a way to join the food industry. It is a single location with several grocery shops offering a wide range of foods. "A food park has a similar layout to a traditional school canteen or even a food court, but it is admittedly more trendy and cooler, with various shops and stalls offering a range of food options." Food Park is an excellent idea because it adds to Filipino culture. It also offers new opportunities for people who enjoy cooking to start their own business at a lower cost. The food park concept discusses the most important challenges that micro and small business owners face in the food and beverage industry. Compared to setting up in malls, where lease contracts are long and non-flexible, not to mention the initial cost of designing your store or kiosk, the setup is simple, inexpensive, and flexible." In 2016, food parks became increasingly common in the Philippines. It was built to replace food trucks by offering a fun and wide dining space for customers to try new food concepts while bonding with their friends and family. It was built to replace food trucks by offering a fun and wide dining space for customers to try new food concepts while bonding with their friends and family. Food parks are similar to food courts in that they provide

a set of food kiosks inside an outdoor compound. “They usually stick to a central theme, like Merkanto's international street food concept, Crave Park's Instagram-worthy dining layout, and The Vibe's subway-inspired booths.”(2017) Food parks are unique in that they are entirely made up of independent consumer foodservice operators, most of whom are start-up entrepreneurs, and they serve as an ideal incubator for new businesses and novel concepts due to their low capital requirements and targeted consumer base. In addition, food parks are mainly aimed at students, families and young adults and are located along streets.

The food park is a perfect location for the generation of today because they are excited to try fresh food and like to share a lot of stuff on social media. It has that "instagram-worthy" location image for people to try on so they can be "in" with the trend. Not only that, but Catama claims (2017) “Every food park you visit will almost certainly be very Instagrammable – It even allows people to indulge in their gastronomical fantasies, which is ideal for a winning social media post.” Food parks are a great place to have fun with family and friends because they cater to a large number of people.

These food parks are decorated in a variety of themes. They are trying to present even the way the entire place is set up to have a perfect look of its theme, and a lot of it is surrounding the place to follow them. The chairs and tables can accommodate both large and small groups. They are as numerous as they can fit into the available space in an orderly manner to accommodate a large number of customers. It may have a variety of stalls and owners, but the waiters clean their own and share, and the tables have designated waiters for the tables.

The food park is a place to eat and dine because different stalls and types of food can be ordered and eaten in one location for a low price. Most people look for restrooms in a restaurant, and food parks have them, but one thing that most of them lack is air conditioning. Most food parks are open from 4 p.m. to 4 a.m., which is a good time to relax and have fun. People can see a food park around them wherever they go, as it continues to expand across the country. The Philippines isn't the only country with food parks. These food parks can be found all over the world. Food theme parks, also known as food parks, are popular in Japan and are known for their elaborate decorations and themes. These types of restaurants are also popular or famous in America, particularly in Portland, the country's most progressive city. Instead of being called food parks, they are referred to as food truck parks.

Conceptual Framework

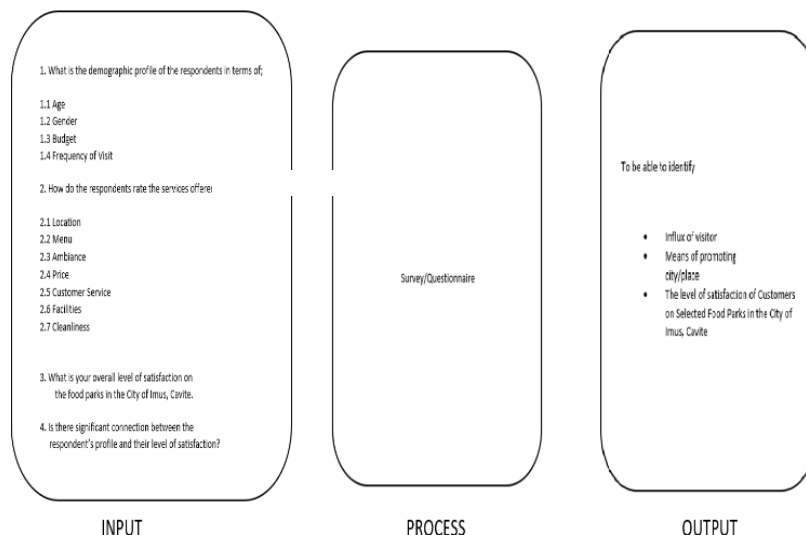


Figure 1. Conceptual Framework

Figure 1 shows that the researchers demonstrate the entire pattern that the study went through in order to be completed. It also shows the level of satisfaction of customers in selected food parks, broken down by characteristic. The demographic profile of the respondents in The City of Imus, Cavite in terms of age, gender, budget, and frequency of visits to the food parks are three parts of the input. The characteristics that the respondents are to rate based on their level of satisfaction are the second part of it. The overall satisfaction of customers in the selected food parks in the City of Imus, Cavite is the

third part. The procedure entails filling out a survey questionnaire about customer satisfaction in selected food parks in the City of Imus, Cavite, which will provide crucial data for the study's completion. Finally, the output demonstrates the inflow of visitors, methods of promoting the city/place, and the level of customer satisfaction in the selected food parks in the City of Imus, Cavite as well as whether they are acceptable or not.

Statement of the Problem

The purpose of this analysis was to decide the level of customer satisfaction in selected food parks in the City of Imus, Cavite.

Specifically, the goal is to answer the following questions.

What is the demographic profile of the respondents in terms of;

1.1 Age

1.2 Gender

1.3 Budget

1.4 Frequency of Visit

2. How do the respondents rate the services offered by food parks;

2.1 Location

2.2 Menu

2.3 Ambiance

2.4 Price

2.5 Customer Service

2.6 Facilities

2.7 Cleanliness

3. What is your overall level of satisfaction on the food parks in the City of Imus, Cavite?

4. Is there a significant connection between the respondents' profile and their level of satisfaction?

2. LITERATURE REVIEW

This chapter presents the review of related literature which will give relevance to the study.

Local

Ana Margarita Olar Community, climate, and people – these are some of the reasons why the world needs to visit the Philippines. Beach, rivers, lakes, islands, and man-made attractions make the country one of the most popular tourist destinations. Along with the booming tourism industry in the republic, many local cuisines are still waiting to be explored. Filipino cuisine is a fusion of Spanish and Chinese cultures. That's why popular foods sound Hispanic, such as Asado, Adobo and Menudo. Others include Chinese names like Pancit and Shanghai.

Food carts found their peak in the 80's and 90's amid the massive population growth of the metro and are still booming today. They still eat the same good food as the rank-and-file generations swear by, but now they do so with a complete set of business and sanitary permits. Adapting to food trends has allowed them to stand the test of time, and their subsequent business foothold will now allow them to decide what a new generation of diners will expect when they reach the streets. The food cart is set to fundamentally redefine the term "street food".

Food Park Finds is a collection of reports that showcase some of the best foods ever tried in food parks. Sprouting around Metro Manila in the last few years, food parks have been known to offer a spot for restaurateurs to try their hand at business without having to spend millions. Food parks are a convenient and novel way for diners to try various cuisines in one place and in a comparatively inexpensive way.

Foreign

Food plays a number of roles in our lives. As Sweetman and Mackellar (1954) said, people, feed because they are starving. Maybe the author lives in a country more often than not to keep from being hungry, so it's time to feed. People consume, whether they require food or not to fulfill their hunger for a specific food. They may also have been consumed to compensate unwittingly for loss of love or for the desired appreciation by fellows. What they eat is determined not only

by what is available, but also by the preferences and dislikes they have gained, by the confidence in wellbeing, or even by a combination of supernatural forces, in a particular food. What they eat is determined not only by what is available, but also by the preferences and dislikes they have gained, by the confidence in wellbeing, or even by a combination of supernatural forces, in a particular food. What people consume can also be affected by the use of food to show prosperity or status, or to demonstrate elegance. Choices can also be made in accordance with customs cultural, ethnic, social, national, and family law (Sweetman and Mackellar, 1954)

3. METHODOLOGY

Research design

The researchers conducted a descriptive study to evaluate the degree of satisfaction with the selected food parks in the City of Imus, Cavite among their customers. Aside from reviewing existing literature on the topic, the researchers decided to employ a variety of techniques, instruments, and methods to identify factors from various people's perspectives. The study's main aim was to evaluate the degree of customer satisfaction in selected food parks in City of Imus, Cavite, which could assist in the improvement of food parks and the growth of the country's food industry as well as tourism.

The main objective of the study was to identify the level of customer satisfaction in selected food parks in the City of Imus, Cavite, which could help food parks to improve and expand the food industry as well as tourism in the country. Descriptive research is an effective way to obtain information that is used to develop hypotheses and to propose associations. It cannot be tested or verified; analytic research is needed to evaluate the hypothesis or to determine the cause and effect. Descriptive research is designed to provide an accurate and systematic description of the population, situation or phenomenon. What, where, when, and how can be answered, but not why questions. And for this reason, descriptive research is the best research design to be used for this type of study topic.

Population, Survey, and Sample Methods

Researchers have preferred to select food park consumers, particularly those who frequent visit these locations, as their survey respondents. The overall sample for their analysis is 200 respondents and is to be split into 2 Food Parks studied in this research. Purposive sampling was used to decide who the respondents would be.

Research Instrument

In the research, an instrument was used in order to help the researchers gain information and complete the study. Also, for them to be able to achieve and answer what they are looking for. The questionnaire was used as the main instrument for gathering the data required for the analysis. The questionnaire is a series of questions which, when properly answered, will provide the required details to complete the analysis. In the questionnaire, the respondents were inquired to reply a few questions and their fundamental data. These questions helped the researchers gain information that can help complete the study. The questionnaire is composed of three parts:

Part I. Relates on the statistic profile of the respondents in terms of Age, Sex, Budget, and Recurrence of visit to nourishment parks.

Part II. Handles the evaluations of the respondents on the level of fulfillment on the characteristics of the chosen nourishment parks.

Part III. Discuss about the in general fulfillment of the client within the nourishment parks within the City of Imus, Cavite

Data Gathering Procedure

There are several ways in which researchers gather knowledge for a report, and in this research, researchers gather information through the internet through searching and browsing. Researchers even look to online bookstores like magazines, books, and newspapers to get more information for the study, and all of this was done to make the study true. The related literatures and related studies were clustered according to local and foreign. With the gathered information from the said data gathering procedure, the researchers were able to support their study, come up with problems to be solved, help to fulfill the key goal of the research and provide the relevant knowledge that helps expand and define the reasons for the study

Table 1: Frequency Distribution of Respondents' Age

Frequencies of 1.1 Age			
Levels	Counts	% of Total	Rank
18 - 20 years old	67	33.5 %	2
21 - 25 years old	109	54.5 %	1
26 - 30 years old	24	12.0 %	3

The results shows, there were 200 respondents and grouped among certain age brackets such as 18 to 20 years old, 21 to 25 years old, and 26 to 30 years old. Thus, the largest group of respondents belongs to 21 to 25 years old with 54.5% which is not so far from the percentage of respondents age bracket distribution of 33.5% and the lowest percentage is ages 26 to 30 years old with the average percentages 12.0%.

Specifically, 109 respondents or 54.5% were aged 21 to 25 are not too far among the other brackets, and 33.5% or with 67 respondents were aged 18 to 20 then followed by 12.0% with 24 respondents count ages 26 to 30 years old. It shows that most of the respondents that are always go to food parks are ages (21 to 25) years old.

The food service industry is and will always be," writes Arboleda (2010). remain in high demand due to its genre." This implies that most of the Customers are millennials because the millennial trend coincides with the trend of In the industry, there are food parks. Talavera (2017) also stated, "The expansion of malls as a source of employment." It is possible that the establishment of millennial-driven food parks, as well as the establishment of millennial-driven food parks, will occur in the future. This year's retail property market.

Table 2: Frequency Distribution of the Gender of Respondents

Frequencies of 1.2 Gender			
Levels	Counts	% of Total	Rank
Female	100	50.0 %	1.5
Male	100	50.0 %	1.5

Table 2 shows, the frequency distribution of 200 respondents based on their gender as either male or female.

The table shows that both male and female are equal count with both 100 or 50% this means that both gender are always going to be a costumers of food parks in city of Imus Cavite,

Tinker (2003) claims that "Street food vending is an important source of income. women to help support their family and barriers to the participation of women in business "It implies that most customers visiting food parks are female. for them to experience the location and form an opinion when they decide to build a This type of business and females are very efficient, which is why they are more open. establishing a business than males.

Table 3: Frequency Distribution of the Budget of Respondents

Frequencies of 1.3 Budget			
Levels	Counts	% Of Total	Rank
1001 - 1500	34	17.0 %	3
1501 - 2000	14	7.0 %	4
2001 and above	12	6.0 %	5
500 and below	70	35.0 %	1.5
501 - 1000	70	35.0 %	1.5

Table 3 shows result of the budget of respondents into five specific ranges. The collected data shows as they go to the food parks in city of Imus Cavite, the results shows that the highest number of respondents are both 70 that have 500 and below and 501 to 1000 at and lowest respondents are ranges of 2001 and above with only 12 counts.

The highest number count of respondents is both 70 or 35.0% have a budget of a 500 and below, and 501 to 1000 pesos. And followed by count of 34 or 17.0% respondents having a budget of 1001 to 1500 pesos and the 14 or 7.0% respondents can have the amount of 1501 to 2000 pesos as they go to the food parks and lastly is the total count of 12 or 6.0% have a range of 2001 and above.

According to (Pillas, 2016), "the setting up is fast, affordable and flexible. Compared to the mall setup. This means that there are affordable groceries in the food park Appetizer, salad, etc.

Table 4: Frequency Distribution of How Many Times in a Month do you Visit in Food Parks?

Levels	Counts	% of Total	Rank
Everyday	42	21.3 %	2
once a month	96	48.7 %	1
once a week	31	15.7 %	3
twice a week	28	14.2 %	4

The table 4 presents the kinds of respondents in terms of frequency of visiting in food parks in City if Imus Cavite. Results shows that 96 out of 200 respondents are trends to visit food parks in City of Imus Cavite prefers once a month and 28 trends to visit twice a week.

48,9% is the highest percentage or 96 respondent's customer frequency tally who visit the food parks in City of Imus Cavite is under once a month, followed by every day at 21.3% then the once-a-week costumer at 15.7%, and least at 14.2% of the respondents visited twice a week. It shows that the food park in City of Imus Cavite is being visited at least twice a week because of the government restrictions lots of people are not allowed to go outside of residences.

According to Catama (2017), "After all, the love of Filipinos in trying a variety of dishes and food parks allow to indulge in their gastronomical fantasies." Filipinos like to try different foods, so they usually don't repeat where they go Try another place.

BASIS FOR DESCRIPTIVES

Scale	Ranges	Interpretation
5	4.50-5.00	Very Much Satisfied
4	3.50-4.49	Much Satisfied
3	2.50-3.49	Satisfied
2	1.50-2.49	Less Satisfied
1	0.00-1.49	Not Satisfied

The Verbal Interpretation of Point 5- Very Much Satisfied was the highest level of conformity, next by point 4- Much Satisfied, the third level down to 3- Satisfied, next by point 2- Less Satisfied and the last Point 1- Not Satisfied for Location, Menu, Ambiance, Price, Customer Service, Facilities and Cleanliness description from the survey questionnaire.

Table 5: Assessment of services offered by food parks in term of Location

Location	Mean	VI	Rank
The location of the food park is accessible.	3.60	Much Satisfied	1
The location of the food park is traffic free	3.32	Satisfied	5
The location of the food park is easy to locate	3.54	Much Satisfied	3
The location of the food park is safe and secured	3.38	Satisfied	4
The location of the food park is located at known area	3.58	Much Satisfied	2
Total	3.48	Satisfied	

Based on the researcher questionnaire tools along the descriptor location the costumers response mean is 3.48 which is mean that the customers are satisfied with the location of location in the food parks in city or imus Cavite,

As a reflect on table 8 all the descriptors were verbally interpreted as satisfied: “ The location of the food park is accessible”, ” The location of the food park is traffic free”, “The location of the food park is easy to locate”, “The location of the food park is safe and secured”, “The location of the food park is located at known area” with the means 3.60, 3.32, 3.54, 3.38, and 3.58.

Its show that the Food parks in City of imus cavite is Satisfied by the Customers in terms of their locations.

As indicated by De Veyra (2017), "Food parks are spreading all through the country even in Makati; a spot with heaps of working individuals." It suggests that regardless of whether it is put anyplace it will be effectively known by different clients through "expression of mouth."

Table 6: Assessment of services offered by food parks in term of Menu

Menu	Mean	VI	Rank
The menu of the food park offers group meals	3.52	Much Satisfied	2.5
The menu of the food park offers healthy foods	3.31	Satisfied	5
The menu of the food park offers delicious food	3.56	Much Satisfied	1
The menu of the food park offers different cuisines	3.51	Much Satisfied	4
The menu of the food park offers unique presentations of the food	3.52	Much Satisfied	2.5
Total	3.48	Satisfied	

In this Table 6 shows, the overall mean in terms of menu is 3.48 interpreted as Satisfied with the suggests answers of the respondents are mostly the same.

It shows in table that 4 out of 5 questions under menu are verbally interpreted as Much Satisfied: “The menu of the food park offers group meals”, “The menu of the food park offers delicious food”, “The menu of the food park offers different cuisines”, “The menu of the food park offers unique presentations of the food” with the means of 3.52, 3.56, 3.51, and 3.52, respectively. While the “The menu of the food park offers healthy foods” was verbally interpreted as Satisfied with the mean of 3.31.

Its means the overall results of the menu in Food Parks in city of Imus Cavite is answered Satisfied by the respondent respectively in terms of Menu.

As indicated by Catama (2017), "Filipinos love to eat with our companions and families. More is always better, while eating parcels and different food which makes it really agreeable, the experience is made significantly more paramount when it is share with a companion and friends and family." It infers that most of the clients go to food parks with their families and companions that are the reason they are typically requesting and disparaging bunch dinners.

Table 7: Assessment of services offered by food parks in term of Ambiance

Ambiance	Mean	VI	Rank
The food park has creative decorations	3.52	Much Satisfied	1
The food park has pleasant music’s	3.40	Satisfied	3
The food park has radiant lighting	3.50	Much Satisfied	2
The food park is less noisy	3.23	Satisfied	5
The food park has comfortable sits	3.33	Satisfied	4
Total	3.40	Satisfied	

The obtained mean is 3.40 of the descriptor ambiance suggest that the obtained results is Satisfied. Table 7 shows that 3 out of 5 of the respondents response in “The food park has pleasant music’s”, “The food park is less noisy”, “The food park has comfortable sits”. With means of 3.40, 3.23, and 3.33 are respectively Satisfied. While the “The food park has creative decorations”, “The food park has radiant lighting”, was verbally interpreted as Much Satisfied with the means of 3.52 and 3.50.

Its show that the results of the ambiance of the food parks in City of Imus Cavite is answered by Satisfied by the respectively customers of food park in city of Imus Cavite.

As per Arboleda (2010), "This physical and enthusiastic reaction is a aftereffect of the climate and the complete climate to which clients are uncovered." It infers that food isn't the main justification for why clients are patronizing food parks.

Table 8: Assessment of services offered by food parks in term of Price

Price	Mean	VI	Rank
The prices in the food park is a value for money	3.52	Much Satisfied	1
The prices in the food park has satisfying serving size	3.33	Satisfied	4
The prices in the food park has promotions and discounts	3.31	Satisfied	5
The prices in the food park are affordable	3.41	Satisfied	3
The prices in the food park has price variation	3.51	Much Satisfied	2
Total	3.42	Satisfied	

In this table 8 the result of overall mean is 3.42 with the corresponding Satisfaction according to the respectively of food parks in City of Imus Cavite in terms of price.

The table 8 shows that the respondents response in “The prices in the food park has satisfying serving size”, “The prices in the food park has promotions and discounts”, “The prices in the food park are affordable” with was verbally interpreted as Satisfied with the means of 3.33, 3.31, and 3.41. while in “The prices in the food park is a value for money”. “The prices in the food park has price variation” with the means of 3.52 and 3.51 was verbally interpreted as Much Satisfied.

Table 8 shows that the Price in food parks in City of Imus Cavite is answers Satisfied by the respectively costumers. It means that the price in food parks in City of Imus is affordable by the corresponding answer of respondents in terms of price

According to Andreyeva (2010) “the given proposals to improve diets by changing food prices, it is critical to understand how price changes affect demand for various foods”..

Table 9: Assessment of services offered by food parks in term of Costumer Service

Costumer Service	Mean	VI	Rank
The employees of the food park are friendly	3.43	Satisfied	1.5
The employees of the food park have a good hygiene	3.36	Satisfied	4
The employees of the food park are attentive	3.37	Satisfied	3
The employees of the food park have fast-service	3.35	Satisfied	5
The employees of the food park are approachable	3.43	Satisfied	1.5
Total	3.39	Satisfied	

The result of the survey in terms of Customer Service in food parks, shows that the highest ranking of mean score is 3.43 which indicated that "The employees of the food park are friendly" and "The employees of the food park are approachable", The lowest rating mean score is 3.35 which is "The employees of the food park have fast-service. As a gleaned in Table 9 the obtained mean is 3.39 verbally interpreted as Satisfied. This suggest that the customer service of food parks in City of Imus Cavite. Furthermore, the respondents are all Satisfied in: “The employees of the food park are friendly”, “The employees of the food park have a good hygiene”, “The employees of the food park are attentive”, “The employees of the food park have fast-service”, “The employees of the food park are approachable”. As reflect to mean results 3.43, 3.36, 3.37, 3.35, and 3.43.

Table 9 shows that the food parks in the City of Imus Cavite is just verbally Interpretation of Satisfied in the terms of Costumers Service for their Costumers.

As per Ahmad Adnan Al-Tit (2015) customer service was to look into the relationships between service quality, food quality, customer satisfaction, and customer retention in Jordan's limited service.

Table 10: Assessment of services offered by food parks in term of Facilities

Facilities	Mean	VI	Rank
The food park has a parking lot	3.46	Satisfied	1
The food park has restroom/s	3.39	Satisfied	3
The food park has a second floor	3.35	Satisfied	4
The food park has a sport/game/live music place (ex. Billiards, Darts, Beer pong)	3.17	Satisfied	5
The food park has a smoking area	3.40	Satisfied	2
Total	3.35	Satisfied	

As deemed to Table 10, the overall mean is 3.35 with verbally interpretation as Satisfied and which suggests that the answers of the respondents are all the same.

It also reveal that all of the questions/descriptors under the Facilities were verbally interpreted as Satisfied: “The food park has a parking lot”, “The food park has restroom/s”, “The food park has a second floor”, “The food park has a sport/game/live music place (ex. Billiards, Darts, Beer pong)”, “The food park has a smoking area”. With means 3.46, 3.39. 3.35, 3.17 and 3.40, respectively.

Table 10 shows that facilities of food park in City of Imus Cavite is just verbally Interpretation Satisfied according to the respectively respondents of food parks.

According to the Study of Food Park Research Paper. (2017, Sep 27). As business operation food parks are run by the owner, food park manager, chef, line cooks, host, server, abuser, dishwasher, utility personnel and security guards they indeed to do this kind of separation to secure the facilities of their food parks.

Table 11: Assessment of services offered by food parks in term of Cleanliness

Cleanliness	Mean	VI	Rank
The food park has a presentable surrounding	3.44	Satisfied	1.5
The food park has a sanitary comfort rooms	3.31	Satisfied	5
The food park has a clean food preparation	3.44	Satisfied	1.5
The food park has segregated trash bins	3.35	Satisfied	3
The food park has servers that are well-groomed	3.33	Satisfied	4
Total	3.37	Satisfied	

Table 11 shows, that the mean of the cleanliness of food parks in City of Imus Cavite is 3.37 with the verbally interpretation of Satisfied the Table 10 shows that the response of the respondent in “The food park has a presentable surrounding”, “The food park has a sanitary comfort rooms”, “The food park has a clean food preparation”, “The food park has segregated trash bins”, “The food park has servers that are well-groomed”, with the means 3.44, 3.31, 3.44, 3.35, and 3.33 with their verbally interpretation of Satisfied.

Table 11 shows that the costumers in the Food Parks in City of Imus Cavite are just Satisfied in terms of Cleanliness to their Food Parks.

As per Marcela (2015) in the capital of Brazil have a standard for food safety and cleanliness to materials use to prevent the cause of spreading the possible virus the study investigate the demographic profile of the street vendors and also their hygiene.

Table 12: Overall Level of Satisfaction on the food parks in the city of Imus Cavite.

	count	Percentage of total	Rank
Very much satisfied	37	18.5%	3
Much satisfied	50	25.0%	2
Satisfied	74	37.0%	1
less Satisfied	35	17.5%	4
Not satisfied	4	2.0%	5
	200		

In general, all of respondents of Food Parks in City of Imus Cavite in terms of Not Satisfied, Less Satisfied, Satisfied, Much Satisfied, Very Much Satisfied with the total results counts of respondent in Not Satisfied with 4 respondents, Less Satisfied with 35 respondents, Satisfied with 74 respondents, Much Satisfied with 50 respondents, and Very Much Satisfied with 37 respondents in total of 200 respondents.

Each of Verbally Interpretation have a corresponding percentage of total in Not Satisfied with 2.0%, Less Satisfied with 17.5%, Satisfied with 37.0%, Much Satisfied with 25.0%, and Very Much Satisfied with 18.5% in total of 100% respectively.

According to Mireille Serhan and Carole Serhan (2019) the goal of this study was to identify different food service attributes that influence customer satisfaction at a rural university cafeteria. Over the course of five weeks, 676 cafeteria patrons, including academics, staff, and students, were chosen at random.

Table 13: Significant relationship between the respondents age and the level of satisfaction

One-Way ANOVA (Fisher's)					
	F	df1	df2	P	SR
LOCATION	0.1484	2	197	0.862	NS
MENU	0.3658	2	197	0.694	NS
AMBIANCE	0.0527	2	197	0.949	NS
PRICE	1.1132	2	197	0.331	NS
CUSTOMER SERVICE	0.0539	2	197	0.948	NS
FACILITIES	0.3805	2	197	0.684	NS
CLEANLINESS	0.0750	2	197	0.928	NS
Level of Satisfaction	0.0767	2	197	0.926	NS

The Table 13 shows that there is No Significant relationships between corresponding age and level of satisfaction of respondents because the results is less than 0.005

Table 14: Significant relationship between satisfaction

		Statistic	df	p	SR
LOCATION	Student's t	-0.321	198	0.749	NS
MENU	Student's t	-0.341	198	0.734	NS
AMBIANCE	Student's t	-0.593	198	0.554	NS
PRICE	Student's t	-0.778	198	0.438	NS
CUSTOMER SERVICE	Student's t	-0.133	198	0.894	NS
FACILITIES	Student's t	-0.619	198	0.537	NS
CLEANLINESS	Student's t	-0.241	198	0.810	NS
Level of Satisfaction	Student's t	-0.463	198	0.644	NS

The Table 14 shows that there is No Significant relationships between corresponding gender and level of satisfaction of respondents because the results are Less than 0.005

Table 15: Significant relationship between the respondent's budget and the level of satisfaction

One-Way ANOVA (Fisher's)					
	F	df1	df2	P	SR
LOCATION	3.06	4	195	0.018	S
MENU	3.42	4	195	0.010	S
AMBIANCE	2.34	4	195	0.057	NS
PRICE	2.73	4	195	0.030	S
CUSTOMER SERVICE	2.51	4	195	0.043	S
FACILITIES	2.20	4	195	0.071	S
CLEANLINESS	1.87	4	195	0.117	NS
Level of Satisfaction	2.77	4	195	0.029	S

Table 15 shows that the location, menu, price, customer service, facilities, and level of satisfaction is significant between the correspondence budget of respondents and their level of satisfactions, the ambiance and cleanliness are no significant relationships between the corresponding budget of respondents and their level of satisfaction because the results are less than 0.005

In this case respondents will consider location, menu, ambiance, price, customer service, facilities, cleanliness and level of satisfaction are not choosing food parks in City Imus Cavite.

Table 16: Significant relationship between the respondent’s frequency of visit and the level of satisfaction

One-Way ANOVA (Fisher’s)					
	F	df1	df2	P	SR
LOCATION	28.1	3	193	< .001	S
(MENU	27.7	3	193	< .001	S
AMBIANCE	23.9	3	193	< .001	S
PRICE	35.8	3	193	< .001	S
CUSTOMER SERVICE	17.3	3	193	< .001	S
FACILITIES	29.7	3	193	< .001	S
CLEANLINESS	18.5	3	193	< .001	S
Level of Satisfaction	30.7	3	193	< .001	S

Table 16 shows that the location, menu, price, customer service, facilities, and level of satisfaction is significant between the correspondence budget of respondents and their level of satisfactions, the ambiance and cleanliness are no significant relationships between the corresponding budget of respondents and their level of satisfaction because the results are less than 0.005.

4. CONCLUSION

Most of the respondents are ages 21-25 years, female and male, with a budget of 1000 and below, and visit the food park once a month.

In terms of the services offered by food parks; Location, Menu, Ambiance, Price, Customer Service, Facilities, Cleanliness got an average mean of 3.48, 3.52, 3.40, 3.42, 3.39, 3.35 & 3.037 respectively with interpretation of satisfied.

The overall level of satisfaction on the food parks in the City of Imus, Cavite was satisfied with an average mean of 3.037.

There was no significant relationship between the respondents' profile in terms of their age and gender and level of satisfaction. Moreover, ambiance and cleanliness in terms of budget are no significant. However, location, menu, price, customer service, facilities and level of satisfaction are significant between the budget and level of satisfaction. Moreover, frequency of visit and the level of satisfaction were significant.

5. RECOMMENDATION

For this study, the researchers would like to aid some of the problems that occurs in every food park in the Imus City, Cavite. The results of this study showed that the assessment of the respondents which helped the researchers in order to develop these recommendations. First, the food park’s location is difficult to reach because of the narrow roads and number of traffic lanes. The researchers recommend that the management should request help from the DPWH (Department of Public Works and Highways) and the Municipality of Imus for road widening. Second, small entrepreneurs should have healthy food options instead of high cholesterol and other non-healthy food items. There are a lot of healthy trend foods that can be marketable and can help small entrepreneurs to grow their business such as including Vegan Foods and Plant Base Food in their menu. Through the data gathered by the researchers, some of the problems that occurs most for the food hubs of Imus, Cavite are the sound systems being too loud. A resolution to this is to allow volume adjustment in the appropriate level so the customers will enjoy their food and their surroundings. Applying discount for seniors and PWD, creating loyalty card promos for the loyal customers can also encourage people to come back and order from their stalls. Time management and preparation are the keys to generate the production faster from food stall owners especially from meaty food and special beverages. Applying stage from the food park will be a huge benefit to the food entrepreneurs and customer.

ACKNOWLEDGEMENT

We would want to express our heartfelt gratitude to all who made our study successful, particularly during this semester when we are still going through difficult times. It is an honor to thank De La Salle University – Dasmariñas for allowing us to do this research, which provided us with such a beautiful experience because we started it before the epidemic and continued it after the pandemic. This opening will undoubtedly mark the start of a new chapter in our lives as we try to be the best and most successful professionals we can be.

We are truly thankful to our Hospitality Research coordinators, Mr. Rowell Paras and Ms. Marichou Señorin, From the beginning of the title defense to the completion of this study report, we had the best instruction and guidance. Thank you for your efforts in dealing with many pupils with this issue, as we had no prior knowledge of it.

We very much appreciate our Hospitality Research adviser, Dr. Jimford Tabuyo, for stretching his hands and thinking about what we should think about when conducting research. Thank you for your tireless efforts in assisting us in overcoming the challenges we experienced, which led to fresh knowledge and your unwavering support from beginning to conclusion.

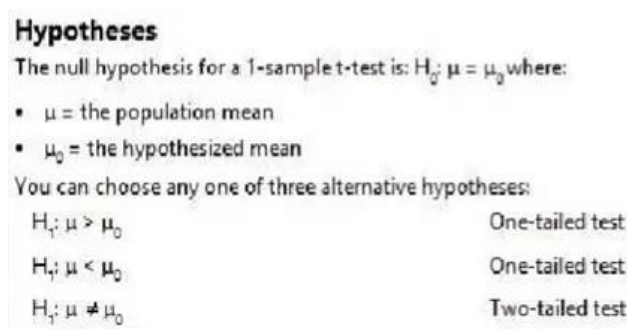
We extend our gratitude to our Hospitality Research Panels, Ms. Mae Casiles, Mr. Federico Abut, and Ms. Ailene Rolle, thank you for allowing us to present this research study. Thank you for supporting us in conducting more relevant study, since we have learned a great deal from Thesis 1 to Thesis 2. This research will be useful for future studies, particularly in the hospitality industry, because we will be guided by several experts.

We owe a debt of gratitude to our family, who has always been supportive of us in all of our endeavors, major and minor. Thank you for your instruction, love, and patience, as well as financial assistance; without our family, this study would not be possible. We convey our heartfelt gratitude for understanding and assisting us from the beginning to the end.

And most significantly, to our almighty God, you are the source of our strength, wisdom, and knowledge. We extend our deepest gratitude for helping us in our daily subjects in the university through St. John Baptist De La Salle's guidance and our patron saint, St. Marciano Jose. Indeed, you are a great listener and brother to every student.

Statistical Treatment of Data

Through the survey, the respondents were asked questions that would answer the research problem. The results were tallied, tabulated, analyzed statistically and interpreted using statistical tools such as descriptive measures. With the use of these measures, it will be able to define or categorize the results of the answered survey questionnaires.



Hypotheses
The null hypothesis for a 1-sample t-test is: $H_0: \mu = \mu_0$ where:

- μ = the population mean
- μ_0 = the hypothesized mean

You can choose any one of three alternative hypotheses:

$H_1: \mu > \mu_0$	One-tailed test
$H_1: \mu < \mu_0$	One-tailed test
$H_1: \mu \neq \mu_0$	Two-tailed test

1. Frequency/Percentage –was used to determine the number and percentage of the respondents who answered the questionnaire in terms of the demographic profile of the respondents such as Age, Gender. Budget and the Frequency of visit on the food parks. It is also used on the overall satisfaction of the customers. In order to solve for the Frequency, mode is used and for Percentage, the formula below must be used:

$$P = F/N \times 100$$

Whereas:

F = Frequency

P = Percentage

N = Total Number of Respondents

2. Weighted Mean- it was used to determine the level of satisfaction of customers in the characteristics of a food park and the overall satisfaction. Formula: $Wx = Tw/Tr$ Where: Wx = weighted mean Tx = total weight Tr = total respondents

3. T-test-it was used to determine the significant difference in the level of satisfaction of customers on the selected Food parks in the City of Imus, Cavite when the demographic profile is considered.

4. Anova - was used to determine the significant difference in the level of satisfaction of customers on the selected Food parks in the City of Imus, Cavite when the demographic profile is considered.

■ Formula for variance:

$$\sigma^2 = \frac{\sum(x - \bar{x})^2}{N-1}$$

REFERENCES

- [1] 2021, July 13). *Feasibility Study of Food Park Research Paper Example*. GraduateWay. <https://graduateway.com/feasibility-study-of-food-park/>
- [2] Acla, E. (2016, April 15). *VR masks give chilling real-feel*. Eagle News. <https://www.eaglenews.ph/vr-masks-give-chilling-real-feel/>
- [3] Ahmad. (2015, August). *The Effect of Service and Food Quality on Customer Satisfaction and Hence Customer Retention*. ResearchGate. https://www.researchgate.net/publication/282128914_The_Effect_of_Service_and_Food_Quality_on_Customer_Satisfaction_and_Hence_Customer_Retention/
- [4] Andreyeva, T., Long, M. W., & Brownell, K. D. (2010). The Impact of Food Prices on Consumption: A Systematic Review of Research on the Price Elasticity of Demand for Food. *American Journal of Public Health, 100*(2), 216–222. <https://doi.org/10.2105/ajph.2008.151415/>
- [5] Arroyo, & Arboleda, M. (2021, March 1). *Sonic food words influence the experience of beverage healthfulness*. ScienceDirect. <https://www.sciencedirect.com/science/article/abs/pii/S095032932030358X/>
- [6] B., Ordinario -, C., Mercene -, R., Ordinario -, C., Fernandez -, B., Ordinario -, C., Reyes -, N., BusinessMirror -, BusinessMirror -, -, Cuaresma -, B., Bloomberg News -, & Visco -, R. (2017, November 3). *Food Park Finds* /. BusinessMirror. <https://businessmirror.com.ph/2017/11/03/food-park-finds/>
- [7] Cortese, Veiros, Feldman, & Cavalli. (2016, April 1). *Food safety and hygiene practices of vendors during the chain of street food production in Florianopolis, Brazil: A cross-sectional study*. ScienceDirect. <https://www.sciencedirect.com/science/article/pii/S0956713515302498>
- [8] De Veyra. (2017, February 10). *New eats: Makati finally has a food park*. <https://News.Abs-Cbn.Com/Life/02/10/17/New-Eats-Makati-Finally-Has-a-Food-Park>. <https://news.abs-cbn.com/life/02/10/17/new-eats-makati-finally-has-a-food-park>
- [9] Gavarra, J., Talavera, & Catama. (2017). *FINAL-THESIS-EDITED.docx*. Scribd. <https://www.scribd.com/document/389434210/FINAL-THESIS-EDITED-docx>
- [10] J. Margarita. (2015, August 21). *Food Trip Road Trip: A Glance at Philippine Food Tourism*. FoodFindsAsia.Com. <https://www.foodfindsasia.com/food-trip-road-trip-a-glance-at-philippine-food-tourism/?fbclid=IwAR0y7tpnezkfqYeHJmX8R3wTAEhKk6i-2zMba-lk9BU021y6cAZ2okvmjOU>
- [11] N. Goco, (2018, August 20). *Manila's Meals on Wheels: A Food Cart Revolution*. Pepper.Ph. <https://pepper.ph/manilas-meals-on-wheels-a-food-cart-revolution/>
- [12] Pillas, C. (2016, August 1). *F&B Enterprises urged to locate in food parks: Catherine Pillas*. BusinessMirror. Retrieved January 29, 2022, from <https://businessmirror.com.ph/2016/08/01/fb-enterprises-urged-to-locate-in-food-parks/>
- [13] Serhan, M. (2019, December 31). *The Impact of food Service Attributes on Customer satisfaction in a Rural University Campus Environment*. Hindawi. <https://www.hindawi.com/journals/ijfs/2019/2154548/>
- [14] Tinker. *Street Foods: Traditional Microenterprise in a Modernizing ...* 2003, https://www.researchgate.net/publication/226916612_Street_Foods_Traditional_Microenterprise_in_a_Modernizing_World.-gender/